

# USE OF SOCIAL MEDIA AMONG BUSINESS JOURNALISTS

Trends in the use of Social Media by the global business  
journalist community

Spring 2011

Abu Dhabi	London
Beijing	Milan
Berlin	New York
Brussels	Paris
Dallas/Ft. Worth	San Francisco
Dubai	Stockholm
Frankfurt	Vienna
Hong Kong	Washington
Johannesburg	

## HIGHLIGHTS

- Social media is the most increasingly influential source of information on stories published by business journalists
  - Though does not influence journalists to the extent of their own research or more traditional information sources
  
- On balance social media is seen to have a positive effect on the quality of journalism, and will be increasingly important to the angle and content of published stories
  
- Nine in ten journalists claim to have investigated an issue further for their work due to information sourced from social media
  - Two-thirds claim to have written a story that originated via social media, giving rise to up to one in seven of all published stories
  
- Twitter provides the most valuable sources of information, yet blogs are the most likely to be the foundation of a published article
  
- Journalists based in North America are more likely to use and believe in the importance of social media than those elsewhere

# MAIN FINDINGS

# THE INCREASING IMPORTANCE OF SOCIAL MEDIA

Many information sources have increased in importance over the past year, though social media (blogs and social networking sites) have shown the greatest rise in influence

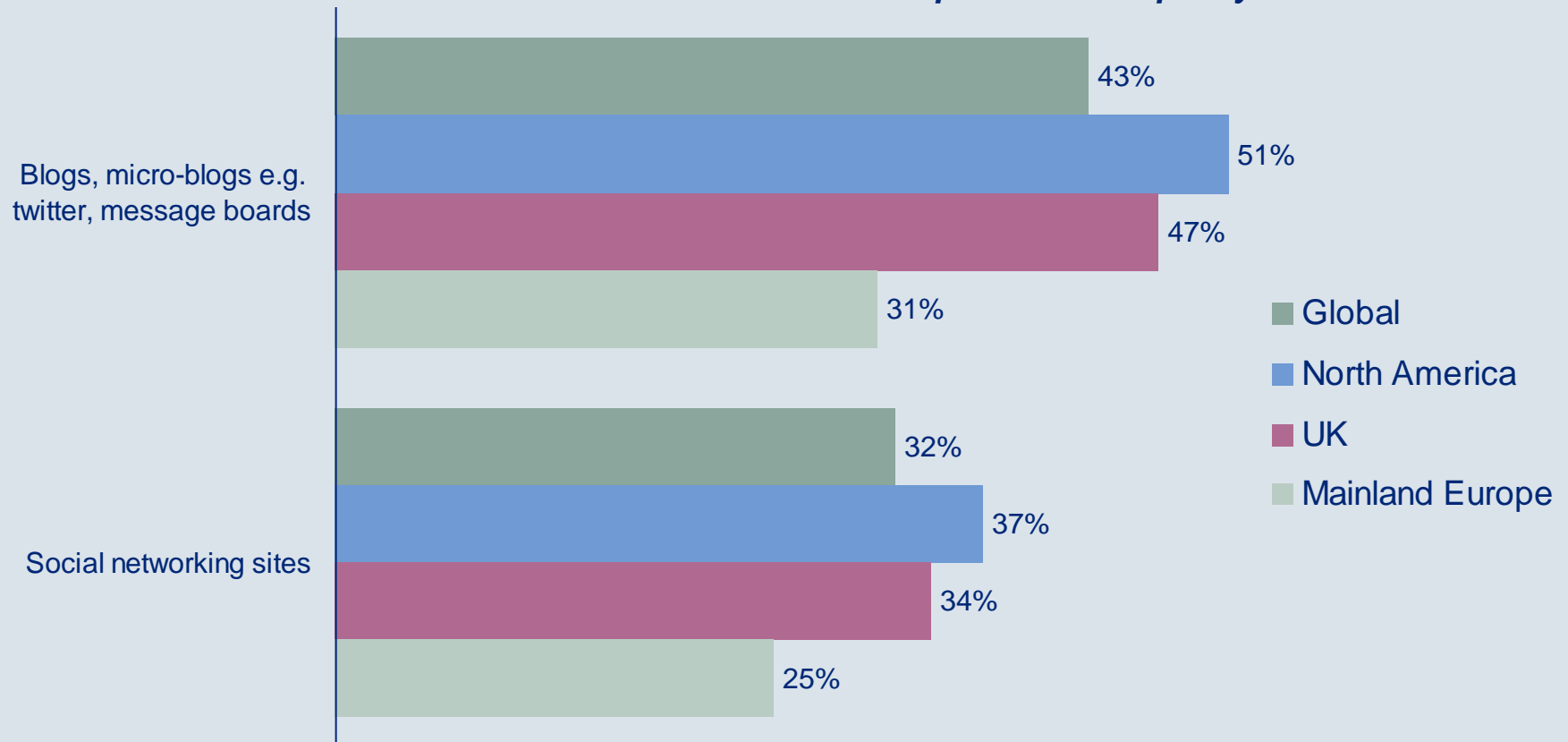
*Sources that have become more important in the past year*



# THE INCREASING IMPORTANCE OF SOCIAL MEDIA

The rising importance of blogs, twitter, message boards etc is greatest among North American and UK journalists. The increasing importance of social networking sites such as facebook or LinkedIn is lower among those in mainland Europe than elsewhere

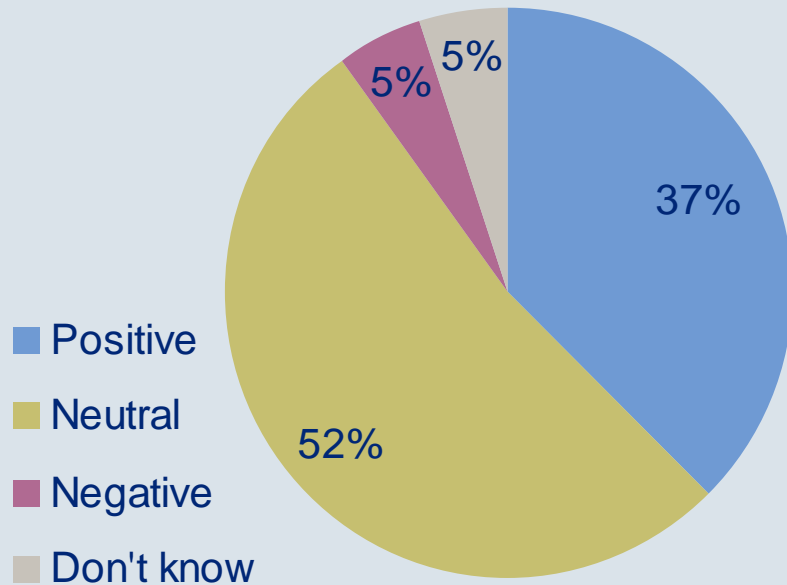
*Sources that have become more important in the past year*



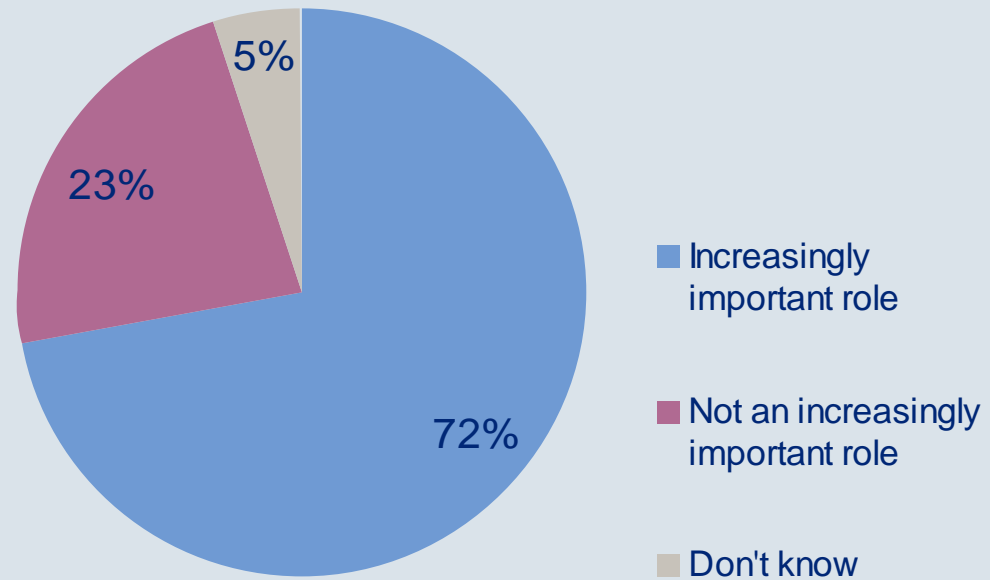
# SOCIAL MEDIA - IMPACT ON QUALITY & FUTURE IMPORTANCE

On balance social media's impact on the quality of published stories is seen to be positive (by seven to one) and three-quarters believe its future importance in influencing content and angles of stories is set to grow

### Impact of social media on quality of written stories



### Future importance of social media on angle or content of stories



# SOCIAL MEDIA - IMPACT ON QUALITY & FUTURE IMPORTANCE

Business journalists in North America are most likely to believe in the positive impact of social media on the quality of published stories and on social media's potential impact in influencing the angle or content of published stories

## Impact of social media on quality of written stories

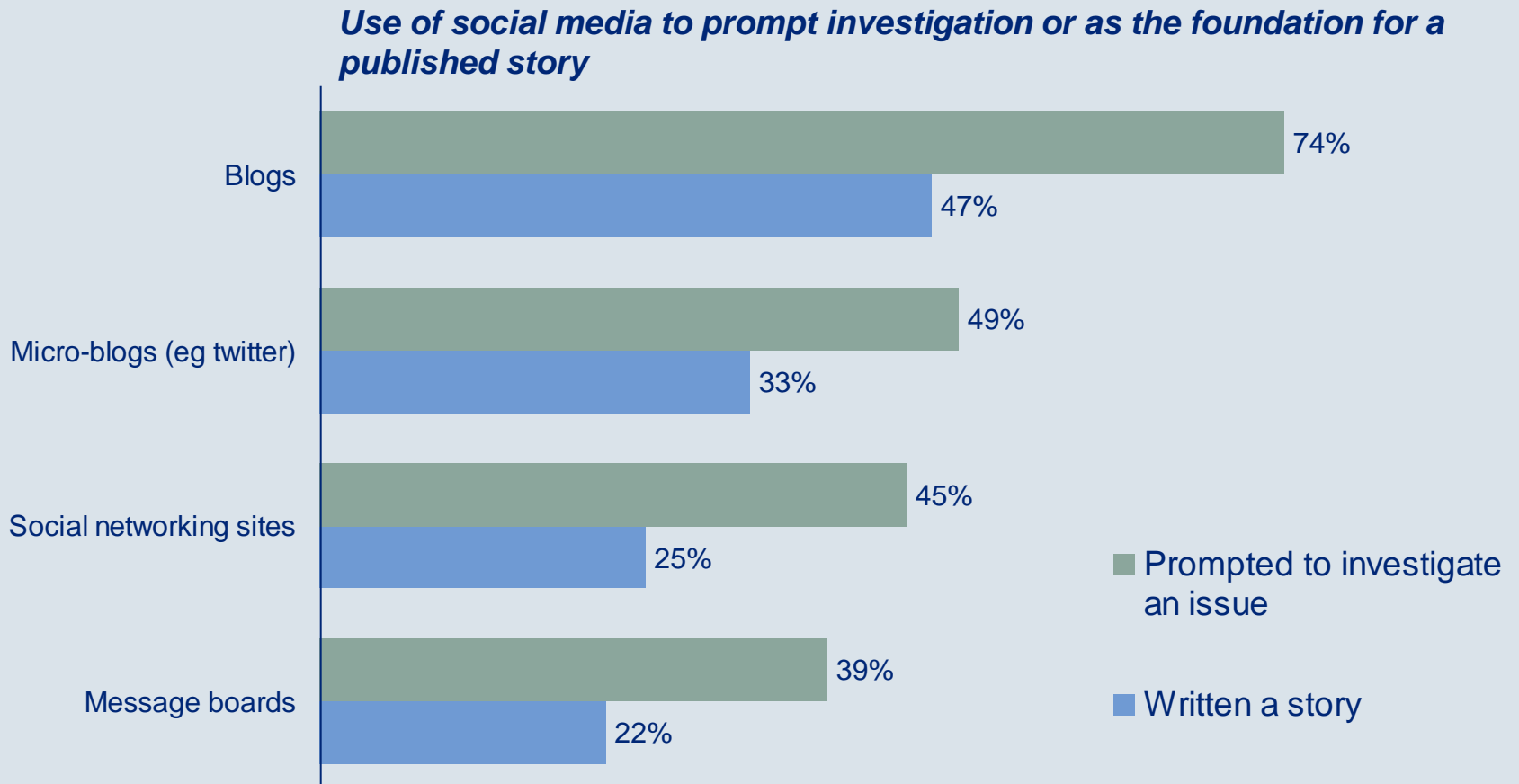
	Positive (%)	Negative (%)
Global	37	5
North America	44	6
UK	38	6
Mainland Europe	30	4

## Future importance of social media on angle or content of stories

	Increasingly important (%)	Not increasingly important (%)
Global	72	23
North America	77	19
UK	71	24
Mainland Europe	69	27

# CURRENT INFLUENCE OF SOCIAL MEDIA

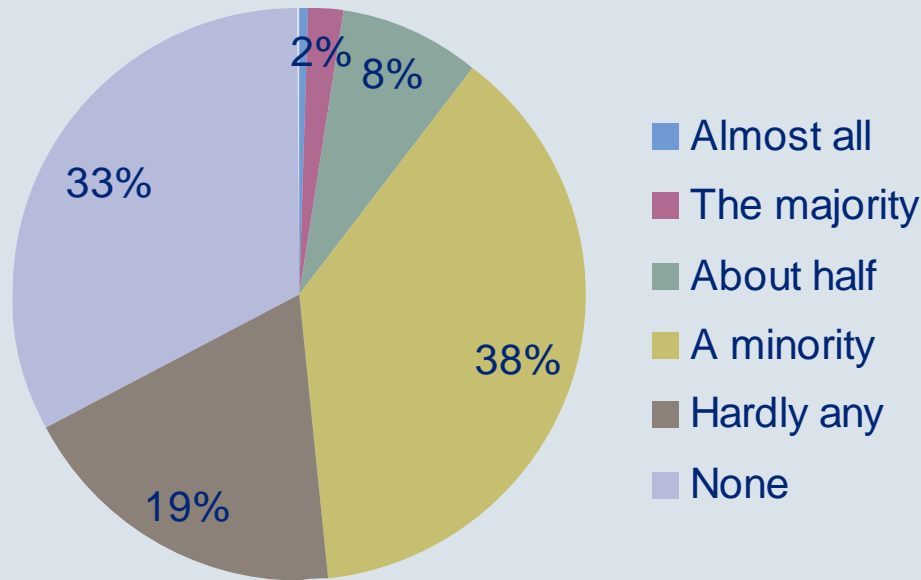
Nine in ten have been prompted by social media to investigate an issue further for their work; three-quarters by blogs and half by twitter. Two-thirds of business journalist say that at least some of their stories originate from social media, around half of which is from blogs



# STORIES SOURCED FROM SOCIAL MEDIA

Though two-thirds say that at least some of their stories originate from social media, few say that it is the basis for a great proportion of them. Overall, around one in seven of all stories may originate from social media - slightly higher in N. America than in mainland Europe

Proportion of stories sourced from social media

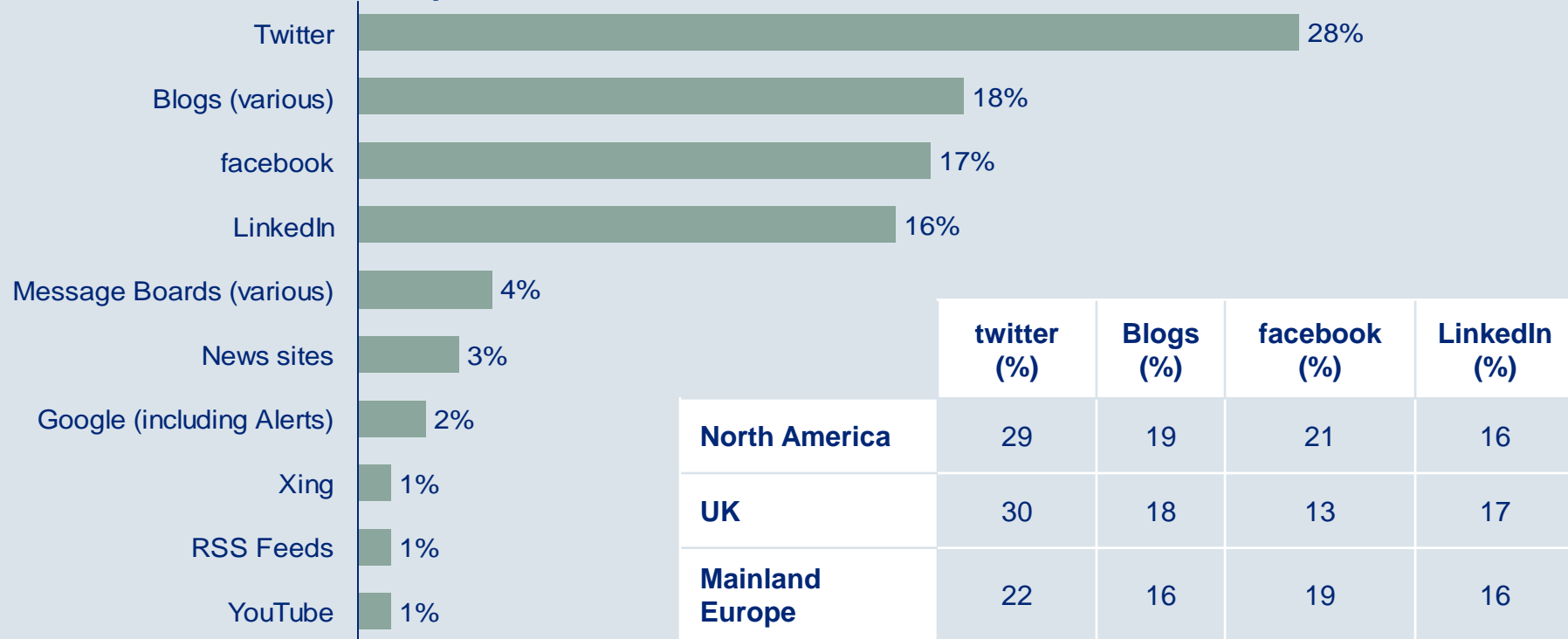


	Stories originating from social media (%)
Global	14
North America	17
UK	15
Mainland Europe	11

# MOST VALUABLE SOCIAL MEDIA INFORMATION SOURCES

Twitter is seen to provide the single most valuable insight for published stories, followed by blogs and two of the major social networking sites, facebook and LinkedIn

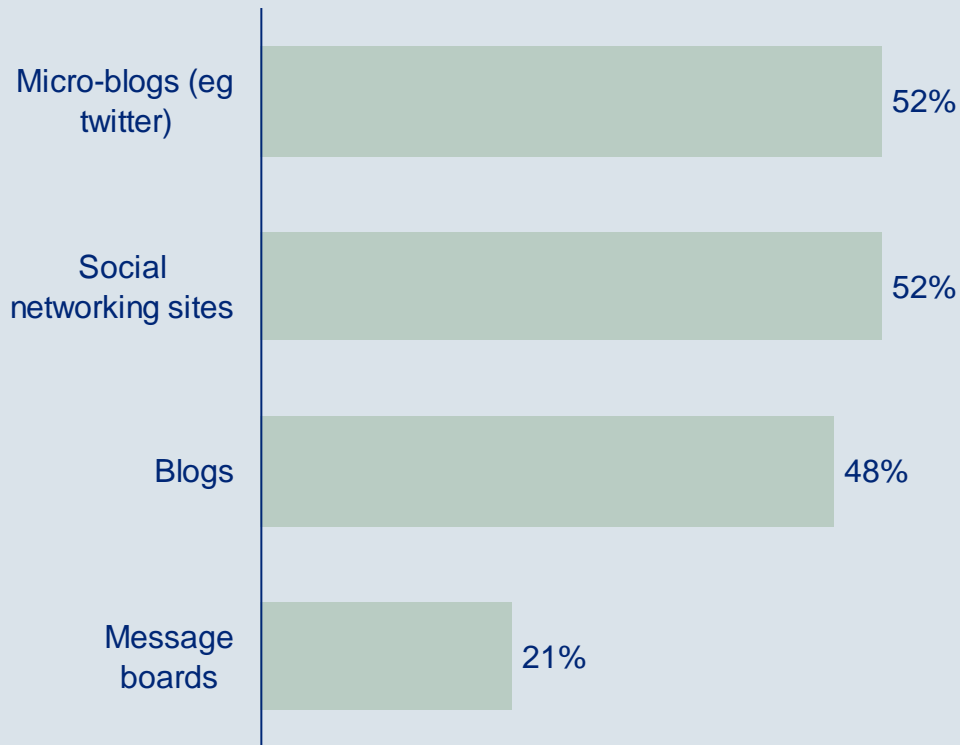
*Social media sources that provide most valuable information  
– Top 3 mentions*



# CURRENT USE OF SOCIAL MEDIA

Half of business journalists tweet, upload information to networking sites and write blogs. Only one in five post messages to message boards. North American journalists lead the way, while those in mainland Europe are less likely to post information

*All who post information on social media sites*

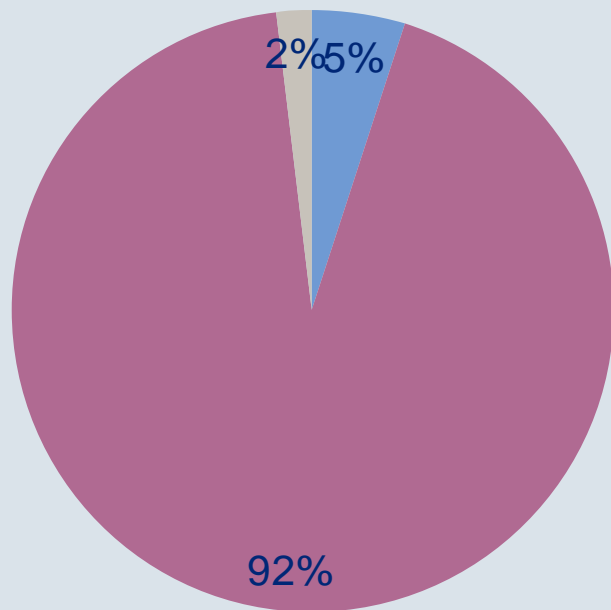


	Blogs (%)	Micro-blogs, eg twitter (%)	Social network sites (%)	Message boards (%)
<b>North America</b>	61	65	67	19
<b>UK</b>	50	58	49	26
<b>Mainland Europe</b>	31	26	42	12

# USE OF SOCIAL MEDIA MONITORING

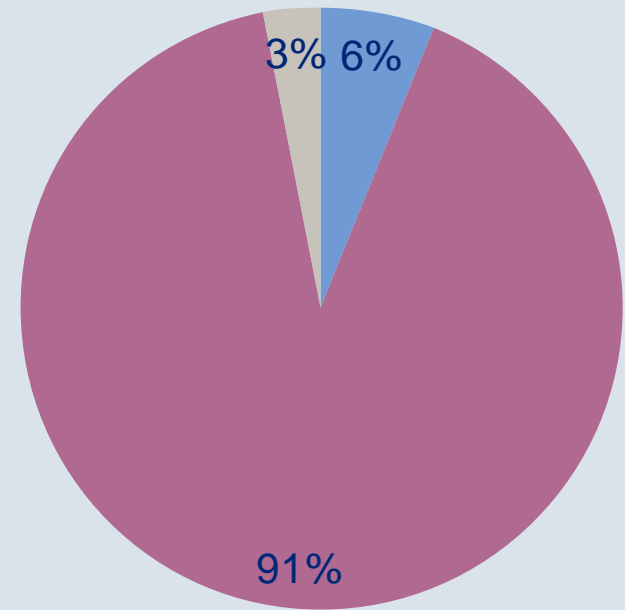
Few business journalists anywhere in the world use social media monitoring tools to track content in the social media space

## Use of social media monitoring services to track trends



*All business journalists*

- Yes
- No
- Don't know



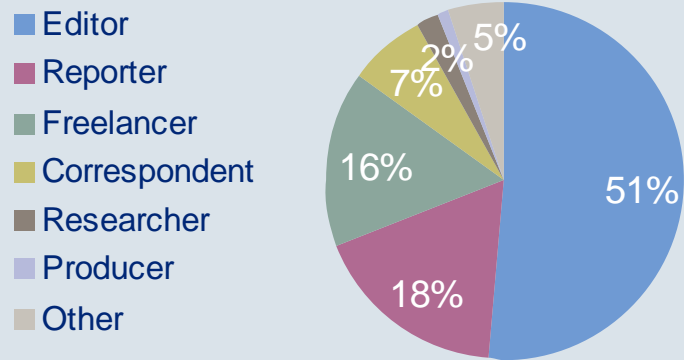
*All who write stories originating from social media*

# PARTICIPANTS AND METHODOLOGY

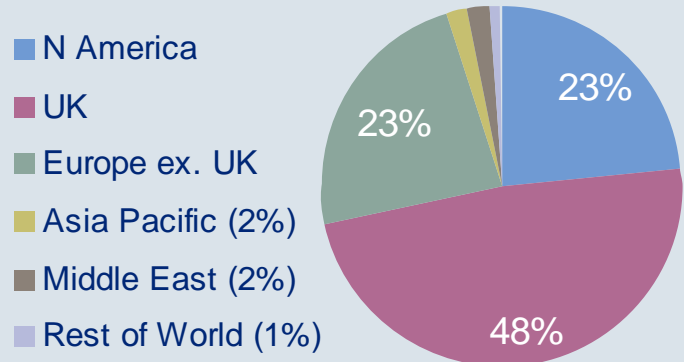
# PROFILE OF PARTICIPANTS

Half of participants have editorial responsibility for their publications, and most publish online. Participants are based across the world, the majority in the Europe and North America

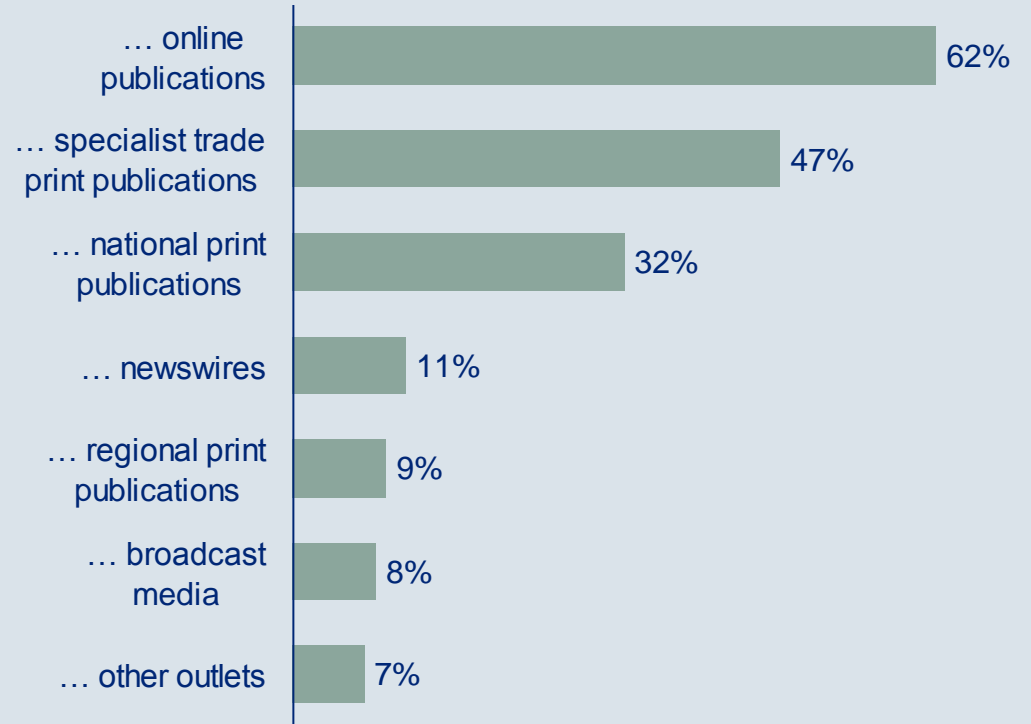
**Job Function**



**Location**



**Outlet: All publishing stories in...**



# SURVEY METHODOLOGY

Online quantitative survey research with business media across the world, designed to understand use of Social Media\* in informing and influencing published stories

- Online data collected in Q4 2010
- In total 1,082 business journalists from more than 35 countries took part
  - North America (248 responses)
  - UK (524)
  - Mainland Europe (251)
  - Asia Pacific (26)
  - Gulf (18)
  - Rest of World (15)
- Covers the online, print and broadcast media
- Includes editors (around half of responses), correspondents and freelancers

\*We define social media as 'media for social interaction, using highly accessible and scalable technology or web-based technologies to broadcast individual or group commentary'

**BRUNSWICK**

**RESEARCH**

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