

Social Media Changes Business Communications

By [Eve Sullivan](#), TMCnet Editor

Blogging, e-mailing, instant messaging, podcasts and voice over IP are all different forms of social media – a term that is becoming more familiar in society and in business today.

Social networking sites, such as MySpace, Facebook ([News - Alert](#)), YouTube and Twitter are also becoming more popular in the workplace, as co-workers gather around a desk to share information, look at pictures or listen to music.

In fact, 86 percent of respondents in a recent survey say they expect social media to impact the way companies do business and generate sales. And 64 percent believe their competitors are probably incorporating social media into their strategic plans.

“While not a scientific study per se, the survey gives us a reasonable and reliable snapshot of attitudes held by business executives about the growing importance of social media,” said S.A. Habib, president of Locomotion Creative, the Nashville marketing firm that conducted the study. “It reinforces the fact that companies must continue to give increasing emphasis to social media as part of their marketing plans.”

There were 112 respondents to the survey, which explored awareness and usage of social media, including social networking, Wikis, podcasts, e-mails and blogs. The majority of the respondents were in the 41-60 age, with a slight majority being female.

More than 80 percent of those surveyed were familiar with social media, but were not as confident when asked to name five components of the term. Ninety-four percent said they used e-mail, while only 50 percent said they used blogs. Facebook was the most popular social media website used at 44.9 percent, following by LinkedIn at 38.8 percent and YouTube ([News - Alert](#)) at 38.5 percent.

Respondents also acknowledged the growing importance of social media beyond business, with more than 80 percent saying it will impact the way colleges and universities deliver instructions and 77 percent saying it will impact interactions with family and friends.

The survey, representing a sample of respondents compiled from opt-in email lists, was administered online last month. Click here to: [Download the Social Survey Report](#).

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