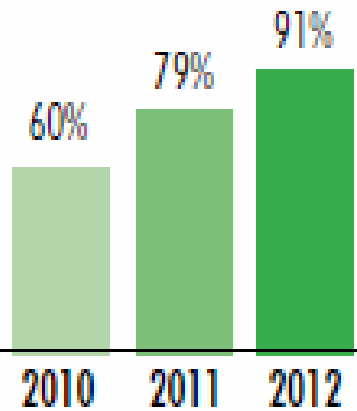


Insurers' Social Media Programs Are Growing

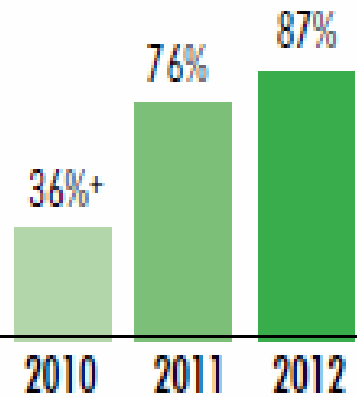
Adoption Is Increasing

Companies using social media



Footprint Is Growing

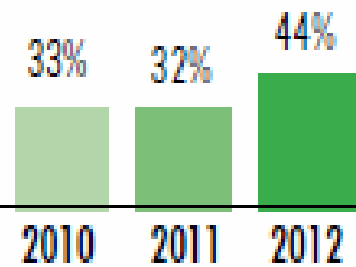
Companies with a presence on 3 or more social networks



⁺Small base (N=11)

Engagement Is Deepening

Companies using social media that are actively using*



* Defined as having multiple large initiatives in place

Scope Is Broadening

Companies with initiatives for audiences

