

Fall 2010

# SOCIAL BUSINESS REPORT

A comprehensive look at the use of social  
media by business people across the US



NETPROSPEX

Available online at [netprospex.com/np/social](http://netprospex.com/np/social)  
888-826-4877 [hello@netprospex.com](mailto:hello@netprospex.com)

DATA VISUALIZATION BY

OXFORD  
communications

BE • BRILLIANT

# BUSINESS PEOPLE ARE SOCIAL.

A Twitter username is becoming just as important as a phone number to reach and engage with customers and prospects. Here at NetProspex, we believe in the power of social media to better connect the business world, and add some soul to the sales process.

## ABOUT THE REPORT

In May of 2010, NetProspex proved that business people across the US are social. We enabled easy-access to social profiles by adding social network information to our directory of verified B2B contacts.

Our team analyzed these contacts to provide a snapshot of social media activity among employees of the nation's largest corporations: the NetProspex Social Report and Social 50, showing the most social corporations in America.

Now, in September 2010, we are releasing an exciting new look at the state of social media use by business people across industries, geographic regions of the US, and job functions.

We've also updated our Social 50 research, and are continuing to show how widespread social media adoption is extending from sales to customer support, from marketing to IT, throughout all levels of the organization.

## METHODOLOGY

The NetProspex Social Index (NPSI) was used to score and rank social network activity across the top social networks, including Twitter, LinkedIn, and Facebook. The data was mined from NetProspex's expansive database of crowdsourced business contacts, which include phone, email, job function, industry, address, social media profile information, and other fields used to generate this report.

The NPSI (NetProspex Social Index) score is comprised of:

1. **Social connectedness:** The number of employees with at least one social media profile
2. **Social friendliness and reach:** The average number of connections per employee across major social networks
3. **Social activity:** The average number of tweets, number of followers, and number of users following

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Estimated Accuracy: 90%  
Verified on: 01/28/2010  
[What does this mean?](#)

### THE BUSINESS CARD HAS GONE SOCIAL



NetProspex contacts come with full business contact details, including verified email, phone, address, and social media profile information.

Try a search at NetProspex.com

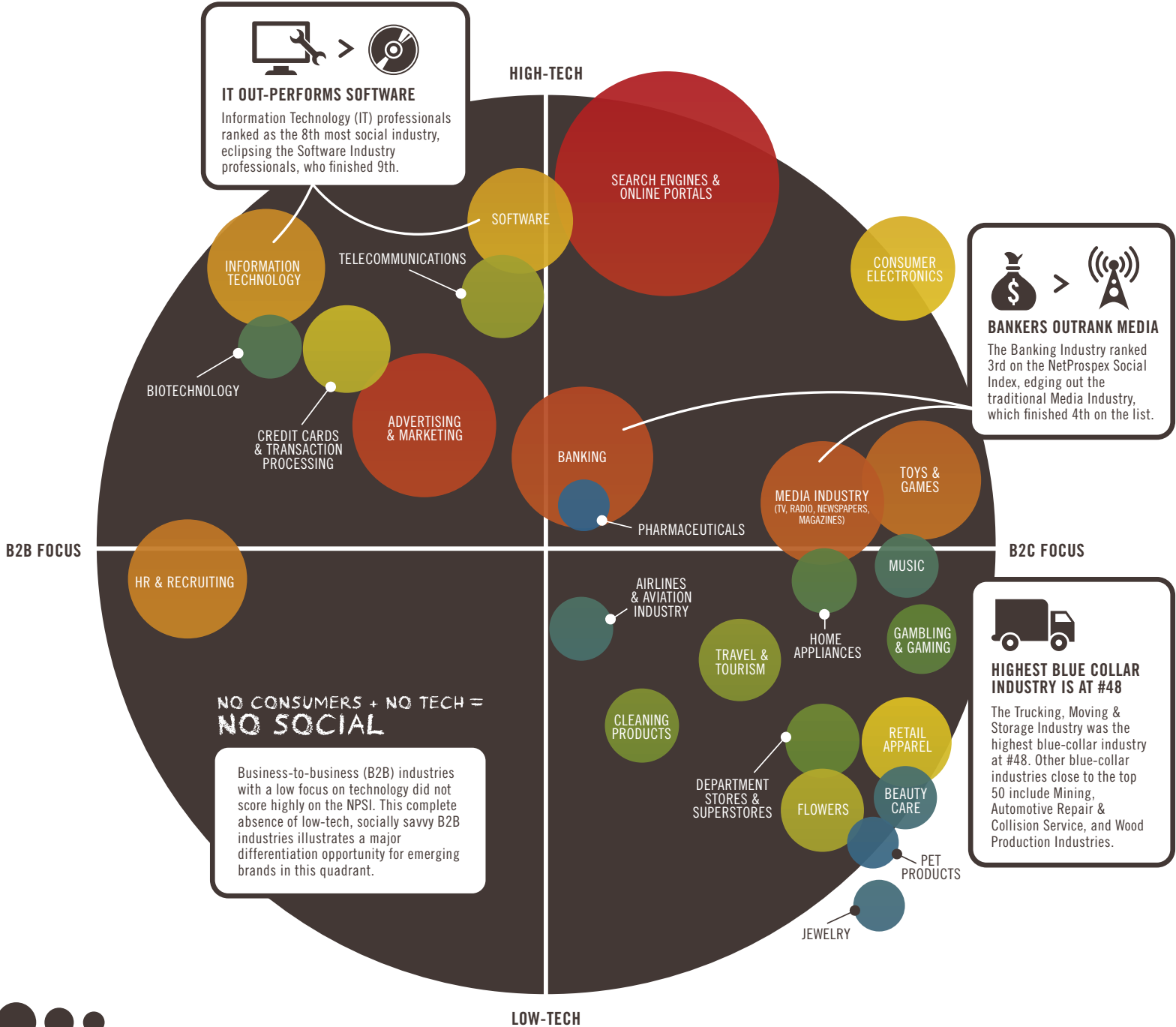


# NETPROSPEX

## SOCIAL INDUSTRY REPORT

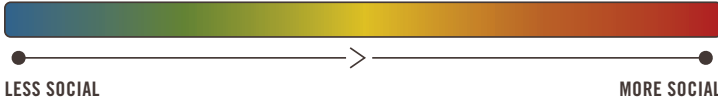
# SOCIAL INDUSTRIES

## TOP 25 INDUSTRIES ON THE NETPROSPEX SOCIAL INDEX (NPSI)



The size of each industry's circle is proportional to its score on the NPSI.

### NPSI SCORE



Research conducted from the NetProspex database of business contacts. Infographic conceptualization and design by Oxford Communications. The NetProspex Social Index is determined by a business person's social connectedness, social activity, friendliness, and reach across top social networks, including Facebook, Twitter, and LinkedIn. To download the full report, please visit [netprospex.com/np/social](http://netprospex.com/np/social). To download and share high resolution infographics, please visit [oxfordcomm.com/socialreport](http://oxfordcomm.com/socialreport).

Social Media Visualization by:  
**OXFORD**  
communications

Research by:  
**NETPROSPEX**

# SOCIAL INDUSTRY RANKING

## WHICH INDUSTRIES ARE THE MOST SOCIAL?

We first grouped employees into industry categories based on the industry of the company they work for, then took the average NPSI of the overall industry. Over 2 million contacts were analyzed out of the NetProspex business contact database.

RANK	INDUSTRY	NPSI
1	Search Engines - Online Portals	98.74
2	Advertising & Marketing	63.93
3	Banking	63.44
4	Traditional Media (TV, Radio, Newspapers, Magazines)	55.11
5	Toys & Games	52.83
6	HR and Recruiting	52.66
7	IT	51.71
8	Software	47.07
9	Consumer Electronics	46.14
10	Retail Apparel	39.56
11	Credit Cards & Transaction Processing	39.27
12	Flowers	37.02
13	Telecommunications	36.73
14	Travel & Tourism	36.18
15	Cleaning Products	32.60
16	Department Stores & Superstores	32.52
17	Gambling & Gaming	30.78
18	Home Appliances	28.77
19	Biotechnology	27.10
20	Music	27.04
21	Airlines & Aviation	27.01
22	Beauty Care	25.68
23	Jewelry	23.36
24	Pet Products	23.05
25	Pharmaceuticals	22.83

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# SOCIAL INDUSTRY RANKING (cont.)

RANK	INDUSTRY	NPSI
26	Food & Beverage Brands	22.55
27	Amusement Parks & Attractions	22.36
28	Real Estate	21.83
29	Sporting & Recreational Equipment	21.23
30	Translation & Linguistic Services	20.61
31	Fitness & Dance Facilities	20.24
32	Medical Devices & Equipment	19.95
33	Photographic & Optical Equipment	19.43
34	Tobacco	17.50
35	Energy & Power	17.41
36	Auctions	17.35
37	Law Firms & Legal Services	17.30
38	Restaurants	17.26
39	Security Products & Services	17.25
40	Sports Teams & Leagues	15.67
41	Automobile	15.52
42	Insurance	15.30
43	Debt Collection	15.21
44	Hair Salons	15.19
45	Architecture, Engineering & Design	14.31
46	Museums & Art Galleries	14.27
47	Zoos & National Parks	13.96
48	Trucking, Moving & Storage	13.60
49	Laundry & Dry Cleaning Services	12.78
50	Funeral Homes & Funeral-Related Services	12.09

Full report available at [NetProspex.com/np/social](http://NetProspex.com/np/social)

# SOCIAL INDUSTRY ANALYSIS

## NOTABLE TRENDS

### Search Engines & Online Portals industry tops list

The Search Engines & Online Portals industry is ranked the most social media savvy industry in the US. The industry's average NetProspex Social Index Rating was 98.74, nearly one third higher than the second place finisher.

### Banking Outranks Traditional Media

The Banking industry scored third on the list with an average social rating of 63.44. They outperformed the Traditional Media industry, which is at the #4 spot with an average social rating of 55.11. This industry includes traditional media such as TV and newspapers.

### Only one Blue Collar industry makes list:

Trucking, Moving, & Storage was the only blue collar industry to make the Top 50 list at #48. Mining, Automotive Repair & Collision Service, and Wood Production are a few low-social-ranking blue collar industries that did not make the list.

### Tobacco industry lowest on Twitter users

The Tobacco industry has the least amount of employees on Twitter, with a Twitter user rating of 1.1.

# SOCIAL INDUSTRY ANALYSIS

## HEATED RIVALRIES

### Toys & Games take top spot in consumer products

Finishing at #5 on the list, Toys & Games is the most media savvy industry in the consumer products sector, beating out consumer electronics (# 9), retail apparel (#10), home appliances (#18) and jewelry (#23).

### Amusement Parks take family recreation category

The Amusement Park industry (#28) has the highest average social rating among other industries in the family recreation category, beating out museums & galleries (#47), as well as zoos & national parks (#48).

### IT wins over Software

Coming in at #8 on the list with an average social rating of 51.71, the IT Industry barely edged out the Software Industry (#9), which has an average rating of 47.07. Both are neck and neck in the number of Twitter users, but IT scored slightly higher in the amount of Facebook users and tweeting.

## FUN FACTS

### Funeral Homes don't tweet

Out of all the industries that made the Top 50 most social media savvy list, the Funeral Home & Funeral-Related Services industry had the lowest Twitter score, and also had the lowest average social rating overall. They do, however, have more Facebook friends than people who work at zoos & national parks.

### Travel more popular than Restaurants

The travel industry has twice the average amount of Facebook friends as the Restaurant industry.

### Medical Care not in Top 50

Industries related to medical care did not make the Top 50 list at all. Hospital & Clinics had an average social rating of 6.97, almost half the amount of the lowest ranked industry in the Top 50 list, and the Veterinary Care industry had an average social rating of 3.59.



# TWITTER USE BY INDUSTRY

## WHICH INDUSTRIES ARE USING TWITTER?

We first grouped employees into industry categories based on the industry of the company they work for, then calculated a Twitter Score based on the number of employees with a Twitter account, the average number of tweets, number of followers, and number of users following. A high twitter score means there is a large percentage of employees within each industry using Twitter.

RANK	INDUSTRY	TWITTER SCORE
1	Search Engines - Online Portals	304.8
2	Media Industry (TV, Radio, Newspapers, Magazines)	169.1
3	Banking	126.3
4	Advertising & Marketing	25.2
5	Zoos & National Parks	24.6
6	Beauty Care	16.6
7	HR and Recruiting	12.9
8	Toys & Games	10.9
9	IT	8.2
10	Software	8.1
11	Cleaning Products	7.6
12	Music	6.1
13	Real Estate	5.6
14	Sports Teams & Leagues	5.4
15	Travel & Tourism	5.2
16	Home Appliances	4.4
17	Gambling & Gaming	3.9
18	Translation & Linguistic Services	3.8
19	Consumer Electronics	3.1
20	Department Stores & Superstores	2.9

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NETPROSPEX

SOCIAL JOB REPORT

# THE SOCIAL LADDER

## TOP 20 JOBS ON THE NETPROSPEX SOCIAL INDEX (NPSI)



### MARKETERS ARE MOST SOCIAL

CMOs and other marketing professionals earned the top spot on The Social Ladder. They beat out other communications professionals who were 3rd on the NPSI.



### HUMAN RELATIONS ARE SOCIAL

Human Resource professionals ranked 2nd on the NPSI, showing once and for all that the business of people is a social job.



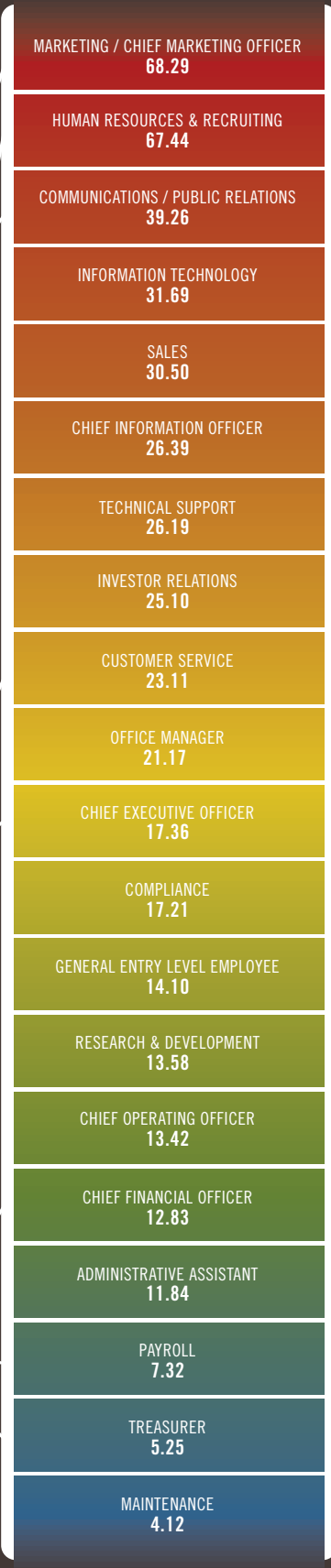
### CUSTOMER SERVICE REPS AHEAD OF CEOs

If you are looking to interact with a company's employee through social media, do not count on having an engaging conversation with a CEO. You will likely have better luck with customer service reps, who finished two places higher on the NPSI.

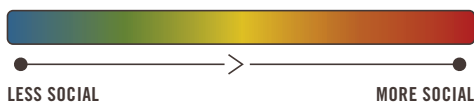


### SOCIAL NOT ADDING UP FOR FINANCE EXECS

Of the top 20 jobs on the NPSI, finance-focused positions such as CFOs, payroll managers and treasurers all finished in the bottom 5.



### NPSI SCORE



Social Media Visualization by:



Research by:



# SOCIAL JOB RANKING

## WHICH JOB IS THE MOST SOCIAL?

Over 2 million contacts were analyzed out of the NetProspex business contact database.

RANK	JOB	NPSI
1	Marketing / Chief Marketing Officer	68.29
2	Human Resources and Recruiting	67.44
3	Communications / Public Relations	39.26
4	Information Technology (IT)	31.69
5	Sales	30.50
6	Chief Information Officer	26.39
7	Technical Support	26.19
8	Investor Relations	25.10
9	Customer Service	23.11
10	Office Manager	21.17
11	Chief Executive Officer	17.36
12	Compliance	17.21
13	General Entry Level Employee	14.10
14	Research and Development	13.58
15	Chief Operating Officer	13.42
16	Chief Financial Officer	12.83
17	Administrative Assistant	11.84
18	Payroll	7.32
19	Treasurer	5.25
20	Maintenance	4.12

# SOCIAL JOB ANALYSIS

## NOTABLE TRENDS

### Marketing and advertising takes the cake

Marketing, advertising and communications professionals ranked among the most social media savvy employees in the US with a NetProspex Social Index (NPSI) ranking of 68.29.

Communications and public relations professionals ranked right behind them on the list, finishing in 3rd place with an NPSI of 39.26.

### HR and Recruiting are social

Also ranking among the most social were HR and recruiting professionals, who finished in 2nd place with an NPSI of 67.44.

### The C-level is lagging behind

Only two C-level positions finished in the Top 10 on the list, with Chief Marketing Officers ranking in 1st place, while Chief Information Officers finished in 6th with an NPSI of 26.39.

### Office managers and customer service reps outpace Chief Executive Officers

If you're looking to interact with a company through social media, don't bank on having an engaging conversation with the CEO.

You have a better chance of engagement with an office manager and a customer service representative than you do with the CEO, who ranked 11th on the list with an NPSI of 17.36.

### Show me the money: few finance execs are social

Ranking among the least social media-savvy on the list were employees in finance positions. For example, Chief Financial Officers/finance directors, payroll managers and treasurers all finished among the bottom five.

# SOCIAL JOB ANALYSIS

## HEATED RIVALRIES

### CEO's over COO's

While Chief Executive Officers underperformed overall versus the rest of the list, they did manage to outpace Chief Operating Officers, who finished in 15th place with a 13.42 NPSI.

### IT is “it” when it comes to social media-savvy tech employees:

Ranking the highest of all technology-specific job employees were IT directors/managers, who finished 4th overall on the list, and beat out other tech employees such as CIO's (6th) and tech support reps (7th).

### PR more social media-savvy than Investor Relations

In the battle of investor vs. public relations employees, PR takes the crown, finishing 3rd overall on the list, while IR employees ranked 8th overall.

### Office managers over admin assistants

Office managers ranked in almost twice as high as administrative assistants, when it comes to social media use.

## FUN FACTS

### IT employees most likely to be found on Twitter

While communications/PR employees finished 3rd overall on the list, they ranked #1 in the Twitter category, outpacing CMO's/advertising directors and IT employees, who finished 2nd and 3rd in the Twitter category, respectively.

### Marketing vs PR

While communications/PR employees finished 3rd overall on the list, they ranked #1 in the Twitter category, outpacing CMO's/advertising directors

### HR elected “most popular”

When it comes to the most popular social media employees, HR wins the crown. The average amount of friends and followers in an HR employee's social media network is more than twice as high as the average amount of followers across all job titles.

### Maintenance needs a “friend”

Not only did maintenance workers finish on the bottom of the overall list, but they also have the least amount of friends on average in their social media networks of all job titles. To put this in perspective, the average amount of friends and followers on a HR employee's network is more than 65 times higher than a maintenance worker's.



NETPROSPEX

# SOCIAL 50 REPORT

FALL 2010

# THE SOCIAL 50

## TOP 50 COMPANIES ON NETPROSPEX SOCIAL INDEX (NPSI)

### MICROSOFT TOP OF THE TECH TITANS



When it comes to the ongoing rivalry between the public's favorite tech titans, Microsoft (#2) reigned supreme on the NPSI. Though its fans might be more vocal, Apple's employees are not nearly as social, it ranked #12 on the NPSI.

### PEPSI FIZZLES OUT OF THE TOP 50

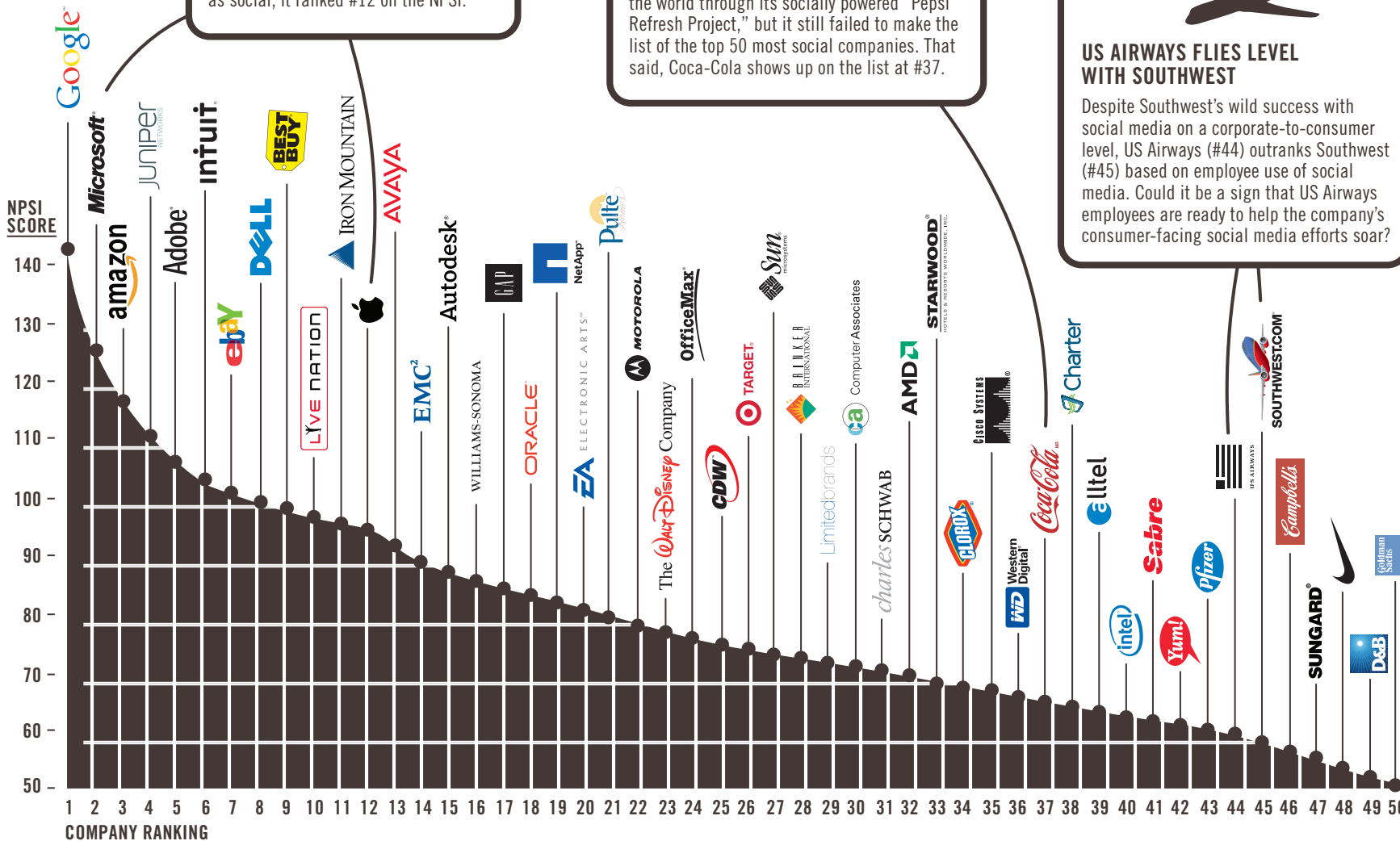


Pepsi may have refreshed its commitment to the world through its socially powered "Pepsi Refresh Project," but it still failed to make the list of the top 50 most social companies. That said, Coca-Cola shows up on the list at #37.



### US AIRWAYS FLIES LEVEL WITH SOUTHWEST

Despite Southwest's wild success with social media on a corporate-to-consumer level, US Airways (#44) outranks Southwest (#45) based on employee use of social media. Could it be a sign that US Airways employees are ready to help the company's consumer-facing social media efforts soar?



Research conducted from the NetProspex database of business contacts. Infographic conceptualization and design by Oxford Communications. The NetProspex Social Index is determined by a business person's social connectedness, social activity, friendliness, and reach across top social networks, including Facebook, Twitter, and LinkedIn. To download the full report, please visit [netprospex.com/np/social](http://netprospex.com/np/social). To download and share high resolution infographics, please visit [oxfordcomm.com/socialreport](http://oxfordcomm.com/socialreport).

Social Media Visualization by:



Research by:





# SOCIAL 50: COMPANY RANKING

## WHICH COMPANIES HAVE THE MOST SOCIAL EMPLOYEES?

Over 2 million contacts were analyzed from the NetProspex business contact database.

RANK	PREV.	ORGANIZATION	NPSI
1	5	Google Inc	98.74
2	1	Microsoft Corporation	63.93
3	3	Amazon.com, Inc.	63.44
4	16	Juniper Networks Inc	55.11
5	18	Adobe	52.83
6	7	Intuit Inc.	52.66
7	2	eBay Inc.	51.71
8	14	Dell Inc.	47.07
9	9	Best Buy Co., Inc.	46.14
10	N/A	Live Nation, Inc.	39.56
11	N/A	Iron Mountain Incorporated	39.27
12	10	Apple Inc	37.02
13	23	Avaya Inc	36.73
14	16	EMC Corporation	36.18
15	N/A	Autodesk Inc	32.60
16	N/A	Williams-Sonoma, Inc.	32.52
17	N/A	Gap Inc.	30.78
18	19	Oracle Corporation	28.77
19	N/A	Network Appliance Inc	27.10
20	6	Electronic Arts Inc.	27.04
21	N/A	Pulte Homes Inc	27.01
22	N/A	Motorola Inc	25.68
23	4	The Walt Disney Co.	23.36
24	N/A	OfficeMax Inc.	23.05
25	N/A	CDW Corporation	22.83

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# SOCIAL 50: COMPANY RANKING

RANK	PREV.	ORGANIZATION	NPSI
26	31	Target Corporation	63.83
27	13	Sun Microsystems Inc	63.58
28	N/A	Brinker International Inc	60.95
29	31	Limited Brands Inc	60.90
30	25	Computer Associates	60.09
31	N/A	The Charles Schwab Corporation	59.58
32	11	Advanced Micro Devices Inc	58.78
33	N/A	Starwood Hotels Inc	57.26
34	N/A	The Clorox Company	56.68
35	20	Cisco Systems Inc	56.21
36	47	Western Digital Corporation	55.25
37	50	The Coca-Cola Company	55.02
38	N/A	Charter Communications Inc	54.63
39	N/A	Alltel Corp.	54.57
40	27	Intel Corporation	54.27
41	N/A	Sabre Inc	54.24
42	N/A	Yum Brands Inc.	53.18
43	N/A	Pfizer Inc	52.65
44	N/A	US Airways Inc	52.35
45	N/A	Southwest Airlines Co.	51.62
46	N/A	Campbell Soup Company	51.17
47	N/A	SunGard companies	50.84
48	N/A	NIKE INC	50.36
49	N/A	The Dun & Bradstreet Corporation	49.56
50	N/A	Goldman, Sachs & Co.	49.50

Full report available at [NetProspex.com/np/social](http://NetProspex.com/np/social)

# SOCIAL 50 COMPANY ANALYSIS

## NOTABLE TRENDS

The NetProspex Social 50 was first released in May of 2010. Our updated standings reflect additions to the social presence of each company listed, and edits to the social index scoring based on feedback from readers.

### **Newcomers to the Fall 2010 listing**

Companies making their first appearance in the top 20 on the Fall 2010 NetProspex Social Report include Live Nation, Iron Mountain, Autodesk, Williams-Sonoma, Gap, and Network Appliance.

### **Google claims top spot from Microsoft**

The new most social company is Google, surpassing Microsoft's reign as the most socially savvy company, rising from 5th spot on the Spring 2010 Social Report.

## B2B TRENDS

### **B2B employees are social**

The high scores of companies like Microsoft, Avaya, EMC Corporation, Autodesk, Oracle, and Network Appliance (all in the top 20) indicate strong social media use among employees at B2B organizations.

Other B2B organizations in the Social 50 include Office Max, CDW Corporation, Sun Microsystems, Computer Associates, Advanced Micro Devices, Cisco Systems, Intel, SunGuard, and Dun & Breadstreet.

# TOP 20 TWITTER COMPANIES

## WHICH COMPANIES ARE USING TWITTER?

We calculated a Twitter Score based on the number of employees with a Twitter account, the average number of tweets, number of followers, and number of users following. A high twitter score means there is a large percentage of employees within each company using Twitter.

RANK	ORGANIZATION	TWITTER SCORE
1	Google Inc	33.7
2	The Walt Disney Co.	32.5
3	Live Nation, Inc.	31.7
4	Amazon.com, Inc.	16.7
5	Adobe	15.5
6	Dell Inc.	13.5
7	Brinker International Inc	11.7
8	Juniper Networks Inc	8.9
9	Best Buy Co., Inc.	8.3
10	Computer Associates	7.8
11	Cisco Systems Inc	7.0
12	Intel Corporation	6.6
13	Yum Brands Inc.	6.0
14	Sun Microsystems Inc	5.4
15	eBay Inc.	5.3
16	Intuit Inc.	4.5
17	Iron Mountain Incorporated	4.1
18	EMC Corporation	4.0
19	Microsoft Corporation	3.9
20	Motorola Inc.	3.7

Full report available at [NetProspex.com/np/social](http://NetProspex.com/np/social)

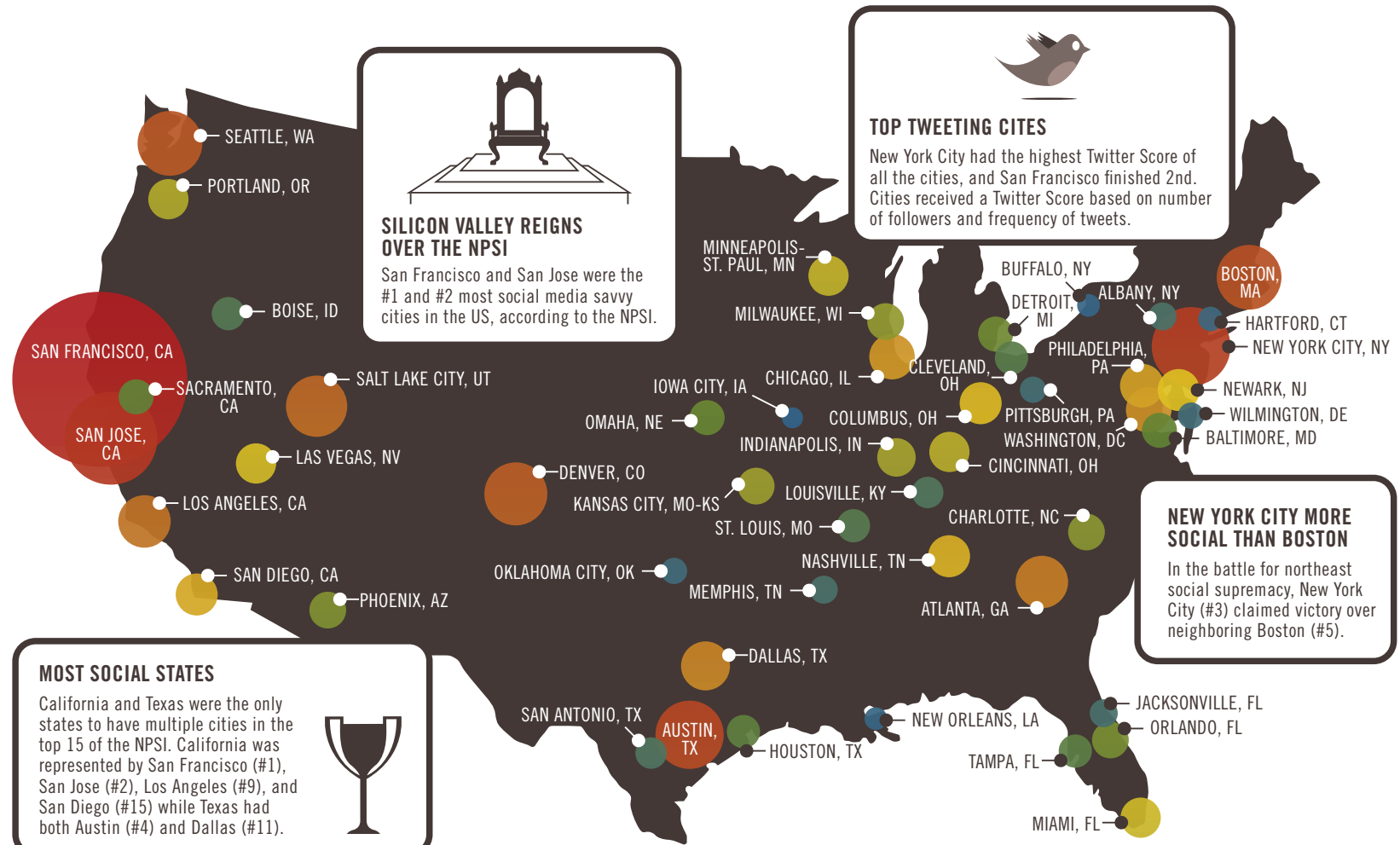


NETPROSPEX

SOCIAL CITY REPORT

# SOCIAL PROFESSIONALS

## TOP 50 US CITIES ON THE NETPROSPEX SOCIAL INDEX (NPSI)



The size of each city's circle is proportional to its score on the NPSI.



**NPSI SCORE**



LESS SOCIAL

MORE SOCIAL

Research conducted from the NetProspex database of business contacts. Infographic conceptualization and design by Oxford Communications. The NetProspex Social Index is determined by a business person's social connectedness, social activity, friendliness, and reach across top social networks, including Facebook, Twitter, and LinkedIn. To download the full report, please visit [netprospex.com/np/social](http://netprospex.com/np/social). To download and share high resolution infographics, please visit [oxfordcomm.com/socialreport](http://oxfordcomm.com/socialreport).

Social Media Visualization by:



Research by:



# SOCIAL CITY RANKING

## WHICH PARTS OF THE US HAVE THE MOST SOCIAL BUSINESS PEOPLE?

We first grouped employees into geographic areas based on the location of the company they work for, then took the average NPSI of the overall city. Over 2 million contacts were analyzed out of the NetProspex business contact database.

RANK	CITY	NPSI
1	San Francisco, CA	60.74
2	San Jose, CA	53.44
3	New York, NY	44.75
4	Austin, TX	38.46
5	Boston, MA	37.39
6	Seattle, WA	36.69
7	Denver, CO	35.97
8	Salt Lake City, UT	35.09
9	Los Angeles, CA	30.30
10	Atlanta, GA	29.68
11	Dallas, TX	28.18
12	Washington, DC	26.19
13	Chicago, IL	26.12
14	Philadelphia, PA	25.35
15	San Diego, CA	24.09
16	Nashville, TN	24.01
17	Columbus, OH	23.60
18	Newark, NJ	23.53
19	Las Vegas, NV	23.42
20	Miami, FL	23.37
21	Minneapolis-St. Paul, MN	22.82
22	Cincinnati, OH	22.74
23	Portland, OR	22.67
24	Indianapolis, IN	22.32
25	Kansas City, MO	21.23

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# SOCIAL CITY RANKING

RANK	CITY	NPSI
26	Milwaukee, WI	21.19
27	Charlotte, NC	21.04
28	Phoenix, AZ	20.68
29	Orlando, FL	20.56
30	Detroit, MI	19.98
31	Omaha, NE	19.96
32	Baltimore, MD	19.95
33	Sacramento, CA	19.78
34	Houston, TX	19.39
35	Tampa, FL	18.90
36	Cleveland, OH	18.62
37	St. Louis, MO	18.57
38	Boise, ID	18.51
39	Louisville, KY	17.98
40	San Antonio, TX	17.54
41	Albany, NY	16.48
42	Memphis, TN	16.36
43	Jacksonville, FL	16.25
44	Pittsburgh, PA	15.30
45	Wilmington, DE	15.15
46	Oklahoma City, OK	14.75
47	Hartford, CT	14.37
48	New Orleans, LA	13.37
49	Buffalo, NY	12.68
50	Iowa City, IA	12.10

Full report available at [NetProspex.com/np/social](http://NetProspex.com/np/social)



# SOCIAL CITY ANALYSIS

## NOTABLE TRENDS

### **Silicon Valley Reigns Supreme**

San Francisco and San Jose are the #1 and #2 most social media savvy cities in the US, respectively.

### **West Coast More Social Media-Savvy than East Coast**

West coast cities are far ahead of east coast when it comes to social media usage among business people. San Jose, San Francisco, Los Angeles, Denver and Seattle all cracked the Top 10 list, while New York City and Boston were the only two east coast cities that made the Top 10 list.

### **California and Texas Most Social Media-Savvy States**

California and Texas were the only states to have multiple cities in the top 15 of the NPSI. California is represented by San Francisco (#1), San Jose (#2), Los Angeles (#9) and San Diego (#15) while Texas has both Austin (#4) and Dallas (#11).

### **Midwest Least Social Media-Savvy US Region**

Other than Chicago (#13) and Columbus, OH (#17), the midwest had no cities in the Top 20.

### **New York and San Francisco are Most Tweet-Savvy**

New York City and San Francisco received the highest Twitter score of all cities on the list, based on the number of friends they have on Twitter, as well as the volume, frequency and sophistication of their daily tweets.

# SOCIAL CITY ANALYSIS

## HEATED RIVALRIES

### New York City over Boston

New York City edged out Beantown in their overall NetProspex Social Media Rating, finishing third, while Boston ended up in 5th place. NYC is the top tweeting city, while Boston took the #13 spot.

### Miami Takes Florida

Finishing at #20 on the list, Miami edged out cities like Orlando (#29), and Tampa (#35).

### Philadelphia Owns Pennsylvania

Coming in at #14 on the list, Philadelphia finished far ahead of other Pennsylvania cities such as Pittsburgh.

## FUN FACTS

### New Yorkers Have Almost Twice as Many Friends as Houston Residents

The average New Yorker has nearly twice as many total friends across all social networking sites as people in Houston.

### Miami Beats Cleveland (Again)

It's not just LeBron James headed to the Heat that gives Miami the edge over Cleveland, but the average Miami resident tweets almost three times more than the average Clevelander does.

### Seattle Lowest Twitter Score on Top 10

Of all the cities that made the Top 10 most social media-savvy list, Seattle finished with the lowest Twitter score. Seattle's overall NPSI score, however, was 6th best on the entire list.

# TWITTER USE BY CITY

## WHICH CITIES HAVE THE MOST BUSINESS PEOPLE WHO TWEET?

We first grouped business people into geographic areas based on the locations of their companies. We then calculated a Twitter Score based on the average number of Twitter accounts, tweets, number of followers, and number of users following.

A high twitter score means there is a large percentage of business people within that city using Twitter.

RANK	CITY	TWITTER SCORE
1	New York, NY	790.0
2	San Francisco, CA	692.1
3	Washington, DC	220.3
4	Sacramento, CA	135.1
5	Phoenix, AZ	118.7
6	Denver, CO	117.6
7	Las Vegas, NV	107.6
8	Los Angeles, CA	100.3
9	Cincinnati, OH	94.3
10	Wilmington, DE	91.9
11	Orlando, FL	90.8
12	Austin, TX	89.7
13	Boston, MA	87.1
14	Boise, ID	86.5
15	San Jose, CA	85.6
16	Louisville, KY	82.1
17	Salt Lake City, UT	79.8
18	Dallas, TX	79.4
19	Miami, FL	79.2
20	Seattle, WA	74.3
21	Atlanta, GA	69.1
22	Portland, OR	64.5
23	Minneapolis-St. Paul, MN	64.3
24	Nashville, TN	61.5
25	San Antonio, TX	53.0

Full report available at [NetProspex.com/np/social](http://NetProspex.com/np/social)

# ABOUT US NETPROSPEX

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## INFOGRAPHICS COURTESY OF OXFORD COMMUNICATIONS

Voted "Best of Show" twice by New Jersey Ad Club, Oxford is the best of the best in New Jersey, and we don't mind saying so. The full-service marketing, creative and communications agency works with national consumer brands including Brother International Corporation and Villa Enterprises Management, top regional clients including Quick Chek, Bucks County Conference and Visitor's Bureau and Drexel University, plus healthcare industry leaders including the Rahway and Hamilton campuses of Robert Wood Johnson University Hospital.

With more than 24 years experience developing creative marketing campaigns, Oxford and its nearly 50 employees work in Lambertville, N.J., on the site of the legendary Music Circus where greats like Louis Armstrong, Ella Fitzgerald and even Liberace graced the stage. Brilliance and genius are quite literally in our soil, and it shows in our award-winning work.

For more information, call 609-397-4242 or to see what we're all about, visit [www.oxfordcommunications.com](http://www.oxfordcommunications.com)

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