

**SO, HOW DO YOU LIKE THAT?**  
**45% OF US "LIKE" OR SHARE ONLINE**  
**CONTENT THAT INTERESTS US**



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Clearly, there's a lot of digital liking and sharing going on: 45% of us do it. We share things we think are hilarious or moving or important. We share things to align ourselves with schools of thought, entertain our friends, provide information about brands or products. We share content and repost posts when we feel proud by association. So, marketers, how do you like this? The more you know about your followers, the better able you will be to create content that resonates with them. And, the more attractive your posts to your key audience, the more likely they are to be followed and shared. So take note: Like attracts "like."

#### 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. Sociallogue™ 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](mailto:ipsosopenthinkingexchange@ipsos.com).

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