Using Social Media for Business

WHY Engage in Social Media

- Increase Content Reach
- Effective 2-Way Communication Channel
- Increase Brand Awareness
- Lead By Example
- Gain New Audiences
- Drive Marketing Consideration

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.

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