



Using Social Media for Business

Increase Content Reach

Effective 2-Way Communication Channel

Drive Marketing Consideration

WHY

Engage in Social Media

Increase Brand Awareness

Gain New Audiences

Lead By Example

Social Media Users



3.5 Billion

Social Media Users Worldwide

90% of Millennials

77% of Gen X

48% of Boomers

Marketing

60 Million U.S. adult employees already share positive comments about their workplace Online



24X

A brand's message is **24 times** more likely to be shared when posted on an employee's **personal profile versus a company's page.**



71%

of consumers who have a positive experience with a brand on social media are likely to **recommend the brand.**

