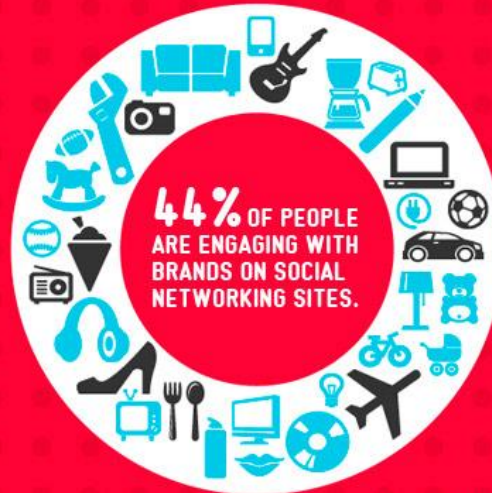


SO MANY ENGAGEMENTS AND NOT A RING IN SIGHT!



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Looking is one thing, engaging is another. Overall, 44% of people say they follow and engage with brands on social networking sites. By actively connecting with brands, people are doing activities such as “liking” a brand or product, commenting on it, recommending it, entering contests and/or sharing the brand’s posts or links. Those under 35 are particularly engaged with brands on social networks (55% vs. 42% among those 35-49 and 27% among those 50+). It’s important to remember that once a brand captures a follower, it’s up to the brand to make sure they keep the relationship going strong, ideally turning the engagement into a commitment.

About Ipsos Open Thinking Exchange:

Ipsos Open Thinking Exchange (Ipsos OTX) is Ipsos’ global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Socialogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at ipsosopenthinkingexchange@ipsos.com.

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