



YouGov[®]
What the world thinks

Social Media for the workplace & progression

March 2014



Snapshot



Snapshot

- Social media websites are used for work purposes across a significant proportion of professionals both in the US and in the UK
- US professionals are more engaged and are making the most use of social media within their working life cycle; not just at work but also to find new job roles
- Sharing knowledge via social media websites is used more commonly in the US than in the UK
- US professionals feel social media helps them being influential within their own organisation
- Social media websites play a significant role in making it easier to collaborate with people outside the workers' own organization
- There is a widespread recognition of the fact that engaging in social media is an inevitable progression of the job market
- In the US workers are more career orientated and focused on growing professionally than in the UK

Management summary



Management summary– social media and work

45%
use social media
websites for work
purposes



JOBS

1 in 5

use social media
websites to look for a
job

engaging in social media is
an inevitable progression
of the job market
for 1 in 2



use social media websites for...

perceptions
around
social
media
websites

7 in 10 separate between private and
professional use of social media

1 in 2 reckons they ease collaboration
with people outside organization

1 in 2 are given meaningful
connections through social media
social media play an important role
in work done for **1 in 3**

58% keeping
up to date
with news

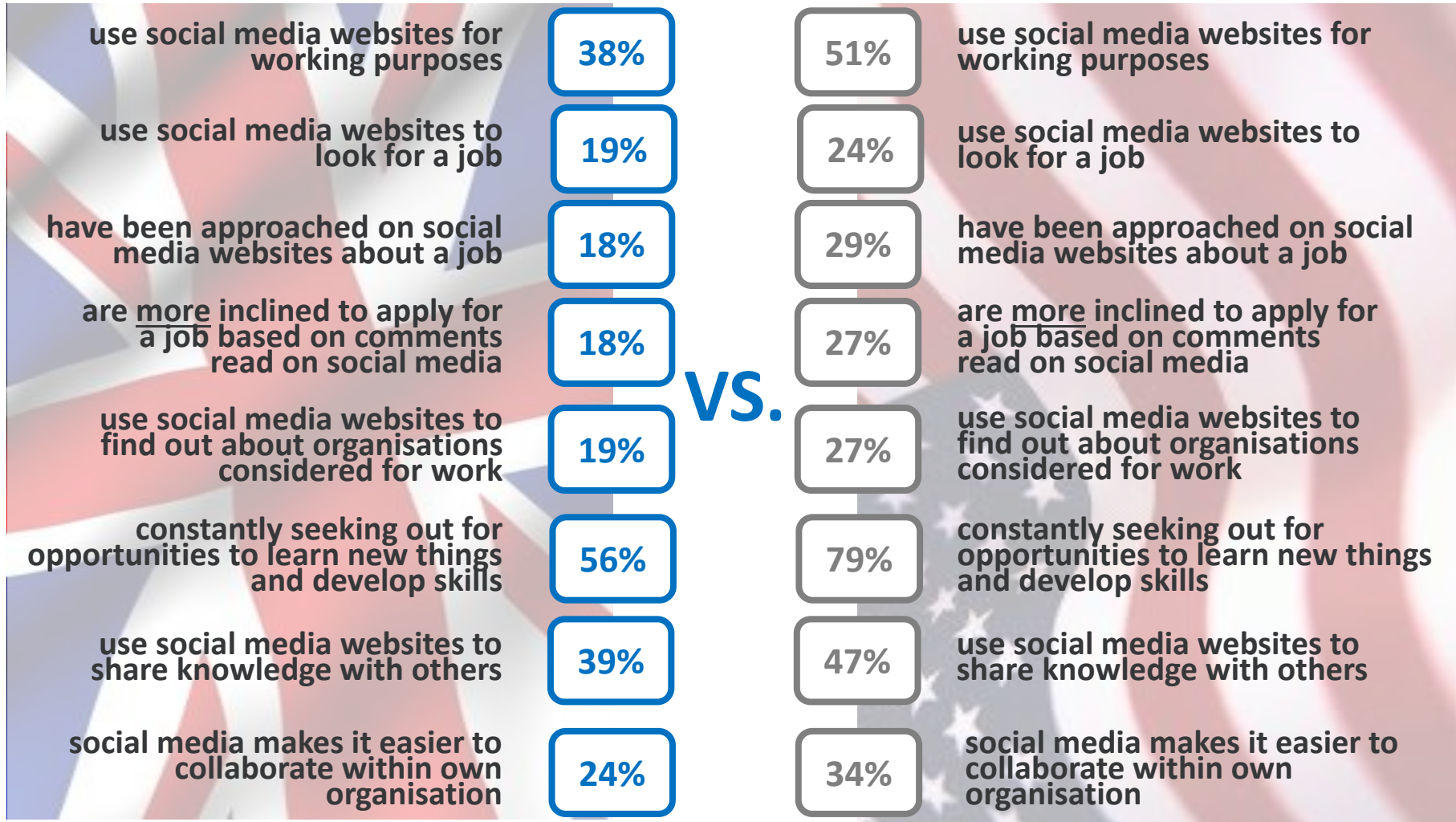


keeping in
touch with
people

1 in 2 use it *outside*
own organisation

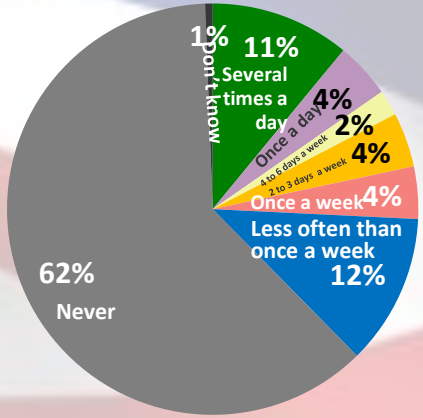
1 in 3 use it *inside*
own organisation

UK vs. US comparison



UK in a snapshot

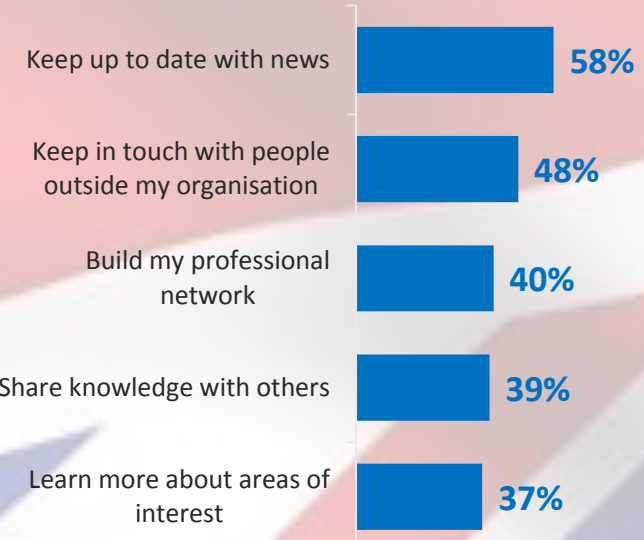
Usage of social media for work



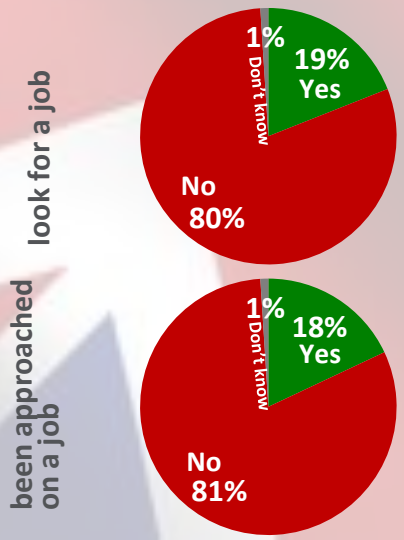
Perceptions around social media websites

	%
Keep separate personal and professional use	72%
Makes it easier to collaborate with people outside organisation	53%
Gives me meaningful connections with people I would otherwise not know	50%
Plays an important role in the work I do	32%
Helps me to be more responsive to my customers/clients	31%
Access during work allows to do job effectively	28%
Allows to discuss aspects of work I would not discuss	26%
Makes it easier to collaborate within organisation	24%
Helps me be influential inside organisation	19%

Top 5 activities done on social media websites for work



Usage of social media websites for job hunting



vs.



Adult workers in the UK use less of social media websites than their US counterparts

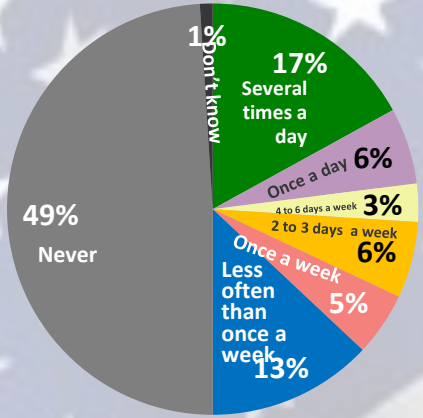
Fewer UK workers use social media to keep in touch with co-workers and as a mean of sharing knowledge

Social media play less of an influential role on applying for a job role



US in a snapshot

Usage of social media for work



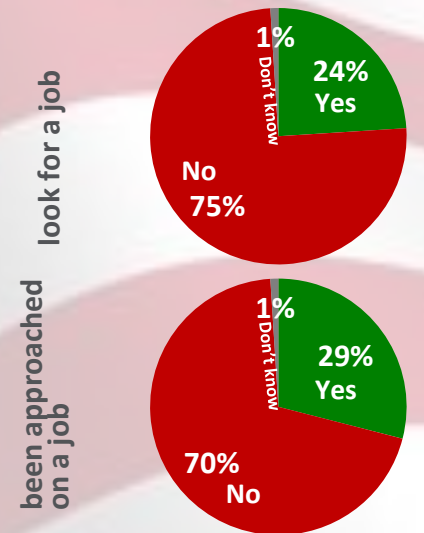
Perceptions around social media websites

	%
Keep separate personal and professional use	75%
Makes it easier to collaborate with people outside organisation	55%
Gives me meaningful connections with people I would otherwise not know	52%
Helps me to be more responsive to my customers/clients	38%
Makes it easier to collaborate within organisation	34%
Plays an important role in the work I do	31%
Access during work allows to do job effectively	31%
Helps me be influential inside organisation	26%
Allows to discuss aspects of work I would not discuss	23%

Top 5 activities done on social media websites for work



Usage of social media websites for job hunting



Vs.



Adult workers in the US appreciate how social media can be used as a tool to share knowledge and connect with co-workers more than in the UK

Responsiveness in dealing with clients is also enhanced by social media more so for US workers

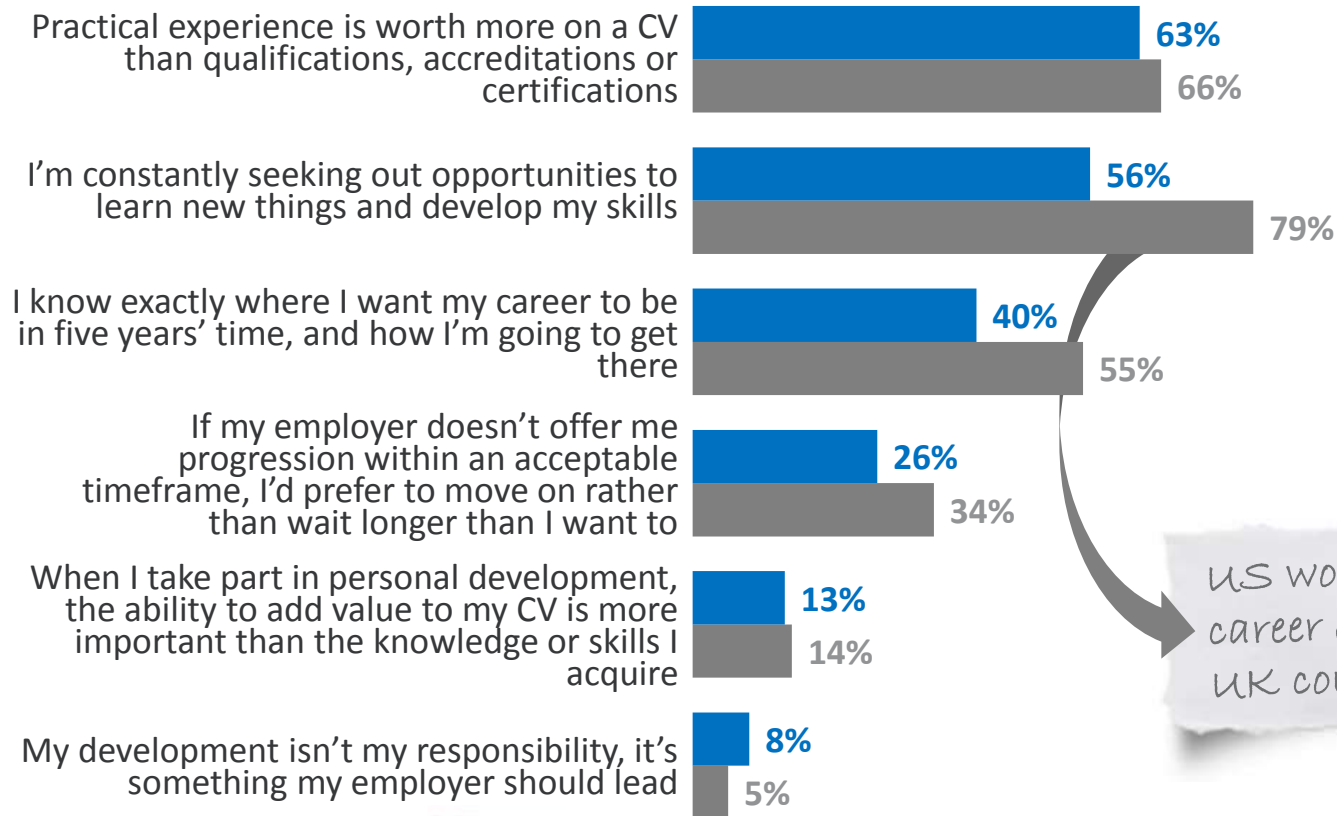


Attitudes towards career progress



Attitudes towards career progression

% NET agree



US workers seem to be more career orientated than their UK counterparts



Base: All working adults UK (1,008), All US (1,407)

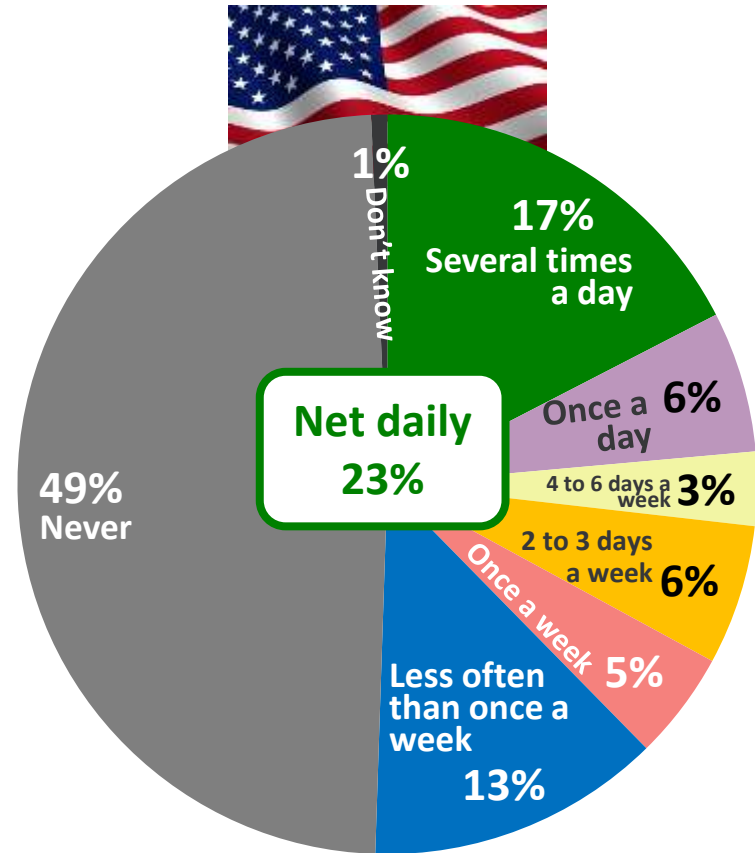
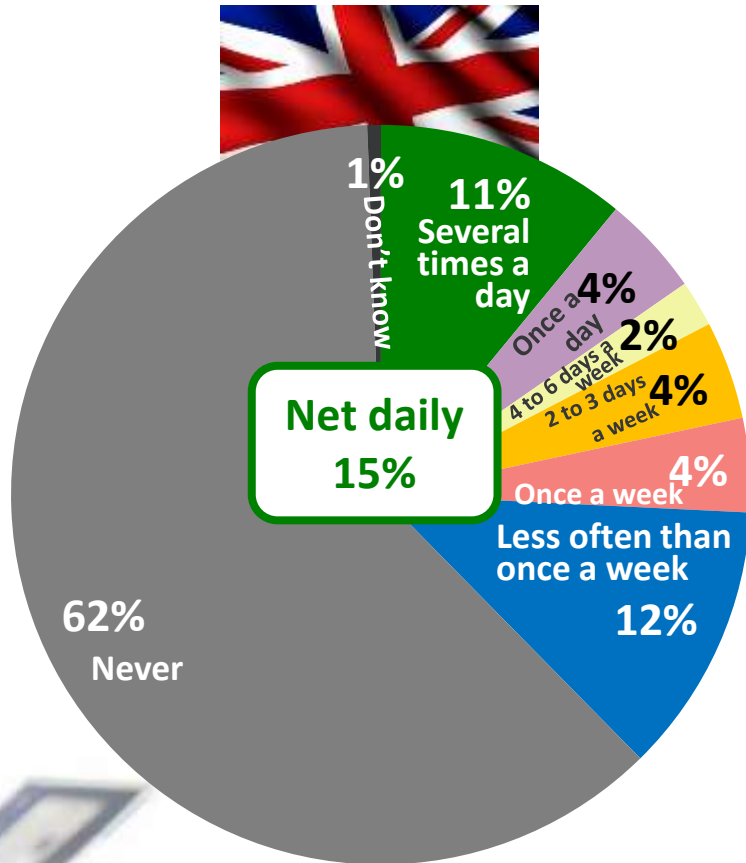
Q80: To what extent do you agree or disagree with the following statements?



Usage of social media for work purposes



Frequency of usage of social media for work purposes



Base: All working adults UK (1,008), All US (1,407)

Q230: How often, if at all do you use social media services for work purposes?



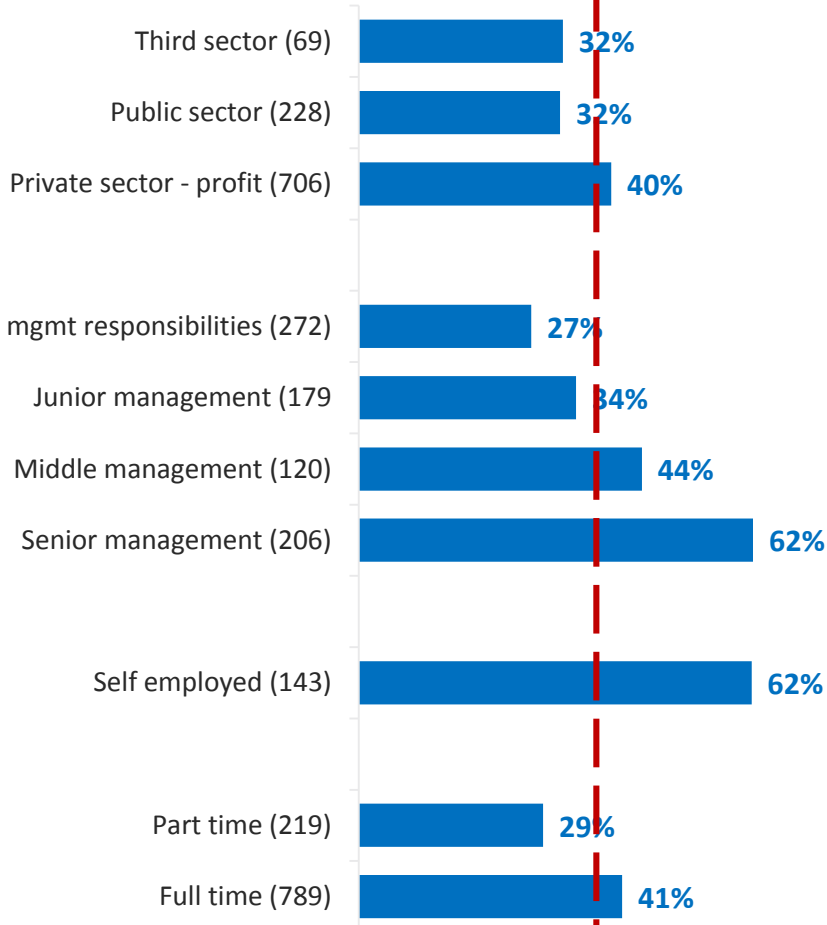
Usage of social media for work purposes

employment breakdown

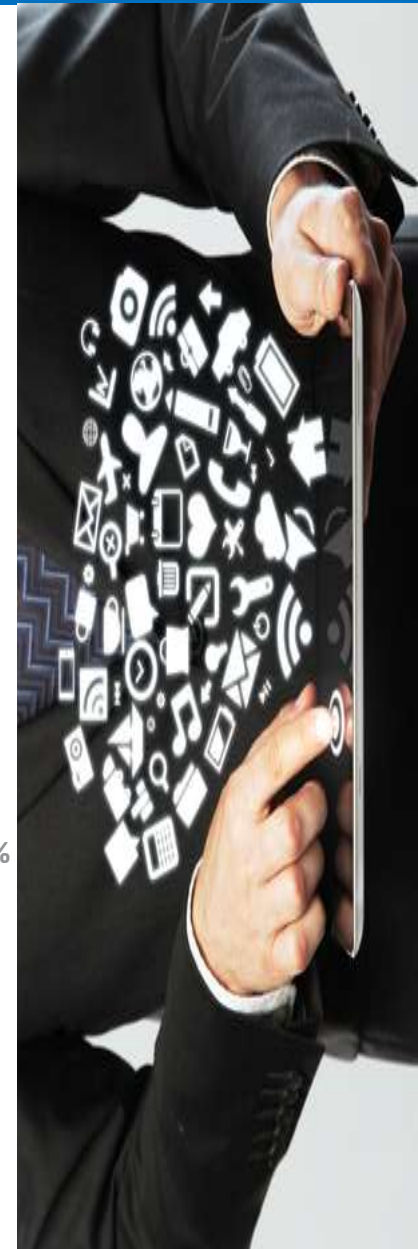
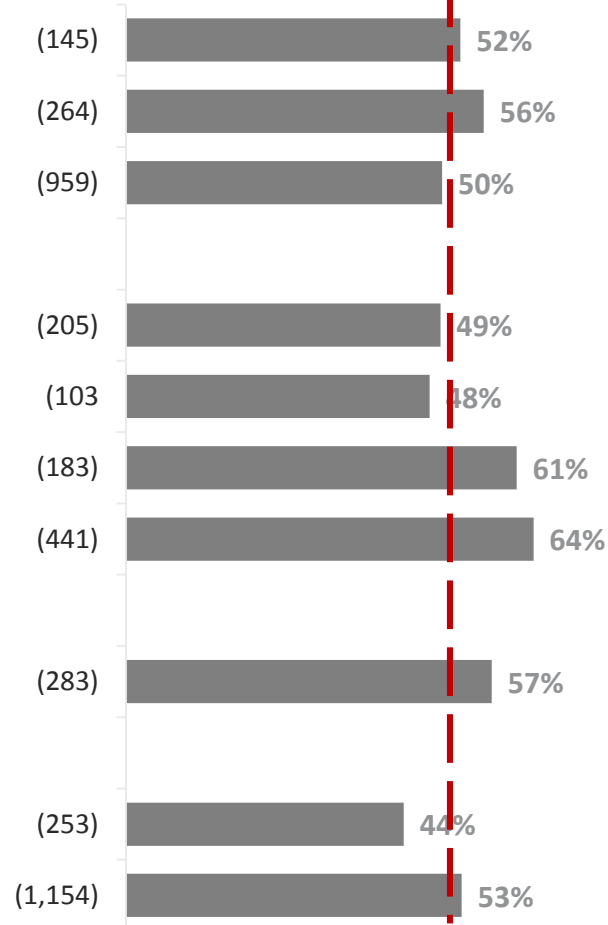
% users of social media for work



38% average



51% average



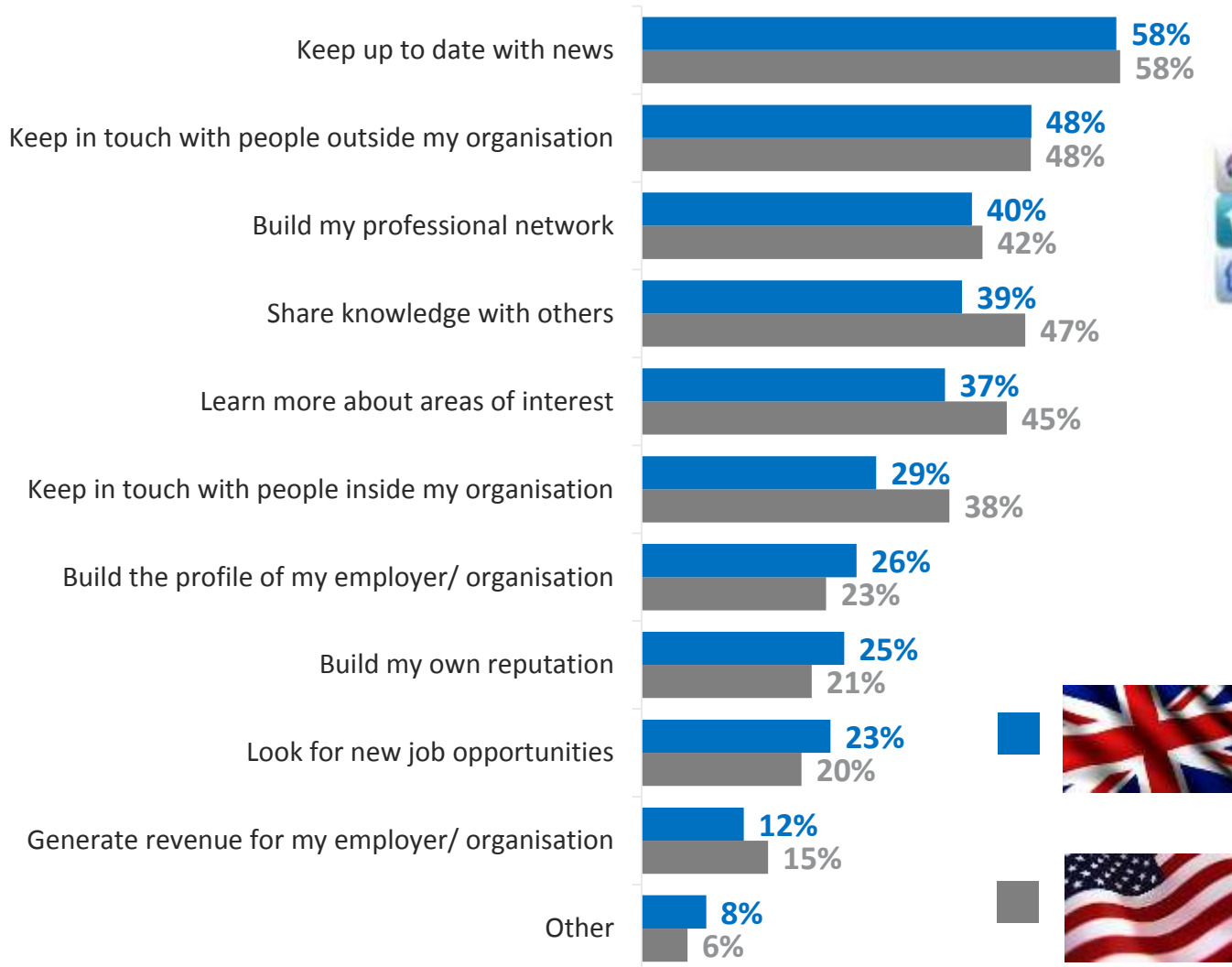
Base: All UK (1,008), All US (1,407)

Q230: How often, if at all do you use social media services for work purposes?



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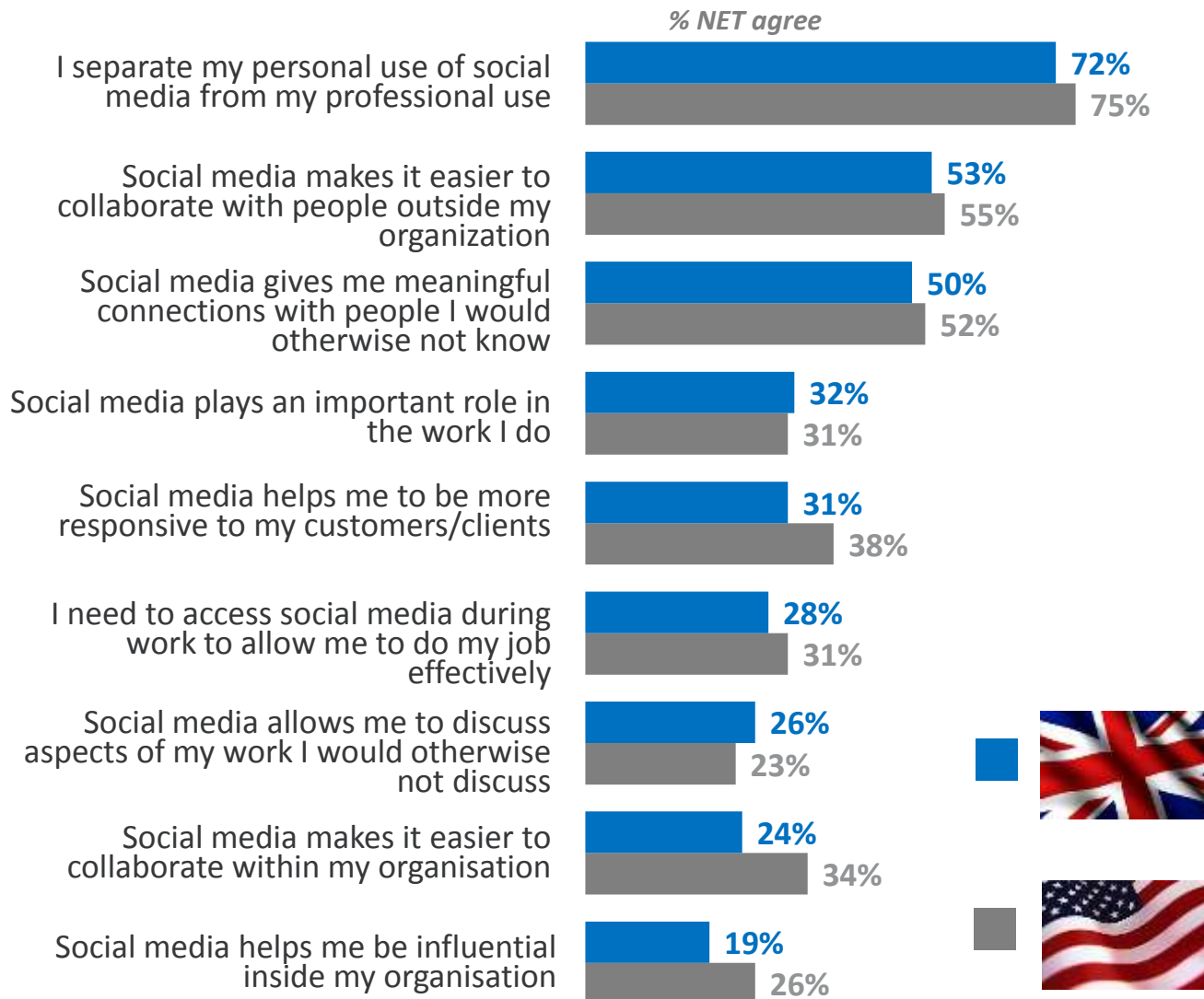
Activities done on social media for work purposes



Perceptions around social media and work



Perceptions around social media at workplace

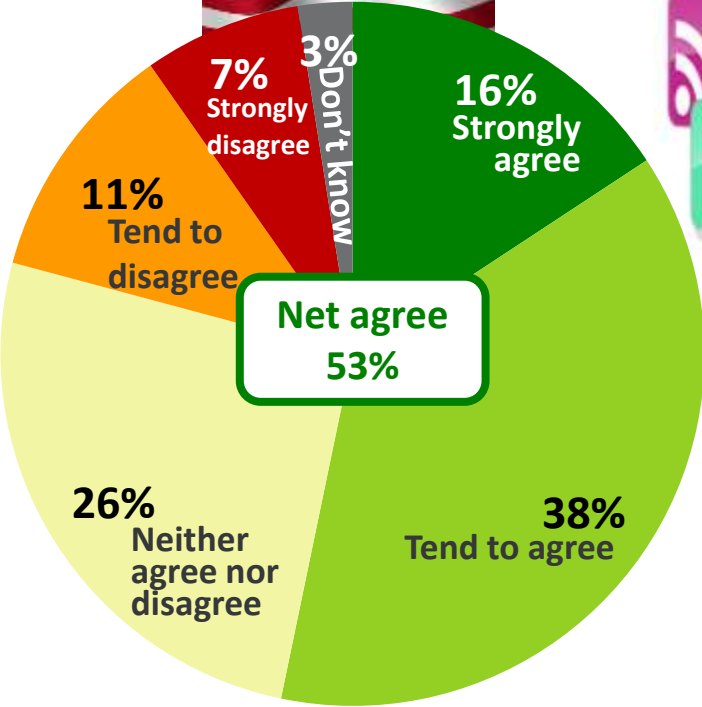
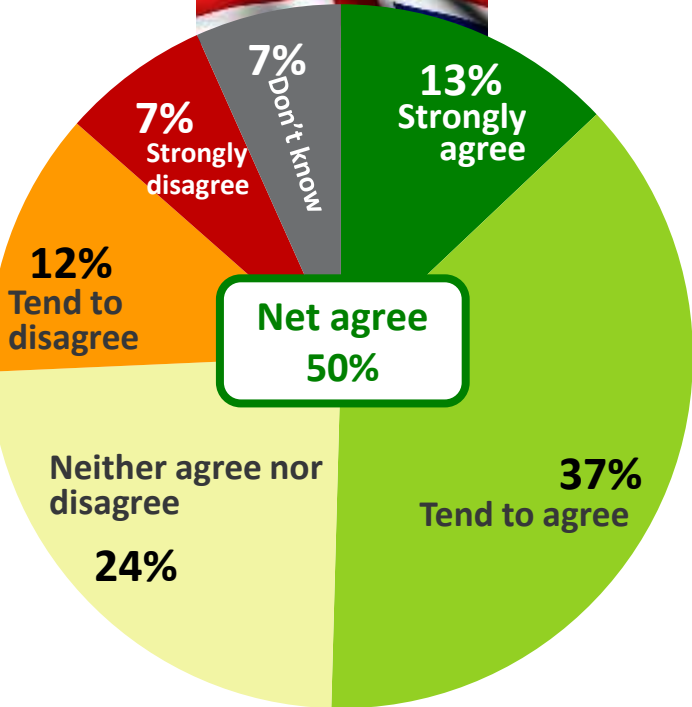


Base: All using social media for work purposes UK (399), US (730)

Q280: Thinking about using social media for work purposes, to what extent do you agree or disagree with each of the following statements?



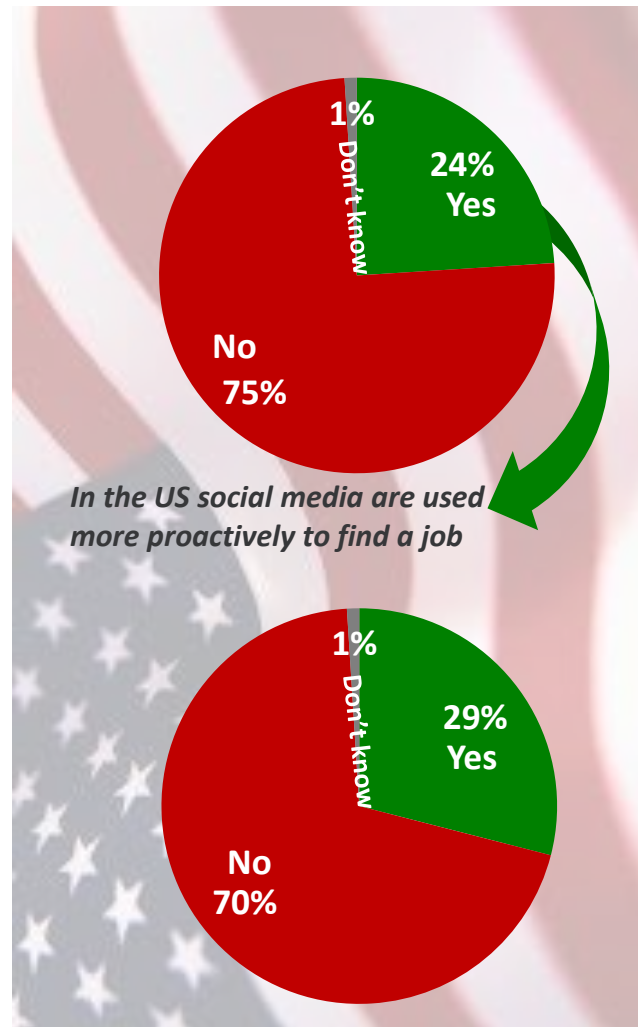
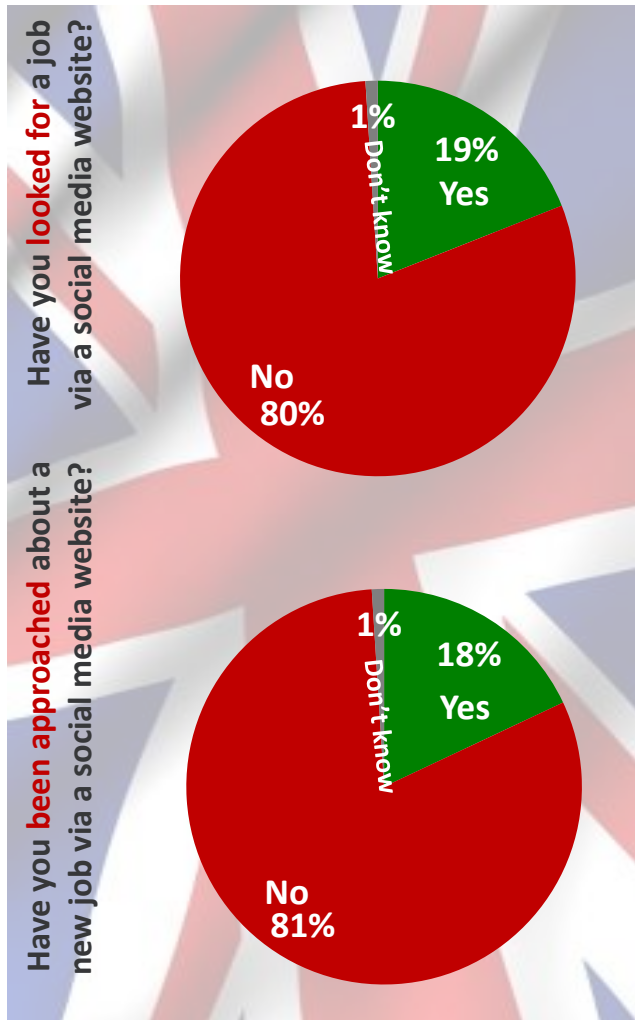
Engaging in social media is an inevitable progression of the job market - agreement



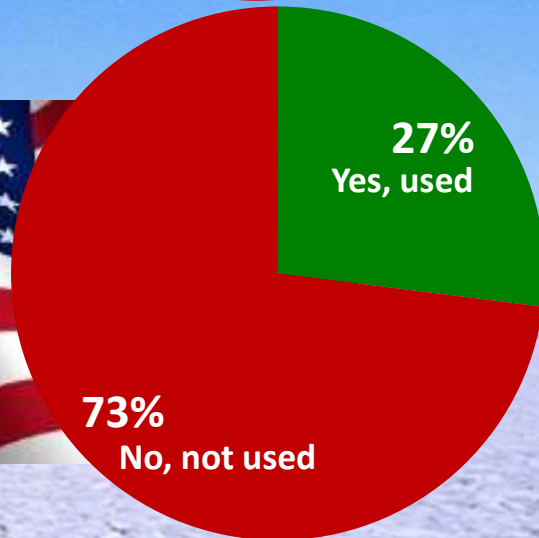
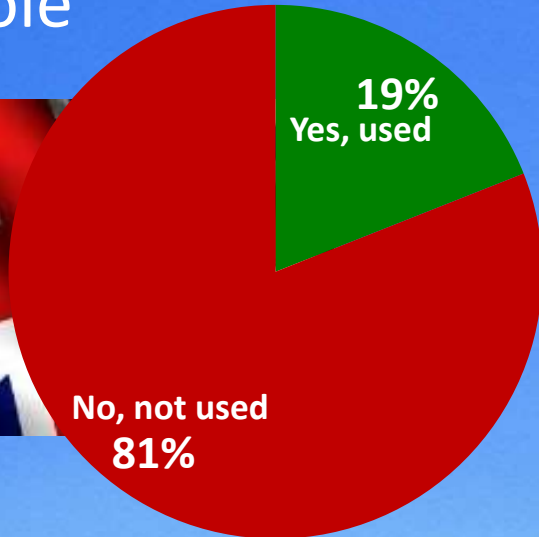
Usage of social media for job hunting



Social media usage for job hunting – reactive and proactive



Usage of social media website to find out about organisations considered for new role

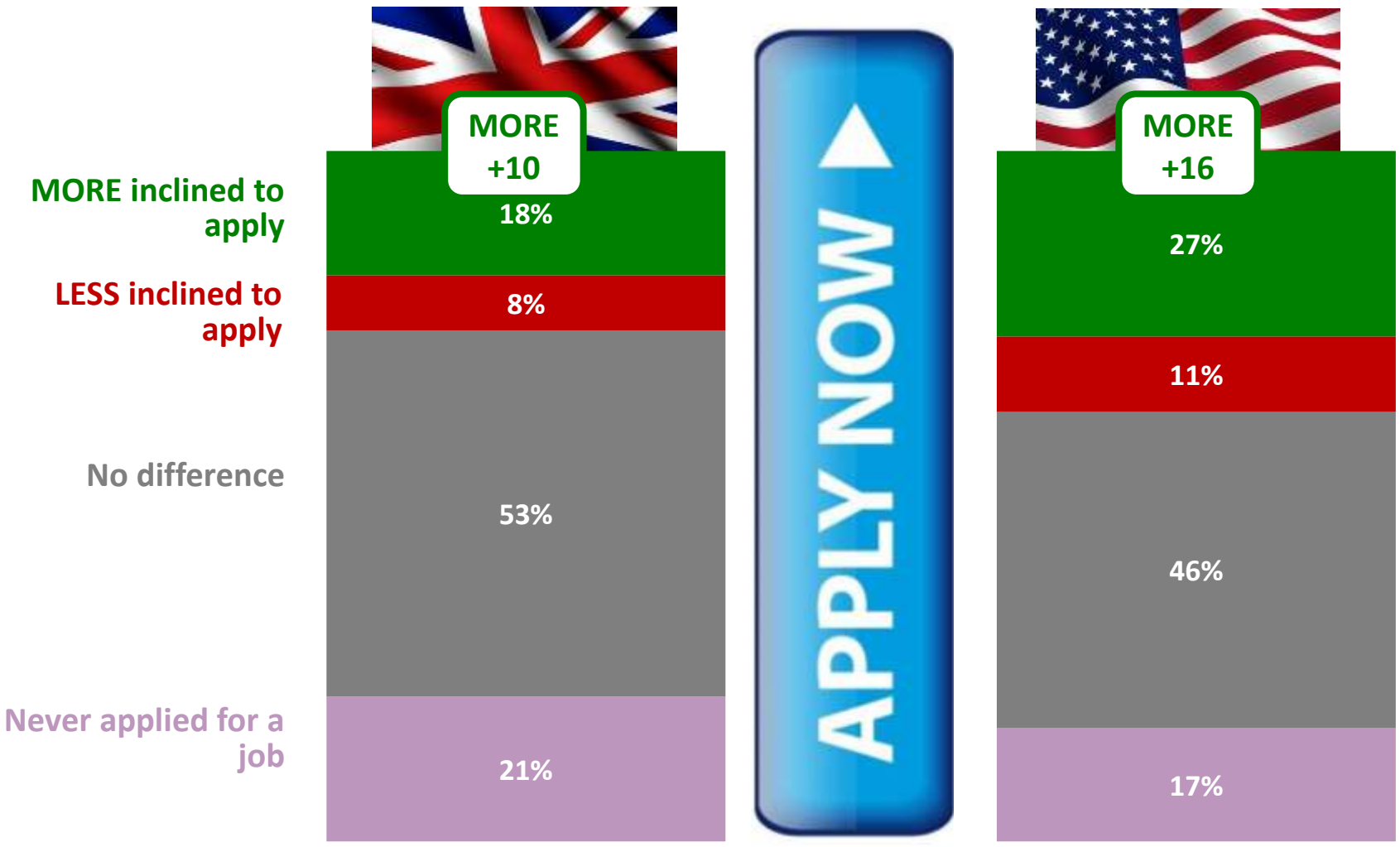


Base: All working adults UK (1,008), US (1,407)

Q600: Have you ever used a social media website to find out about an organization you were considering working at?



Influence of comments read on social media on applying for a job

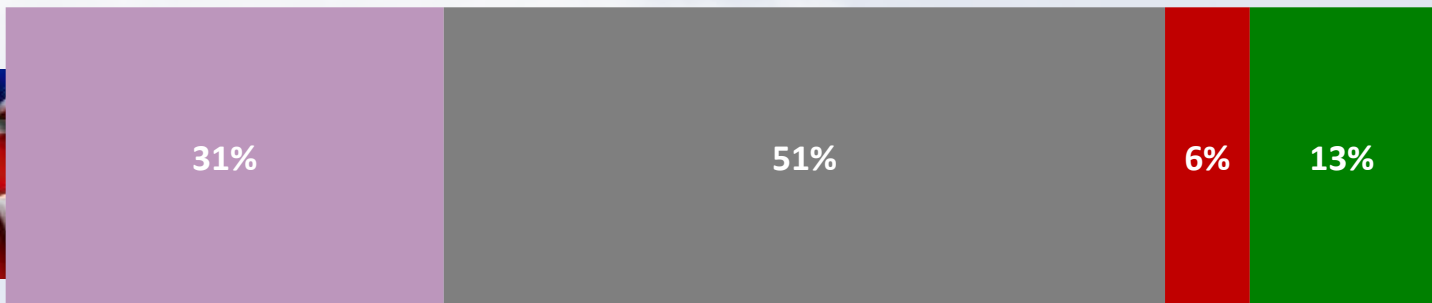


Base: All working adults who have been looking for a job/been approached on a job UK (209), US (368)
 Q610: Was your decision to apply for a job influenced by comments you have read on social media about the employer?

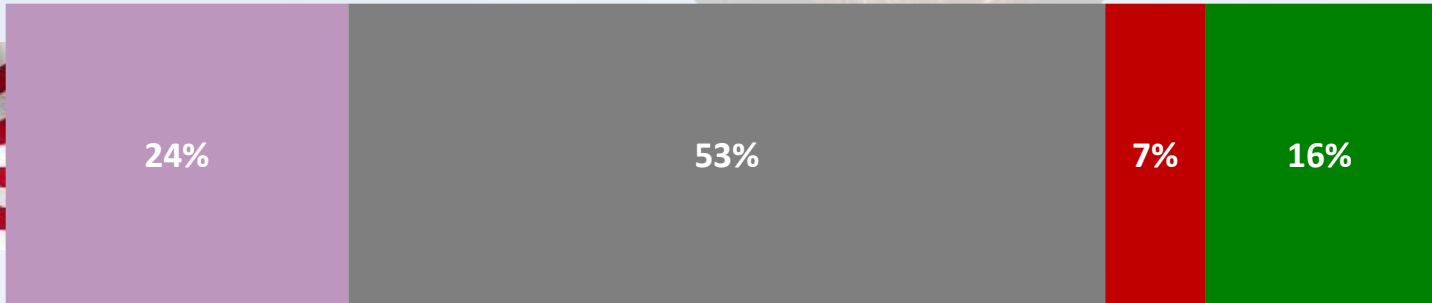


Influence of comments read on social media on accepting a job offer

■ Never ben offered a job
 ■ No difference
 ■ LESS inclined to accept
 ■ MORE inclined to accept



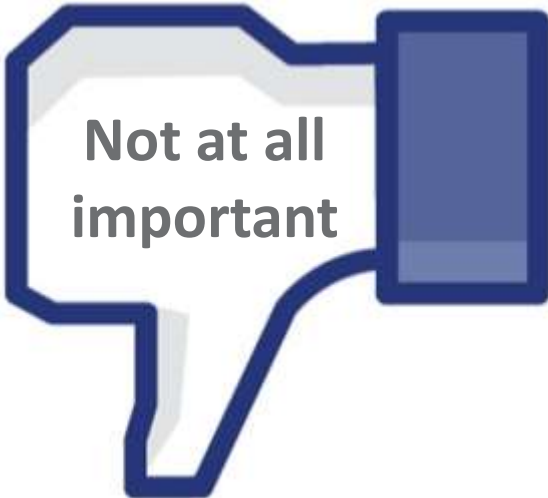
MORE
+7



MORE
+9



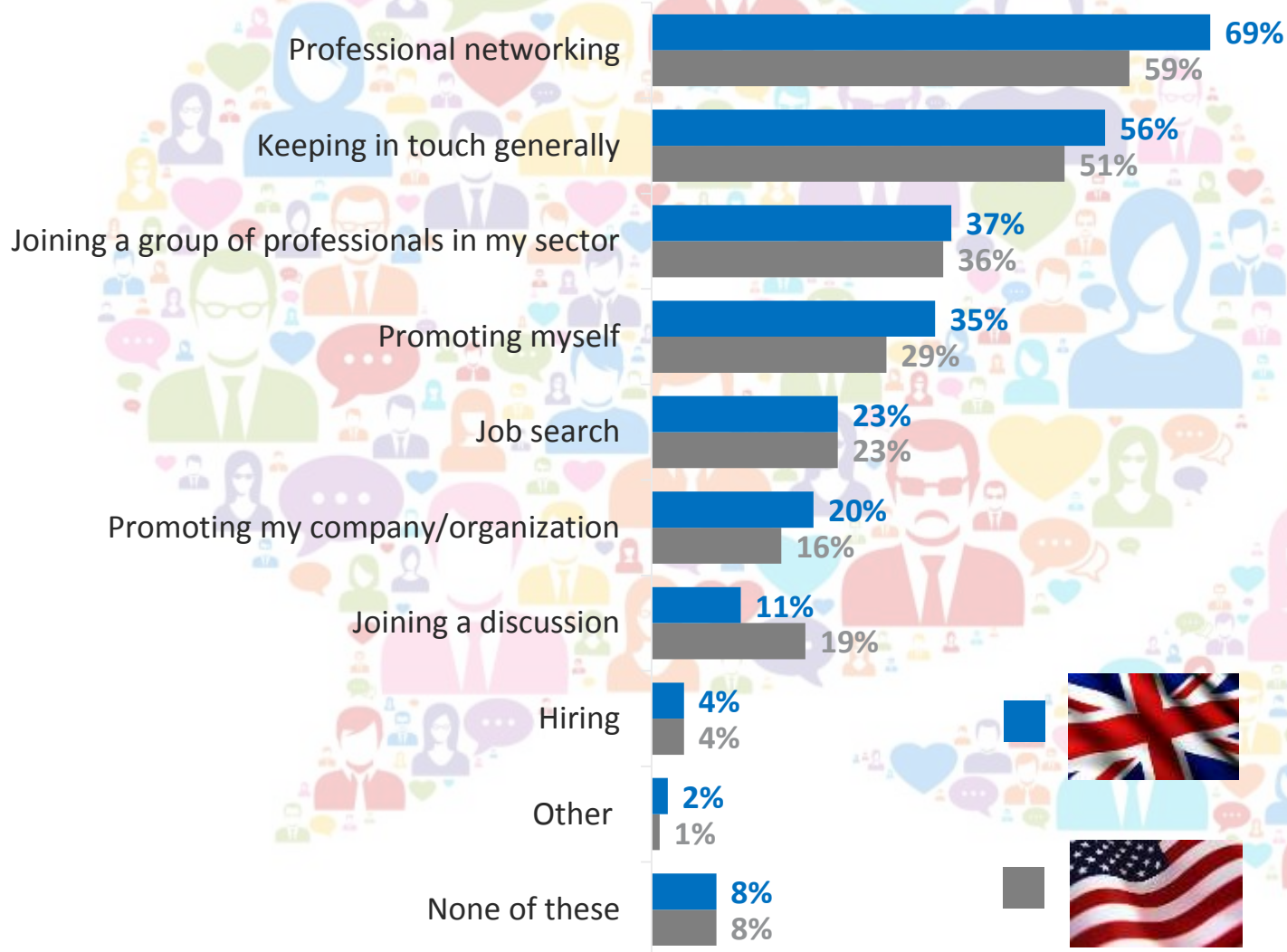
Importance of social media as a job seeking tool



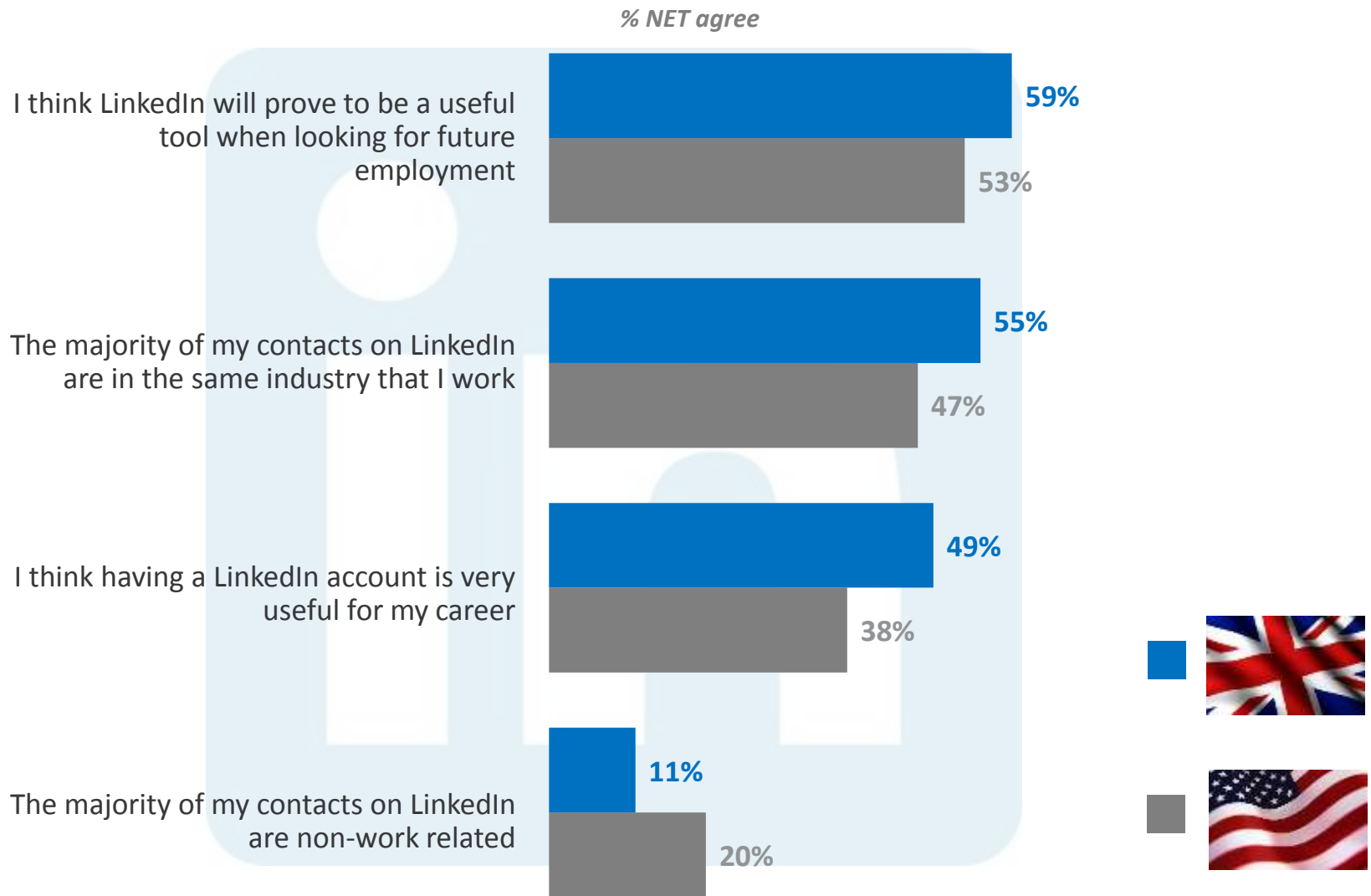
LinkedIn



Activities done on LinkedIn in last month



Perceptions around LinkedIn



Base: All working adults who are active users of LinkedIn UK (234), US (480)
 Q780: To what extent do you agree or disagree with the following statements?



Appendix

Usage of social media for job hunting



Social media usage to LOOK for a job

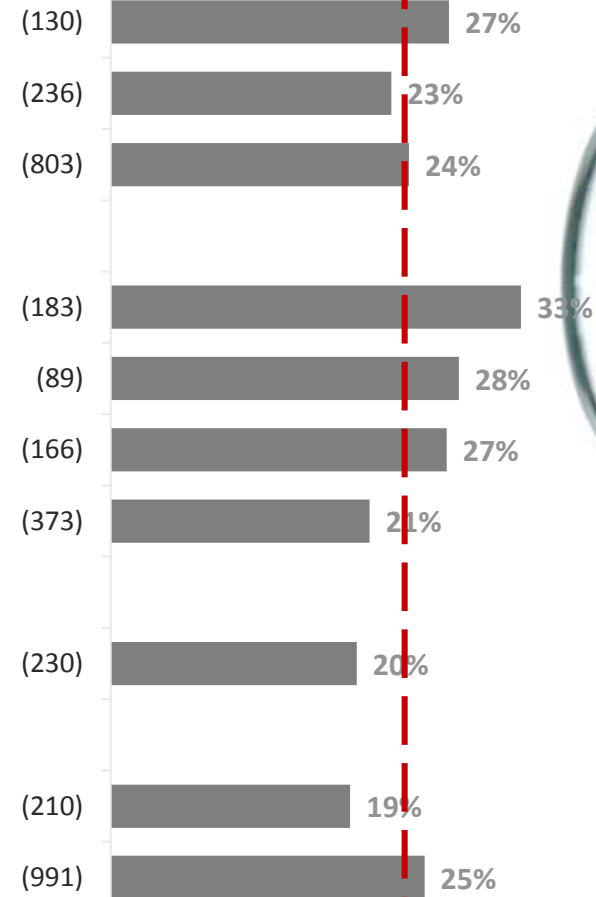
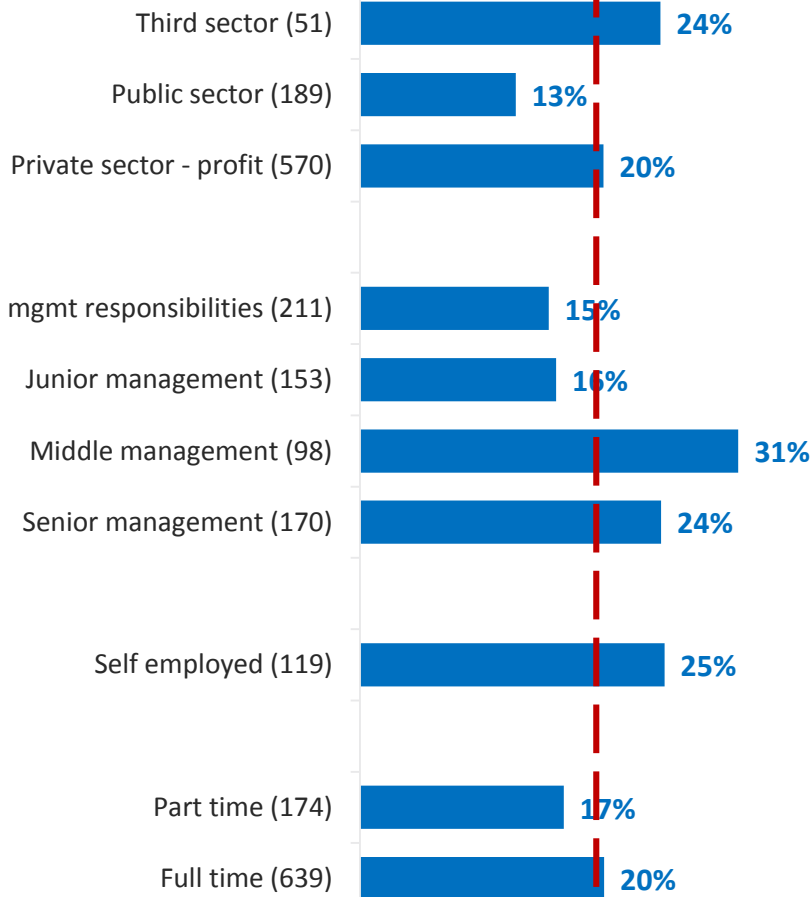
employment breakdown



% Yes

19% average

24% average



Base: All working adults who ever used social media (813), US (1,201)

Q500: Thinking about social media websites, such as LinkedIn, GlassDoor etc, have you ever looked for a job?



Social media usage for been APPROACHED ON

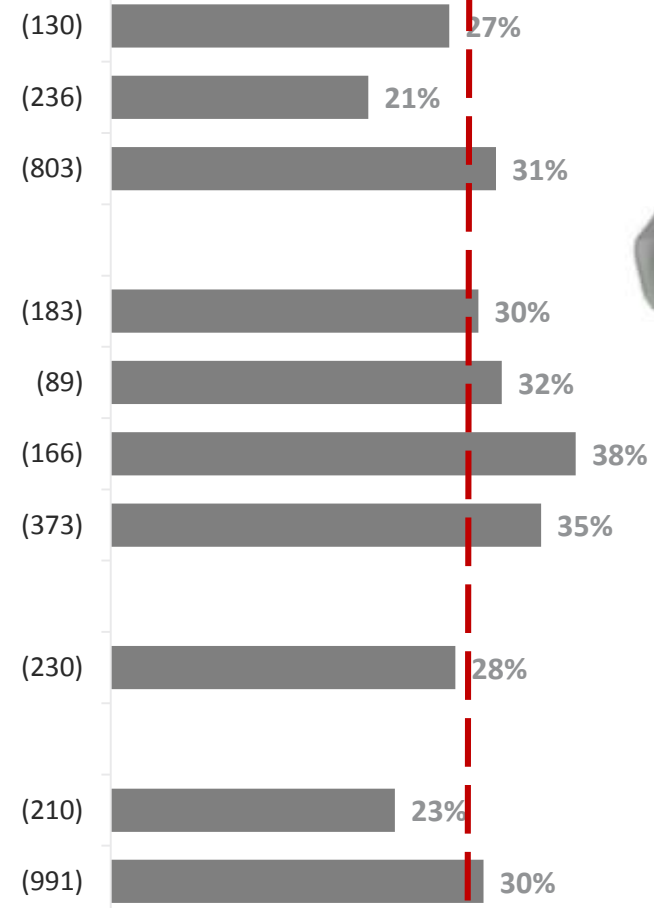
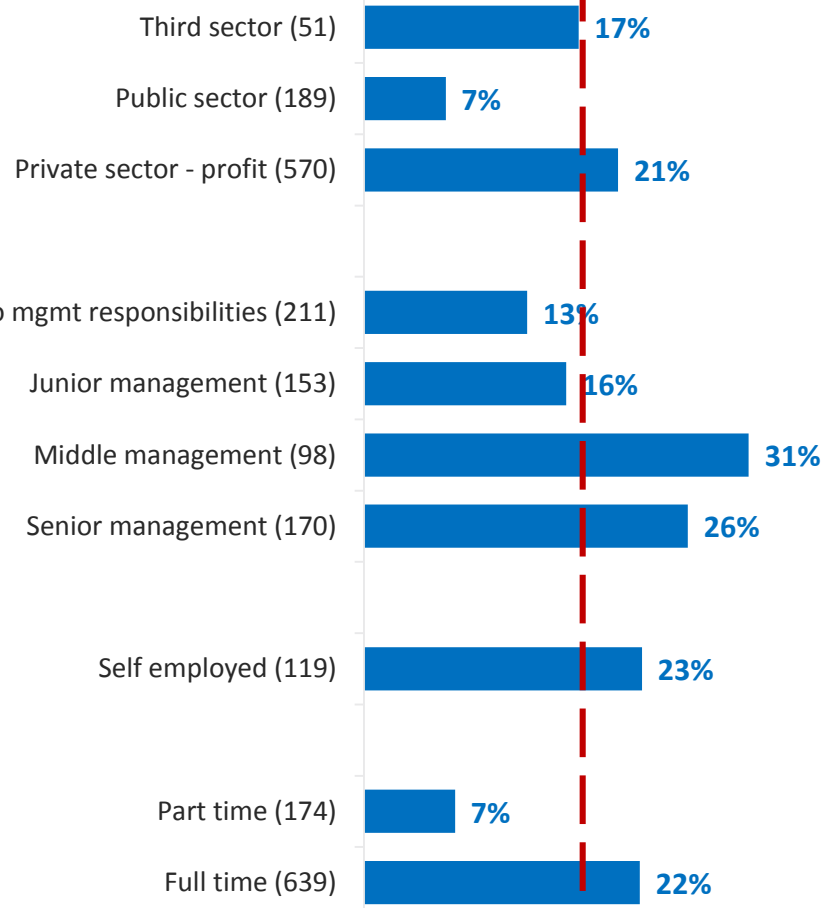
employment breakdown



% Yes

18% average

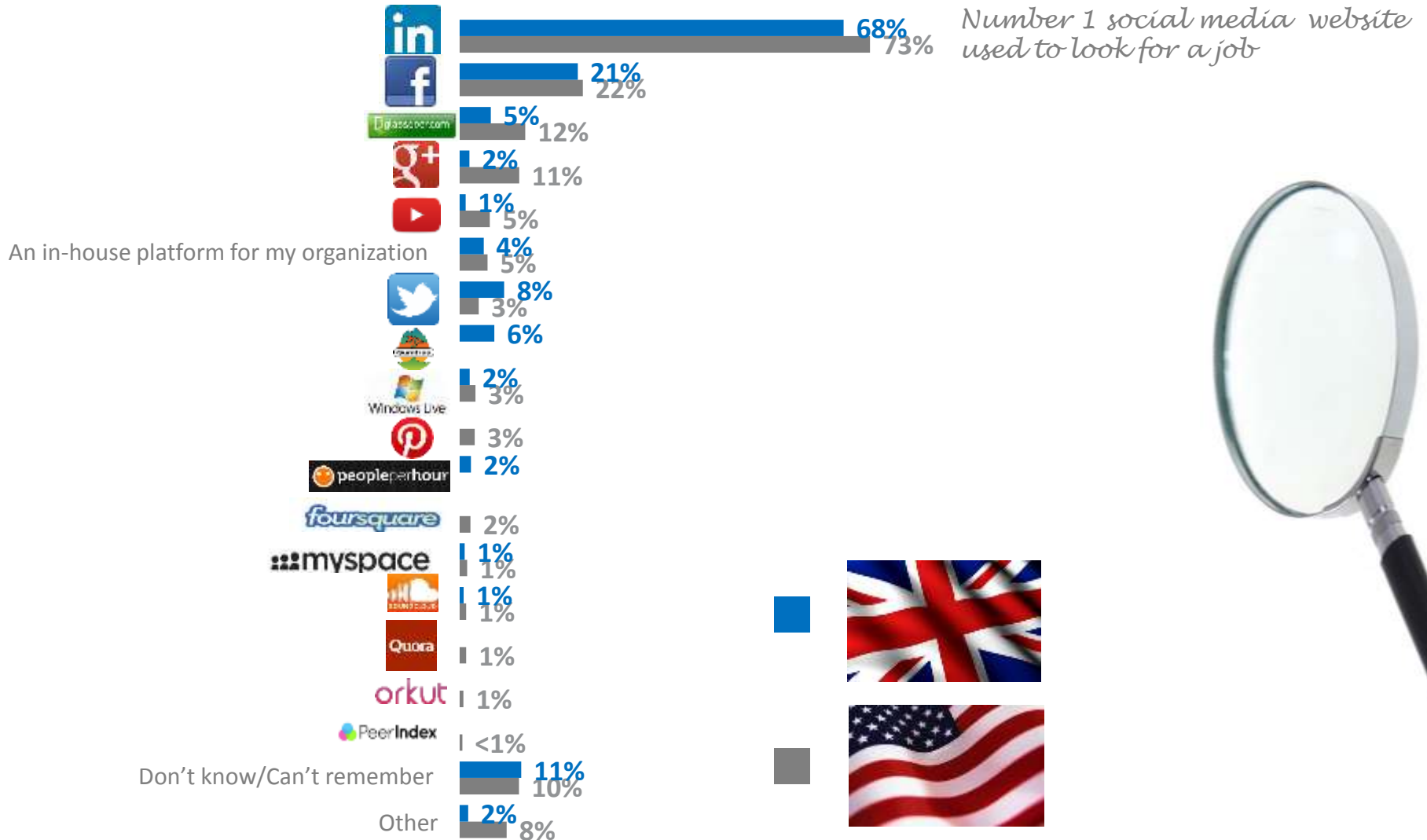
29% average



Base: All working adults who ever used social media (813), US (1,201)
 Q500: Thinking about social media websites, such as LinkedIn, GlassDoor etc, have you ever been approached about a new job on a social media website?



Social media used to LOOK for a job



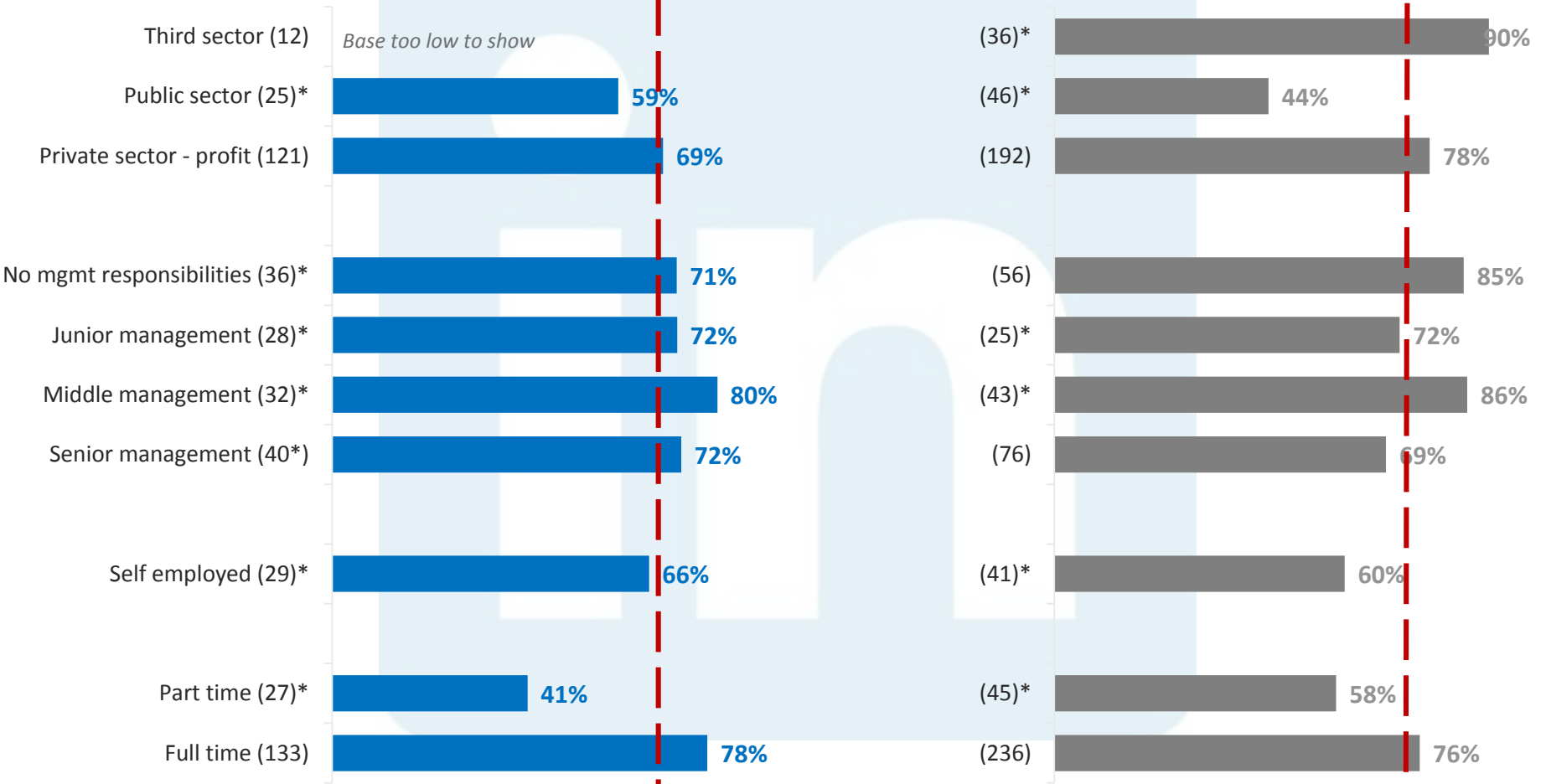
Users of LinkedIn who LOOK for a job

employment breakdown



68% average

73% average

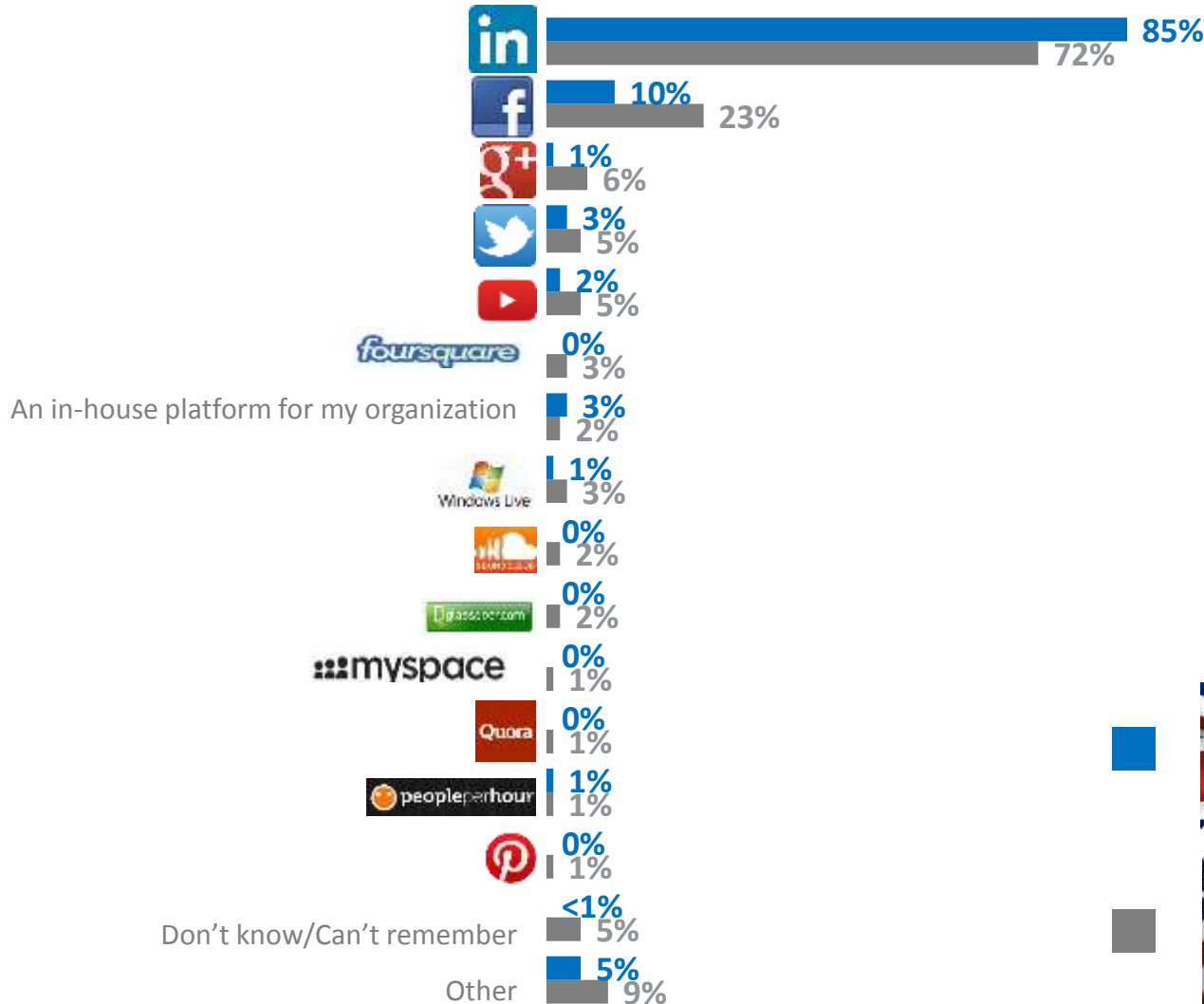


Base: All working adults who looked for a job on social media UK (160), US (281)
 Q510: Which of the following social media websites have you used to LOOK for a job?

* Caution low base



Social media APPROACHED ON about a new job



Number 1 social media website been approached on



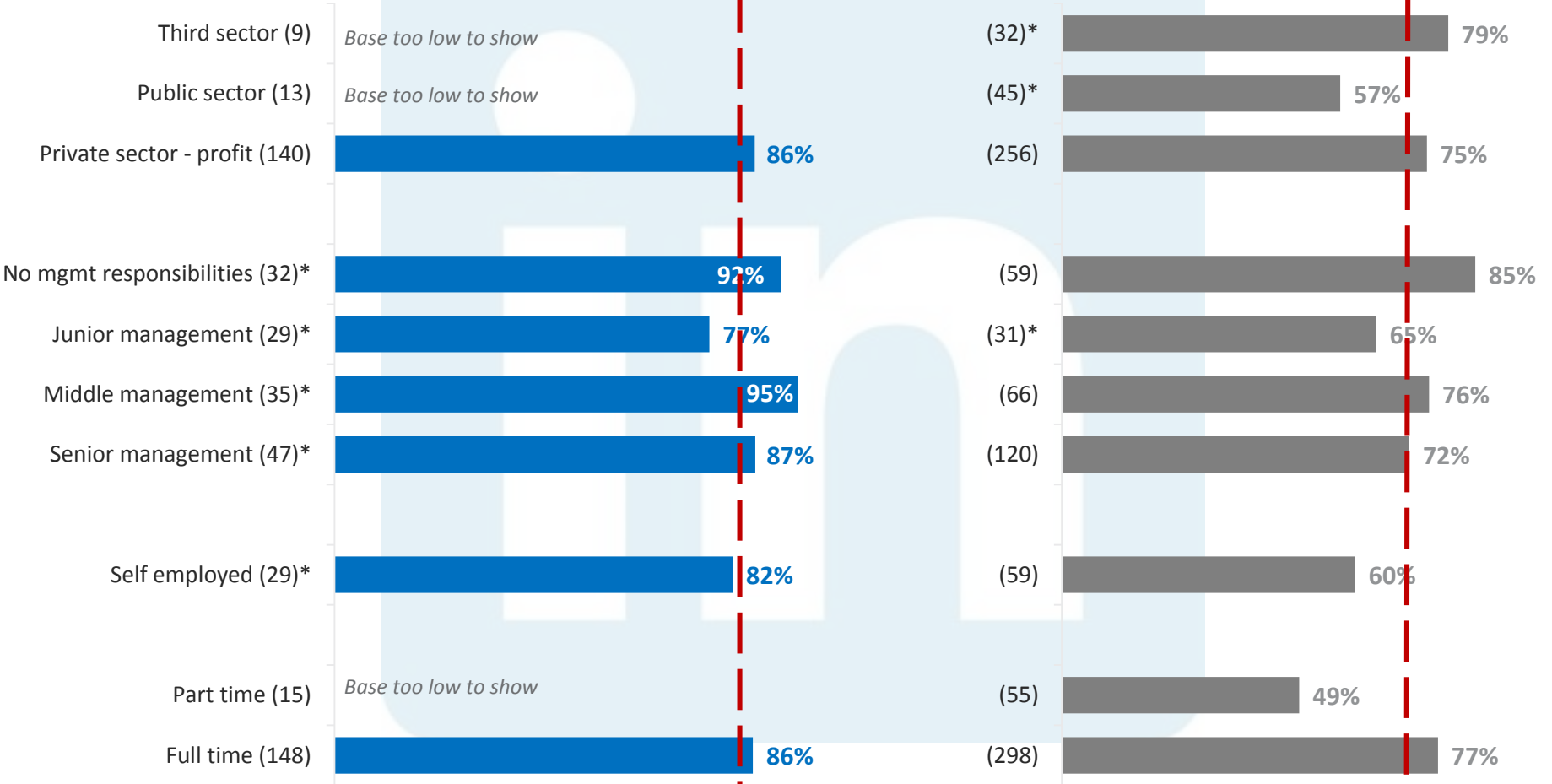
Users of LinkedIn been APPROACHED for a job

employment breakdown



85% average

72% average



Base: All working adults who have been approached about a job on social media UK (163), US (353) * Caution low base
 Q520: Which of the following social media websites have been APPROACHED ON about a new job?



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