TAB Small Business Pulse Survey



66%

Small Business and Social Media



Small Businesses do not have a social media presence



Small Businesses believe Social Media is nice to have but not essential to their business



Believe the most important content to share should be relevant on their social media channels



Find it challenging to find the right message to share



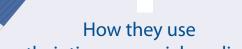
59%



Small businesses still use vanity metrics (likes, shares, views) as a way to measure ROI for Social Media



Have some form of metric to measure the ROI of Social Media (43% do not measure ROI)



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their time on social media

47% Content

Creation

57%

26% Status

Updates

14% Analytics & Research 10%

Strategy

4% Graphic Design

57%

6%

Responders who measure ROI – the top two ways of measuring are web inquiry and revenue growth

The most effective social media channel

