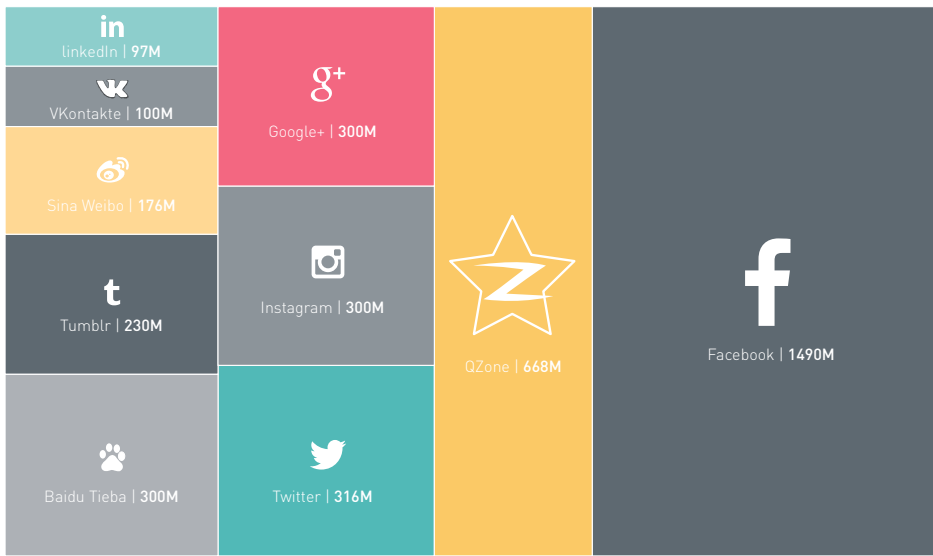


# SOCIAL MEDIA USAGE

## CORPORATE & PRIVATE COMPARISON

### WORLDWIDE LEADING SOCIAL NETWORKS RANKED BY NUMBER OF USERS



in % August 2015

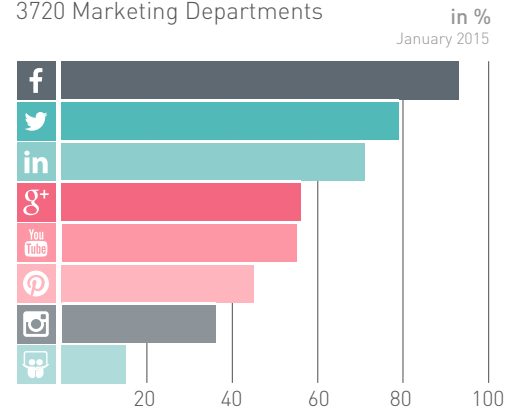
### WORLDWIDE SOCIAL MEDIA USAGE OF COMPANIES

Countries polled:

USA (52%), Canada (9%), England (9%), Australia (5%), India (4%), others (25%).

Total of survey respondents:

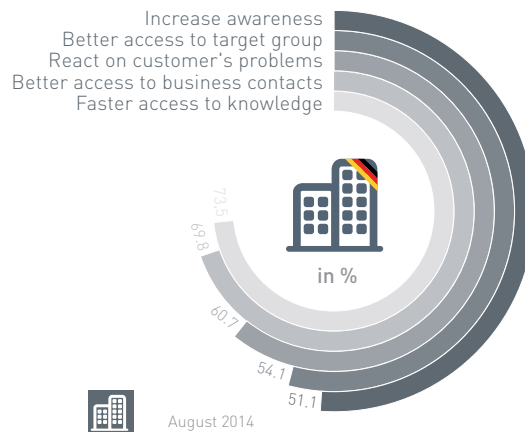
3720 Marketing Departments



## WHY?

### REASONS FOR USING SOCIAL MEDIA

Different motives for Social Media usage can be found between men and women. Furthermore, companies use Social Media for other reasons than private people.



### Communication with friends

62.7%

51.7%

61%

45.8%

43%

34.5%

### News (brands, products, services)

30.6%

30.6%

18.6%

27.8%

21.9%

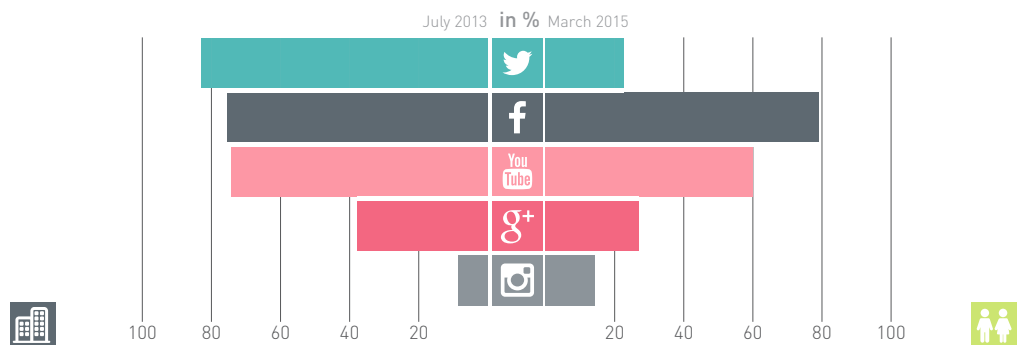
30.9%

in % February 2015

## WHICH?

### THE MOST POPULAR PLATFORMS

Usage of leading social networks by Fortune Top 500 enterprises vs. private usage of social media in Germany



## JOBS & CANDIDATES SEARCH

