

Engagement with Social Media: Personal...



[Kirsten Watson](#) 1 posts since

Jul 28, 2008

We're a B2B company and we've walked through the Technographics Tool by Forrester. The tool is based on gender and age demographics only so in interpreting this I conclude that the results are more based on people's engagement with social media in their personal lives (Facebook etc.). We want to understand if these stats hold true for people in their professional lives? Does anyone have any insights on that?



[Barry Tallis](#) 108 posts since

Aug 4, 2004 1. **Re: Engagement with Social Media: Personal vs. Business purposes?** Jul 28, 2008 12:38 PM

Kristen - you are correct, that report is pretty broad when it comes to demographics. Ideally, you will survey your target demographic/customers/etc. with the same type of survey, just like L.L. Bean did in the report. If you need more details on how to do this, let me know.