

# NetProspex Social Business Report

A comprehensive report on the use of social media by business people across the US.

Summer 2011

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## The world's largest focus group.



**How much pizza would feed a focus group of 12 million people? At 2 slices a person, that's 3 million pizzas!**

For this report, the data team at NetProspex analyzed **12 million business contacts** from the NetProspex business contact database. No need to buy stock in Dominos.

**3 million pizzas**

### Background

**NetProspex helps B2B companies find and connect with new customers.**

We maintain a database of business professionals with verified contact information including email address and phone numbers for B2B lead generation. Records include social media profiles.

**Our team analyzed these contacts to provide a snapshot of social media activity among employees of the nation's largest corporations.**

We've released three previous editions of the report, as businesses work to understand the impact of networks such as Twitter, Facebook, and LinkedIn.

The reports earned coverage in hundreds of media outlets, and has been used as reference material in business and educational presentations, studies, and reports.

Today, in Summer 2011, we've released our most comprehensive report to date, with more research, more data, and more insights, all to show the widespread adoption of social media by businesspeople across the nation.

### About Us

At NetProspex, we crowd-source business contacts for B2B lead generation.

Our customers rely on our verification to ensure accurate contact information for their ideal prospects.

#### Records Include:

- Email address
- Phone #
- Mailing Address
- Website
- Twitter
- LinkedIn
- Facebook

#### Search by:

- Job function
- Industry
- Revenue
- Company Size
- Location
- Technology
- SIC Code
- URL
- Name
- and more

[www.NetProspex.com](http://www.NetProspex.com)

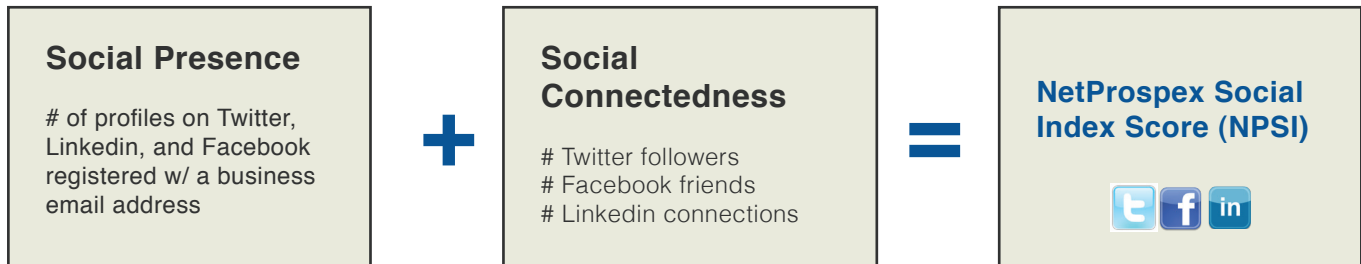
## Methodology

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, location, social media profile information, and other fields used to generate this report.

**The NPSI (NetProspex Social Index) score is determined by the following:**

- 1. Social presence:** The number of employees with social media profiles across Twitter, LinkedIn, or Facebook using a company email address.
- 2. Social connectedness:** The number of connections across social networks, including Twitter followers, Facebook friends, and LinkedIn connections.



## What's new in the Summer 2011 Report

**In this fourth edition of the NetProspex Social Report, we're proud to announce our most comprehensive report to date. Updates include:**

### 1. More contacts analyzed

We analyzed 12 million business contacts, spanning every job function and industry.

### 2. More granular categories

We analyzed over 58 job functions, 300 industries, and even more metro regions.

### 3. Twitter-focused analysis

Because of the explosion in use of Twitter (175 million users according to Twitter), we analyzed specific Twitter use in business to reveal the top jobs, industries, companies, and cities using Twitter.

### 4. Updated Methodology

In 2011, we have refined the NetProspex Social Index by measuring 2 key factors:

1. Social presence
2. Social connectedness

Social Jobs

# Social Job Report

## Summer 2011



# NETPROSPEX SOCIAL BUSINESS REPORT SUMMER 2011

Ranking the top job positions leveraging social media in business.

## SOCIAL JOBS

TOP 20 JOBS ON THE  
NETPROSPEX SOCIAL INDEX (NPSI)

### TOP 20 SOCIAL JOBS

- 1 Recruiting
- 2 Corporate Strategy / M&A
- 3 Sales Support
- 4 (Tie) Events
- 4 (Tie) Product/Market Management
- 6 Creative
- 7 Advertising
- 8 Communications / Public Relations
- 9 Marketing / CMO
- 10 Software Engineering
- 11 Chief Technology Officer
- 12 Sales
- 13 Investor Relations
- 14 Lobbyists
- 15 (Tie) Financial Analyst
- 15 (Tie) Customer Service
- 17 (Tie) General Operations
- 17 (Tie) General R&D
- 17 (Tie) Logistics
- 20 (Tie) Compliance & Governance
- 20 (Tie) Sales Executives

Recruiting **1st**

Corporate Strategy, Mergers & Acquisitions **2nd**

Sales Support **3rd**

Events **4th**

Product Management **4th**

Creative **6th**

Advertising **7th**

Communications & Public Relations **8th**

Marketing / CMO **9th**

Software Engineering **10th**

Chief Technology Officer **11th**

Sales **12th**

Investor Relations **13th**

Lobbyists **14th**

Financial Analyst **15th**

Customer Service **15th**

General Operations **17th**

General R&D **17th**

Logistics **17th**

Compliance & Governance **20th**

Sales Executives **20th**



NetProspex helps B2B companies find and connect with new customers through a database of millions of business people. Records include verified email, phone, and social media profiles. Buy or trade new sales leads today at [www.netprospex.com](http://www.netprospex.com).

## CONTACT

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### Methodology [ + + ]

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1. **Social presence:** The number of employees registered with social media profiles across Twitter, LinkedIn, or Facebook using a corporate email address.
2. **Social connectedness:** The number of connections across social networks.

## 20 Most Social Jobs

Which jobs are most likely to use social media for business?

### Most Social Job: Recruiting

Proving that it's not what you know, but who you know that matters, recruiters were found to have the most expansive networks and are the most likely to use Twitter, Facebook and LinkedIn, scoring the highest in the NetProspex Social Index with a score of 94.

Rank	Job	NPSI
1	Recruiting	94
2	Corporate Finance, Mergers & Acquisition	66
3	Sales Support	50
4 (tie)	Events	45
4 (tie)	Product/Market Management	45
6	Creative	44
7	Advertising	36
8	Communications / Public Relations	33
9	Marketing / CMO	30
10	Software Engineering	29
11	CTO	27
12	Sales	26
13	Investor Relations	24
14	Lobbyists	23
15 (tie)	Financial Analyst	22
15 (tie)	Customer Service	22
17 (tie)	General Operations	21
17 (tie)	General R&D	21
17 (tie)	Logistics	21
20 (tie)	Compliance & Governance	20
20 (tie)	Sales executive	20

## 10 Least Social Jobs

Which jobs are least likely to use social media for business?

### Least Social Job: Records Management

Records Management personnel are the least connected, according to our report. Other job functions not likely to be using social media include Treasurer, Board Member, Educator, Accounting, Food & Beverage, Payroll, Economist, Safety, and Environmental.

Rank	Job	NPSI
10	Safety	10
9	Production	9
8	Environmental	8
7 (tie)	Economist	6
7 (tie)	Payroll	6
5 (tie)	Food & Beverage	5
5 (tie)	Accounting	5
5 (tie)	Educator	5
2	Board Member	4
1	Records Management	2

# Top 20 Jobs on Twitter

Which jobs are most likely to use Twitter for business?

## Job Most Likely to Use Twitter: Creative

Twitter has proven itself to be a tool for professionals to network, learn from thought-leaders, and share content relevant to their career aspirations. Creative professionals use Twitter to share work, connect and comment on others portfolios, and to find new clients.

Rank	Job	Twitter Score
1	Creative	61
2	Advertising	57
3	Corporate Finance and M&A	41
4	Marketing / Communications	25
5	Marketing / CMO	24
6	CFO	17
7 (tie)	CTO	14
7 (tie)	COO	14
9 (tie)	Recruiting	13
9 (tie)	Product/Market Management	13
11	Events	12
12	CEO	11
13 (tie)	Director	9
13 (tie)	Financial Analyst	9
15 (tie)	Consultant	8
15 (tie)	Software Engineering	8
15 (tie)	General Finance	7
18	Chair	7
19	R&D	6
20 (tie)	Employee Development	5

Are you a creative professional who wants to showcase how you use social media in your job? Tweet us @NetProspex.



# Social Job Analysis

## Corporate Development Strategy, Mergers & Acquisition

The well-connected members of this job function are responsible for high-level recruitment, market development, and securing strategic business partners across a variety of industries.

As their job requires them to know the right people, and rely on a strong network for strategic development, these network acrobats have always been the masters of social networking. It comes as no surprise that this is the #2 most social job function in our Summer 2011 report.

## Marketers Still Reign Supreme as the Most Social

This year's report gets more granular than ever before, as we examined more job functions across more industries. This report revealed 6 of the top 10 most social job functions are marketing job functions. High Level Marketers / CMOs, Events, Product/Market Management, Creative, Advertising, and Communications / Public Relations all landed in the top 10.

## Least Social Job: Records Management

Records Management personnel are the least connected, according to our report. Other job functions not likely to be using social media include Treasurer, Board Member, Educator, Accounting, Food & Beverage, Payroll, Economist, Safety, and Environmental.

## Show Me the Money

It pays to stay connected, apparently, as corporate finance-related gigs scored high on the most social job listing, with Investor Relations in 11th, and Financial Analysts ranking 15th.

Social Companies

# Social Company Report

## Summer 2011



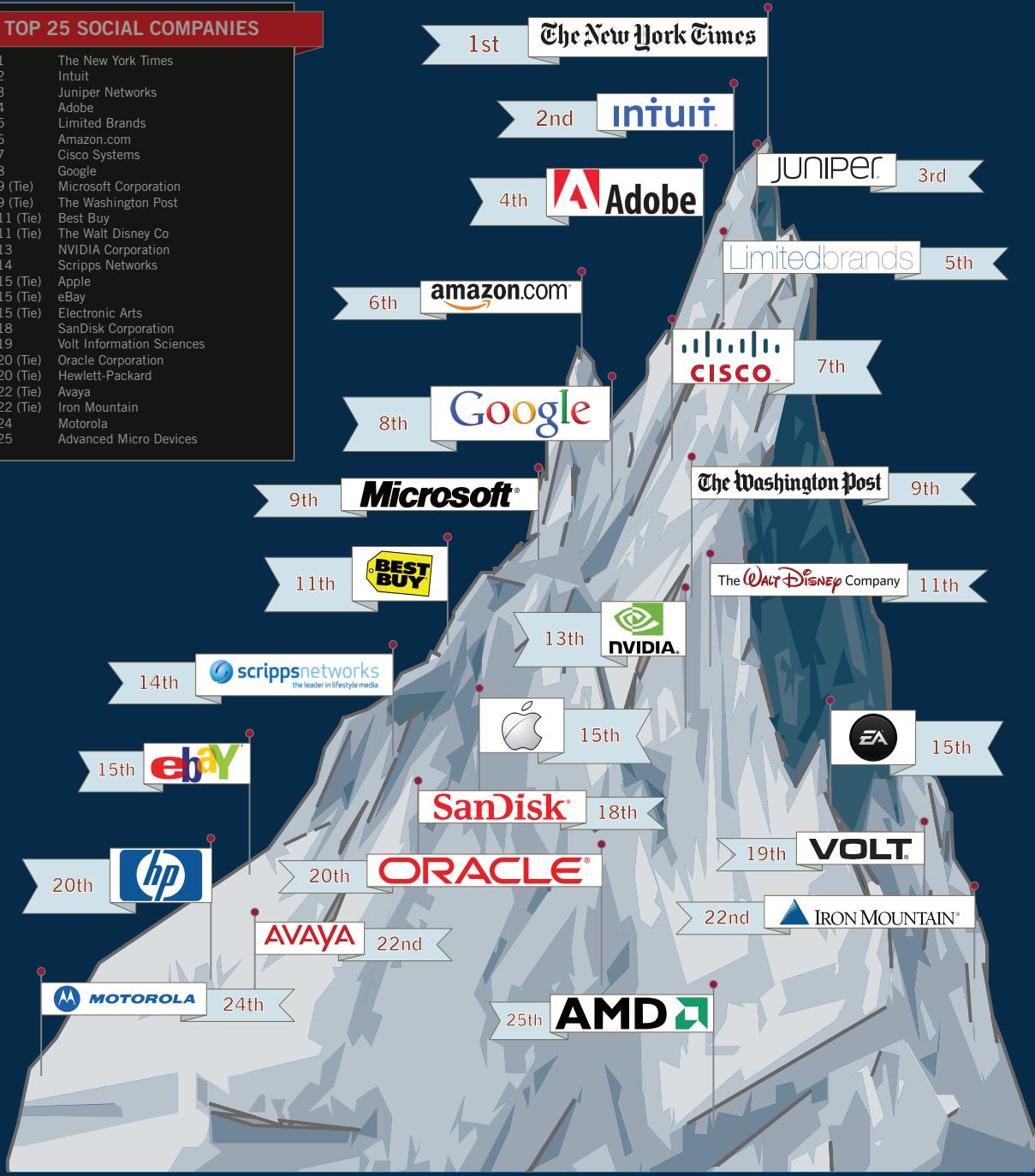
## SOCIAL COMPANIES

TOP 25 COMPANIES ON THE  
NETPROSPEX SOCIAL INDEX (NPSI)

Ranking the top companies leveraging social media in business.

### TOP 25 SOCIAL COMPANIES

- 1 The New York Times
- 2 Intuit
- 3 Juniper Networks
- 4 Adobe
- 5 Limited Brands
- 6 Amazon.com
- 7 Cisco Systems
- 8 Google
- 9 (Tie) Microsoft Corporation
- 9 (Tie) The Washington Post
- 11 (Tie) Best Buy
- 11 (Tie) The Walt Disney Co
- 13 NVIDIA Corporation
- 14 Scripps Networks
- 15 (Tie) Apple
- 15 (Tie) eBay
- 15 (Tie) Electronic Arts
- 18 SanDisk Corporation
- 19 Volt Information Sciences
- 20 (Tie) Oracle Corporation
- 20 (Tie) Hewlett-Packard
- 22 (Tie) Avaya
- 22 (Tie) Iron Mountain
- 24 Motorola
- 25 Advanced Micro Devices



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- Social connectedness:** The number of connections across social networks.

# 100 Most Social Companies

## #1-25

Which companies have the most social employees?

The New York Times

intuit.

JUNIPER  
NETWORKS



Limitedbrands

Rank	Company	NPSI
1	The New York Times	150
2	Intuit	138
3	Juniper Networks	126
4	Adobe	112
5	Limited Brands	110
6	Amazon.com	109
7	Cisco Systems	105
8	Google	97
9 (tie)	Microsoft Corporation	96
9 (tie)	The Washington Post	96
11 (tie)	Best Buy	93
11 (tie)	The Walt Disney Co	93
13	NVIDIA Corporation	91
14	Scripps Networks	85
15 (tie)	Apple	84
15 (tie)	eBay	84
15 (tie)	Electronic Arts	84
18	SanDisk Corporation	82
19	Volt Information Sciences	80
20 (tie)	Oracle Corporation	76
20 (tie)	Hewlett-Packard	76
22 (tie)	Avaya	75
22 (tie)	Iron Mountain orporated	75
24	Motorola	74
25	Advanced Micro Devices	73

List continued on following page.

# 100 Most Social Companies

## #26-50

Which companies have the most social employees?

Rank	Company	NPSI
26	Dell	72
27 (tie)	Qualcomm Incorporated	71
27 (tie)	BMC Software	71
29	Rockwell Automation	70
30	BearingPoint	69
31 (tie)	Robert Half International	68
31 (tie)	IBM	68
33	Spherion Corporation	67
34 (tie)	Williams-Sonoma	66
34 (tie)	Arrow Electronics	66
34 (tie)	NIKE	66
37 (tie)	CDW Corporation	65
37 (tie)	Dow Jones	65
39	The Dun & Bradstreet Corporation	63
40 (tie)	Campbell Soup	62
40 (tie)	EMC Corporation	62
40 (tie)	The Charles Schwab Corporation	62
43 (tie)	Intel Corporation	61
43 (tie)	Newell Rubbermaid	61
43 (tie)	Ingram Micro	61
46 (tie)	The Clorox	60
46 (tie)	First Data Corp	60
48	Hasbro	59

List continued on following page.

# 100 Most Social Companies

## #51-75

Which companies have the most social employees?

Rank	Company	NPSI
52 (tie)	Computer Associates	55
52 (tie)	Estee Lauder Companies	55
52 (tie)	Amgen	55
55 (tie)	Comcast Corporation	54
55 (tie)	St Jude Medical	54
55 (tie)	Xilinx	54
55 (tie)	Convergys Corporation	54
59 (tie)	Manpower	53
59 (tie)	McKesson Corporation	53
59 (tie)	Cox Communications	53
62 (tie)	Biogen Idec	52
62 (tie)	Harris Interactive	52
64 (tie)	Capital One	51
64 (tie)	Yum Brands	51
66 (tie)	Broadcom Corporation	50
66 (tie)	Gap	50
66 (tie)	Agilent Technologies	50
66 (tie)	KLA-Tencor Corporation	50
66 (tie)	Countrywide Financial Corporation	50
66 (tie)	Lennar Corporation	50
66 (tie)	Texas Instruments orporated	50
66 (tie)	Starwood Hotels	50
74 (tie)	Procter & Gamble Co	49
74 (tie)	Harrahs Entertainment	49
74 (tie)	The Black & Decker Corporation	49
74 (tie)	MGM Studios	49
74 (tie)	CB Richard Ellis	49

List continued on following page.

# 100 Most Social Companies

## #76-100

Which companies have the most social employees?

Rank	Company	NPSI
79	Applied Materials	48
80 (tie)	Insight Enterprises	47
80 (tie)	Analog Devices	47
80 (tie)	Sabre	47
80 (tie)	Harley-Davidson	47
80 (tie)	Stryker Corporation	47
80 (tie)	The Coca-Cola	47
86 (tie)	Unisys Corporation	46
86 (tie)	Pitney Bowes	46
88 (tie)	Teradyne	45
88 (tie)	Avnet	45
88 (tie)	Constellation Energy Group	45
91	Mattel	44
92 (tie)	Automatic Data Processing	43
92 (tie)	Pfizer	43
92 (tie)	Brinker International	43
95 (tie)	Electronic Data Systems Corporation	42
95 (tie)	The McGraw-Hill Companies	42
95 (tie)	Goldman Sachs & Co	42
95 (tie)	Deluxe Corporation	42
95 (tie)	Univision Online	42
100	PepsiAmericas	41

# Top 50 Companies On Twitter

## #1-25

Which companies have the most social employees?

Rank	Company	Twitter Score
1	The New York Times Company	300
2	Lennar Corporation	255
3	Vertis Inc	119
4	The Washington Post Company	99
5	Newell Rubbermaid Inc.	64
6	Guitar Center Inc	41
7	Adobe	38
8 (tie)	The Walt Disney Co.	30
8 (tie)	Mattel Inc.	30
10	eBay Inc.	28
11	Mirant Services LLC	27
12	Harrahs Entertainment Inc	26
13	R.R. Donnelley & Sons Company	25
14	Amazon.com, Inc.	24
15	Google Inc	23
16	Intuit Inc.	22
17	Kimberly-Clark Corporation	19
18 (tie)	Analog Devices Inc	18
18 (tie)	Microsoft Corporation	18
20	SanDisk Corporation	16
21 (tie)	Toys R Us Inc	15
21 (tie)	Terex Corporation	15
21 (tie)	Compaq	15
21 (tie)	Advanced Micro Devices Inc	15
25	Gannett Co.	14

List continued on following page.



# Top 50 Companies on Twitter

## #26-50 Which companies have the most social employees?

Rank	Company	Twitter Score
26 (tie)	Dell Inc.	13
26 (tie)	Dow Jones & Company, Inc.	13
28	Charter Communications Inc	12
29 (tie)	Sun Microsystems Inc	11
29 (tie)	American Express Company	11
29 (tie)	Apple Inc	11
32 (tie)	Pitney Bowes Inc.	10
32 (tie)	Electronic Arts Inc.	10
34 (tie)	Best Buy Co., Inc.	9
34 (tie)	Teradyne, Inc.	9
34 (tie)	Harris Interactive Inc	9
34 (tie)	The Home Depot Inc.	9
34 (tie)	Marriott International Inc	9
34 (tie)	Intel Corporation	9
34 (tie)	Perot Systems Corporation	9
34 (tie)	Monaco Coach Corporation	9
42 (tie)	Hewlett-Packard Company	8
42 (tie)	Cincinnati Financial Corporation	8
42 (tie)	Travelers Companies, Inc.	8
42 (tie)	Scholastic Inc	8
42 (tie)	Oracle Corporation	8
42 (tie)	McKesson Corporation	8
42 (tie)	Volt Information Sciences Inc	8
49 (tie)	Whirlpool Corporation	7
49 (tie)	Whole Foods Market Inc	7
49 (tie)	Solutia Inc	7
49 (tie)	McCormick & Co Inc	7
49 (tie)	NVIDIA Corporation	7
49 (tie)	The Black & Decker Corporation	7
49 (tie)	Cisco Systems Inc	7
56 (tie)	MGM Studios Inc	6
56 (tie)	QUALCOMM Incorporated	6
56 (tie)	Juniper Networks Inc	6
56 (tie)	Humana Inc	6
56 (tie)	NIKE INC	6
56 (tie)	Unisys Corporation	6

## Social Company Analysis

### The New York Times

#### Most Social Company: The New York Times

The New York Times Company is by far the most social media-savvy organization in the world, with a NPSI score of a cool 150, beating out Google, last year's winner, which fell to #15. While The New York Times' score dominated, a cluster of internet big wigs landed in the 65 – 55 NPSI range, right under its nose. Microsoft, Apple and eBay (respectively) all land toward the top companies whose employees are active across Facebook, Twitter, and LinkedIn.

### intuit.

#### Big Movers

Intuit jumped from 6th place on our Fall 2010 listing to 2nd place with a NetProspex Social Index score of 138, edging out Juniper Networks and Adobe. Amazon.com moved down the list, previously the #3 most social company, but down to #14. The most progress from a company was Cisco Systems, previously in 35th place, now in the Top 10 Most Social Companies for Summer 2011 at #7. Now that's tweet-worthy!

### The Washington Post

#### Most Tweet Worthy Company: The New York Times

The companies that utilize twitter the most make the news their business. The New York Times Company and the Washington Post both hold scores that land them in the top five companies that use twitter the most, the New York Times Company landing the top slot, and Washington Post coming in fourth.

Social Industries

# Social Industry Report

## Summer 2011

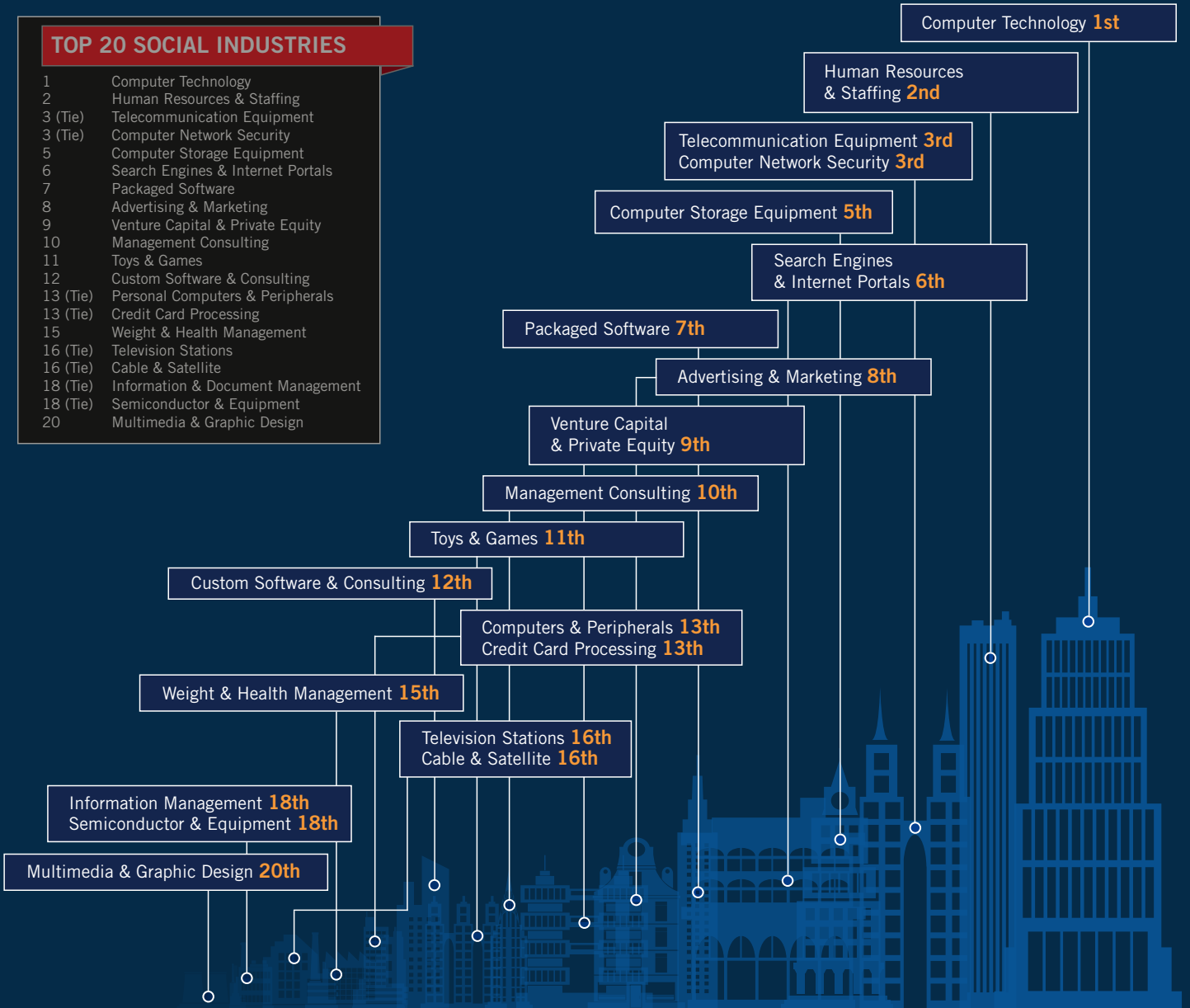
Ranking the top industries leveraging social media in business.

### SOCIAL INDUSTRIES

TOP 20 INDUSTRIES ON THE NETPROSPEX SOCIAL INDEX (NPSI)

#### TOP 20 SOCIAL INDUSTRIES

- 1 Computer Technology
- 2 Human Resources & Staffing
- 3 (Tie) Telecommunication Equipment
- 3 (Tie) Computer Network Security
- 5 Computer Storage Equipment
- 6 Search Engines & Internet Portals
- 7 Packaged Software
- 8 Advertising & Marketing
- 9 Venture Capital & Private Equity
- 10 Management Consulting
- 11 Toys & Games
- 12 Custom Software & Consulting
- 13 (Tie) Personal Computers & Peripherals
- 13 (Tie) Credit Card Processing
- 15 Weight & Health Management
- 16 (Tie) Television Stations
- 16 (Tie) Cable & Satellite
- 18 (Tie) Information & Document Management
- 18 (Tie) Semiconductor & Equipment
- 20 Multimedia & Graphic Design



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2. **Social connectedness:** The number of connections across social networks.

# 50 Most Social Industries

## #1-25

Which industries have the most social employees?

Rank	Industry	NPSI
1	Computer Technology	99
2	Human Resources & Staffing	84
3 (tie)	Telecommunication Equipment	79
3 (tie)	Computer Network Security	79
5	Computer Storage Equipment	76
6	Search Engines & Internet Portals	75
7	Packaged Software	74
8	Advertising & Marketing	66
9	Venture Capital & Private Equity	64
10	Management Consulting	63
11	Toys & Games	61
12	Custom Software & Consulting	58
13 (tie)	Personal Computers & Peripherals	57
13 (tie)	Credit Card Processing	57
15	Weight & Health Management	56
16 (tie)	Television Stations	55
16 (tie)	Cable & Satellite	55
18 (tie)	Information & Document Management	54
18 (tie)	Semiconductor & Equipment	54
20	Multimedia & Graphic Design	53
21 (tie)	Internet Service Providers & Related	52
21 (tie)	Information Collection & Delivery	52
23	Call Centers & Business Centers	49
24	Consumer Electronics & Computers	48
25	Film/Video Production & Services	47

List continued on following page.

## 50 Most Social Industries

### #26-50

Which industries have the most social employees?

Rank	Industry	NPSI
26	Cleaning Products	44
27 (tie)	Consumer Electronics	43
27 (tie)	Telephony & Wireless	43
29 (tie)	Biotechnology	40
29 (tie)	Pharmaceuticals	40
31	Translation & Linguistic Services	38
32 (tie)	Newspapers & News Services	37
32 (tie)	Office Products	37
34	Travel Services & Agencies	34
35	Apparel & Accessories	33
36 (tie)	Accounting & Accounting Services	31
36 (tie)	Publishing	31
36 (tie)	Medical Devices & Equipment	31
39 (tie)	Airlines, Airports & Air Services	30
39 (tie)	Gambling & Gaming	30
39 (tie)	Sporting Goods	30
42 (tie)	Textiles & Apparel	29
42 (tie)	Lodging & Resorts	29
44	Investment Banking	28
45 (tie)	Training	27
45 (tie)	Photography Studios	27
47	Amusement Parks & Attractions	26
48 (tie)	Radio Stations	25
48 (tie)	Security Products & Services	25
48 (tie)	Medical Testing & Clinical Laboratories	25
51	Rental - Video & DVD	24
52	Photographic & Optical Equipment	23

## 10 Least Social Industries

Which industries have the least amount of employees on social media?

### Least Social Industries

Organizations working for Cities, Towns, & Municipalities have the least socially connected employees. Rounding out the 10 least social industries are Motor Vehicle Dealers, Automotive Service & Collision Repair, Hospitals & Clinics, Lumber & Wood Production, Veterinary Care, Automobile Parts Stores, Mining, Emergency Medical Transportation Services, and Libraries.

Rank	Industry	NPSI
10	Libraries	7
9	Emergency Medical Transportation & Svcs	7
8	Mining	6
7	Automobile Parts Stores	6
6	Veterinary Care	5
5	Lumber & Wood Production	5
4	Hospitals & Clinics	5
3	Automotive Service & Collision Repair	5
2	Motor Vehicle Dealers	5
1	Cities, Towns, & Municipalities	5

# Top 50 Industries on Twitter

## #1-25

Which industries are most likely to use Twitter?

Rank	Industry	NPSI
1	Television Stations	107
2	Newspapers & News Services	67
3	Search Engines & Internet Portals	61
4	Venture Capital & Private Equity	52
5	Multimedia & Graphic Design	45
6	Publishing	42
7	Advertising & Marketing	39
8	Training	38
9	Photography Studios	37
10	Textiles & Apparel	33
11	Music & Music Related Services	32
12 (tie)	Information Collection & Delivery	24
12 (tie)	Internet Service Providers & Related	24
14	Packaged Software	22
15	Human Resources & Staffing	21
16	Zoos & National Parks	18
17	Management Consulting	17
18	Toys & Games	16
19 (tie)	Radio Stations	15
19 (tie)	Wineries & Breweries	15
21 (tie)	Information & Document Management	14
21 (tie)	Film/Video Production & Services	14
23 (tie)	Cable & Satellite	11
23 (tie)	Custom Software & Consulting	11
25 (tie)	Museums & Art Galleries	10
25 (tie)	Non-Profit & Professional Orgs.	10
25 (tie)	Travel Services & Agencies	10

List continued on following page.



# Top 50 Industries on Twitter

## #25-50

Which industries are most likely to use Twitter?

Rank	Industry	NPSI
28 (tie)	Fitness & Dance Facilities	9
28 (tie)	Computer Network Security	9
28 (tie)	Lodging & Resorts	9
31 (tie)	Personal Computers & Peripherals	8
31 (tie)	Real Estate	8
31 (tie)	Consumer Electronics & Computers	8
31 (tie)	Call Centers & Business Centers	8
31 (tie)	Telephony & Wireless	8
36 (tie)	Theaters	7
36 (tie)	Consumer Electronics	7
36 (tie)	Computer Networking Equipment	7
36 (tie)	Credit Cards & Transaction Processing	7
36 (tie)	Chambers of Commerce	7
41	Gambling & Gaming	6
42 (tie)	Apparel & Accessories	5
42 (tie)	Computer Storage Equipment	5
42 (tie)	Cleaning Products	5
42 (tie)	Translation & Linguistic Services	5
42 (tie)	Automotive Service & Collision Repair	5
42 (tie)	Household Goods	5
42 (tie)	Telecommunication Equipment	5
49 (tie)	Cosmetics & Personal Care Products	4
49 (tie)	Semiconductor & Equipment	4
49 (tie)	Commercial Printing	4
49 (tie)	Sporting Goods	4
53	Amusement Parks & Attractions	3

# Social Industry Analysis

## Most Social Industry: Computer Technology

As computer technology infiltrates daily business life, its members are signing on to social networks in droves. The Computer Technology industry dominates in this category, proving to be the most social industry by far. Multiple categories of computing technology scored a high NPSI, including telecommunication equipment (79 NPSI), computer network security (79), computer storage equipment (76), search engines and internet portals (75) and packaged software (74).

## Least Social Industries

Organizations working for Cities, Towns, & Municipalities have the least socially connected employees. Rounding out the 10 least social industries are Motor Vehicle Dealers, Automotive Service & Collision Repair, Hospitals & Clinics, Lumber & Wood Production, Veterinary Care, Automobile Parts Stores, Mining, Emergency Medical Transportation Services, and Libraries.

## Most Tweet Worthy Industry: Media

The Media industry is the leading field for Twitter savvy employees. Among the top 10 industries are: Television stations, newspapers and news services, search engines & internet portals, multimedia and graphic design, publishing, advertising and marketing.

## Having Fun Just Went Social!

Who knew Social Media could be so fun! Toys & Games landed just out of the top 10 most social industries in 11th place on the NetProspex Social Index.

Social Cities

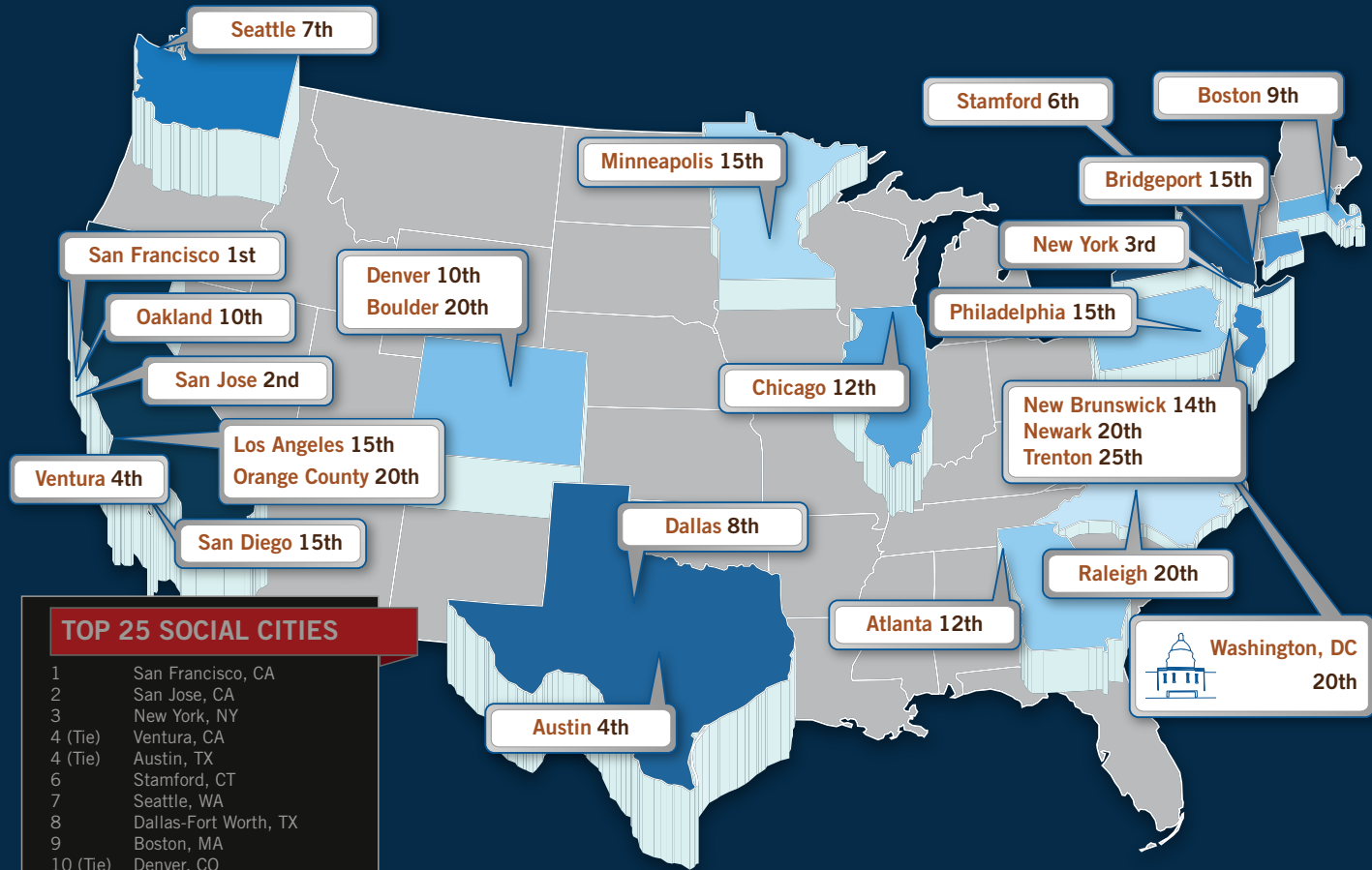
# Social City Report

## Summer 2011

Ranking the top cities leveraging social media in business.


### SOCIAL CITIES

TOP 25 CITIES ON THE NETPROSPEX SOCIAL INDEX (NPSI)



#### TOP 25 SOCIAL CITIES

- 1 San Francisco, CA
- 2 San Jose, CA
- 3 New York, NY
- 4 (Tie) Ventura, CA
- 4 (Tie) Austin, TX
- 6 Stamford, CT
- 7 Seattle, WA
- 8 Dallas-Fort Worth, TX
- 9 Boston, MA
- 10 (Tie) Denver, CO
- 10 (Tie) Oakland, CA
- 12 (Tie) Chicago, IL
- 12 (Tie) Atlanta, GA
- 14 New Brunswick, NJ
- 15 (Tie) Los Angeles, CA
- 15 (Tie) San Diego, CA
- 15 (Tie) Minneapolis-St. Paul, MN
- 15 (Tie) Bridgeport, CT
- 15 (Tie) Philadelphia, PA
- 20 (Tie) Newark, NJ
- 20 (Tie) Washington, DC
- 20 (Tie) Boulder, CO
- 20 (Tie) Orange County, CA
- 20 (Tie) Raleigh, NC
- 25 Trenton, NJ



**California Social King**  
California Businesses Tweet More Than Any Other State




**West vs. East**  
The West coast edged out the East coast with 6 of the top 10 most social cities.



NetProspex helps B2B companies find and connect with new customers through a database of millions of business people. Records include verified email, phone, and social media profiles. Buy or trade new sales leads today at [www.netprospex.com](http://www.netprospex.com).

## CONTACT

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#### Methodology [ f + t + in ]

The NetProspex Social Index 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 contact information. The NPSI score is determined by the following:

1. **Social presence:** The number of employees registered with social media profiles across Twitter, LinkedIn, or Facebook using a corporate email address.
2. **Social connectedness:** The number of connections across social networks.

# 50 Most Social Cities

## #1-25

Which cities have the most social businesspeople?

Rank	City, State	NPSI
1	San Francisco, CA	47
2	San Jose, CA	45
3	New York, NY	31
4 (tie)	Ventura, CA	27
4 (tie)	Austin, TX	27
6	Stamford, CT	26
7	Seattle, WA	25
8	Dallas-Fort Worth, TX	24
9	Boston, MA	23
10 (tie)	Denver, CO	22
10 (tie)	Oakland, CA	22
12 (tie)	Chicago, IL	21
12 (tie)	Atlanta, GA	21
14	New Brunswick, NJ	20
15 (tie)	Los Angeles, CA	19
15 (tie)	San Diego, CA	19
15 (tie)	Minneapolis-St. Paul, MN	19
15 (tie)	Bridgeport, CT	19
15 (tie)	Philadelphia, PA	19
20 (tie)	Newark, NJ	18
20 (tie)	Washington, DC	18
20 (tie)	Boulder, CO	18
20 (tie)	Orange County, CA	18
20 (tie)	Raleigh, NC	18
25	Trenton, NJ	17

List continued on following page.

# 50 Most Social Cities

## #1-25

Which cities have the most social businesspeople?

Rank	City, State	NPSI
26 (tie)	Portland, OR-WA	16
26 (tie)	Columbus, OH	16
26 (tie)	Newark, NJ	16
29 (tie)	Milwaukee, WI	15
29 (tie)	Fort Lauderdale, FL	15
29 (tie)	Indianapolis, IN	15
29 (tie)	Charlotte, NC	15
29 (tie)	Cincinnati, OH	15
29 (tie)	Nashville, TN	15
35 (tie)	Houston, TX	14
35 (tie)	Fort Worth, TX	14
35 (tie)	Phoenix-Mesa, AZ	14
38 (tie)	Baltimore, MD	13
38 (tie)	Kansas City, MO	13
38 (tie)	Orlando, FL	13
38 (tie)	Nassau-Suffolk County, NY	13
38 (tie)	Monmouth, NJ	13
38 (tie)	Miami, FL	13
38 (tie)	Richmond, VA	13
38 (tie)	Ann Arbor, MI	13
38 (tie)	St. Louis, MO-IL	13
38 (tie)	Cleveland, OH	13
38 (tie)	Detroit, MI	13
49	Tampa-St. Petersburg, FL	12
50	West Palm Beach, FL	11

## 10 Least Social Cities

Which cities have the least social businesspeople?

Rank	City, State	NPSI
10	Tacoma, WA	7
9	Honolulu, HI	7
8	Syracuse, NY	7
7	New Orleans, LA	6
6	Summerfield, NC	6
5	Ontario, CA	6
4	Baton Rouge, LA	5
3	Wichita, KS	5
2	Albuquerque, NM	5
1	Anchorage, AK	3

# Top 50 Cities on Twitter

## #1-25

Which cities have the most businesspeople on Twitter?

Rank	City, State	NPSI
1	San Francisco, CA	152
2	Santa Rosa, CA	149
3	Ventura, CA	92
4	New York, NY	42
5	Lakeland, FL	36
6	Glens Falls, NY	21
7	Killeen, TX	17
8	Medford, OR	15
9	South Bend, IN	14
10	Austin, TX	13
11	San Jose, CA	12
12 (tie)	Washington, DC	11
12 (tie)	Boulder, CO	11
15 (tie)	Provo, UT	10
15 (tie)	Chico, CA	10
17 (tie)	Houston, TX	9
17 (tie)	Fort Collins, CO	9
17 (tie)	Los Angeles, CA	9
17 (tie)	Jersey City, NJ	9
17 (tie)	Portsmouth, NH	9
17 (tie)	Nashville, TN	9
23 (tie)	Roanoke, VA	8
23 (tie)	Las Vegas, NV	8
23 (tie)	Danbury, CT	8
23 (tie)	Portland, OR	8
23 (tie)	Santa Cruz, CA	8
23 (tie)	Phoenix-Mesa, AZ	8

List continued on following page.



## Top 50 Cities on Twitter

### #25-50

Which cities have the most businesspeople on Twitter?

Rank	City, State	NPSI
29 (tie)	Birmingham, AL	7
29 (tie)	Denver, CO	7
29 (tie)	Boston, MA	7
29 (tie)	Atlanta, GA	7
29 (tie)	San Diego, CA	7
29 (tie)	Orlando, FL	7
29 (tie)	Stamford, CT	7
29 (tie)	Kankakee, IL	7
29 (tie)	Dallas-Fort Worth, TX	7
38 (tie)	Sacramento, CA	6
38 (tie)	Pensacola, FL	6
38 (tie)	Orange County, CA	6
38 (tie)	Oakland, CA	6
38 (tie)	Seattle-Everett, WA	6
38 (tie)	Newark, NJ	6
38 (tie)	Cincinnati, OH	6
38 (tie)	Wilmington, DE	6
38 (tie)	Naples, FL	6
38 (tie)	Owensboro, KY	6
38 (tie)	Chicago, IL	6
38 (tie)	Minneapolis-St. Paul, MN	6
50 (tie)	Fort Lauderdale, FL	5
50 (tie)	Raleigh, NC	5
50 (tie)	Miami, FL	5

# Social City Analysis

## Most Social City: San Francisco

California proves to be the golden state of social media. Four of its cities make up the top 10. San Francisco is the most social media savvy city, coming out on top with a score of 47 NPSI. Coming in second is San Jose, CA with a score of 45, closely followed by Ventura with a score of 27 and Oakland, CA with a score of 22.

## California Businesses Tweet More Than Any Other State

San Francisco holds the number one spot when it comes to the title of “Most Social Business City” as well as the number one Twitter city. The east-coast ranked high in terms of Twitter-savvy businesspeople with top 5 representation from New York and Florida, but the top three spots were taken by California between San Francisco, Santa Rosa, and Ventura, CA.

## East Coast vs. West Coast

The West Coast edged out the East Coast within the most social cities with 6 out of the top 10 cities. However, stay tuned to up and coming cities including Austin, TX (Tied for 4th place with Ventura, CA) and Boston, MA (9th place) on the rise in terms of social media savvy businesses!

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## About NetProspex

### **We can help you grow your business.**

Work with us to find targeted contacts in your key markets.

**NetProspex is the world's most accurate and fastest-growing sales and marketing database, helping BtoB decision makers find, reach, and connect with millions of BtoB sales prospects in a uniquely direct and measurable way.**

Founded in 2006 by online publishing and marketing industry veterans Gary Halliwell and Jeff Clewley, NetProspex understands that effective sales and marketing efforts require the most in-depth and accurate prospect data. The core product line overlays crowd-sourced, user-contributed contact information with proprietary verification technology to produce an entirely unique and highly effective sales and marketing contact database.

With a 100% replacement guarantee and continual data scrubbing, NetProspex is the leading source of accurate, crowd-sourced business intelligence.

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