

Relationship Online Etiquette

Men Vs. Women



Men are more likely than women to consider things like friending a boss or co-worker responsible.

40% vs. **29%**



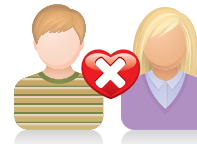
Men are more likely than women to have more than one social networking profile.

57% vs. **50%**



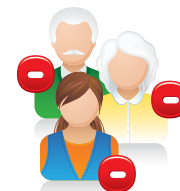
Facebook: Post Break-Up

60% think unfriending an ex is acceptable.



54% think it's irresponsible to friend an ex's family member.

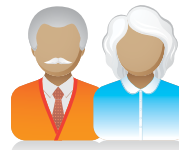
51% are OK with unfriending an ex's family or friends.



Grandparents

Grandparents, who are online, are more likely to use Facebook to connect with friends than with their family.

93% friends vs. **89%** family



Grandmothers, who are online, are more likely than grandfathers to have a Facebook profile.

94% vs. **84%**

Pets

Pets and social media don't mix.

72%

view it negatively, saying it's "egotistical" and "a waste of time" to develop a social media profile for a pet.



About the Survey
The "Social Media and Personal Responsibility Survey" was fielded for Liberty Mutual and The Responsibility Project between January 12-15, 2010, reaching 1,000 adults nationwide. Oversamples of 100 additional 18-24 year old social media users and 100 additional grandparents who are social media users were also reached. The base sample has a margin of error of +/- 3.1 percent at the 95 percent confidence level.