

2013 SOCIAL MEDIA NEWS

Survey Report



Shareable content is successful content!

TEKGROUP

For the fourth year, TEKGROUP International conducted the Social Media News Survey, asking social media users how they discover, share, and create news. The survey was conducted over a six week period during June and July 2013. The purpose of the survey was to gain a better understanding of how social media is impacting an organization's news.

What we found, as in years past, is that people are consistently finding news, sharing news with friends and associates, and posting newsworthy content using social media. Corporations and organizations are starting to use social media channels as primary distribution channels for their news and leveraging the unique engagement opportunities that these channels provide.

What follows are some of the highlights from the 2013 Social Media News Survey.



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“What the Experts Say...”



“In today's digital news environment, it makes perfect sense for organizations small and large to optimize all company online news content while also adhering to Google's best practices when it comes to SEO. Online newsroom content such as press releases and company news content should be optimized using researched keywords, appropriate linking strategies, headlines, titles and descriptions as well as hashtags. A press release posted on a website without strong visuals and social sharing options is a big marketing and public relations #fail.”

@LisaBuyer - Social PR Publicist, Journalist, Specialist



“An important insight of the study is the trend growth in relation to demographics. You're seeing more boomers -- highly educated and affluent, who are accessing and sharing news and information. This demographic is fast-growing, becoming more tech savvy, and is spending money. Smart marketers will begin to pay as much attention to boomers online as they do the more traditionally coveted younger demographic.”

Dan Criscenti - Greater Detroit Area , Marketing and Advertising



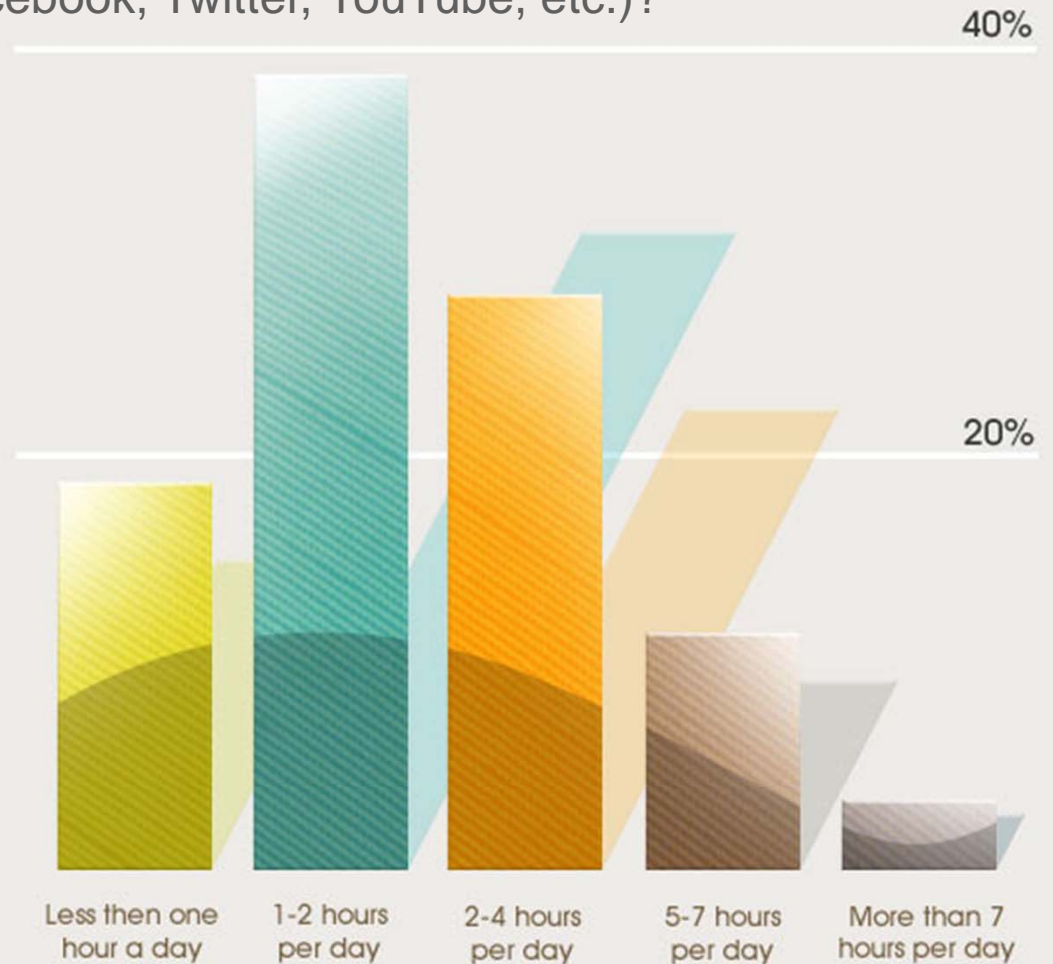
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Social Hours Per Day

Generally speaking, how many hours per day do you spend using social media tools (Blogs, Facebook, Twitter, YouTube, etc.)?

- When asked how many hours per day they spend using social media tools, **14.5%** of the respondents answered more than **5** hours per day. This is nearly a **100%** increase from 2012's response of **8.8%**.
- The responses between **1-4** hours per day increased to more than **66%**, more than a **10%** increase from 2012.



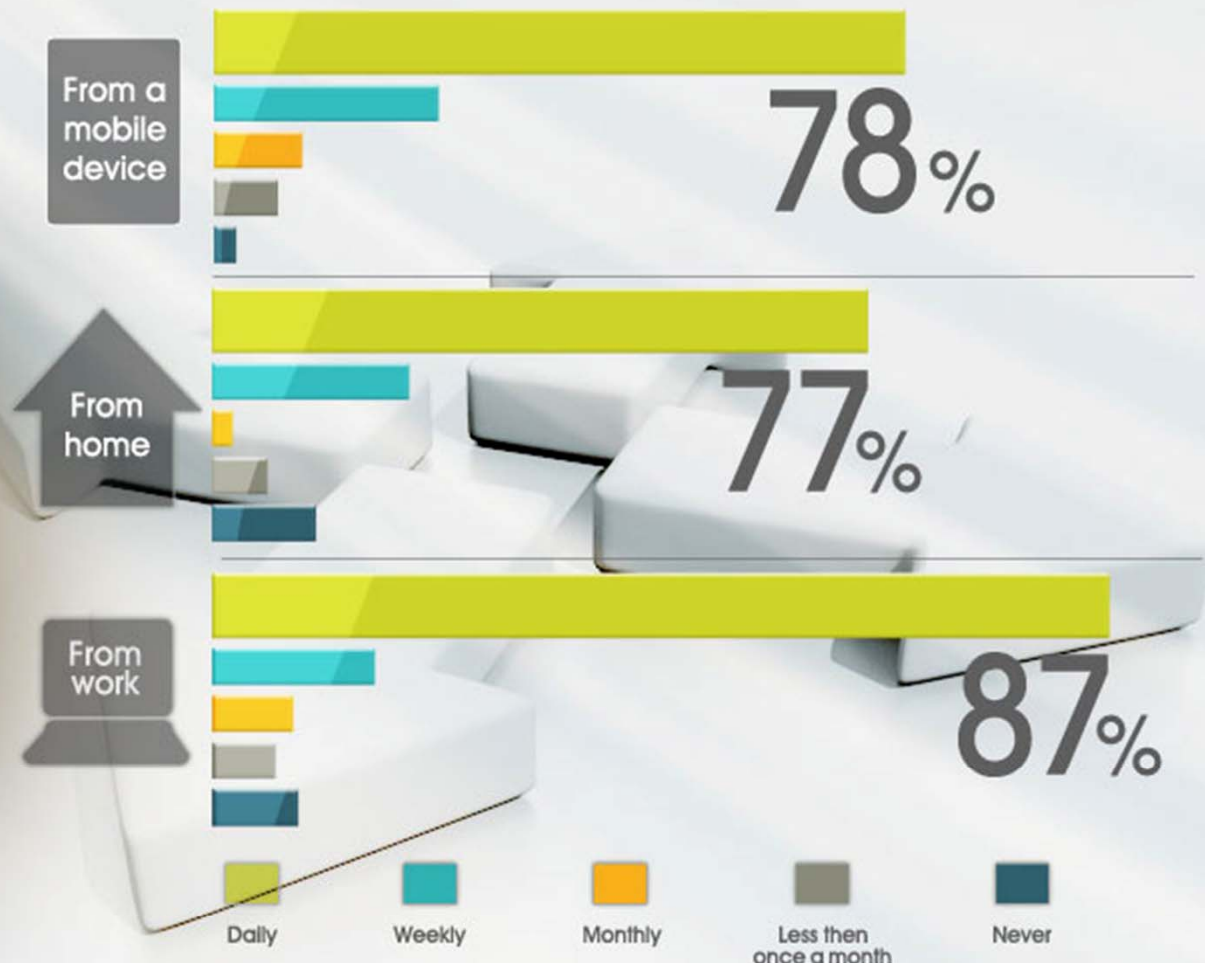
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Mobile Device



How frequently do you access social media tools from the following places?



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News as one of the main uses



84% of respondents use social media tools to follow and monitor news



64% of respondents use social media tools to share and recommend news



Nearly **50%** of respondents use social media tools to write or post news



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Corporate Online Newsroom

When asked how often one makes use of a corporate news website or online newsroom the numbers have increased dramatically in just one year, showing the impact that the online newsroom is having on social media news distribution and consumption:

“All the time”

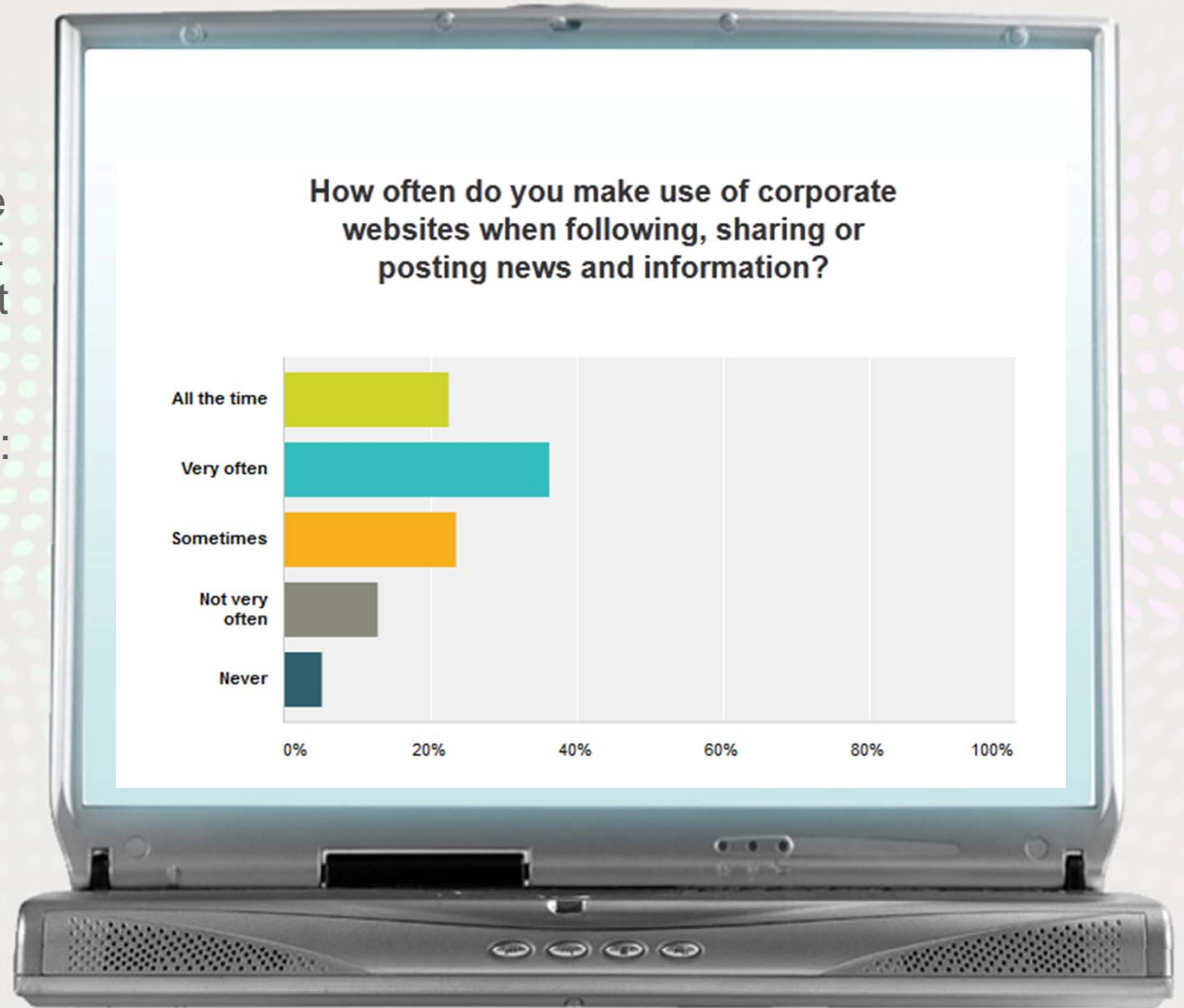
2013 23%

2012 10%

“very often”

2013 36%

2012 23%



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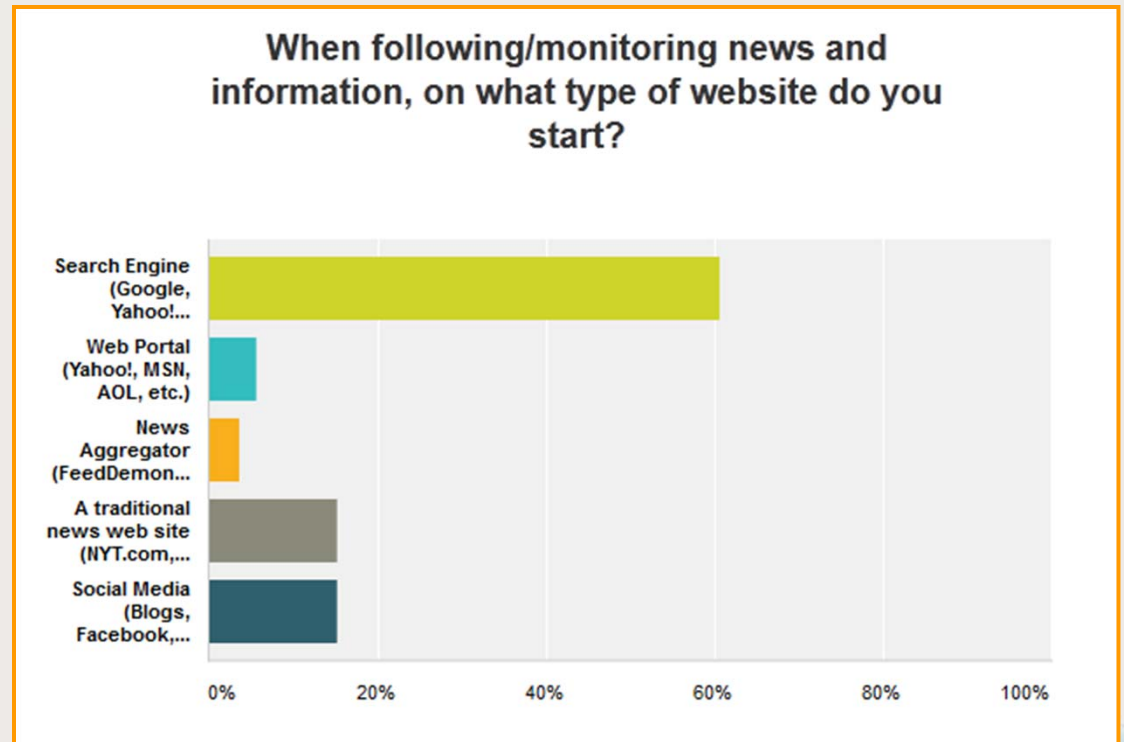
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Search Engine Optimization

When asked on what type of website one would start when looking for news, overwhelmingly search engines are #1.

2013: 61% start with search engine

2012: 53% start with search engine



Google

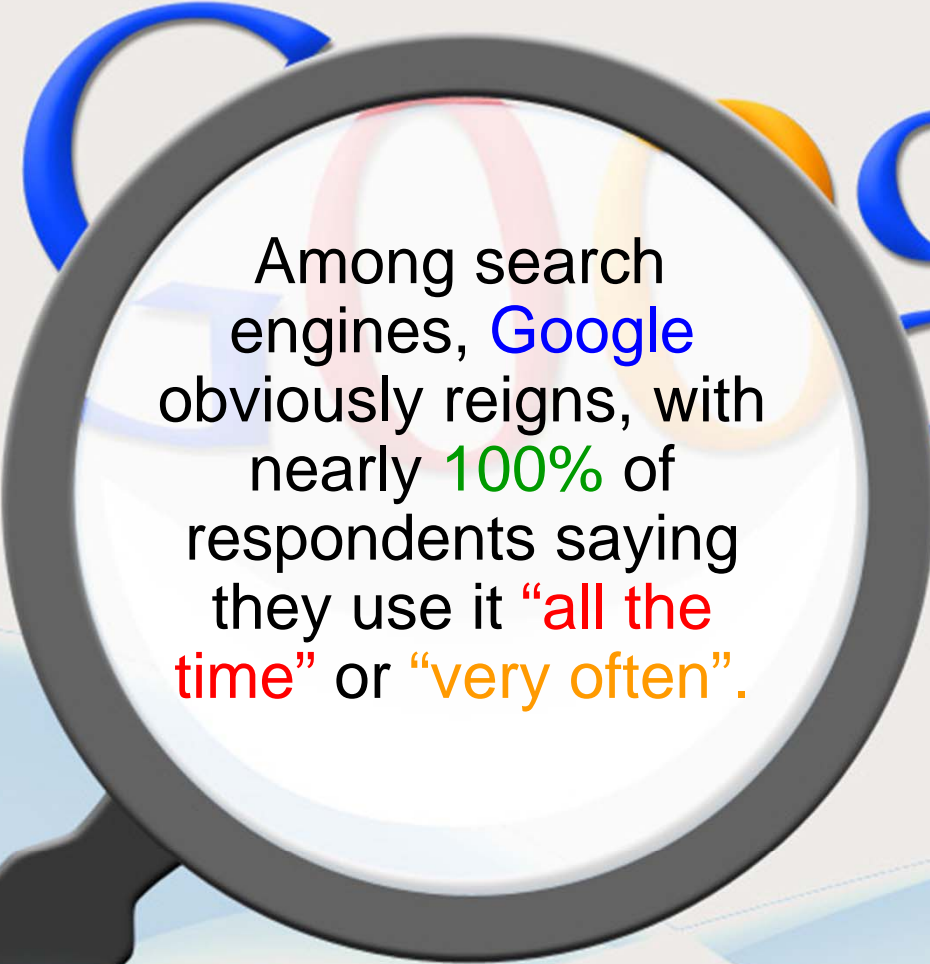
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Google



Among search engines, **Google** obviously reigns, with nearly **100%** of respondents saying they use it **“all the time”** or **“very often”**.

Other popular search engines include:



“All the time”
from **3%** 2012 to **13%** 2013

“Very often”
from **11%** 2012 to **17%** 2013



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Visit a Corporate Site

Frequently

2013
34%

Every Time

2013
4%

2012
31%

2012
1%



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Timeliness

Do you think news gathered via social media sources is more or less timely than news gathered via traditional news sources?



2013 43%

2012 38%



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Importance for Finding/Discovering

How important are social media tools in following/monitoring news?

2013



2012



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Importance for Sharing/Recommend

“important”

2013

70%

2012

53%



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Event Recall: Benghazi

How did you learn about the attack in Benghazi



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Event Spread: Benghazi

After learning of event, did you use any of the following to post or spread the news

18% Twitter

18% Facebook

9% Mobile Device

8% Email



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Event Spread: Obama President

After learning of Obama's victory, did you use any of the following to spread or post the news

13%
Email

24%
Twitter

48%
Facebook

20%
Mobile Device



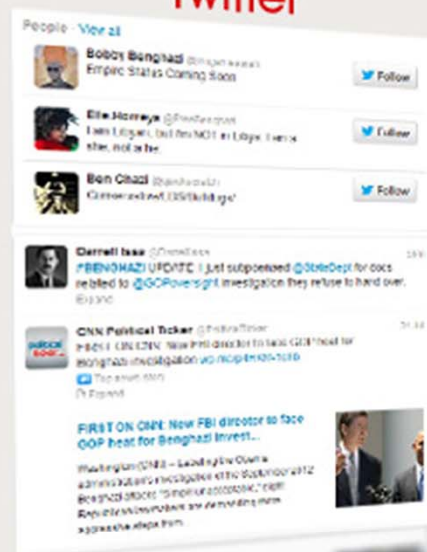
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Event Recall: Moore, OK Tornado

Where did you first hear the news about the devastating tornado

13%
Twitter



18%
Facebook



6%
Mobile Device



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Event Spread: Moore, OK Tornado

What did you do after hearing the news to post or spread the news

15%
Email

26%
Twitter

38%
Facebook

16%
Mobile Device

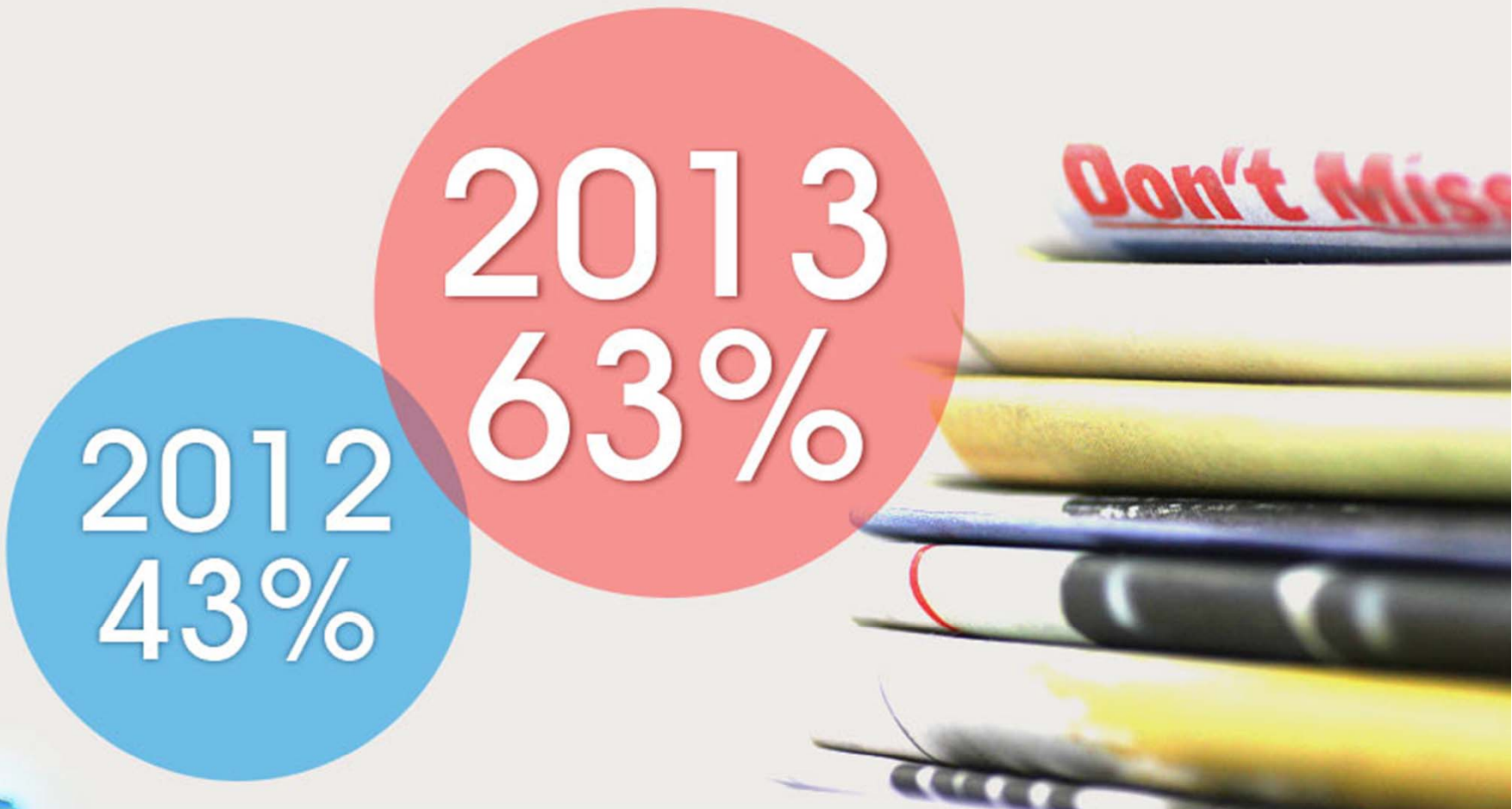


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Importance for publishing

How important have social media tools become for posting/writing news and information?



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Facebook as a News Source

78% of those surveyed said they use Facebook as a source to discover, share, or post news

25% Local news

24% National news

7% Sports

7% Entertainment

6% Business/Financial

facebook



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Twitter as a News Source

29% Business/Financial

25% National news

11% Local news

8% International

8% Sports

6% Entertainment

86% of those surveyed use
Twitter as a news source

twitter



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Top 10 Social Media News Sources



Facebook
Twitter
LinkedIn
YouTube
GooglePlus
Wikipedia
Reddit
StumbleUpon
Digg
Blogger



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Demographics

Female: 61%

Male: 39%

College Graduate: 54%

Master's Degree: 34%

Under 25: 4%

25-30 years old: 13%

31-45 years old: 38%

46-60 years old: 31%

Above 61: 14%



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TEKGROUP International, Inc. is an award-winning Internet software and services company that develops solutions for the Corporate Communications industry. Our products, the Online Newsroom and WorkflowPlus, provide communicators with an integrated platform for content management, distribution, and monitoring. For more reports, please visit <http://www.tekgroup.com/research>.

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