

## The Official Board Releases Corporate Twitter Utilization Study

### *Findings Show 93% of Top Corporations Have Accounts*

Paris, February 7, 2014—The Official Board, which manages one of the world’s largest databases of corporate organizational charts and executive contacts, today released the findings of its study into corporate and executive use of the social media and microblogging site Twitter.

In an assessment of the top 1000 corporations with revenues over \$100 million listed with The Official Board, as ranked by the site’s members, 93 percent were identified by The Official Board as maintaining at least one Twitter account.

On an industry sector basis, the study found, top companies most broadly using Twitter were in the transportation (98 percent) and high technology sectors (96 percent). On a geographic basis, top companies most broadly using Twitter are in the United States (97 percent) and Africa (93 percent).

The Official Board also reported today on the use of Twitter by the top 1,000 executives listed with its database. Among these, the study found, 12 percent of top executives maintain Twitter accounts. On a geographic basis, top executives most broadly using Twitter are located in the United States (17 percent) and Asia (13 percent).

“We see this study pointing to two obvious conclusions,” said Thomas Lot, Founder and CEO of The Official Board. “First, Twitter has been broadly adopted by the world’s top companies and is an increasingly influential outlet for corporate communications. Second, while Twitter use by top executives is less well developed, this too seems to be an emerging mechanism used by executives to engage their customers, employees and colleagues,” Lot said.

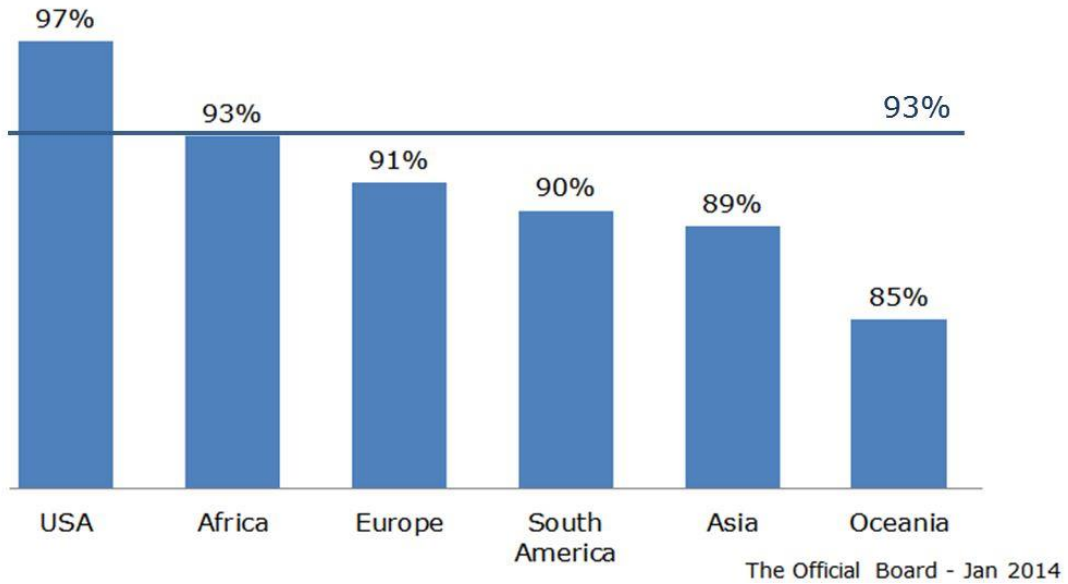
The findings of The Official Board’s Twitter studies can be found on the company’s blog, located at: <http://www.theofficialboard.com/blog/>.

Based in Saint-Cloud, France, The Official Board is a membership site that maintains one of the world’s most comprehensive database directories of corporate organizational charts and executive personnel, including companies and executives in 94 industry sectors and 220 countries. For more information, consult the company’s website at: <http://www.theofficialboard.com/>.

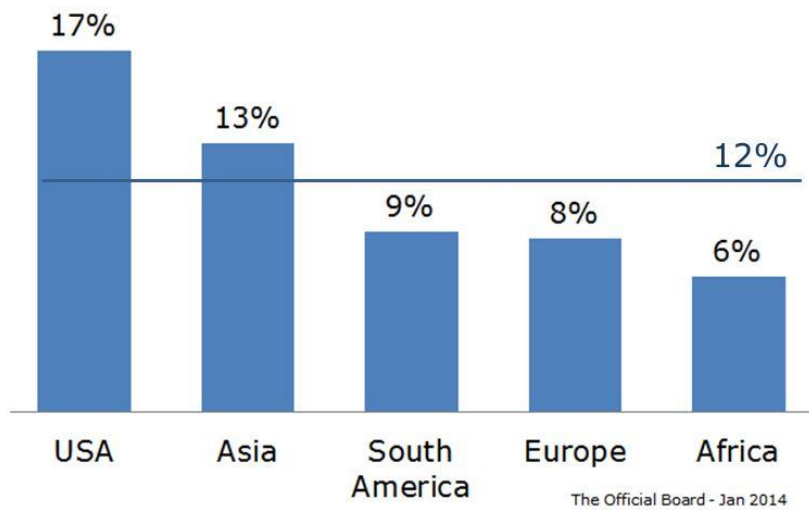
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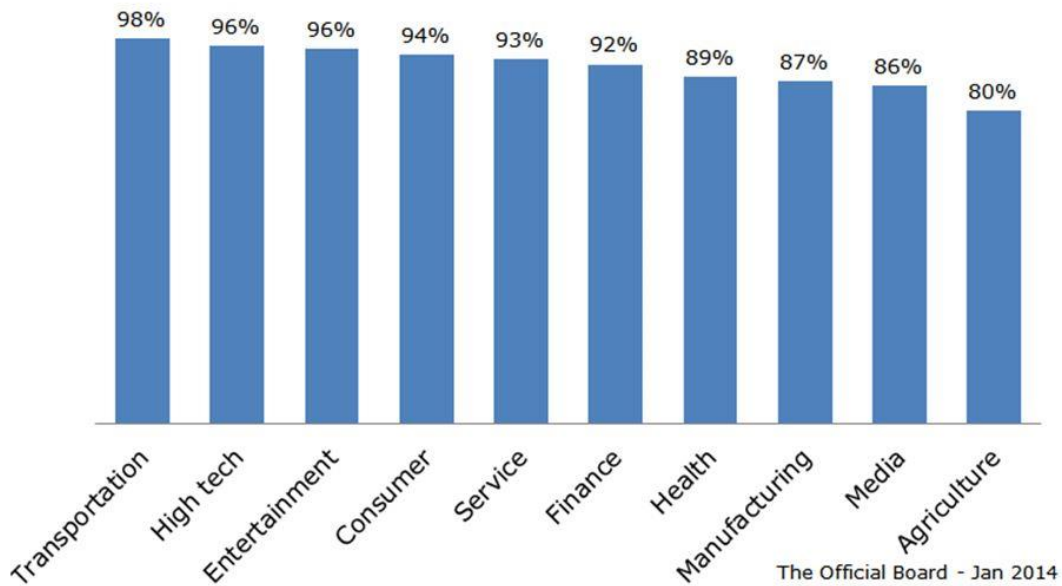
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