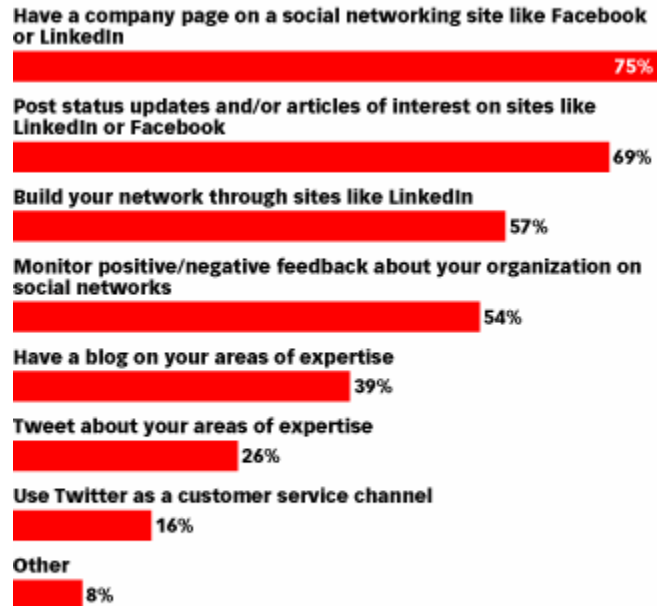


Social Networks and the Optical Community

March 17, 2010

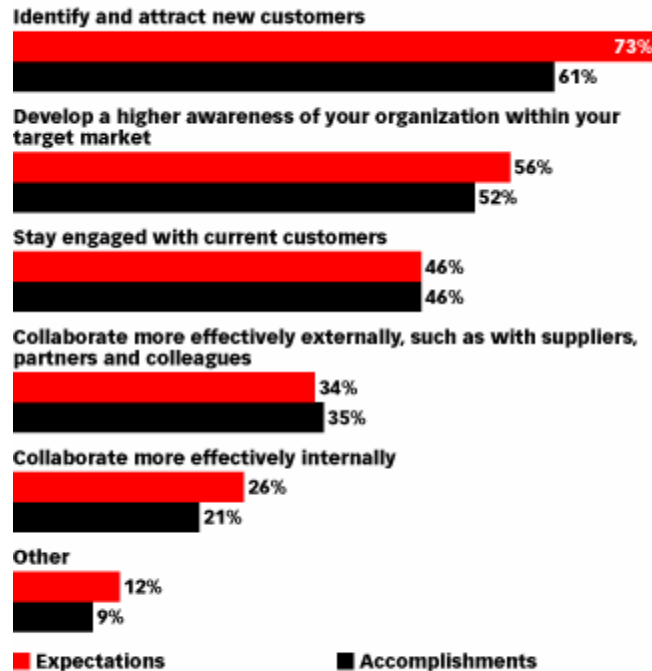
**Social Media Tactics Used by US Small Businesses,
December 2009 (% of respondents)**



Note: n=89

Source: Network Solutions and the Center for Excellence in Service at the University of Maryland's Robert H. Smith School of Business, "The State of Small Business Report," February 16, 2010

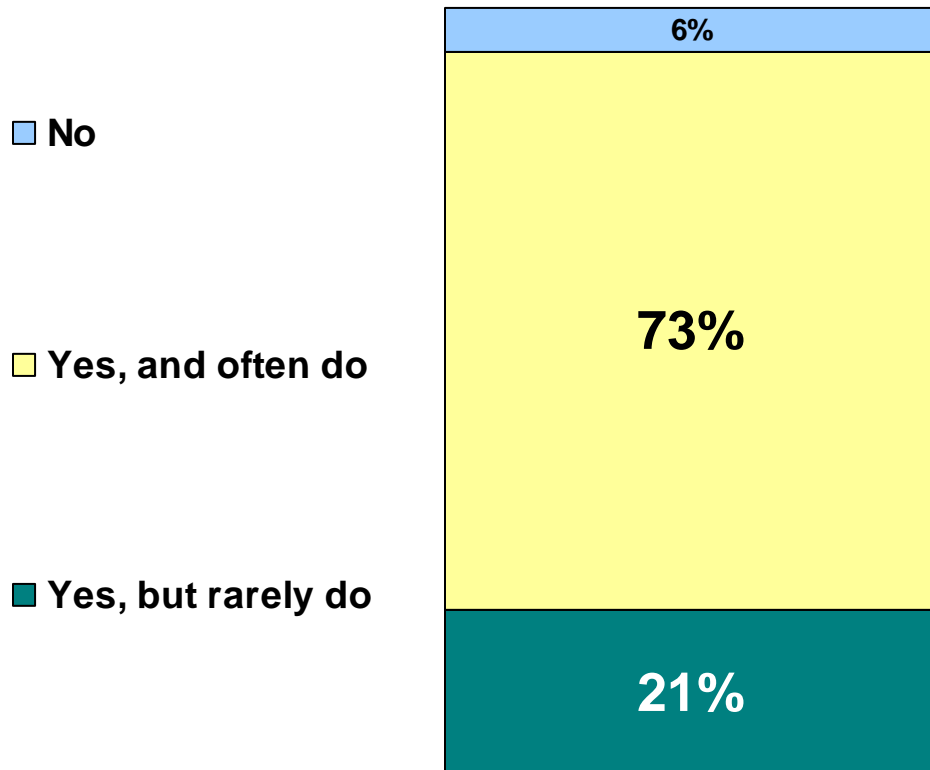
Performance of Social Media Tactics According to US Small Businesses, December 2009 (% of respondents)



Note: n=89

Source: Network Solutions and the Center for Excellence in Service at the University of Maryland's Robert H. Smith School of Business, "The State of Small Business Report," February 16, 2010

Are you able to use internet at work?



Average hours worked per week: 40 hrs

Average hours using internet at work...
for personal use: 2 hrs
for business use: 6 hrs

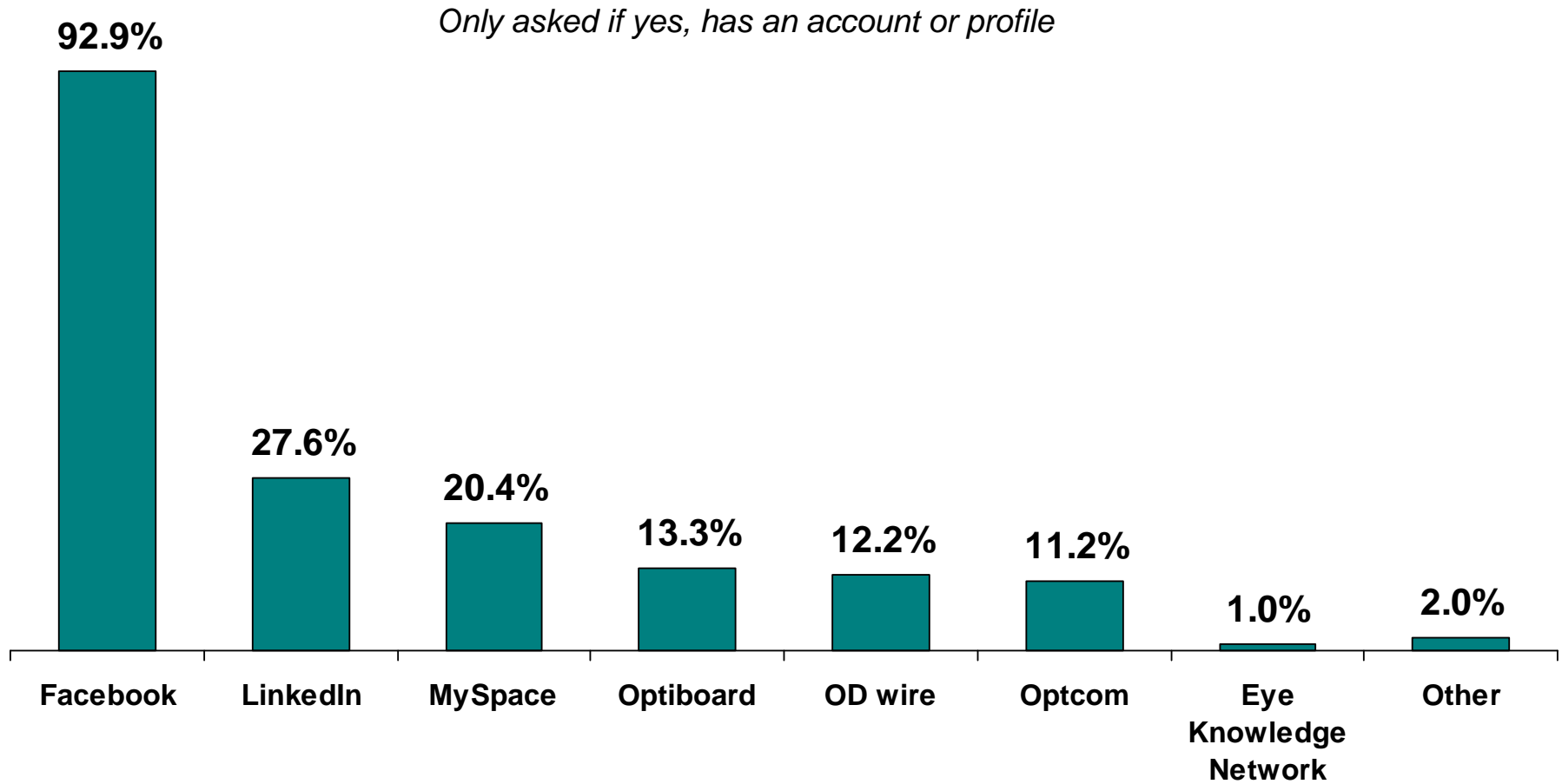
Are you familiar with social or professional networking websites like MySpace, Facebook, Linked In, etc?

5% Not familiar

41% Familiar, but no account

54% Have an account

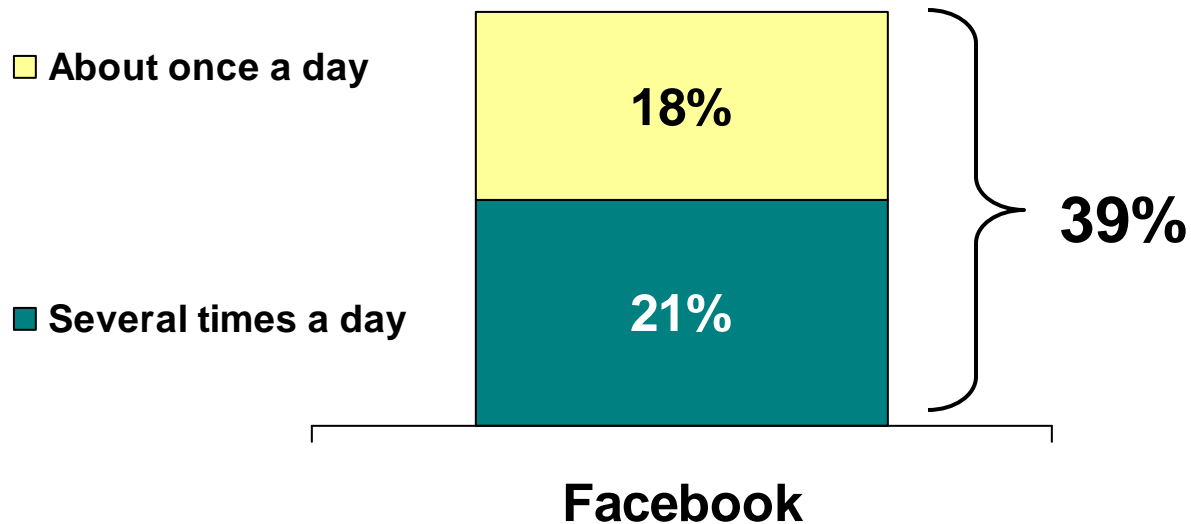
Which social or professional networking websites do you have an account or profile on?



Other includes: Mylife, Twitter, VisionWeb

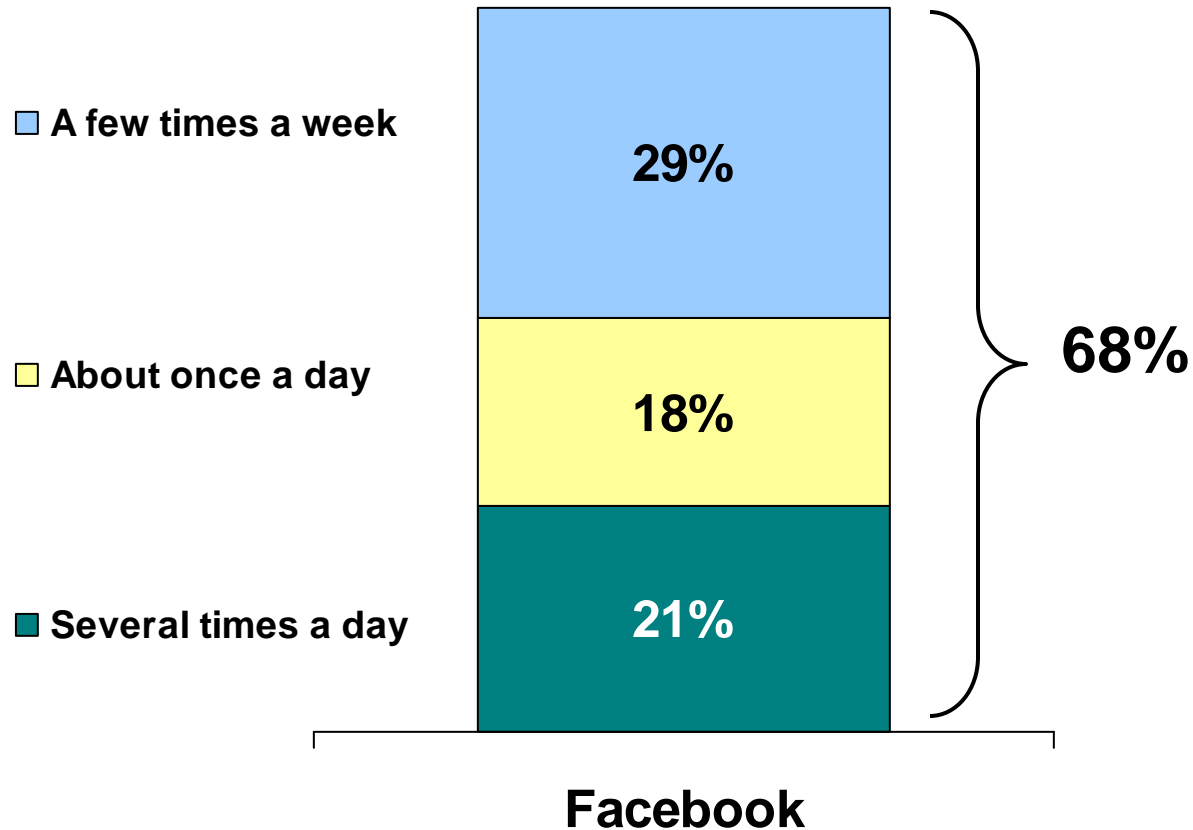
How often do you log in to Facebook?

Only asked if yes, has an account or profile on Facebook

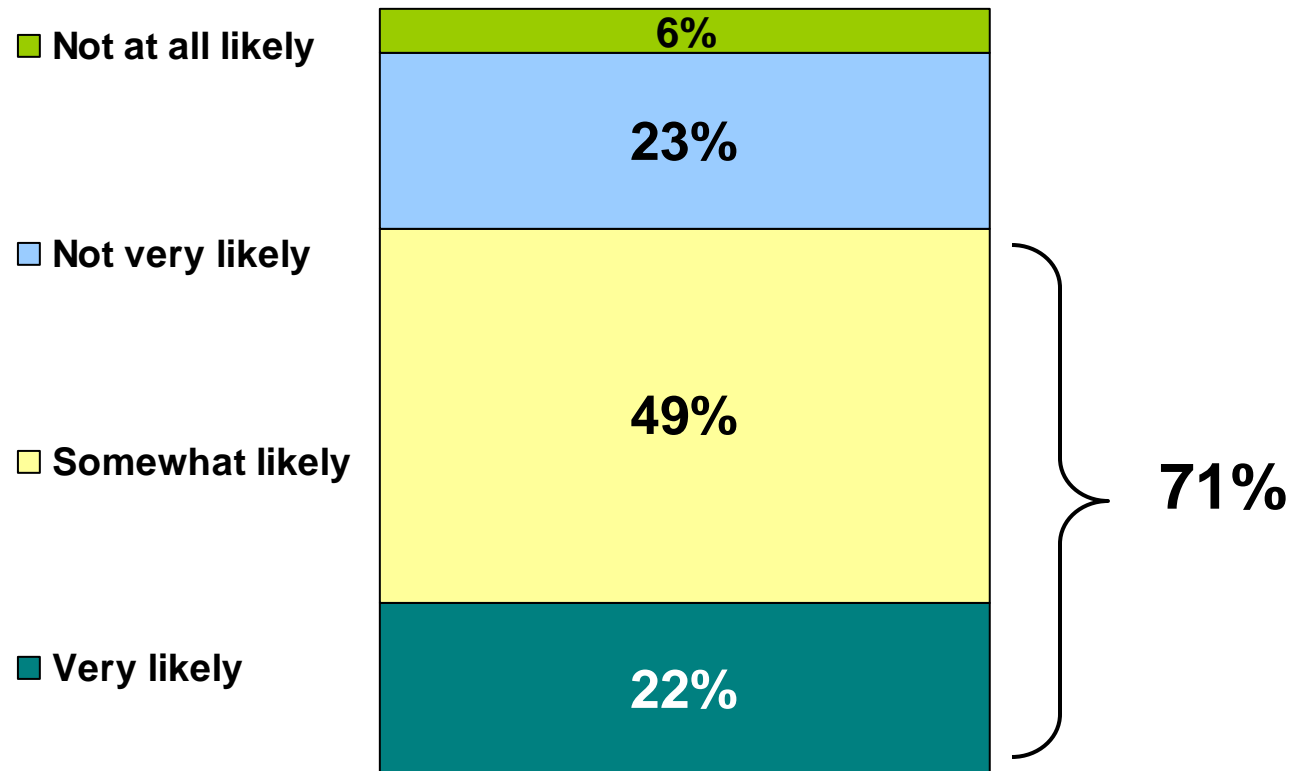


How often do you log in to Facebook?

Only asked if yes, has an account or profile on Facebook



Likelihood to create an account or profile on a B to B Optical Industry networking site



Summary of Data

- 73% use the Internet at work
 - Most popular use is News followed by forums and message boards
- 54% have an Acct on Social Network site
 - 41% are familiar – but no acct
- 92% of those have a Facebook acct
 - 21% visit several x per day
 - 39% 1x or more per day
 - 68% at least few times per wk.
- 71% somewhat/very likely to join a Optical B to B Social Network

THE FIRST INDUSTRY-WIDE
Social Networking Website

Sight  Nation

NEWS | JOBS | CE | BLOGS | CASES | COMMUNITY | PRODUCTS | RESOURCES



The mission of SightNation is to build community across all segments of the optical industry and eyecare fields through the open exchange of news, information, resources, idea sharing and discussion, utilizing Jobson organic content and user-generated content

Home Page



Hello **bscottbscot!**

15

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Research shows that a recurrent disc hemorrhage does not result in a faster rate of visual field progression compared to a single detected disc hemorrhage, proving that eyes with single or recurrent disc hemorrhages have similar risks for future disease progression. [More »](#)

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