



# SOCIAL MEDIA REALITY CHECK

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## QUESTION:

It's clear that social media in general is on the rise. Millennials and early-adopters represent the most active segment of the population in the social media space. In reality they only represent a small segment of the available population. So who really uses or is even aware of social media?

## HYPOTHESIS:

As social media proponents, notorious early-adopters seek to convince brands and businesses to include social media in their overall mix. Are we too far ahead of the audience to achieve success?

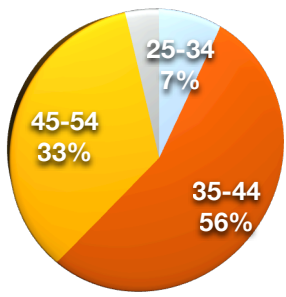
## PROCEDURE:

In addition to tapping available research on the topic of social media adoption I sought out the "average Joe" input. I asked my community, 27 neighbors and friends.

## CONCLUSION:

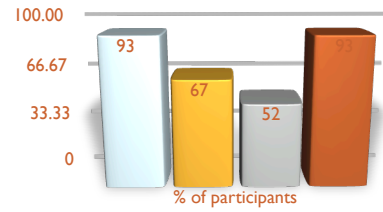
While it's vital to stay ahead of the curve and always seek new ways to connect with the intended audience, be sure the intended audience is even available through this medium.

## AGE OF PARTICIPANTS



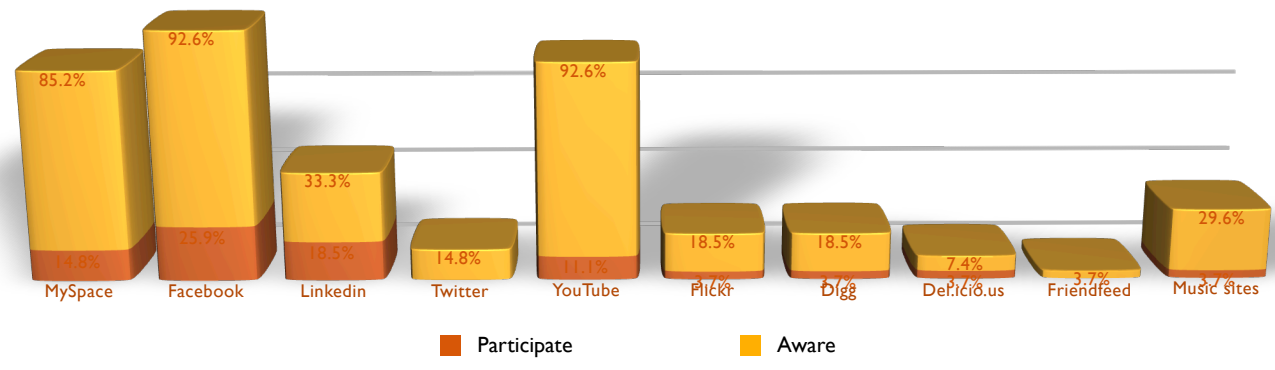
- <18
- 18-24
- 25-34
- 35-44
- 45-54
- 55+

## TECHNOLOGY ACCESS

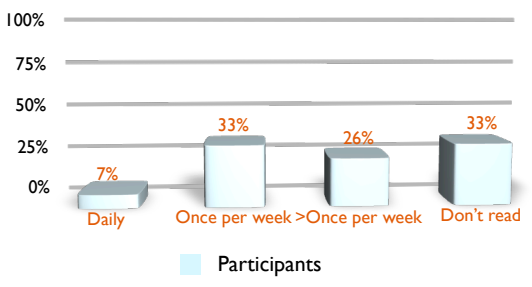


- Home Computer
- Work Computer
- Laptop Computer
- Cell phone

## SOCIAL MEDIA AWARENESS VS USE



## BLOG READERSHIP



## COMMUNICATION TOOLS

