



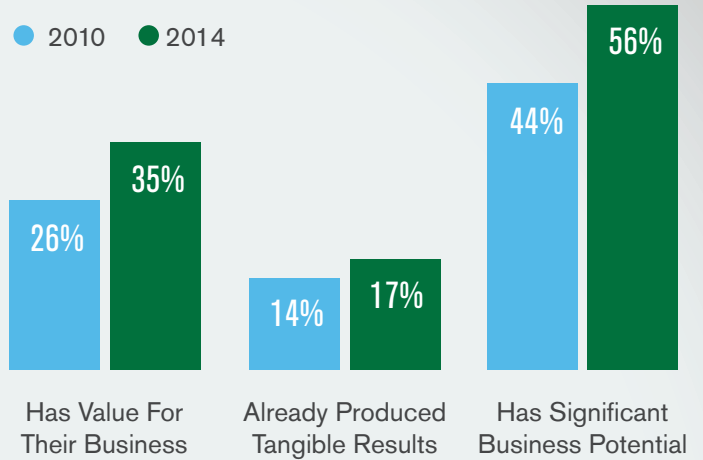
Fifth Annual Financial Professionals Social Media Adoption Study

Social Media Adds Value

61%

of advisors ranked the value of social media to their business as "high" or "medium"

Up 36% from 5 years ago



Business Use of Social Media Has Not Changed

Top 3 Business Uses

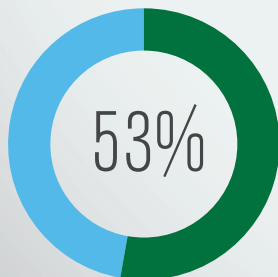
1 **Reading Expert Commentary**
Ranked 3rd in 2010

2 **Researching People**
Ranked 1st in 2010

3 **Monitoring Industry & Market News**
Ranked 2nd in 2010

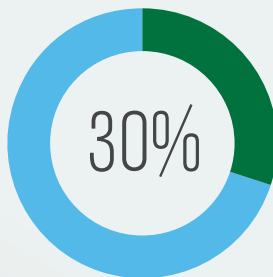
Improved Perception of Firms Using Social Media

Smart to Explore Social Media



Up from 41% in 2010

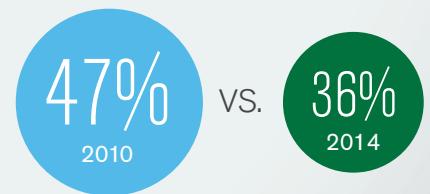
Using Social Media To Its Advantage



Up from 11% in 2010

Social Media Concerns Have Changed

Regulatory/ Compliance Issues



Company/Home Office Restrictions

