

## Social Media Strategy

*According to Harris Interactive, "Significantly, 55% of gay men and lesbians say they visit social network sites at least once a day – but only 41% of heterosexual adults report that same frequency. Three out of ten gay men and women also say they visit sites several times a day, while only 17% of heterosexuals share that habit."*


We couldn't have said it better ourselves. Social Media is critical to a business's communication strategy.

Mark's List has been leading the way with Social Media for over three years. We were the first site of any kind – Gay, Lesbian or Straight, to begin using Twitter on behalf of our advertisers. And this is just one example of the many ways Mark's List incorporates Social Media into virtually everything we do.

With nearly 35,000 friends, fans and followers spread out over seventeen Twitter, seven Facebook pages and several FourSquare profiles, the Mark's List Social Media Team can craft and send a message that is targeted to the specific group you want to reach. Our Social Media Gurus even post tips on Foursquare that alert people to special offers at your business.

*From managing Facebook Fan Pages to Tweeting and posting tips on Foursquare, the Mark's List Social Media Team can give your business the boost it needs to thrive in this new era of communication.*


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### Gays, lesbians use social media more than heterosexuals

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Nellie's Sports Bar is just one of the spots the D.C. gay community checks into most.  
Via [jsmir](#)

In discovering the [15 most checked-into D.C. locations on Foursquare](#), a particular trend was noted by some readers. Two of the top locations catered to the gay community and another one, a Whole Foods store, sat smack-dab in the heart of the so-called "gayborhood."

Now a study by [Harris Interactive](#) backs up what some thought these Foursquare locations were illustrating: [Homosexuals are more plugged into social networking](#) than their heterosexual peers.

While the nation-wide survey didn't single-out Foursquare or any location-based service, it did find that 73 percent of gays/lesbians are members of Facebook, compared to 65 percent of straight people. Nearly three out of 10 homosexuals use Twitter, to just 15 percent of heterosexuals.

So why does the gay community turn to social media more than their straight counterparts?

"Twitter, blogs and other social networking sites make it easier to establish an identity, so often necessary in the small, yet diverse, LGBT community," [Brent Jordan](#) of Washington, D.C., says. "For example, prior to moving to D.C., I used to Twitter to form online friendships that would ultimately establish my roots in the D.C. gay community."

Specifically speaking of Foursquare and other location-based services, District resident [Joe Gizzi](#) believes such tools are actively used by the gay community in cities large and small.

"For smaller communities, these apps may offer reassurance that there's safety in numbers, something that is still a major concern," Gizzi says. "But for progressive cities like Washington, D.C., it's a great way to gauge where to have a good night. There's definitely a sense of fraternity, of competition, and it's very much about wanting to be seen out and about, pun intended."