

Top 5 Findings

from Burson-Marsteller's

Global Social Media Check-up 2012



#1

People are talking about the Fortune Global 100... a lot.

10,400,132

The largest global companies were mentioned a total of 10,400,132 times online in one month.*



5,596,998

of these mentions were on Twitter.*

*Source: Visible Technologies

#2

Video content creation is on the rise.

While Twitter still remains the most popular platform among the Fortune Global 100, by far the largest growth in corporate social media use occurred on YouTube.

Percentage of Companies with Branded YouTube Channels



2012

79%

2011

57%

Corporate Channels Average



2,024,931
views



1,669
subscribers

#3

Engagement is becoming second nature to companies.



Engage with other users using retweets and @mentions on Twitter



Respond to comments on their walls and timelines on Facebook



Of Facebook pages are updated weekly

#4

Multiple accounts on these platforms allow companies to target audiences by geography, topic or service.

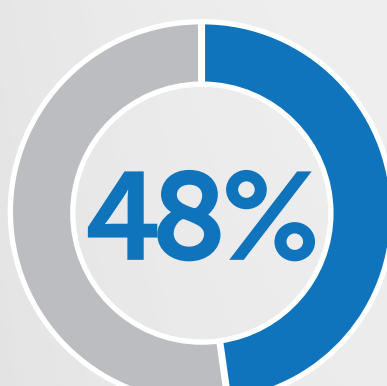
Companies now average more accounts on each platform than ever before.



#5

Companies are adapting rapidly to new platforms.

Google Plus pages for businesses were launched in November, and by February 2012, nearly half (48%) of Fortune Global 100 companies already had a presence on the platform.



Fortune Global 100 on Google Plus

About Burson-Marsteller's Global Social Media Check-up 2012

The Third Annual Burson-Marsteller Global Social Media Check-up examined the Fortune Global 100's use of popular social networking platforms including: Twitter, Facebook, YouTube and, for the first time, Google Plus. This year, Visible Technologies, the leader in social media monitoring, analytics, and services for enterprises globally, provided data on online discussions of Fortune Global 100 companies.

Data was collected in February 2012 based on Fortune Global 100 companies' social media activity. Sample size for countries/regions: U.S. = 29 companies, Europe = 45 companies, Asia-Pacific = 23 companies, Latin America = 3 companies. Comparisons were made to Burson-Marsteller's first Global Social Media Check-up 2010, published on February 23, 2010, and The Second Annual Global Social Media Check-up, published on February 15, 2011. Data was collected by Burson-Marsteller's global research team.

For a more in-depth analysis of the study, visit www.burson-marsteller.com/globalsocial2012



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