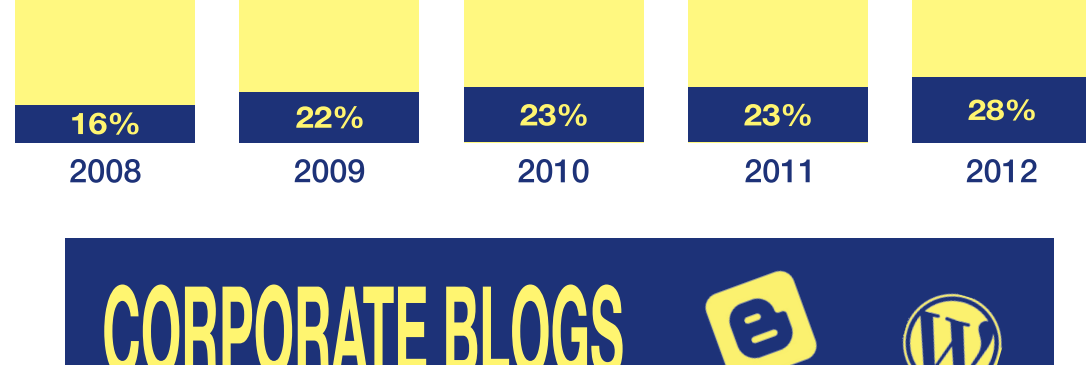


THE 2012 FORTUNE 500 SEIZE SOCIAL MEDIA OPPORTUNITIES

INCREASE USE OF BLOGS, FACEBOOK, TWITTER, AND MORE

Fortune 500 Companies with Public Facing Corporate Blogs



CORPORATE BLOGS BY INDUSTRY TYPE

[PARTIAL LIST]

Industry	Number of Companies with Blogs	Percent
Aerospace and Defense	1/14	7%
Chemicals	3/17	18%
Commercial Banks	6/20	30%
Food Consumer Products	3/14	21%
Insurance: Property and Casualty (Stock)	3/16	19%
Motor Vehicles and Parts	3/16	19%
Specialty Retail (Apparels, Home Appliances, Furniture)	7/28	25%
Telecommunications	6/15	40%
Utilities: Gas and Electric	6/22	27%

CORPORATE TWITTER ACCOUNTS BY INDUSTRY TYPE

[PARTIAL LIST]

Industry	Number of Companies with Twitter Accounts	Percent
Aerospace and Defense	12/14	86%
Chemicals	13/17	76%
Commercial Banks	15/20	75%
Food Consumer Products	13/14	93%
Insurance: Property and Casualty (Stock)	13/16	81%
Motor Vehicles and Parts	7/16	44%
Specialty Retail (Apparels, Home Appliances, Furniture)	24/28	86%
Telecommunications	12/15	80%
Utilities: Gas and Electric	16/22	73%

COMPANIES WITH HIGHEST TWITTER FOLLOWERS

A Google @google
#followers for @google in 2012 F500: 4,795,987.
Increase of 31% in one year.

Whole Foods Market @WholeFoods
#followers for @WholeFoods in 2012 F500: 2,666,439.
Increase of 25% in one year.

Tweets

Starbucks Coffee @Starbucks #followers for @Starbucks in 2012 F500: 2,546,244. Increase of 38% in one year.	2 th
Southwest Airlines @SouthwestAir #followers for @SouthwestAir in 2012 F500: 1,305,938. Increase of 12% in one year.	4 th
Walt Disney World @WaltDisneyWorld #followers for @WaltDisneyWorld in 2012 F500: 1,289,229. Increase of 84% in one year.	4 th
Verizon Wireless USA @VerizonWireless #followers for @VerizonWireless in 2012 F500: 743,408. Increase of 69% in one year.	5 th
Coca-Cola @CocaCola #followers for @CocaCola in 2012 F500: 547,343. Increase of 37% in one year.	9 th
McDonald's @McDonalds #followers for @McDonalds in 2012 F500: 512,923. Increase of 70% in one year.	9 th
Wynn Las Vegas @WynnLasVegas #followers for @WynnLasVegas in 2012 F500: 448,220. New to the 2012 F500 list.	10 th
American Express @AmericanExpress #followers for @AmericanExpress in 2012 F500: 442,983. Increase of 65% in one year.	11 th
Nike @Nike #followers for @Nike in 2012 F500: 427,406. Increase of 72% in one year.	12 th

At least one company in each of the 71 industries represented in the 2012 F500, have a twitter account.

CORPORATE FACEBOOK PAGES BY INDUSTRY TYPE

[PARTIAL LIST]

Industry	Number of Companies with Facebook Accounts	Percent
Aerospace and Defense	10/14	71%
Chemicals	9/17	53%
Commercial Banks	14/20	70%
Food Consumer Products	12/14	86%
Insurance: Property and Casualty (Stock)	11/16	69%
Motor Vehicles and Parts	7/16	44%
Specialty Retail (Apparels, Home Appliances, Furniture)	25/28	89%
Telecommunications	12/15	80%
Utilities: Gas and Electric	11/22	50%

COMPANIES WITH HIGHEST FACEBOOK FANS

facebook

Company	Likes	Percent Change
Coca-Cola	42,226,297 Likes	24%
Walt Disney	32,027,185 Likes	78%
Starbucks	30,427,600 Likes	21%
McDonald's	20,560,759 Likes	54%
Wal-Mart	15,770,884 Likes	55%
Target	12,641,972 Likes	61%
Intel	10,428,375 Likes	78%
Google	9,718,582 Likes	63%
Yahoo	9,550,245 Likes	51%
Nike	9,250,588 Likes	49%
Kohl's	6,464,081 Likes	18%

NEW 2012 FORTUNE 500 COMPANIES

Industry	Company Name	Company Rank in 2012	Company Rank in 2011	Change in Rank
Packaging, Containers	RockTenn	449	669	+220
Mining, Crude-Oil Production	Alpha Natural Resources	356	545	+189
Chemicals	CFIndustries	402	539	+137
Health Care: Medical Facilities	Vanguard Health Care	484	611	+127
Wholesalers: Electronics and Office Equipment	BrightPoint	463	582	+119
Food Production	CornProducts International	390	502	+112
Health Care: Pharmacy and Other Services	Catalyst Health Solutions	455	562	+107

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