

ARE YOUR ONLINE SHARES RISING? KEEP INVESTING!



MORE THAN ONE IN
THREE PEOPLE SHARE
CONTENT ONLINE

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As children, we were told *"You have to learn to share."* While no one *has* to share on social media and other online sites, 36% share links to articles, videos and other information. Some of these shares can be an asset or a liability for marketers. Suffer a recall or make a false claim and the error can go viral in minutes. Post something funny, wise, timely or surprising and you can, again in minutes, have social ambassadors giving your name broader positive exposure. Whether you need a forum to announce a product, make an apology or invite responses, social media is an investment that can help your shares, literally and figuratively, add value.

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.

About Ipsos and Ipsos Global @dvisor:

Ipsos is the world's third largest market research company. With offices in 84 countries, Ipsos offers a complete line of custom, syndicated, omnibus, panel and online research products and services. Ipsos Global @dvisor is a 24-country online monthly syndicated research service used to generate information for media and clients. Each month, 500-1,000 interviews are completed per country among 16-64 year old males and females.