ING has performed an international study into the impact of social media on the activities of PR professionals & journalists and the way social media has influenced the news and the way news is disseminated.

**KEY INSIGHTS OF THE STUDY**

- **Social media are the main source of information, despite the low degree of reliability.**
  - This phenomenon is more evident in the United States than anywhere else, mainly due to the high number of unverified materials.
  - PR professionals are the first source of information in the order of the day.
- **Journalists (79%) find differently on social media than in traditional media.**
- **Dutch PR professionals are lagging behind their US and UK peers.**

**FACT/CROWD CHECKING**

- **Traditional media offer more room for content such as videos and tweets.**
  - However, the news and the way news is disseminated.
- **Journalists feel they are less bound by rules and regulations.**
  - Journalism can no longer operate without social media.

**RULES OF JOURNALISM**

- **Journalists’ fact-checking (64%) is becoming more important.**
  - This is especially true for American journalists, followed by European journalists.
  - Dutch journalists use more social media to contact sources and interviewees.
- **Dutch PR professionals are going to catch up with their US and UK peers.**
  - Contact with the consumer is becoming stronger: directly approaching and engaging with the consumer.

**RELIABILITY**

- **80% of journalists, especially busy journalists, no longer fact-check without social media.**
  - 52% of the PR professionals that fact-check in traditional media prefer social media before contacting their sources.
- **Social media are less bound by rules of journalism than in traditional media.**
  - There is less fact-checking during journalism on social media than in traditional media.

**IMPACT OF SOCIAL MEDIA ON NEWS**

- **Social Embassy ING Netherlands study was commissioned by ING Netherlands. PR professionals and journalists from around the world participated in the survey by answering questions, commenting on statements and sharing their vision for the future.**
- **Journalists use social media more actively than PR professionals from the US and UK.**
  - Pressure organisations to raise issues.
  - More driven to catch up with the news and engage with the consumer.
  - More personal opinion is more openly expressed.

**EXPECTATIONS FOR THE FUTURE**

- **57% of journalists believe the emergence of social media is the main source of information, despite the low degree of reliability.**
- **49% of journalists feel they are less bound by rules and regulations.**
  - Dutch journalists use more social media to contact sources and interviewees.

**EXTRA FACTS**

- **Journalists find that their influence has grown due to social media.**
- **Journalists feel that social media have become important due to social media.**

**CONTACT**

- For further information contact ING Netherlands, Department of External Communications, #SMING14

The Social Embassy study was commissioned by ING Netherlands. PR professionals and journalists from around the world participated in the survey by answering questions, commenting on statements and sharing their vision for the future. This research was performed by Social Embassy, which is a PR agency that focuses on the use of social media and digital PR. ING PR professionals, spokespersons and corporate communications professionals participated in the study, of which 68% are from the Netherlands and 32% from other countries. 100 ING employees, executives and managers took part in the study, of which 68% from the Netherlands and 32% from Elsear countries.

The information is available at ING’s website: ing.nl/nieuws or pers@ing.nl. Latest news: ing.nl/nieuws or @INGnl_nieuws