

Consumer Buzz

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Small Businesses on Social Media

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Nearly a quarter of small businesses don't have a social media presence, according to a recent survey from B2B ratings and reviews firm Clutch. However, of those who do use social media, more than 90% use Facebook, and more than half are planning to increase their Twitter, Instagram and YouTube presence this year. About four in 10 share content or engage with followers multiple times a day, the survey found. **GP**