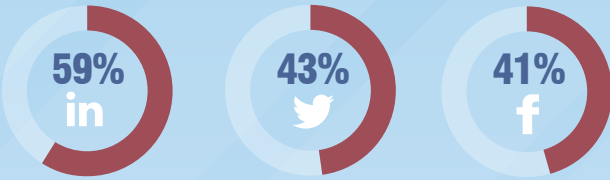


73%



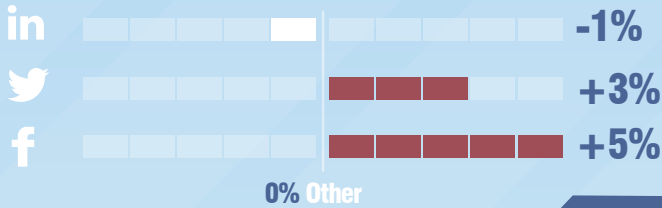
of financial advisers are using social media ↑ UP 3% on 2016

Your social of choice



6% Other

Year on year changes (2016 to 2017):



0% Other

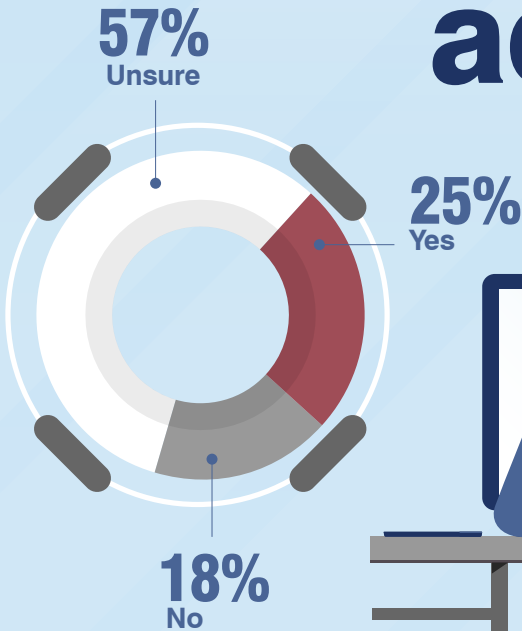
Why do you use it?



Intelliflo

Social media survey for financial advisers 2017

Does it help your business?



Do you have social media in place?



Why aren't the 27% using social?

57%

see it as irrelevant to their business

