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Limited access to social media at work

26% of social media users access these websites via their mobile phones. Asia and North America are frontrunners in this. Southern Europe is still somewhat behind to the rest of the world in this area. These are the results of a global study carried out by InSites Consulting in 14 countries among 2,800 respondents.

Mobile users are intensive users

Surfers who consult social media via their mobiles log in an average of three times per day. The average for people without mobile access is 1.5 times per day. Mobile users are also more active when it comes to sending messages, uploading photos and becoming fans of brands.

"As a result of mobile internet, consumers can immediately share their opinions with their network, which increases the spontaneity of these messages. Expectations for the growth of mobile internet are positive, which means the use of social media will increase even more over the coming years," says Steven Van Belleghem, Managing Partner of InSites Consulting.

55% has no or limited access to social media at work

Over half of consumers have no, or limited access, to social media at work. Consumers in North & South America and Australia in particular face these limitations. Consumers in Eastern Europe and Asia have the fewest limitations.

"Companies who exclude their commercial people from social media are effectively cutting off their teams from consumers. Companies that do so are sending the message that they are not interested in having a relationship with consumers" says Steven Van Belleghem.

These research details are the result of a market research study organized by InSites Consulting in January 2010. This market research mapped the usage of and attitude towards social networks. A total of 2.884 consumers participated in this online survey, spread over 14 countries, i.e. Belgium, the Netherlands, the United Kingdom, France, Germany, Spain, Italy, Portugal, Brazil, the United States, Australia, Romania, Russia & China. The results are representative of each country's Internet population, spread on age (18-55) and gender. The full report is available on SlideShare (<http://www.slideshare.net/stevenvanbelleghem/social-networks-around-the-world-2010>).



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InSites Consulting

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