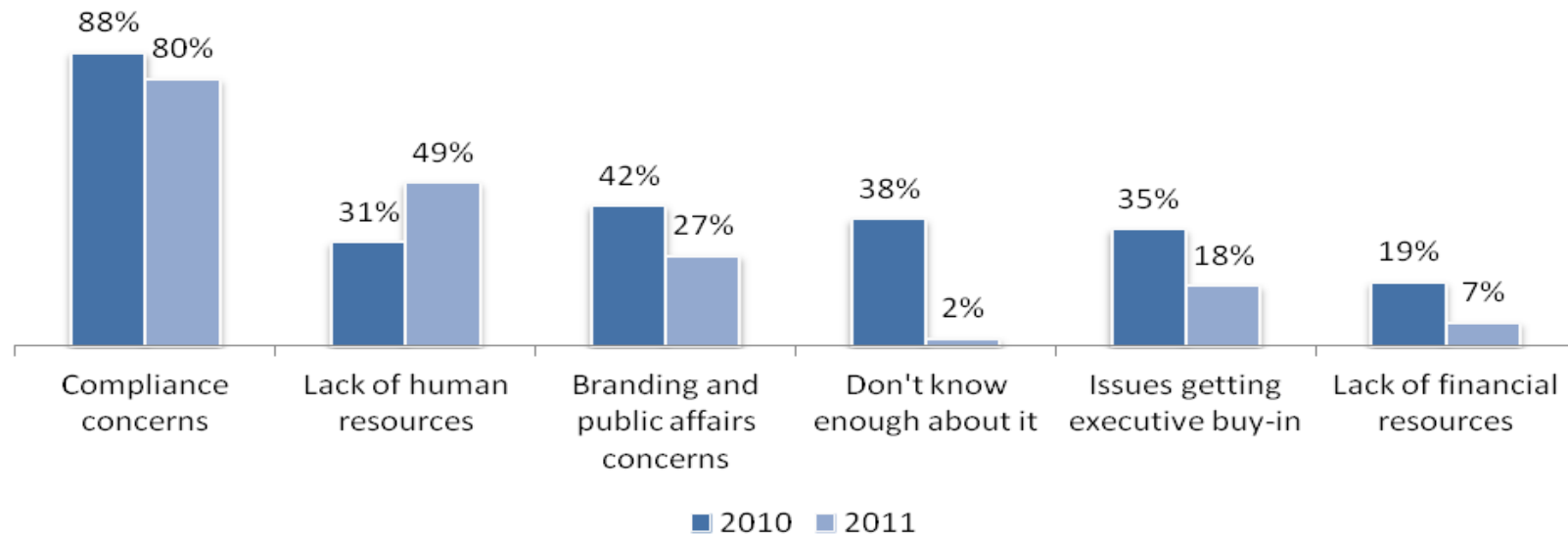




## Top Challenges to Using Social Media 2010 vs. 2011



Source: *Getting Social: Using Social Media to Support Your Business Strategies*, LIMRA 2012