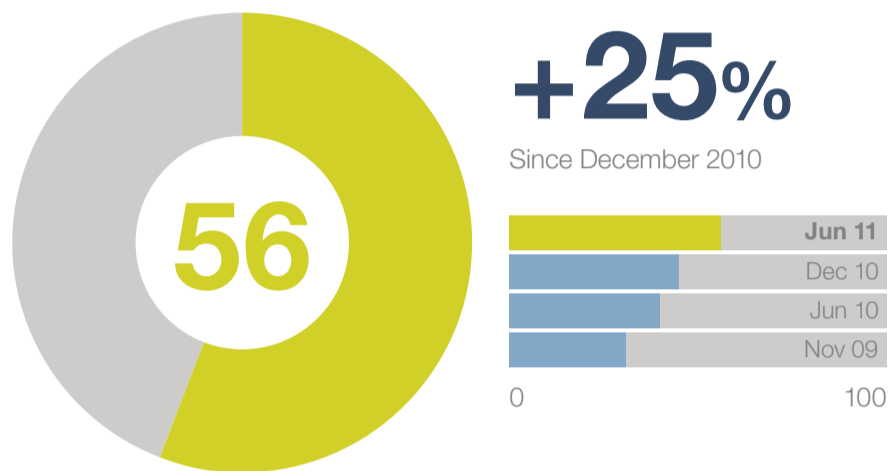


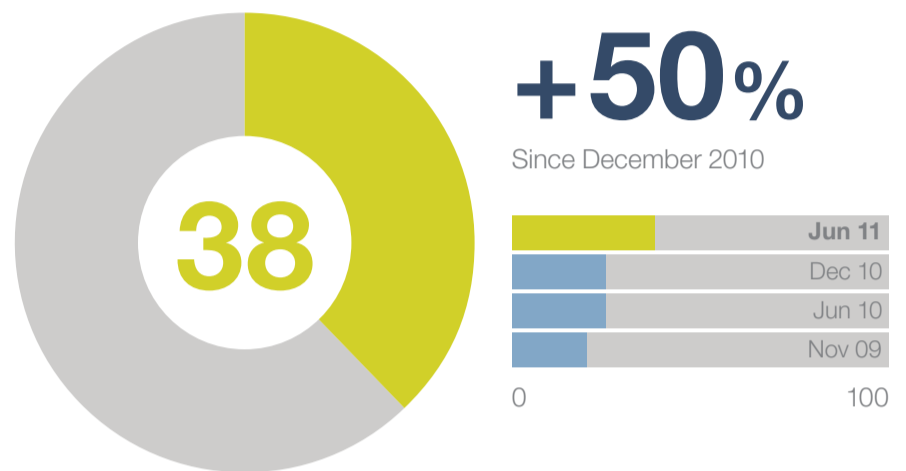
Social media in the FTSE100 – June 2011

Since November 2009 we've been monitoring the use of Twitter, Facebook, YouTube and corporate blogs among FTSE100 companies at intervals of six months. Our latest research shows a steady increase in the number of companies using social media.

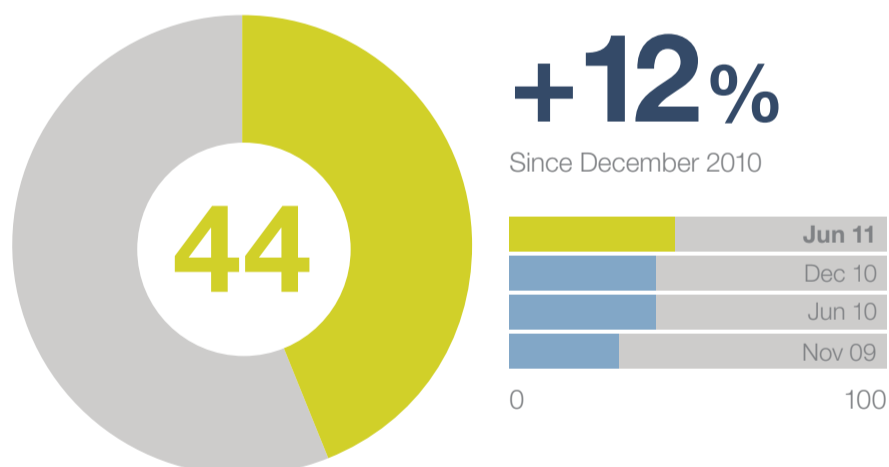
Twitter



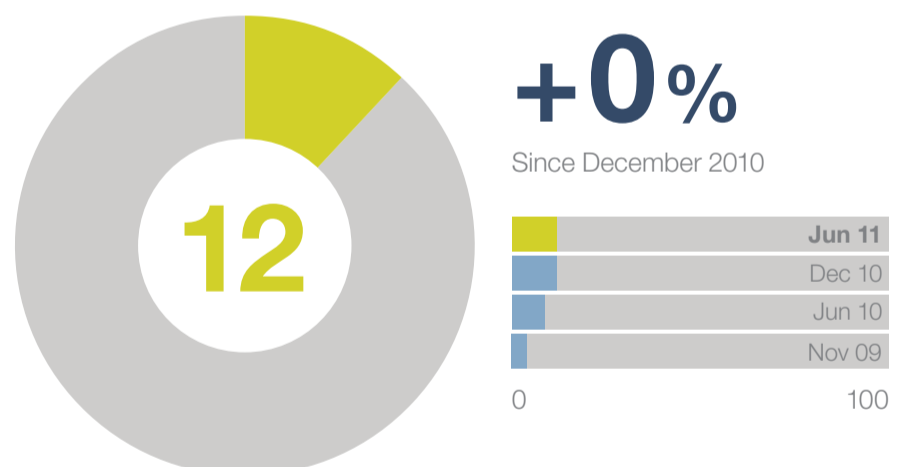
Facebook



YouTube



Blogs



Companies active on all four channels

9%

Up from 7% in December 2010

Companies active on three or more channels

30%

Up from 26% in December 2010

Companies active on at least two channels

46%

Up from 40% in December 2010

Companies that have no social media presence

34%

Down from 46% in December 2010