

For Immediate Release  
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### **Re:NEW Michigan Survey Reveals Social Media Boom**

ANN ARBOR, MI, June 17, 2013 --- A recent Re:NEW Michigan survey reveals small businesses are increasing their use of social media and visiting those sites more often for marketing purposes.

Eighty percent of respondents said they use social media every day, while 39 percent use social media primarily to enhance their business' marketing strategies.

In May, Re:New Michigan surveyed businesses about their social media use, including how often they checked different sites and which sites they visited the most.

The survey was a follow up to similar surveys conducted in December 2008 and August 2011.

“Over the years, the Re:NEW Michigan surveys have shown that social media is becoming one of the most popular uses of the Internet, whether for networking purposes or seeking news and information,” said Larry Eiler, co-founder and CEO of Eiler Communications. “Future surveys every six months will continue as we measure usage and perceived value of social media impact.”

Another May survey finding identified Facebook as the most popular social media site followed by LinkedIn. That's the second time in a row (2011 was the first) Facebook was voted the top social media site. In 2008, blogs and YouTube were the sites small businesses visited the most.

In 2011, 73 percent of small businesses checked social media accounts one to three times a day. Today, 19 percent of respondents said they check social media sites more than 10 times a day. Interestingly, 95 percent of respondents only considered themselves to be “familiar” with social media sites in 2008. There were 155 respondents to the May survey, and the 2008 and 2011 surveys had similar respondent percentages.

Despite the increased use of social media, survey respondents expressed a slightly greater concern about social media for marketing purposes. In May, nearly 40 percent of respondents were concerned about social media marketing as opposed to 37 percent in 2011.

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Some respondents explained this was because they felt social media was impersonal and lacked privacy, was not used by their target market, and may cause backlash if used inappropriately by employees. In 2008, 51 percent of respondents indicated social media could serve as an effective marketing tool.

Finally, the May survey indicated more small businesses are turning to social media and electronic sources for their news and information. In 2011, newspapers and televisions were the most popular news sources, while newspapers and electronic sources were used more often in 2008.

Even though more small businesses are turning to social media and electronic sources, 67 percent of respondents still think they underutilize social media sites.

Founded in 2006 as a brand of Eiler Communications, Re:NEW Michigan conducts surveys on business practices and strategies statewide through the Re:NEW Michigan weekly radio program on WLBY 1290AM. It runs Tuesday, 8:40-9 AM and is Internet based by going to [www.lucyannlance.com](http://www.lucyannlance.com) and clicking on Re:NEW Michigan.

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