



NE Wisconsin Media Twitters While Business Leaders Take Cautious Note

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(Green Bay, WI) An Internet survey of Northeast Wisconsin media and business/community leaders just completed by Leonard & Finco Public Relations, Inc. had some surprising results.

The brief survey focused on each group's use of social or new media such as Facebook, Twitter and LinkedIn. "While social media is constantly in the news these days, we wanted to get a sense as to how much it is actually being used for business in Northeast Wisconsin," said Leonard & Finco President Susan Finco. The surveys targeted more than 150 journalists and more than 750 business/community leaders. The response rate was 23%.

The findings: The news media is leading the way when it comes to social media use in business. Sixty-eight (68) percent of the journalists say they find contacts and interviews through social media outlets and more than half generate story ideas and do background information gathering through social media. The top social media cited by Northeast Wisconsin media include: Facebook (76%), YouTube (62%), blogs (55%), LinkedIn (48%) and Twitter (45%). The three used most often for work are: Facebook (76%), blogs (69%), Twitter (45%) and LinkedIn (31%).

While some businesses and community leaders do use social media for work, 44% responded they do not use social media at all. Of those who do use social media, they tend to use it to connect with/communicate with others in the community or their industry (39%), to connect with/communicate with clients (31%) and to gather information or research specific topics (27%). Just 22% indicated they use social media to find or connect with potential new clients.

Of the social media used by area business / community leaders, LinkedIn has the biggest share of users at 66%. Facebook was second at 41% followed by blogs and YouTube both at 27%. When asked if the use of social media has had a positive impact on their businesses, 51% answered they weren't sure. Of those who answered yes, it has had a positive impact (38%), most said it benefitted their organization because of the networking capabilities (79%) which was followed by increased marketing opportunities (39%) and improved client/customer relations (35%).

So what does this mean? "With media immersed in communications every day, and tending to have a younger workforce, they are definitely embracing social media," said Leonard & Finco Senior Account Executive Scott Stein. "However, we believe business and community leaders are taking a more cautious approach and want to see what the return on investment will be before they spend a lot of time or money on social media."

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“However we believe, as social media becomes more mainstream and younger workers become business and community leaders, that dynamic will change,” added Leonard & Finco Senior Account Executive Cole Buergi. “Social media is definitely more than a trend, and smart business leaders realize they need to understand and begin using these communications options to reach out to their clients, customers and shareholders. It’s an educational process.”

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Leonard & Finco Public Relations, Inc. is a full service public relations / public affairs firm providing issues management; media, community and stakeholder relations; image campaigns and crisis management services to clients throughout North America. To learn more, go to: www.LFpublicrelations.com or check us out on Facebook.

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