



NEWS

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Margolis & Company and YPO Survey Finds 80 Percent of Companies Plan to Boost Investment in Social Networking

--YPO members and other senior executives surveyed believe social networking deepens business to business relationships--

LOS ANGELES — Eighty percent of [YPO companies](#) surveyed plan to invest more resources in [social networking](#) funding and staff, according to the *Senior Executive Social Networking Survey* released today by public relations firm [Margolis & Company](#) and the Young Presidents' Organization. The survey, validated by TNS, is based on 100 global interviews of CEOs and senior executives about their viewpoints and investment plans for social networking in a business to business context.

Other key highlights of the survey include:

- 82 percent of participating leaders believe an article in a prominent newspaper or magazine is preferable to a post in a prominent blog
- 66 percent of respondents say social networking plays an important role in deepening business relationships with colleagues, clients and potential clients
- 51 percent of participating leaders expect social networking will play at least a 50 percent greater role in the next two years in deepening their business relationships and access to information

“Most executives believe [social media](#) will achieve significant growth in business communication in the next two years,” said Simon Preston, YPO-WPO International Chairman 2009-2010 and a member of YPO Pennine and YPO Greater Europe Chapters. “Social networking levels the playing field for entrepreneurs and growing small and medium sized companies. The resistance some executives expressed about social networking derives more from old habits than philosophical rejection.”

“This is a time of transition, and the differences between old and new are striking,” said Dan Margolis, President of Margolis & Company. “Most senior executives recognize we’re in the middle of a paradigm shift. “This is the Wild West with new benefits continually weighed against possible risks. What we see is that YPO companies are proving agile and aggressive in using social media to create new relationships and growth for businesses and brands.”

About the Report

For the survey preparation, Margolis & Company and YPO developed the questions and TNS validated the methodology. The executive interviews were by invitation only and were conducted online and by telephone through a structured questionnaire. From September to October 2009, 85 YPO members and 15 other business leaders were interviewed in the Americas, Europe, Middle East, Africa and Asia/Pacific. Margolis & Company analyzed each interview and TNS co-processed the data. To download a PDF copy of the full survey, please [go here](#).

About Margolis & Company

Founded in 2005, Margolis & Company specializes in business to business public relations and thought leadership. The firm, based in Santa Monica, California, focuses on national and international positioning in the professional/financial services, entertainment/sports and government/non-profit sectors. Margolis & Company's track record is tied to more than 15 years of building deep relationships with thousands of top-level national and international media contacts, corporate executives, government officials and community leaders. For more information, visit www.margoliscompany.com.

About YPO

YPO (Young Presidents' Organization) is a not-for-profit, global network of young chief executives connected around the shared mission of becoming Better Leaders Through Education and Idea Exchange™. Founded in 1950, YPO today provides 17,000 peers and their families in 100 countries with access to unique experiences, world-class resources, alliances with top learning institutions, and specialized Networks that help them enhance their business, community and personal leadership. For more information, visit www.ypo.org.

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