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Which Social Network Is Rated Most Important?

Nearly 60 percent of survey respondents say that it is important to have a LinkedIn account--more than any other social network, according to "S-Net (The Impact of Social Media)," a report from ROI Research Inc. of nearly 3,000 active social networkers.

And those surveyed say they use LinkedIn a lot, too. With those who have an active LinkedIn account, half of those surveyed say they visit the site at least weekly, and 20 percent visit the site at least daily.

"Factors including LinkedIn's recent IPO announcement, the May uptick in national unemployment, and signs of a slowed market certainly contribute to LinkedIn's attractiveness among social networkers," says Daina Middleton, CEO of Performics, which released the survey results.

The survey also found:

- Social networkers listen to what their peers have to say about brands and businesses they like--or don't. Sixty percent say they are at least somewhat likely to take action when a friend posts something about a product/service, company, or brand. Slightly more than half agree that others can influence business decisions made by companies and brands by sharing their opinions on social networking sites.
- Fifty-three percent frequently or occasionally use social networking sites to give feedback about a brand or business.
- The public is divided on using social networks to give and get advice about other companies. Fifty percent of respondents say they use social networks to give advice and another 50 percent say they use it to get advice about services and companies.

Source: ["New Social Media Study: Nearly 60 Percent Say LinkedIn Is Most Important Social Network Account," RISMedia \(June 9, 2011\)](#)