

The Most Annoying Things Brands Do on Social Media

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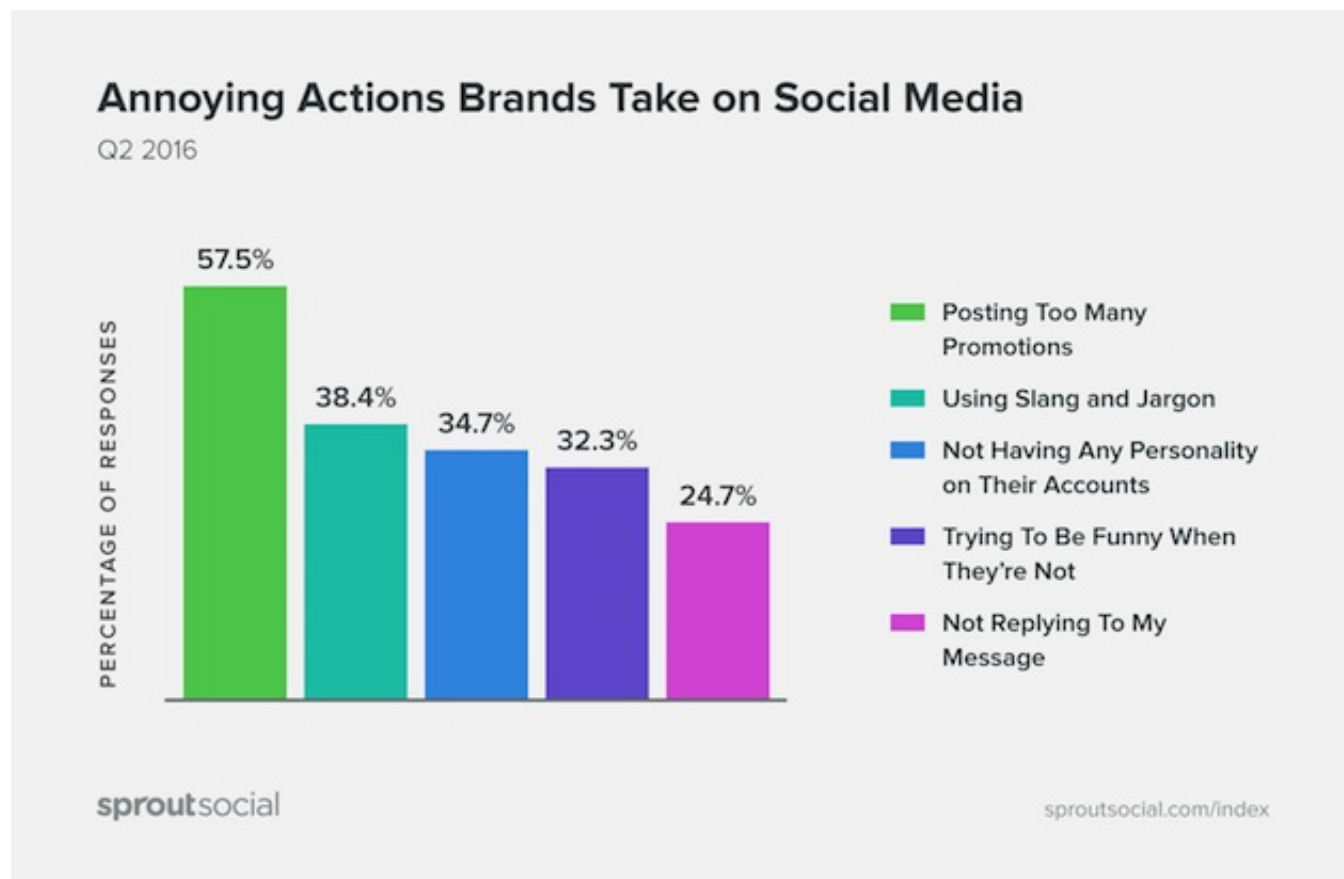
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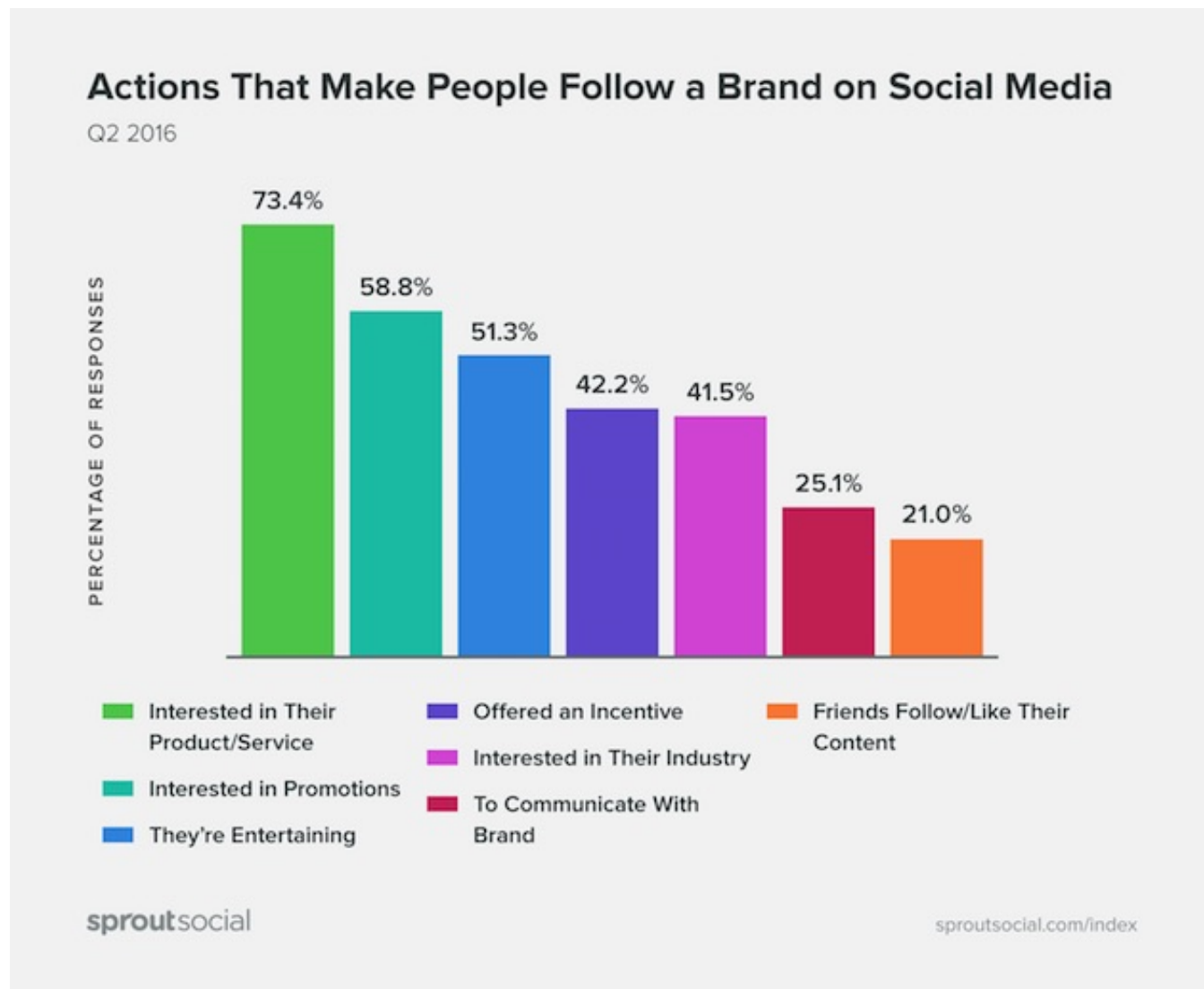
Consumers say posting too often is the most annoying thing that brands do on social media, [according to](#) recent research from [Sprout Social](#).

[The report](#) was based on data from a survey conducted in July 2016 of 1,022 social media users in the United States.

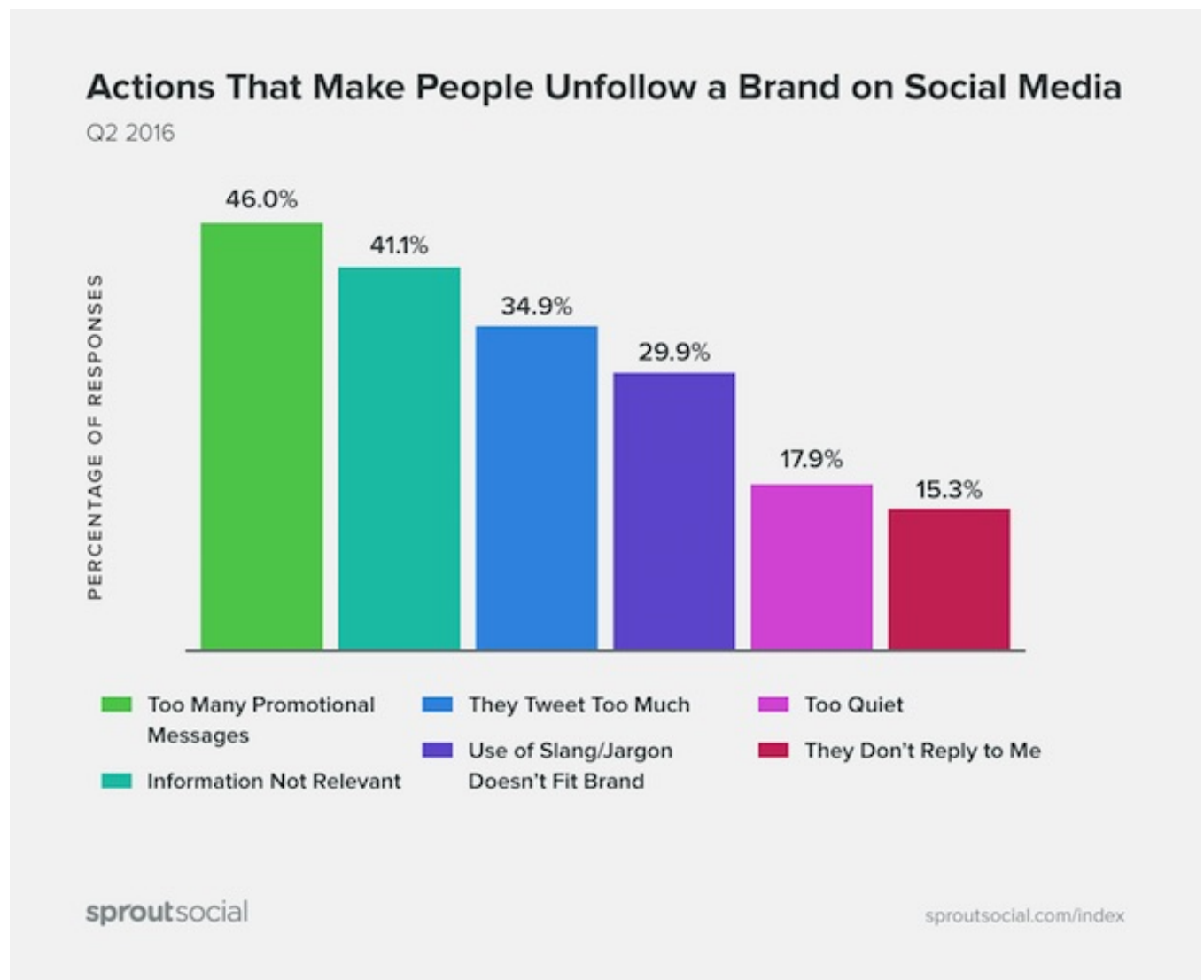
Survey respondents say the most annoying actions that companies take on social media are sharing too many posts/promotions (57.5% cite), using slang/jargon (38.4%), not having any personality (34.7%), trying to be funny when they're not (32.3%), and not replying to messages (24.7%).



Consumers say the top reasons they follow brands on social media are because they're interested in the products/services (73.4% cite), they're interested in offers/promotions (58.8%), and they find the companies entertaining (51.3%).



Respondents say the top reasons they unfollow brands on social media are because the companies post too many posts/promotions (73.4% cite) and because the content shared is not relevant (41.1%).



About the research: [The report](#) was based on data from a survey conducted in July 2016 of 1,022 social media users in the United States.

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