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—social media and work

45% use social media websites for work purposes

1 in 5 use social media websites to look for a job

1 in 2 reckon they ease collaboration with people outside organisation

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

1 in 2 are given meaningful connections through social media

1 in 3 use it inside own organisation

1 in 2 use it outside own organisation

58% keeping up to date with news

social media play an important role in work done for 1 in 3

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

perceptions around social media websites

1 in 2 are given meaningful connections through social media
# UK vs. US comparison

<table>
<thead>
<tr>
<th>UK</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use social media websites for working purposes</td>
<td>38%</td>
</tr>
<tr>
<td>Use social media websites to look for a job</td>
<td>19%</td>
</tr>
<tr>
<td>Have been approached on social media websites about a job</td>
<td>18%</td>
</tr>
<tr>
<td>Are more inclined to apply for a job based on comments read on social media</td>
<td>18%</td>
</tr>
<tr>
<td>Use social media websites to find out about organisations considered for work</td>
<td>19%</td>
</tr>
<tr>
<td>Constantly seeking out for opportunities to learn new things and develop skills</td>
<td>56%</td>
</tr>
<tr>
<td>Use social media websites to share knowledge with others</td>
<td>39%</td>
</tr>
<tr>
<td>Social media makes it easier to collaborate within own organisation</td>
<td>24%</td>
</tr>
</tbody>
</table>
UK in a snapshot

Usage of social media for work

- 62% Never
- 11% Several times a day
- 11% Once a day
- 4% Once a week
- 4% Less often than once a week
- 4% More often than once a week

Top 5 activities done on social media websites for work

1. Keep up to date with news: 58%
2. Keep in touch with people outside my organisation: 48%
3. Build my professional network: 40%
4. Share knowledge with others: 39%
5. Learn more about areas of interest: 37%

Usage of social media websites for job hunting

- 80% No
- 19% Yes
- 1% Don't know

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%

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

Top 5 activities done on social media websites for work

- Keep up to date with news: 58%
- Keep in touch with people outside my organisation: 48%
- Share knowledge with others: 47%
- Learn more about areas of interest: 45%
- Build my professional network: 42%

Perceptions around social media websites

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

Usage of social media websites for job hunting

- Look for a job: 75%
- Been approached on a job: 70%

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

Practical experience is worth more on a CV than qualifications, accreditations or certifications
- 63% agree (UK), 66% agree (US)

I’m constantly seeking out opportunities to learn new things and develop my skills
- 56% agree (UK), 79% agree (US)

I know exactly where I want my career to be in five years’ time, and how I’m going to get there
- 40% agree (UK), 55% agree (US)

If my employer doesn’t offer me progression within an acceptable timeframe, I’d prefer to move on rather than wait longer than I want to
- 26% agree (UK), 34% agree (US)

When I take part in personal development, the ability to add value to my CV is more important than the knowledge or skills I acquire
- 13% agree (UK), 14% agree (US)

My development isn’t my responsibility, it’s something my employer should lead
- 8% agree (UK), 5% agree (US)

US workers seem to be more career orientated than their UK counterparts.
Usage of social media for work purposes
Frequency of usage of social media for work purposes

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

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

Net daily
15%

Net daily
23%

62%
Never

49%
Never

1% Don't know

11% Several times a day

1% Don't know

17% Several times a day

15%
Net daily

23%
Net daily

4% Once a day

6%
Net daily

4% Once a day

2% 4 to 6 days a week

3%
4 to 6 days a week

4% 2 to 3 days a week

6%
2 to 3 days a week

12%
Less often than once a week

12%
Less often than once a week

13%
Less often than once a week

5%
Less often than once a week

2% Once a week

6%
Once a week

13%
Once a week

17%
Several times a day

13%
Several times a day

12%
Several times a day

12%
Several times a day
Usage of social media for work purposes

employment breakdown

% users of social media for work

- Third sector (69) 32%
- Public sector (228) 32%
- Private sector - profit (706) 40%
- No mgmt responsibilities (272) 27%
- Junior management (179) 34%
- Middle management (120) 44%
- Senior management (206) 62%
- Self employed (143) 62%
- Part time (219) 29%
- Full time (789) 41%

38% average

- Full time (1,154) 53%
- No mgmt responsibilities (205) 49%
- Senior management (441) 64%
- Part time (253) 44%
- Full time (789) 53%

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?
Activities done on social media for work purposes

Q270: For which, if any, of the following reasons do you use social media for work purposes?

- Keep up to date with news: 58%
- Keep in touch with people outside my organisation: 48%
- Build my professional network: 48%
- Share knowledge with others: 32%
- Learn more about areas of interest: 45%
- Keep in touch with people inside my organisation: 29%
- Build the profile of my employer/ organisation: 26%
- Build my own reputation: 25%
- Look for new job opportunities: 23%
- Generate revenue for my employer/ organisation: 12%
- Other: 6%

Base: All using social media for work purposes UK (399), US (730)
Perceptions around social media and work
Perceptions around social media at workplace

% NET agree

- I separate my personal use of social media from my professional use: 72% agree, 75% disagree
- Social media makes it easier to collaborate with people outside my organization: 53% agree, 55% disagree
- Social media gives me meaningful connections with people I would otherwise not know: 50% agree, 52% disagree
- Social media plays an important role in the work I do: 32% agree, 31% disagree
- Social media helps me to be more responsive to my customers/clients: 31% agree, 38% disagree
- I need to access social media during work to allow me to do my job effectively: 28% agree, 31% disagree
- Social media allows me to discuss aspects of my work I would otherwise not discuss: 26% agree, 23% disagree
- Social media makes it easier to collaborate within my organization: 24% agree, 34% disagree
- Social media helps me be influential inside my organization: 19% agree, 26% disagree

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

Net agree 50%

13% Strongly agree
7% Tend to agree
24% Neither agree nor disagree
12% Tend to disagree
6% Strongly disagree
7% Don't know

Net agree 53%

16% Strongly agree
26% Neither agree nor disagree
38% Tend to agree
11% Tend to disagree
7% Don't know
7% Strongly disagree

Base: All UK (1,008), All US (1,407)
Q310: To what extent do you agree or disagree with the following statement?

YouGov
What the world thinks
Usage of social media for job hunting
Social media usage for job hunting – reactive and proactive

Have you looked for a job via a social media website?

- No: 80%
- Yes: 19%

Have you been approached about a new job via a social media website?

- No: 81%
- Yes: 18%

In the US social media are used more proactively to find a job

- No: 75%
- Yes: 24%

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

- **Yes, used** (19%)
- **No, not used** (81%)

For the UK:
- **Yes, used** (27%)
- **No, not used** (73%)

For the US:
- **Yes, used** (19%)
- **No, not used** (81%)

YouGov What the world thinks
Influence of comments read on social media on **applying for a job**

<table>
<thead>
<tr>
<th>Influence of Comments</th>
<th>UK</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>More inclined to apply</td>
<td>18%</td>
<td>27%</td>
</tr>
<tr>
<td>Less inclined to apply</td>
<td>8%</td>
<td>11%</td>
</tr>
<tr>
<td>No difference</td>
<td>53%</td>
<td>46%</td>
</tr>
<tr>
<td>Never applied for a job</td>
<td>21%</td>
<td>17%</td>
</tr>
</tbody>
</table>

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

Q620: Was your decision to accept a job offer influenced by comments you have read on social media about the employer?

- Never been offered a job
- No difference
- LESS inclined to accept
- MORE inclined to accept

**UK**
- 31% (Never been offered)
- 51% (No difference)
- 6% (LESS inclined)
- 13% (MORE inclined)

**US**
- 24% (Never been offered)
- 53% (No difference)
- 7% (LESS inclined)
- 16% (MORE inclined)

Base: All working adults who have been looking for a job/been approached on a job UK (209), US (368)
Importance of social media as a job seeking tool

Very important: 5% (UK), 9% (US)

Not at all important: 40% (UK), 32% (US)

Base: All working adults UK (1,008), US (1,407)
Q630: Overall, how important, if at all, do you think social media is as a job seeking tool?
Q720: Which of the following, if any, do you use LinkedIn for?

- Professional networking: 69%
- Keeping in touch generally: 56%
- Joining a group of professionals in my sector: 37%
- Promoting myself: 35%
- Job search: 23%
- Promoting my company/organization: 20%
- Joining a discussion: 11%
- Hiring: 4%
- Other: 2%
- None of these: 8%

Base: All working adults who are active users of LinkedIn UK (234), US (480)
Perceptions around LinkedIn

Q780: To what extent do you agree or disagree with the following statements?

- **I think LinkedIn will prove to be a useful tool when looking for future employment**
  - % NET agree: 59%
  - % NET disagree: 53%

- **The majority of my contacts on LinkedIn are in the same industry that I work**
  - % NET agree: 55%
  - % NET disagree: 47%

- **I think having a LinkedIn account is very useful for my career**
  - % NET agree: 49%
  - % NET disagree: 38%

- **The majority of my contacts on LinkedIn are non-work related**
  - % NET agree: 11%
  - % NET disagree: 20%

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

<table>
<thead>
<tr>
<th>Category</th>
<th>% Yes</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Third sector (51)</td>
<td>24%</td>
<td>130</td>
</tr>
<tr>
<td>Public sector (189)</td>
<td>13%</td>
<td>236</td>
</tr>
<tr>
<td>Private sector - profit (570)</td>
<td>20%</td>
<td>803</td>
</tr>
<tr>
<td>No mgmt responsibilities (211)</td>
<td>15%</td>
<td>183</td>
</tr>
<tr>
<td>Junior management (153)</td>
<td>16%</td>
<td>89</td>
</tr>
<tr>
<td>Middle management (98)</td>
<td>31%</td>
<td>166</td>
</tr>
<tr>
<td>Senior management (170)</td>
<td>24%</td>
<td>373</td>
</tr>
<tr>
<td>Self employed (119)</td>
<td>25%</td>
<td>230</td>
</tr>
<tr>
<td>Part time (174)</td>
<td>17%</td>
<td>210</td>
</tr>
<tr>
<td>Full time (639)</td>
<td>20%</td>
<td>991</td>
</tr>
</tbody>
</table>

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

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

Number 1 social media website used to look for a job

LinkedIn: 68%
Facebook: 21%
An in-house platform for my organization: 2%
Twitter: 8%
Google+ (G+) 2%
You Tube: 1%
Facebook: 1%
Twitter: 2%
Other (3%)
Don’t know/Can’t remember: 11%
Other: 2%

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?
Users of LinkedIn who LOOK for a job
employment breakdown

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>Third sector</td>
<td>68%</td>
<td>(12)</td>
</tr>
<tr>
<td>Public sector</td>
<td>59%</td>
<td>(25)</td>
</tr>
<tr>
<td>Private sector - profit</td>
<td>69%</td>
<td>(121)</td>
</tr>
<tr>
<td>No mgmt responsibilities</td>
<td>71%</td>
<td>(36)</td>
</tr>
<tr>
<td>Junior management</td>
<td>72%</td>
<td>(28)</td>
</tr>
<tr>
<td>Middle management</td>
<td>80%</td>
<td>(32)</td>
</tr>
<tr>
<td>Senior management</td>
<td>72%</td>
<td>(40)</td>
</tr>
<tr>
<td>Self employed</td>
<td>66%</td>
<td>(29)</td>
</tr>
<tr>
<td>Part time</td>
<td>41%</td>
<td>(27)</td>
</tr>
<tr>
<td>Full time</td>
<td>78%</td>
<td>(133)</td>
</tr>
</tbody>
</table>

*Caution low base

Q510: Which of the following social media websites have you used to LOOK for a job?

31 Base: All working adults who looked for a job on social media UK (160), US (281)

*Caution low base
Social media APPROACHED ON about a new job

Number 1 social media website been approached on

LinkedIn: 85%
Facebook: 72%
Twitter: 23%
YouTube: 10%
Foursquare: 6%
Windows Live: 5%
MySpace: 5%
Quora: 5%
PeoplePerHour: 5%
Pinterest: 5%
Don’t know/Can’t remember: <1%
Other: 9%

An in-house platform for my organization

Base: All working adults who have been approached about a job on social media UK (163), US (353)
Q520: Which of the following social media websites have been APPROACHED ON about a new job?
Users of LinkedIn been APPROACHED for a job
employment breakdown

<table>
<thead>
<tr>
<th>Job Type</th>
<th>UK Percentage</th>
<th>US Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Third sector (9)</td>
<td>Base too low to show</td>
<td>Base too low to show</td>
</tr>
<tr>
<td>Public sector (13)</td>
<td>Base too low to show</td>
<td>Base too low to show</td>
</tr>
<tr>
<td>Private sector - profit (140)</td>
<td>86%</td>
<td>75%</td>
</tr>
<tr>
<td>No mgmt responsibilities (32)*</td>
<td>92%</td>
<td>85%</td>
</tr>
<tr>
<td>Junior management (29)*</td>
<td>77%</td>
<td>65%</td>
</tr>
<tr>
<td>Middle management (35)*</td>
<td>95%</td>
<td>76%</td>
</tr>
<tr>
<td>Senior management (47)*</td>
<td>87%</td>
<td>72%</td>
</tr>
<tr>
<td>Self employed (29)*</td>
<td>82%</td>
<td>60%</td>
</tr>
<tr>
<td>Part time (15)</td>
<td>Base too low to show</td>
<td>Base too low to show</td>
</tr>
<tr>
<td>Full time (148)</td>
<td>86%</td>
<td>77%</td>
</tr>
</tbody>
</table>

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?
For more information contact:

Gavin Ellison
Director, Public Services and NFP
E: gavin.ellison@yougov.com

Ian Neale
Associate Director
E: ian.neale@yougov.com