Online Social Networking - Ireland - April 2013

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In this report we answer the key questions:

- What are Irish consumers using social networking sites for?
- How are Irish consumers accessing social networks?
- Do Irish consumers trust social networking sites?
- What are social networks doing to attract and retain users?
- How effective is advertising through social networking sites?

The ever-increasing interest among advertisers in online social networks reflects the fact that these channels are now a key aspect of modern marketing communications for companies and brands seeking to reach and engage with a greater number of consumers.

However, as Irish consumers appear to be less than enthusiastic regarding such advertising, this report examines the online social networking sector throughout the island of Ireland, highlighting Irish consumers' usage of and attitudes towards social networking sites.

This report will examine online social networking in Ireland through discussing what is influencing or impeding its growth on the island. It will also consider how Irish companies can use social networking sites to open up new revenue streams; whether these platforms are an effective advertising medium; and some of the key issues for consumers, such as data security and privacy, when using these sites.

"While advertising on social networking sites offers companies the opportunity to reach and engage with Irish consumers directly, the brands that will see the greatest return from promoting their goods and services through these channels will be those that offer tangible solutions to consumers' individual needs."

– James Wilson, Research Analyst

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