

The state of social engagement 2016

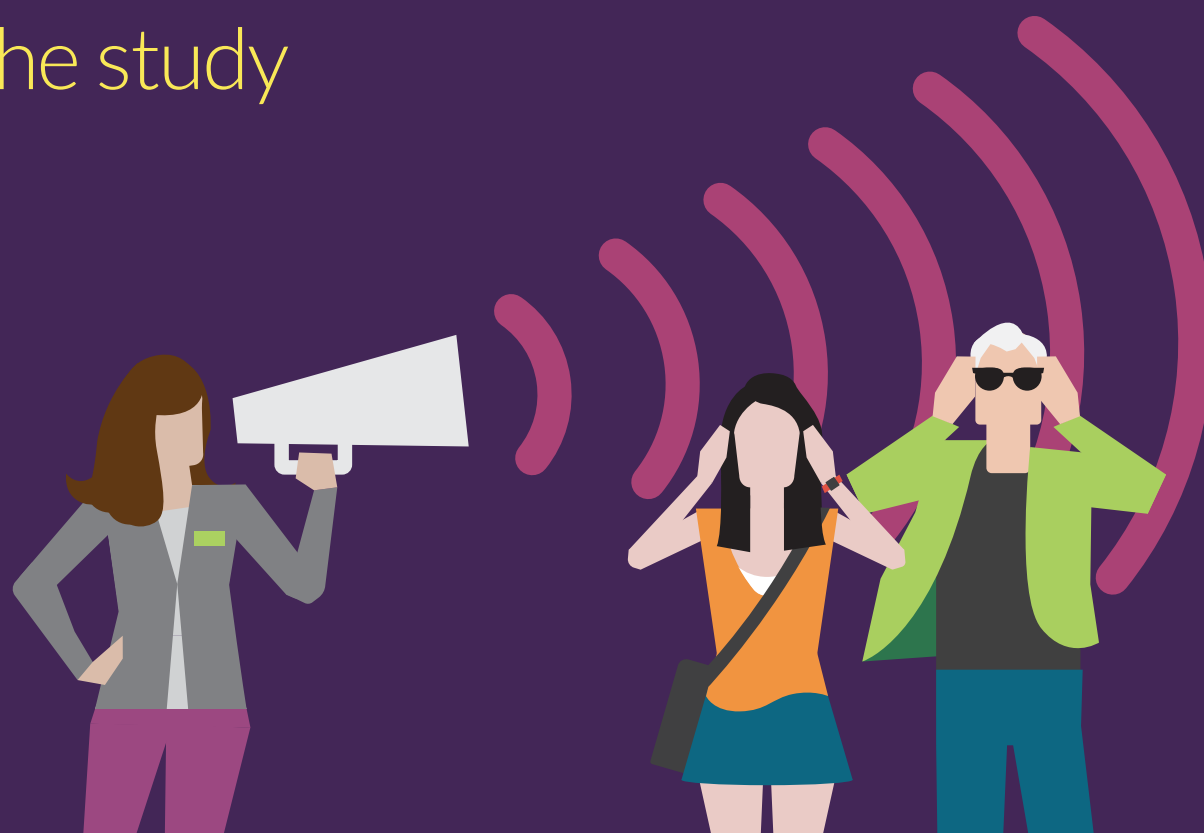
Are brands getting it right on social? Are they keeping pace with their customers' expectations? Lithium commissioned an in-depth analysis of how global brands engage across their social ecosystem to find out.

8 industries **85 brands** **380 channels**

Key findings from the study

95%

of brands are stuck in broadcast mode



Less than

2%

of brands consistently respond to their customers' online posts

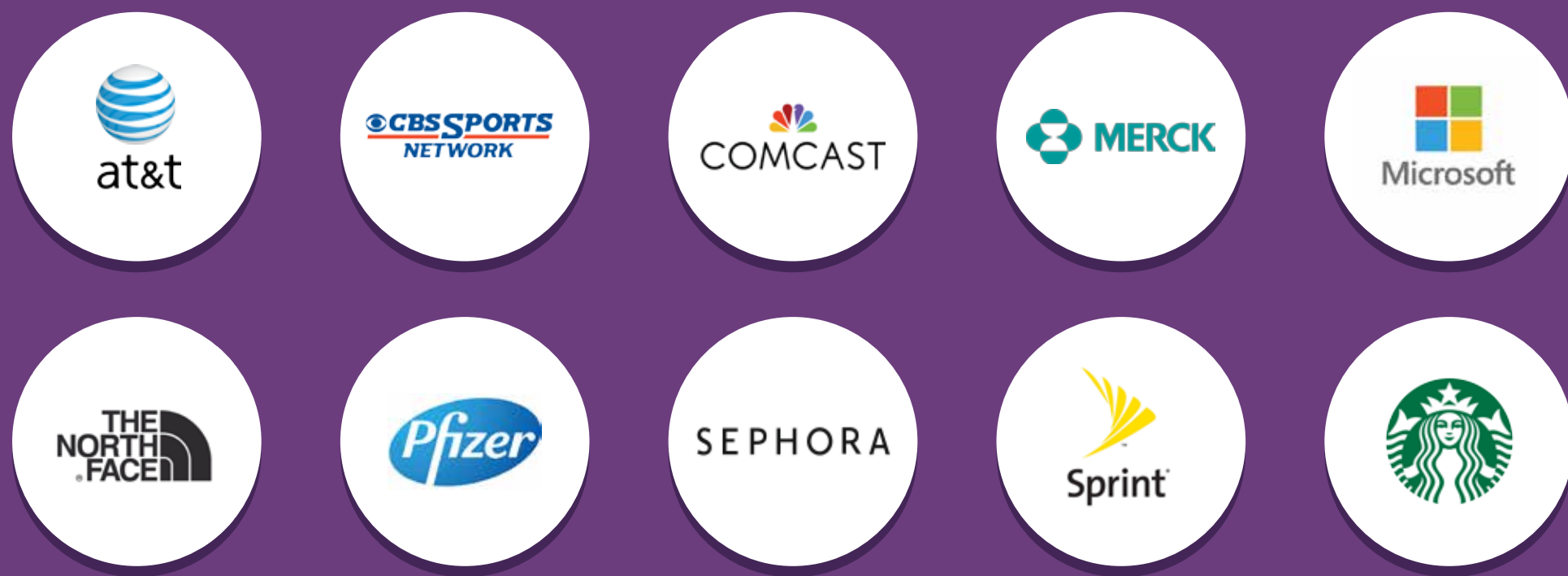
Less than

40%

of brands ever ask questions of their followers or engage with follower content



Top performing brands on social



Evaluation criteria:

Appropriate use of channel

Active community management

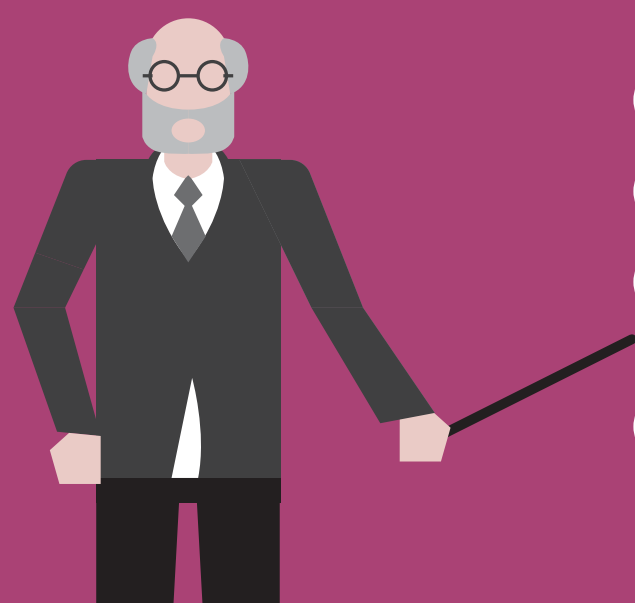
Content

Engagement

Collaboration with influencers

Amplification

It's time for brands to act now



- 1 Be responsive across channels. Your customers are talking to you!
- 2 Personalize your brand experience.
- 3 No more social ghost towns, focus on the channels that make sense for your brand, give your users a reason to engage.
- 4 Forget one-off posts – learn to create an ongoing narrative.

Lithium

For more information about how Lithium helps companies reinvent how they connect with their customers, visit lithium.com.

Survey Methodology

Lithium Technologies commissioned ComBlu, a firm that has deep knowledge of how brands use community, to conduct The State of Social Scorecard 2016. In conducting this study, our goal was to understand how brands engage across an integrated social ecosystem rather than how they behave in a single channel. Most studies focus on the size of a brand's followers and the number of likes they receive. We wanted to build a new type of scorecard that would help brands benchmark their integrated engagement approach across multiple channels. To download the full study, visit lithium.com/state-of-social.