



One-third (34%) of those who follow a brand's social networking page say fun or interesting posts make them feel more connected to that brand. While other brand actions – e.g., discounts, free offers, contests – have a stronger effect on brand and consumer connections, injecting interesting and funny posts can help keep interested consumers coming back to your social networking sites to see what's up. That's why it makes sense for marketers to be hands-on when it comes to social networking content.

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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