



If Mahatma Gandhi was right that “Action expresses priorities,” then social media is well on its way to being a priority. Four in ten of us worldwide, 42%, claim social media is very important or somewhat important in our lives, a figure that jumps to 50% among those younger than 35. How long can it be before we’ll need a modern-day Emily Post for social media etiquette? In fact, her great great granddaughters, great great granddaughter-in-law and great great grandson are already on it. They have their priorities straight!

About Ipsos OTX:

Ipsos OTX (Ipsos Open Thinking Exchange) 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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