

Donath Business & Media

MR. Think

Blogs and social networks through the eyes of corporate communicators

Final report of the 2015 Blog Barometer™ supplementary survey



Prague, December 2015

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The blogosphere and social networks through the eyes of communicators

The results of Blog Barometer™ 2015 suggest increased corporate activity in the Czech blogosphere. We decided to verify this important conclusion and asked communication experts in the corporate and public sectors for their opinion on the importance of blogs and social networks. I hope you will find the results presented below of interest.

Michal Donath
Managing Director
Donath Business & Media

About the survey

The survey was conducted as a supplement to the broader project IPREX Blogbarometer™ 2015, which was implemented for the second year in the international network of PR agencies IPREX Global Communication in a number of European countries.

PR agency Donath Business & Media, in cooperation with the consulting firm MR. Think (Market Research Think) conducted an online survey in the Czech Republic between November 5 and 20, 2015.

Of the total 464 marketing and PR managers invited, 207 (44.6%) took part in the survey.

Key findings

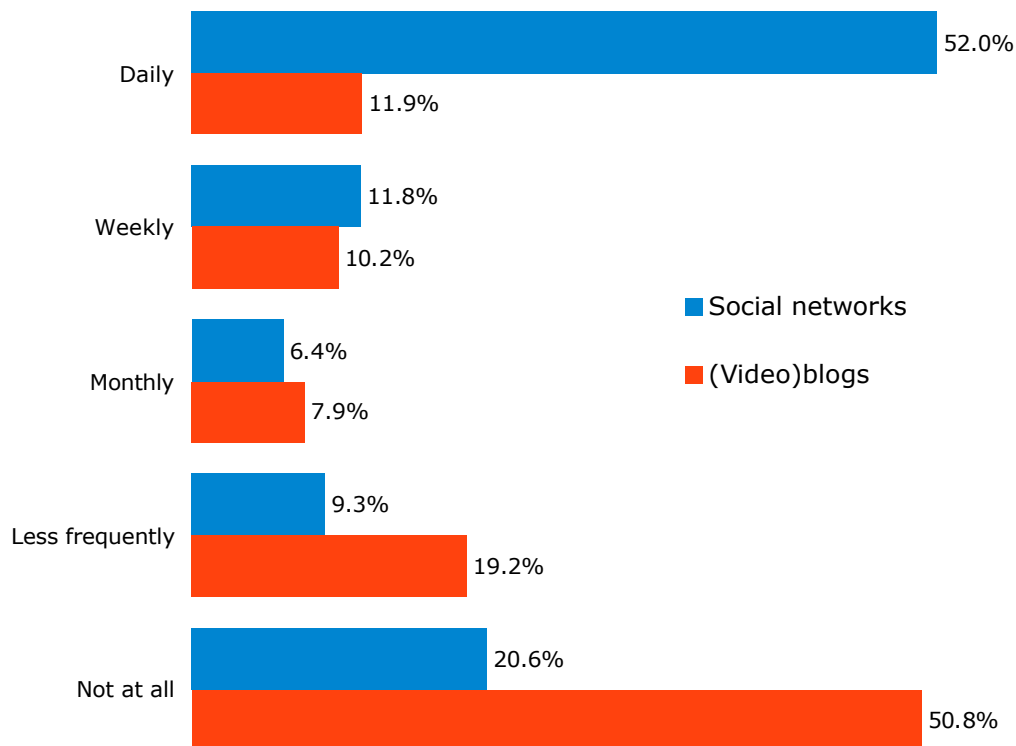
It has been confirmed that social networks and blogs are increasingly important for firms and organizations. Most respondents (56.9%) stated that the importance of social networks has increased in the past year in their spheres of interest. The blogosphere has grown in importance for 31.5% of firms.

More than every second firm (52.0%) monitors social networks on a daily basis, and more than every tenth firm (11.9%) monitors (video) blogs.

Social networks are essential for 65.1% of firms and organizations; the blogosphere is important to only 26.7%, and one-half of firms do not monitor it at all.

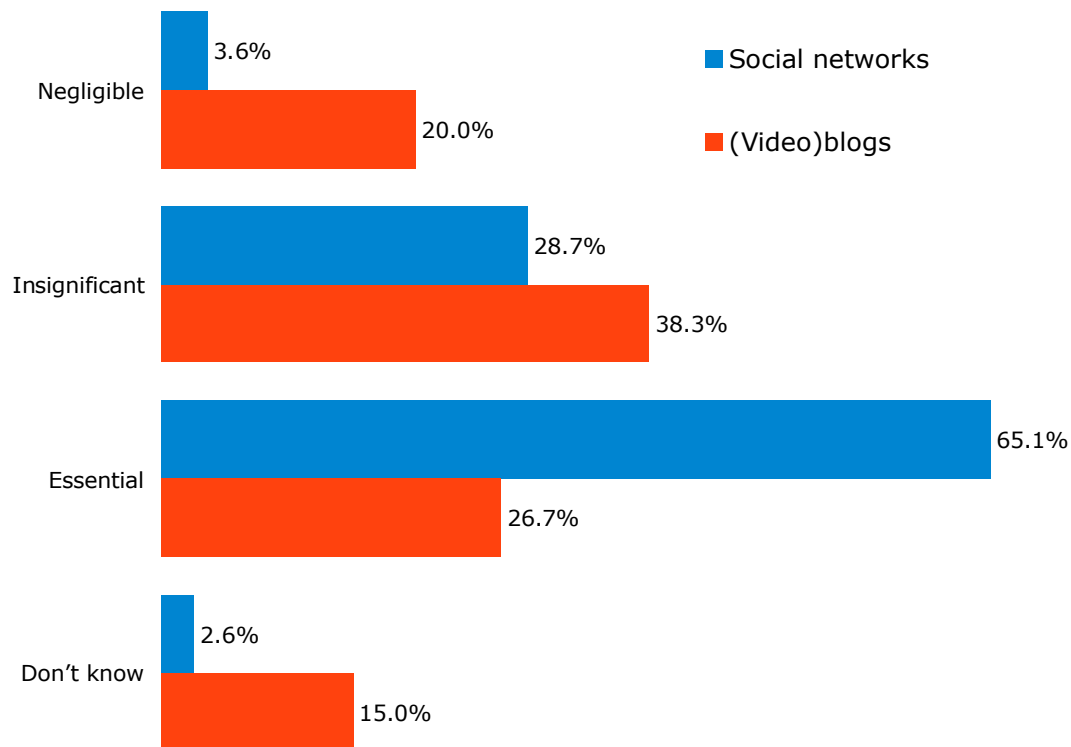
Of the firms and organizations involved in the survey, 79.0% communicate on social networks. Only 27.6% of them address bloggers. The structure of the more active ones corresponds to the bloggers' perception in the previous Blog Barometer™ survey.

Monitoring of social networks and blogs



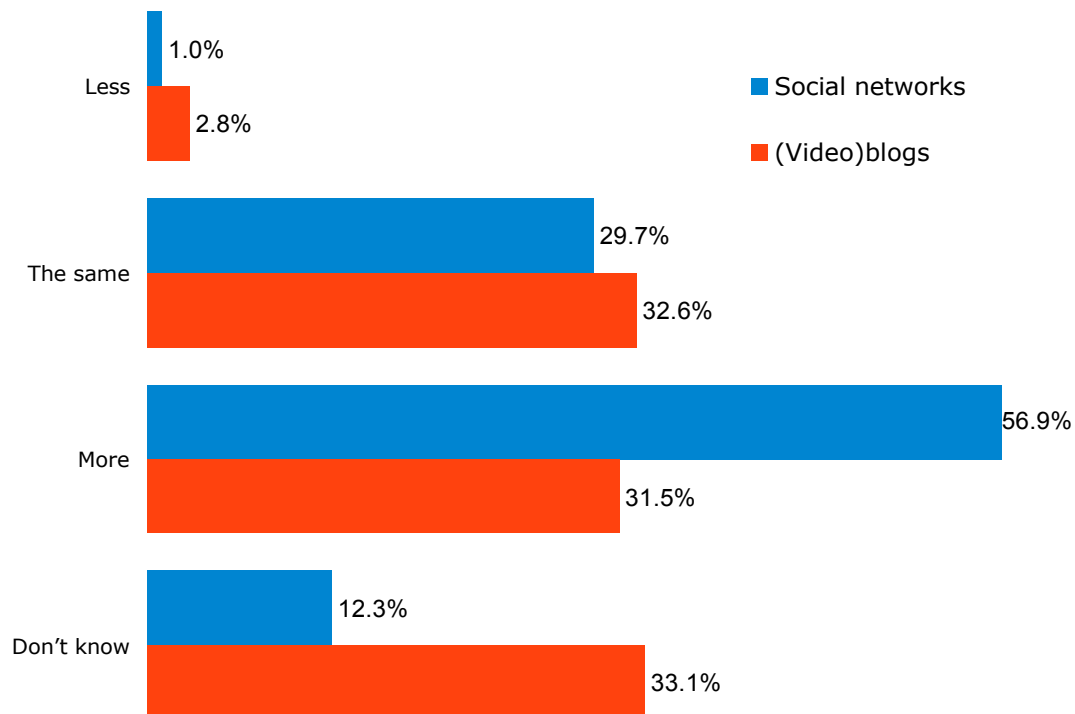
The chart suggests the difference of the importance individual firms/organizations attribute to social networks and blogs. Whilst a thin majority (52.0%) of the respondents stated that their firm/organization monitored social networks on a daily basis, a similar number of firms/organizations (50.8%) never monitor blogs or videoblogs. Such results are consistent with the replies to the following questions, suggesting that activity on social networks is much more important to the respondents than bloggers' activities. Blogs begin to matter to them only when the content is divulged on social networks. Surprisingly, one-fifth of the respondents (20.6%) stated that their firm/organization never monitors activity on social networks. Government and public officials are represented more strongly in this segment of the respondents but fall short of a majority.

How important are social networks and blogs?



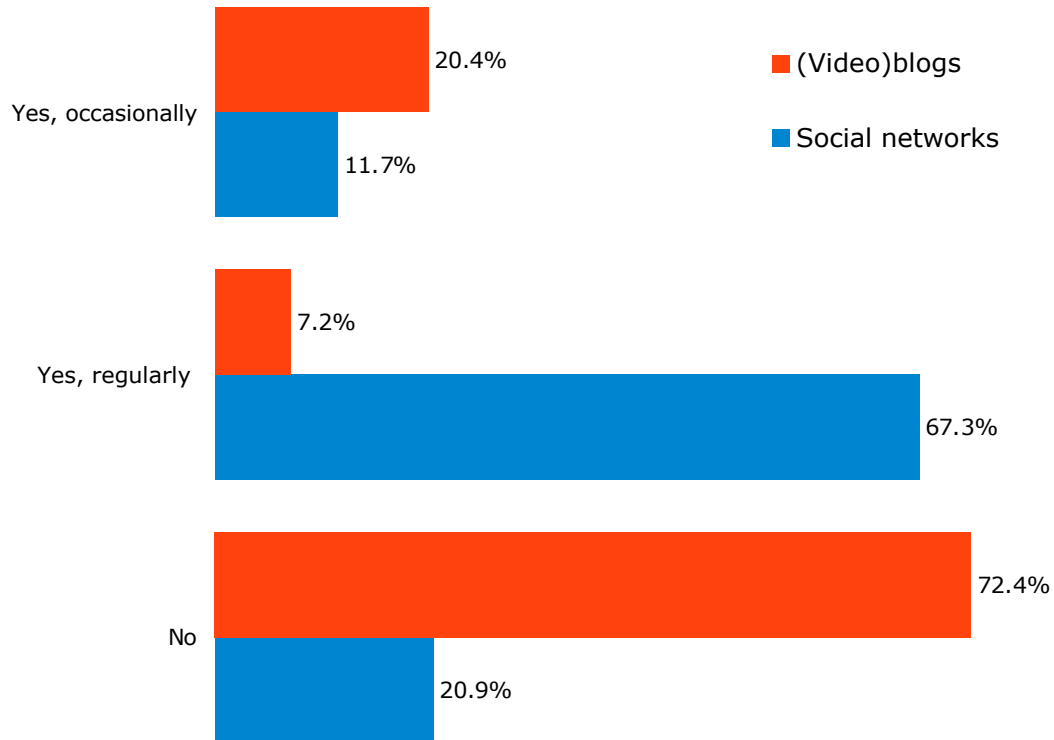
Social networks are essential for most respondents (65.1%) in the area of their interest. Those firms/organizations often monitor them on a daily basis. The chart again indicates that social networks are more important for the respondents than blogs or videoblogs. The relatively high percentage (15%) of the respondents who are not able to tell the importance of blogs for their sector suggests a weak perception of the blogosphere as something relevant. Yet more than one-fourth of firms/organizations (26.7%) state that (video) blogs are essential for them. These are mainly firms in the FMCG, services and retail sectors, and organizations in the sector of culture.

Is social media more important now than last year?



The majority of firms/organizations (56.9%) believe the importance of social networks in their areas of interest has grown over last year. The importance of the blogosphere has grown for 31.5% of the respondents. Interestingly, the chart again shows a high proportion of replies of experts who cannot tell the current trends in social media.

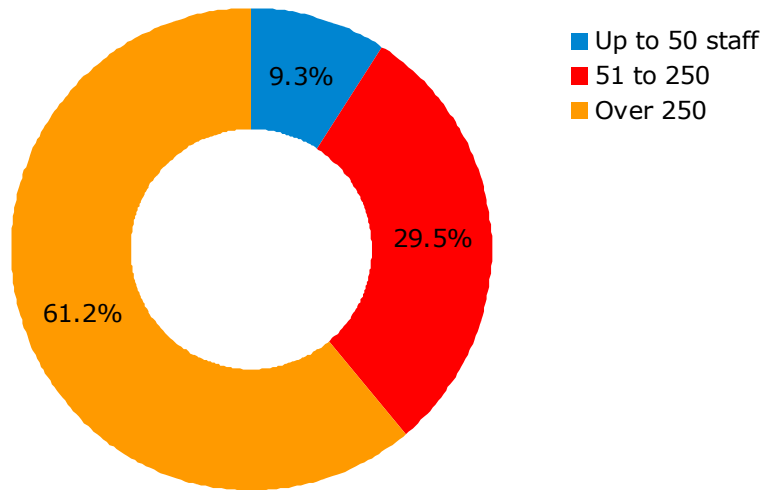
Do firms communicate with bloggers on social networks?



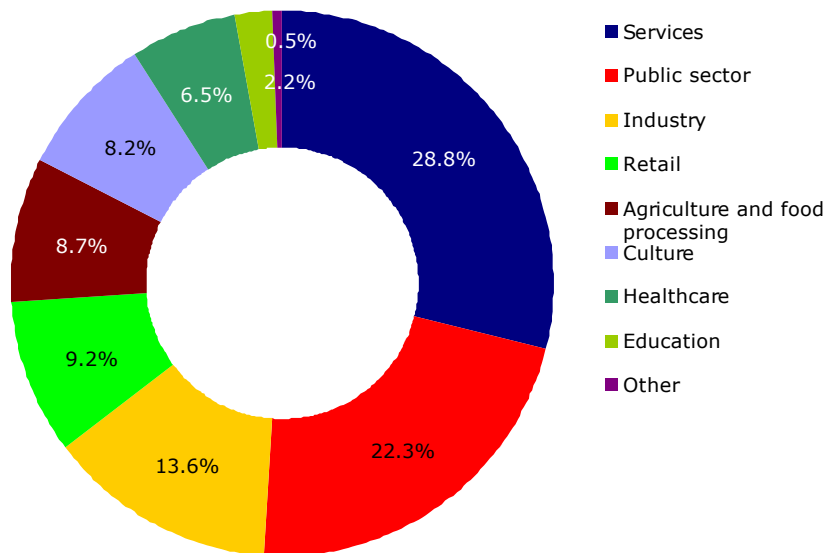
New media offers a number of tools to firms and organizations for direct communication with their target groups. 79.0% of the firms/organizations communicate on social networks. 27.9% of the respondents address bloggers occasionally or regularly; this corresponds to the number of firms for whose business blogs are essential.

Who responded to our survey?

Size of firm/organization:



Area of business:



About the authors



Donath Business & Media

The company has been active in the areas of public relations and public affairs in the Czech Republic and Slovakia since 1991. For more information, see www.dbm.cz.



MR. Think

Consultancy agency MR. Think (Market Research Think) was established in 2003. It offers comprehensive specialized independent consultancy on market research and marketing. For more information, see www.mrthink.cz.

Free distribution statement

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