

**31 October 2011**

**For immediate release**

**Facebook is the social media platform of choice for SMEs**

Facebook is the most popular social media platform to promote business for small to medium enterprises (SMEs), with just over a quarter (26%) using the popular social networking website. LinkedIn and Twitter also proved popular for SMEs with 25% and 21% respectively. Video streaming site YouTube received 10% of the vote. Though the adoption of social media is rapidly changing the way businesses promotes their company, over half of all SMEs (56%) never use social media to promote their own business. Interestingly, there were regional differences in social media take-up – just 39% of SMEs in the East of England never used social media for their business compared to 64% of SMEs in Northern England.

Our findings also reveal that the majority of SMEs (88%) do not use a blog to promote their business. However, the 11% of SMEs who use a blog endorse it with 80% agreeing that blogging is successful in terms of using it to promote their business.

Though Facebook is the most popular social media website, the majority of SME decision makers whose company use social media to promote its business believe LinkedIn is in actual fact, the most successful site for doing so (28%). Perhaps unsurprisingly, Twitter and Facebook closely followed with 25% and 22% respectively.

Amongst those SMEs who use social media, the most popular use is to promote products and services of offer (68%) and promote the business' brand (57%). Just 21% of SMEs use social media to promote discounts, promotional and special offers.

YouGov's SME Omnibus surveys 500 senior business decision makers in small to medium business enterprises on a monthly basis.

[Click here for the full table of results](#)

**Notes to editors:**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 500 SME senior managers and above. Fieldwork was undertaken 30<sup>th</sup> December – 4<sup>th</sup> January 2011. The survey was carried out online. YouGov's SME Omnibus interviews 500 senior decision makers or above once a month.

**Contact:**

For more information on this release please contact the press office on +44 (0)20 7012 6000

For more information on YouGov's Omnibus services, please contact:

**T:** +44 (0)20 7012 6231

**E:** [omnibus@yougov.co.uk](mailto:omnibus@yougov.co.uk)

**W:** [www.yougov.co.uk/omnibus](http://www.yougov.co.uk/omnibus)

**General YouGov enquiries:**

**T:** +44(0)20 7012 6000

**E:** [info@yougov.co.uk](mailto:info@yougov.co.uk)

**W:** [www.yougov.com](http://www.yougov.com)

**About YouGov**

YouGov is an international, full-service research company primarily using online panels to provide quantitative and qualitative research across a range of specialisms. These include consumer markets, financial services, public sector, technology and telecoms and media. YouGov's full-service offering spans added-value consultancy, syndicated and product offers, market intelligence reports, omnibus and field and tab services.

YouGov is considered the pioneer of online market research. Through panel management expertise, flexibility and an innovative approach to recruitment, YouGov operates a quality panel of about 280,000 UK members representing all ages, socio-economic groups and other demographic types, with excellent response rates. YouGov also specialises in growing and maintaining dedicated panels of specialist consumer and professional audiences.

YouGov has been acclaimed as the UK's most accurate opinion pollster and dominates Britain's media polling. YouGov is one of the most quoted agencies in Britain and has a well-documented and published track record illustrating the success of its survey methods and quality of its client service work.

**For further information visit** [www.yougov.com](http://www.yougov.com)