

# psdesign hot topics

## Time for a break?

We know how hard our clients work, so why not take a break and have a read of the latest edition of PS Design hot topics.

## 10 quick statistics that demonstrate why your business should be using social media...

When you're busy trying to generate business leads or hit sales targets, it's not surprising that any extra work has to be worthwhile.

With more and more people using social media to chat and share news, it's time your business was taking part in the conversation.

Not convinced? Take a look at these statistics and see if you change your mind.

- 1 53% of the UK population is now on Facebook.
- 2 The average Facebook user has 130 friends - and all those friends will see their recommendations, questions and complaints.
- 3 It's estimated that there are 34 million live Twitter accounts in the UK.
- 4 Research shows that four-out-of-five consumers (81%) will go online to check out recommended products or services – even if the recommendation came from a family or friend.
- 5 67% of Twitter users are more likely to buy from businesses that tweet.
- 6 There are 11m LinkedIn members in the UK and over 20 million across the whole of Europe, making it an important place for businesses looking to connect locally, nationally and internationally.
- 7 34% of marketers have generated leads using Twitter...
- 8 ...and 20% have closed deals using Twitter.
- 9 75% of people are somewhat or highly likely to share content they like online with friends, co-workers or family - and almost half of these will do this at least once a week.
- 10 Social networks and blogs take up a quarter of all the time spent on the internet.

Want to know more? PS Design can help you take your first steps in social media, from identifying the best platform for your business to developing your social media strategy.

Get in touch [zoe@psdesign.co.uk](mailto:zoe@psdesign.co.uk)

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