

The Chamber of Commerce of Fargo-Moorhead

Social Media Use and Strategy

12/15/2009

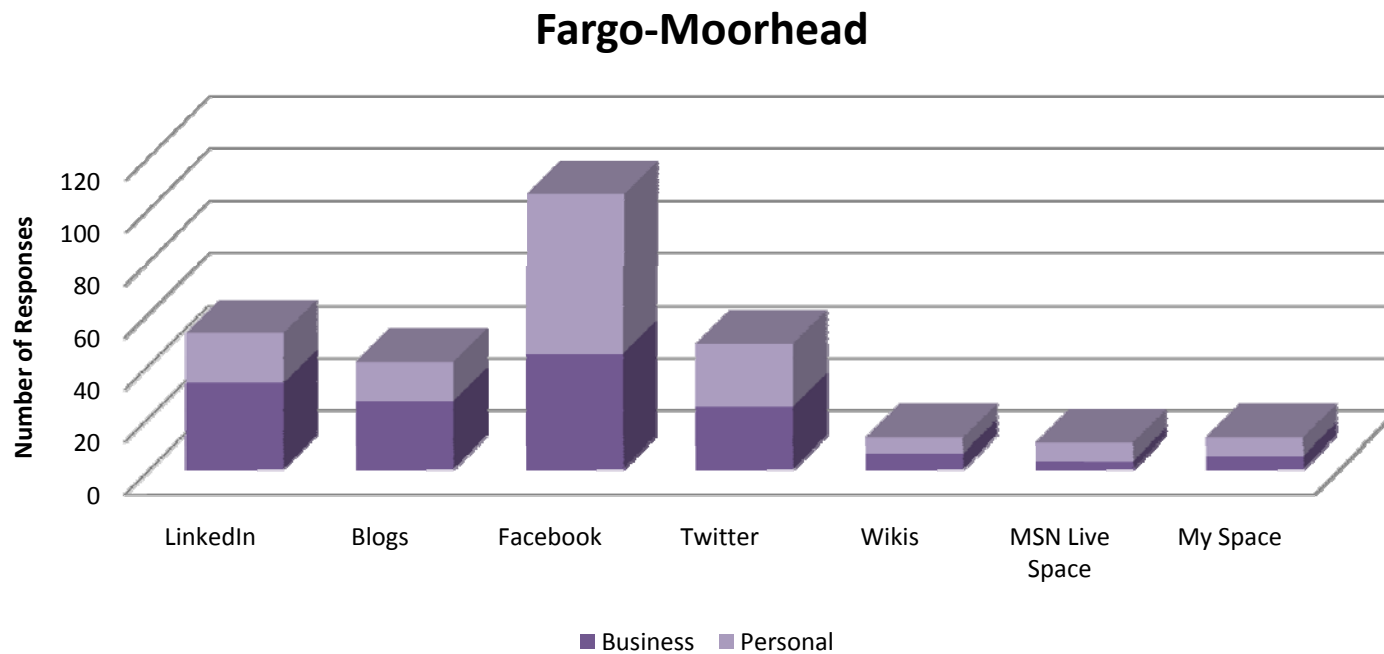


Overview

- Members of four regional Chambers
 - Duluth, Fargo-Moorhead (n=78), Grand Forks-East Grand Forks, St Cloud
- Data from individual Chambers compared to aggregated data from all participating groups (n=696)



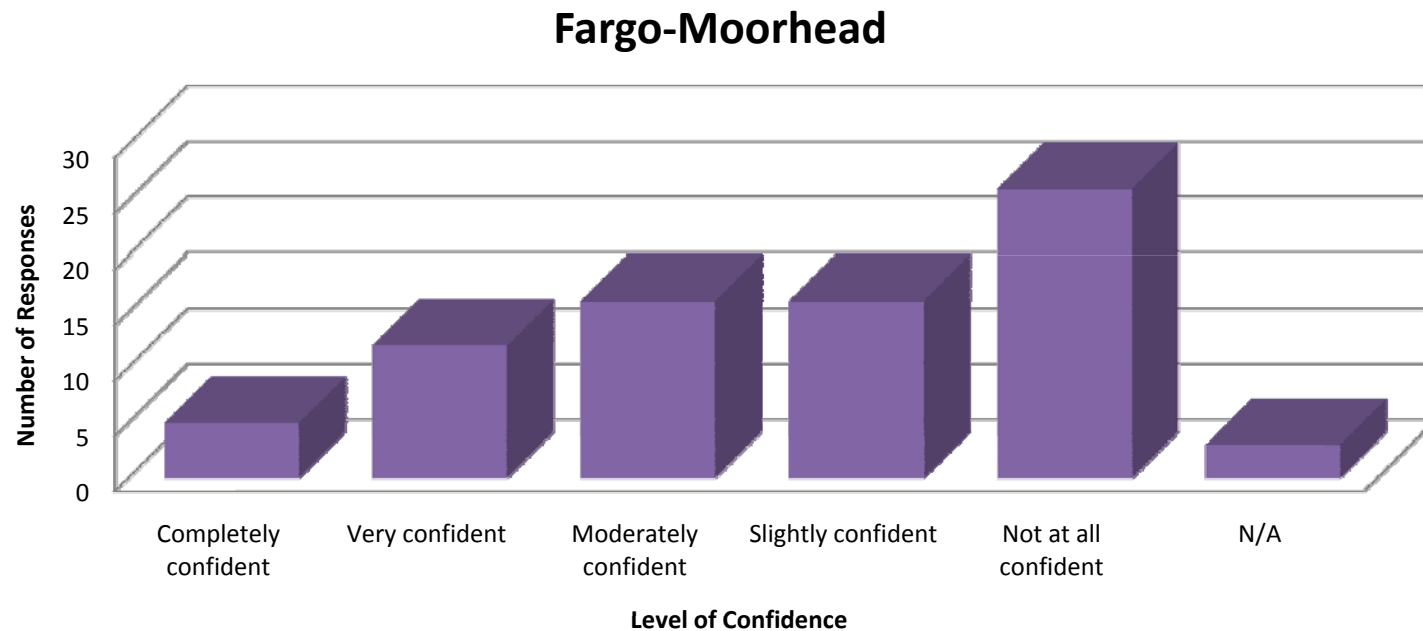
Social Media Use



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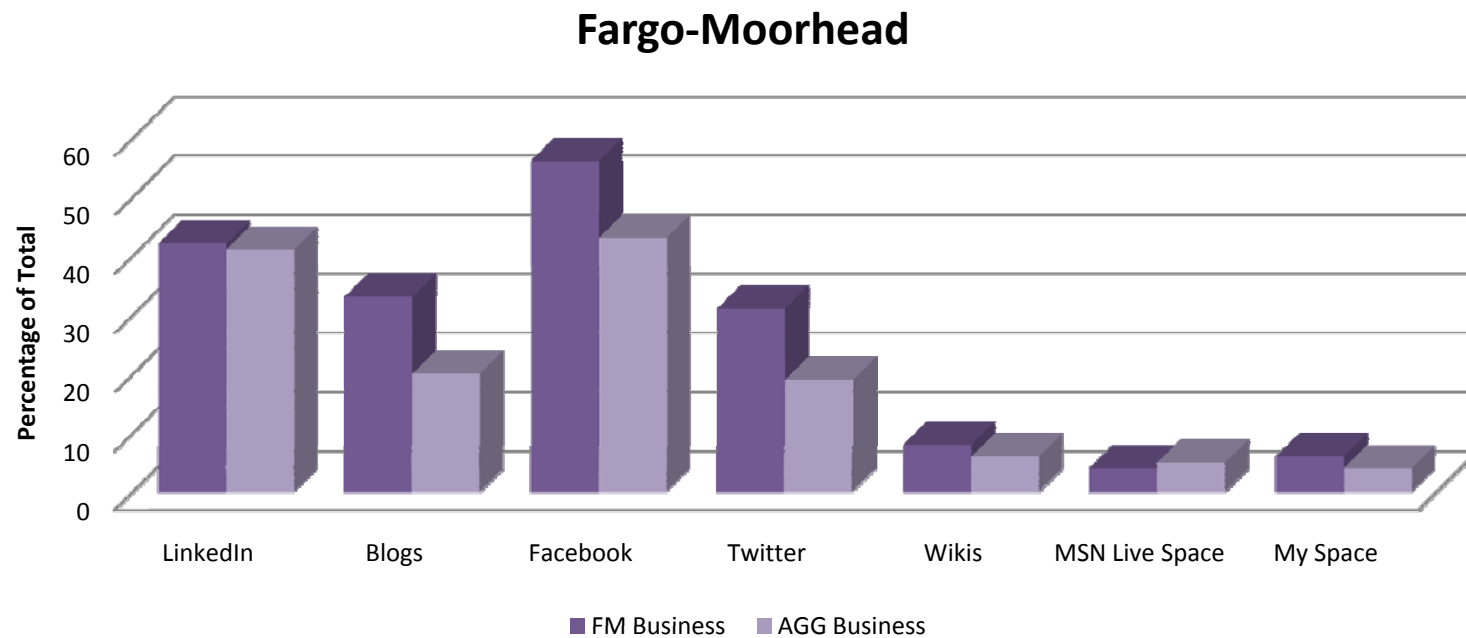
Confidence Company Has Plan



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Social Media Use in Business

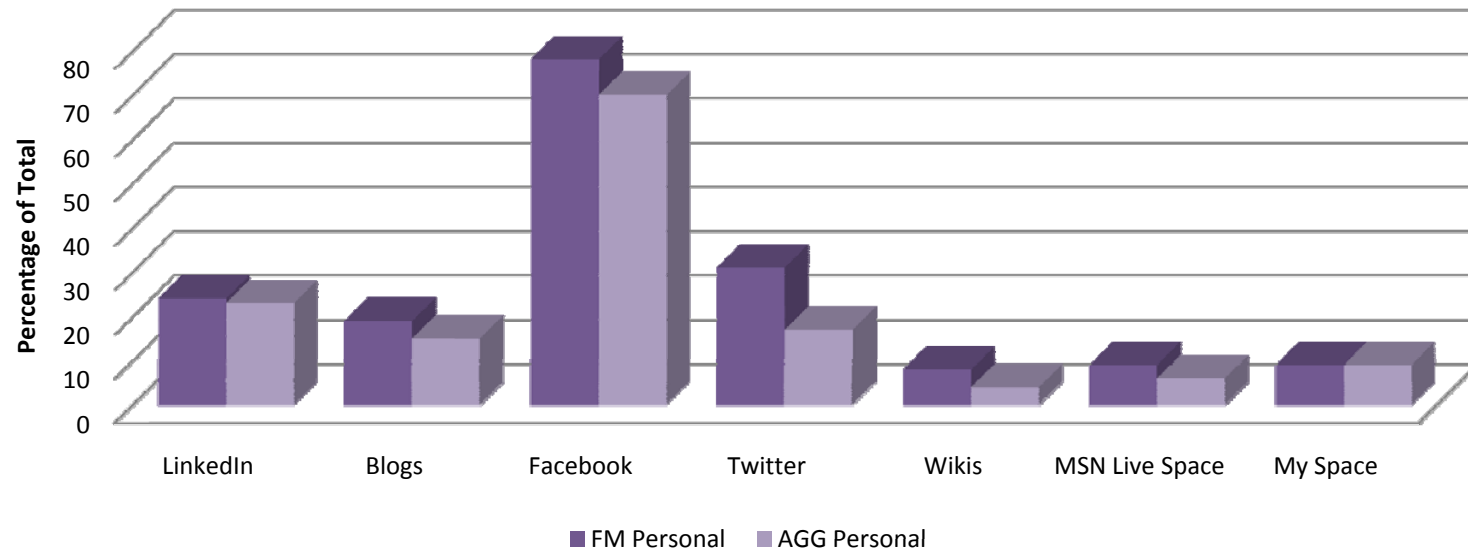


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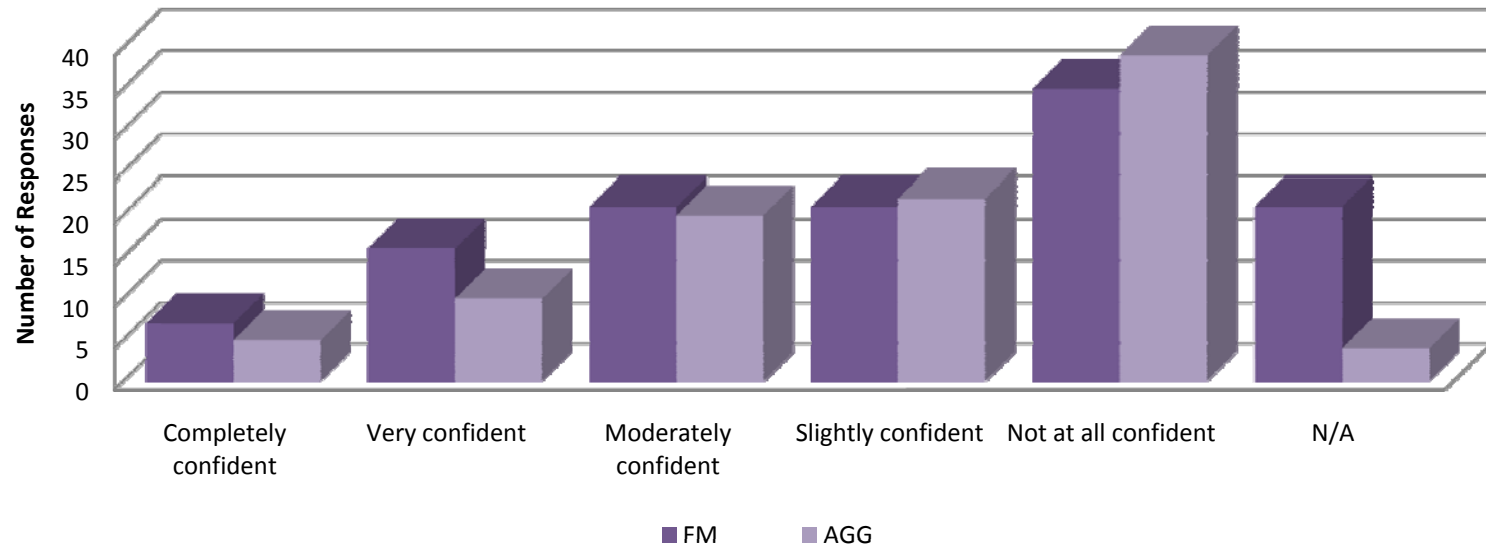
Social Media Use for Personal Use

Fargo-Moorhead v. Aggregate



Confidence Company has Plan

Fargo-Moorhead v. Aggregate



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Seek. Ask. Listen. Learn.

*Actionable customer intelligence.*SM