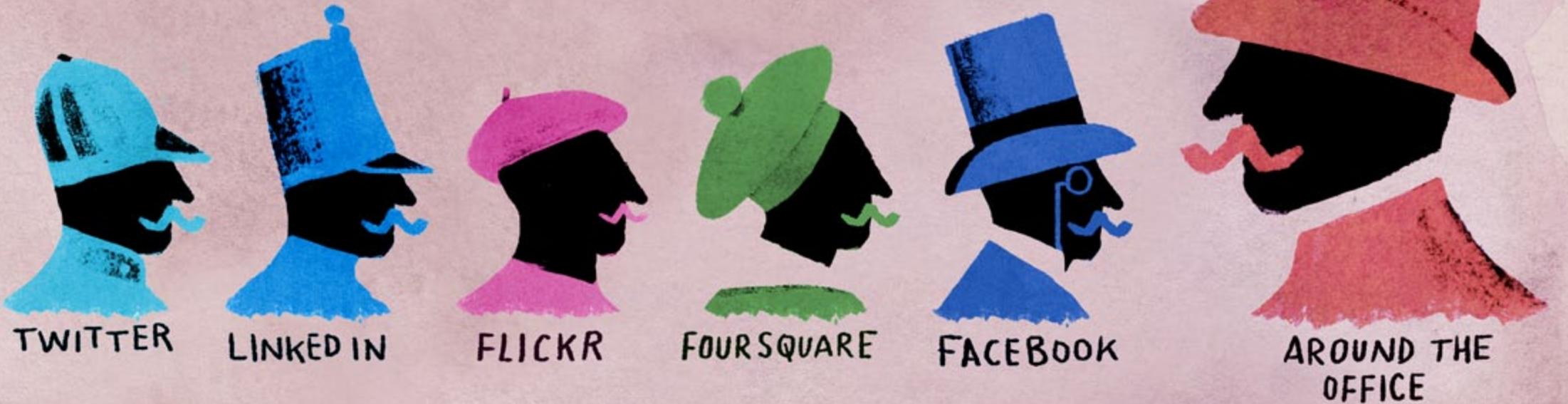




# WHEN WORLDS COLLIDE

THE RISE OF SOCIAL MEDIA FOR  
PROFESSIONAL & PERSONAL USE



# BUSINESS OR PLEASURE?

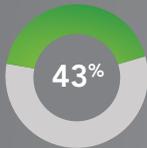
## SOCIAL MEDIA IN THE WORKPLACE

47% ↔

are concerned that mixing personal and professional connections could cause problems in the workplace

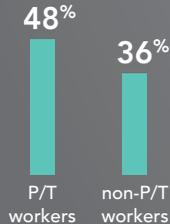
### ADVERSE EFFECTS ON WORK

More than four in 10 agree that the use of social media at work negatively impacts productivity. Baby Boomers are the most skeptical with almost half (49%) showing concern.



### HAVING A PRESENCE

For employers, there is growing pressure to align their social media activities to attract future talent. More than one-quarter of workers feel it's important that their employer has a social media presence.



### USING THEIR NETWORKS

When making career/employment decisions, significantly more professional and technical workers are likely to use their network of friends and colleagues than non-P/T workers.

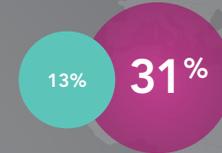
30% FEEL IT'S ACCEPTABLE TO USE SOCIAL MEDIA FOR PERSONAL USE AT WORK

### SOCIAL MEDIA AT WORK (BY REGION)

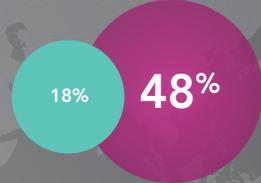
AMERICAS



EUROPE



ASIA-PACIFIC



● % who think it is acceptable to use social media for personal use at work  
● % who have been told to stop using social media at work



### GEN Y

are the most accepting of the personal use of social media at work.

○ Gen Y  
○ Gen X  
○ Baby Boomers

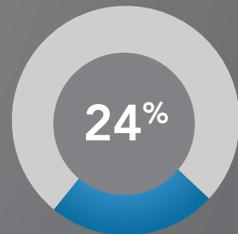
### THUMBS DOWN

More than half don't believe employers have the right to view personal social media pages (56%). Nor do they approve of prospective employers viewing their pages as a hiring tool (55%).



### SHARING OPINIONS

Almost one-quarter believe it's acceptable to share opinions about work via social media. This is most apparent in the Asia-Pacific region (36%).



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## THE KELLY GLOBAL WORKFORCE INDEX 2012

The *2012 Kelly Global Workforce Index* (KGWI) brings together the findings from almost 170,000 respondents from 30 countries. It shows the results of diverse forces impacting the contemporary workplace, including generational and geographic diversity, technology, employee empowerment, and the widespread use of social media.

This second installment of the 2012 KGWI findings demonstrates the enormous challenges and opportunities being thrust on the world of work as a result of the proliferation of social media—Internet forums, blogs, Facebook, Twitter, LinkedIn and hundreds of niche sites that unite users.

The views of respondents demonstrate the sheer scale of the task faced by business executives in adopting optimum social media strategies, and in reconciling tensions over issues such as privacy, monitoring, and use of social media in recruitment. As in previous years, the 2012 KGWI has a special focus on the generational perspective

of the workplace, with an emphasis on the three main workforce generations—Gen Y (age 19-30), Gen X (age 31-48) and Baby Boomers (age 49-66). The survey captures the views of workers across the Americas, APAC and EMEA regions.

## SOCIAL MEDIA—BUSINESS OR PLEASURE?

The explosion of social media across the globe has transformed personal communications and opened up a myriad of opportunities for interaction across communities, regions and peer groups. Along with the opportunities come challenges, nowhere more so than in the workplace. The spontaneous and free-ranging character of social media can sit uneasily in a work setting.

Understanding and managing the workplace issues associated with social media is an evolving discipline. However, it is clear that attitudes toward social media are far from uniform. Generational, occupational and regional variances shape the way that people embrace these platforms.

In the process, employees and employers are coming to grips with a host of thorny issues relating to freedom of expression, privacy, and dissemination of sensitive information, all further challenging the traditional divide between work and personal life.

A fundamental question is whether there is a place that social media can, or should, occupy for individuals in the contemporary workplace. Views on this are divided.

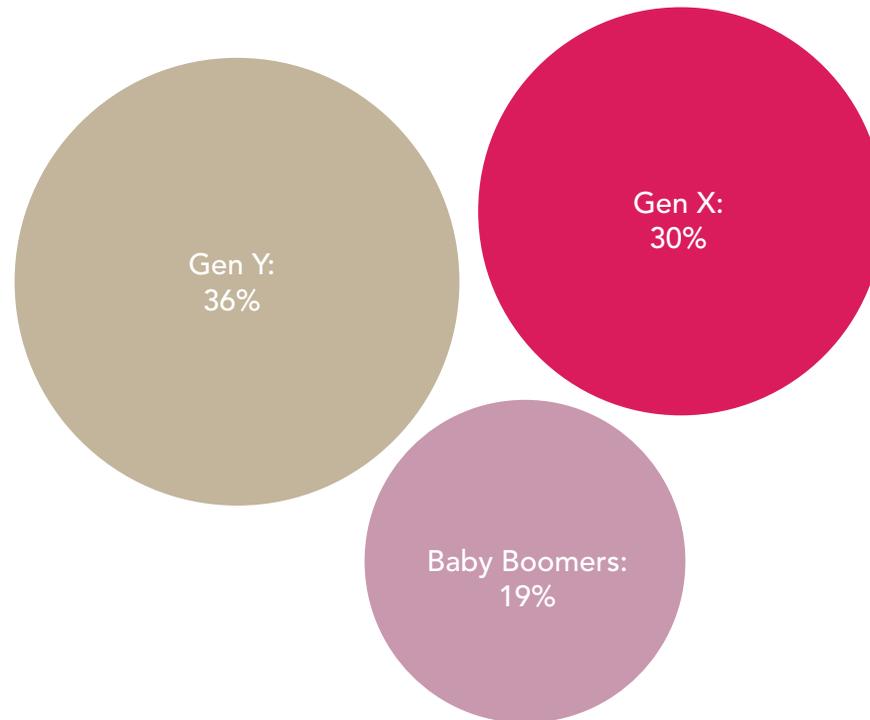
# PERSONAL USE OF SOCIAL MEDIA AT WORK (BY GENERATION)

→ It's also a generational issue. Gen Y (36%) and Gen X (30%) are significantly more likely to feel it is acceptable to use social media for personal use at work, compared to Baby Boomers (19%).

With the talent war for highly skilled workers in full swing, it is important to note that significantly more workers with professional and technical skill sets feel it is acceptable to use social media for personal use when at work (35% compared to 24% for those with non-P/T skill sets). This insight is key for employers struggling to keep employment policies in line with the expectations of their critical workforce segments.

The upshot is that attitudes toward social media in the workplace are closely aligned to age and location. It's perhaps not surprising that younger workers are more comfortable with social media in a work environment. More revealing are the cultural differences.

Do you feel it is acceptable to use social media for personal use at work? (% Yes by generation)



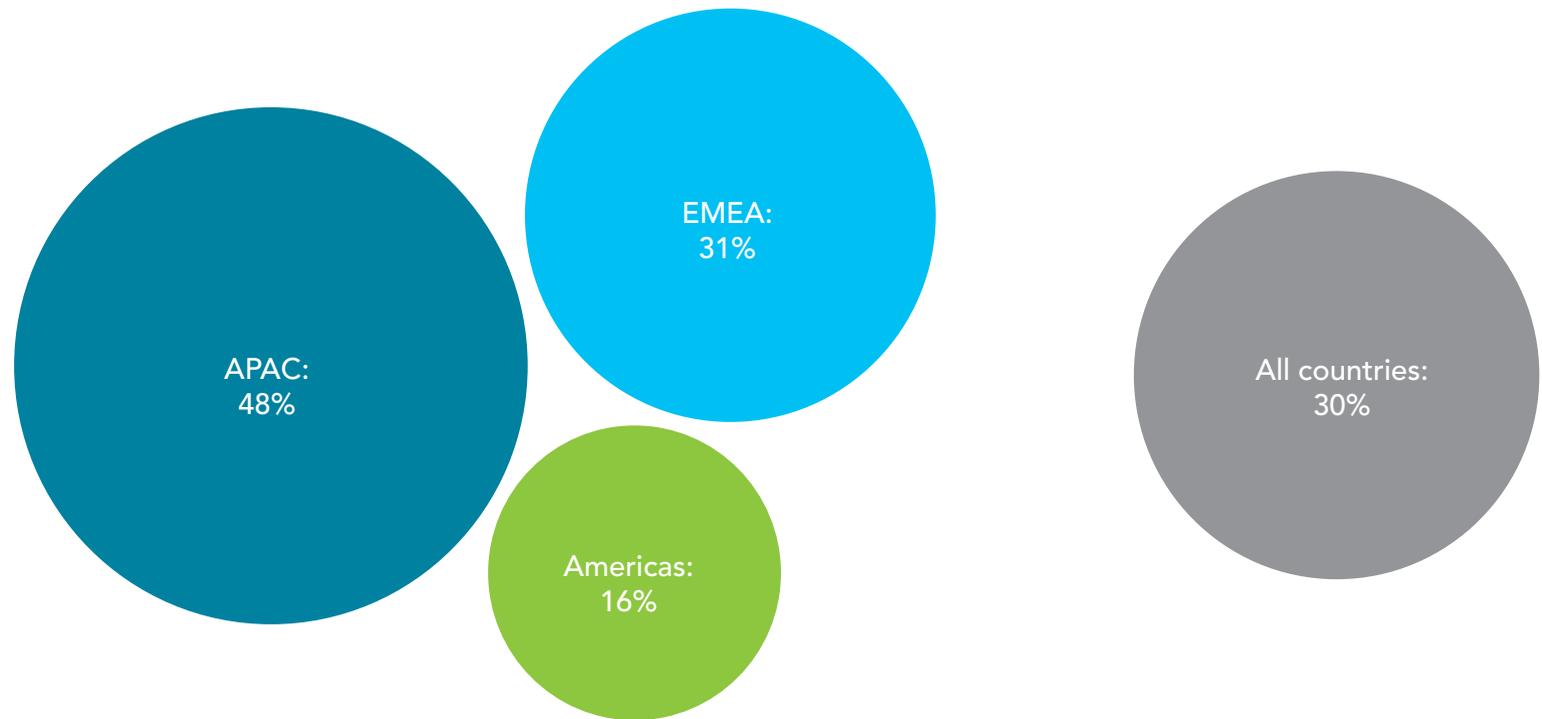
# PERSONAL USE OF SOCIAL MEDIA AT WORK (BY REGION)

→ Those in APAC are three times more likely than those in the Americas to approve of social media for personal use while at work.

That should be a signal to businesses with global operations to think carefully about the implications of uniform rules on social media.

More than one-quarter of respondents (30%) feel it is acceptable to use social media for personal use when at work. This is highest within the APAC region, where nearly half (48%) feel it is acceptable to use social media for personal use at work, compared with 31% in EMEA and just 16% in the Americas.

Do you feel it is acceptable to use social media for personal use at work? (% Yes by region)



Regional differences may be attributed in part to the generational composition of the survey samples, with the APAC region having a larger proportion of Gen Y respondents.

## CONFRONTING THE DOWNSIDE OF SOCIAL MEDIA

Despite that fact that social media is becoming more widespread in the workplace, it has earned something of a mixed reputation. There are serious reservations among many relating to its impact on productivity, staff morale and personal privacy.

Given the extent of social media use in the workplace, a surprising number of respondents acknowledge its disruptive effect.

increasingly common practice of sharing opinions about work-related matters with colleagues on social media.

The idea of mixing personal and professional connections on social media opens up an array of difficult issues, as does the

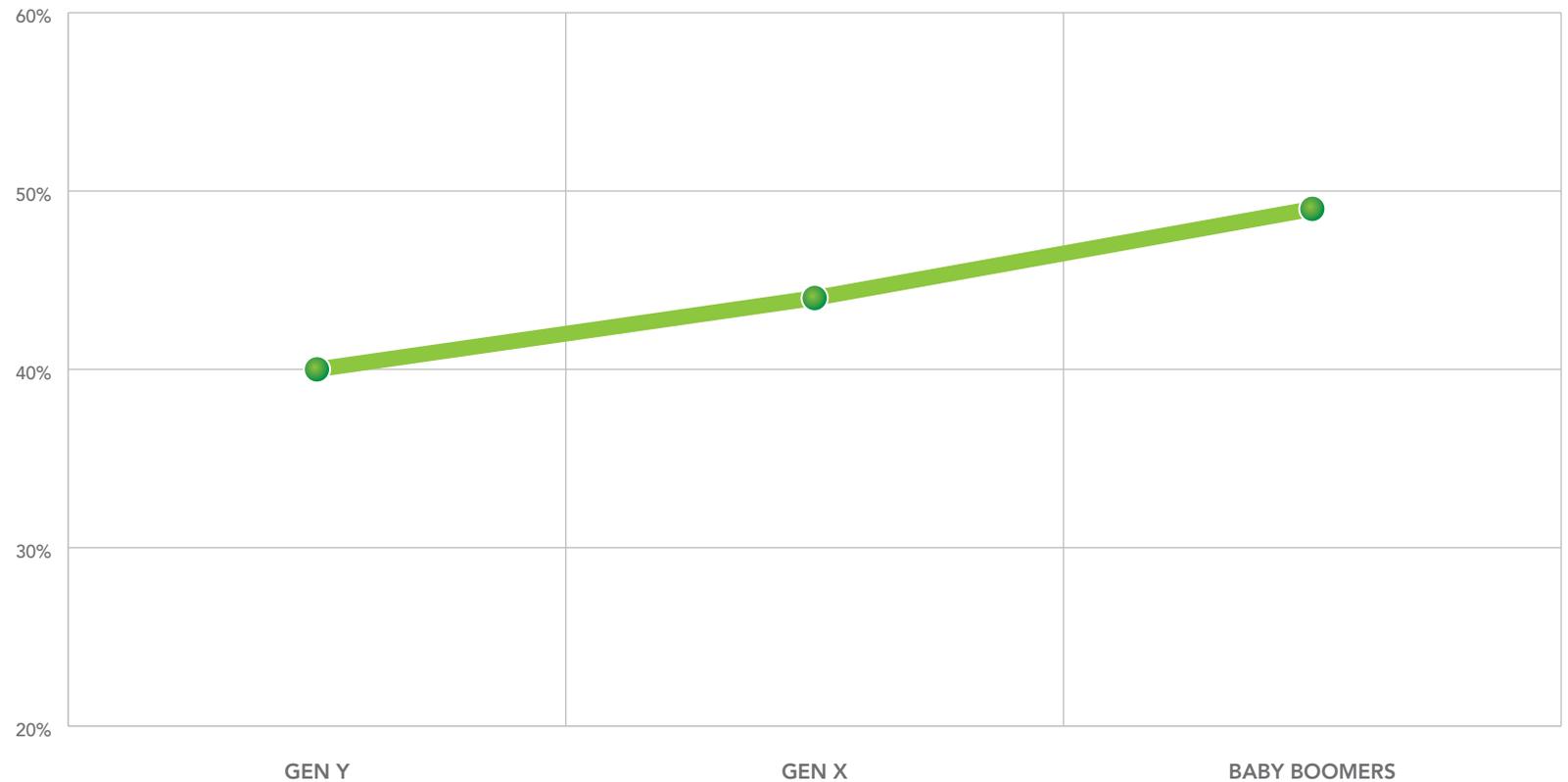
And yet there are very few who say they have actually been instructed to stop using social media in their work setting.

# PRODUCTIVITY IMPACT OF SOCIAL MEDIA (BY GENERATION)

→ Among the different workplace generations, Baby Boomers are most skeptical, with almost half (49%) believing it negatively impacts productivity. But even among younger workers, there is still a significant level of concern—40% of Gen Y and 44% of Gen X.

There is a very clear appreciation of the potential dangers that exist as a result of failing to draw a distinction between the personal and professional use of social media.

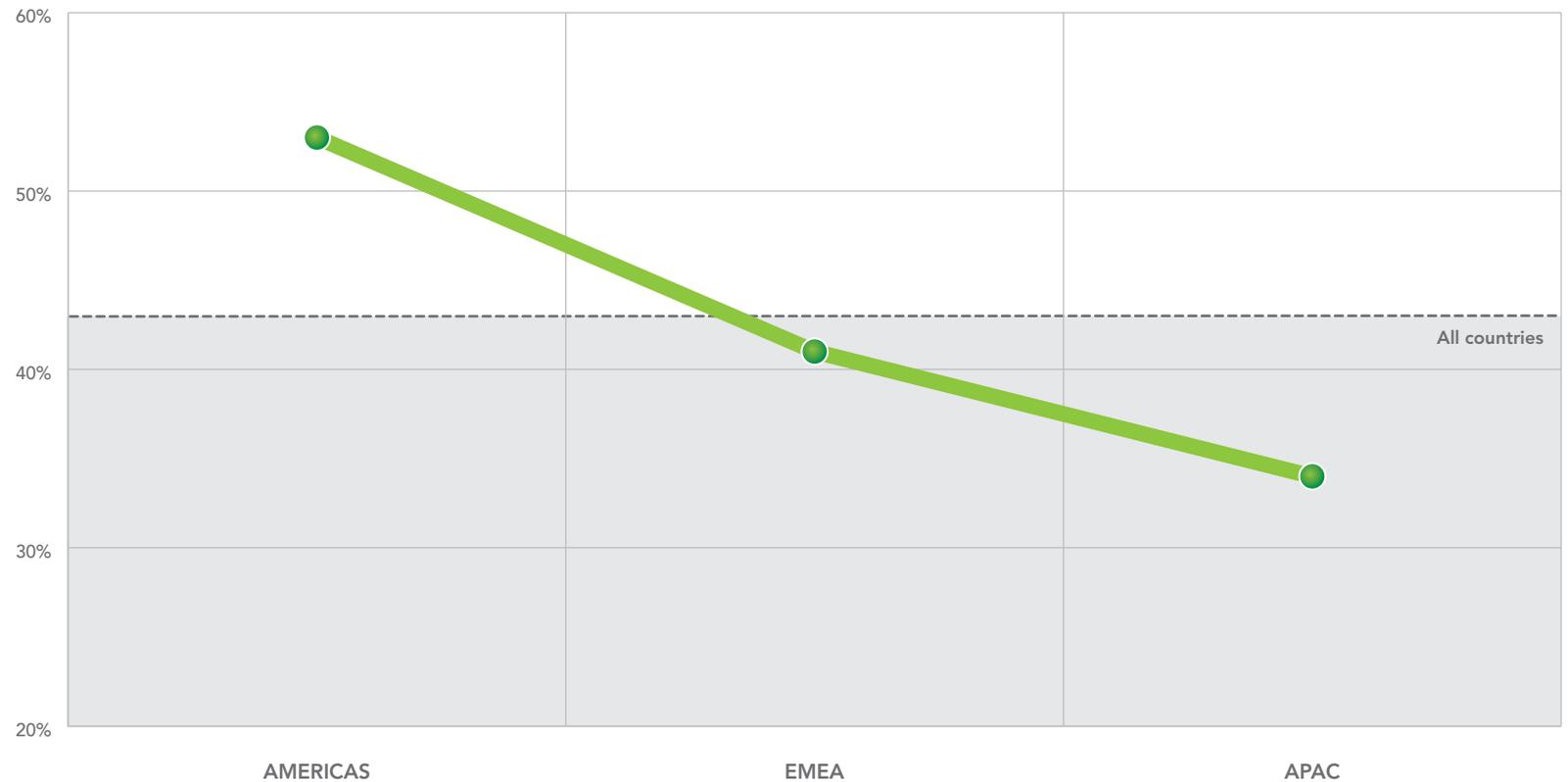
To what extent do you agree or disagree that the use of social media at work impacts negatively on workplace productivity? (% Agree by generation)



# PRODUCTIVITY IMPACT OF SOCIAL MEDIA (BY REGION)

→ More than four in 10 (43%) believe that the use of social media at work adversely impacts productivity. This is highest in the Americas, where 53% say it hampers work effort, compared with 41% in EMEA and 34% in APAC.

To what extent do you agree or disagree that the use of social media at work negatively impacts workplace productivity? (% Agree by region)



Regional differences may be attributed in part to the generational composition of the survey samples, with the APAC region having a larger proportion of Gen Y respondents.

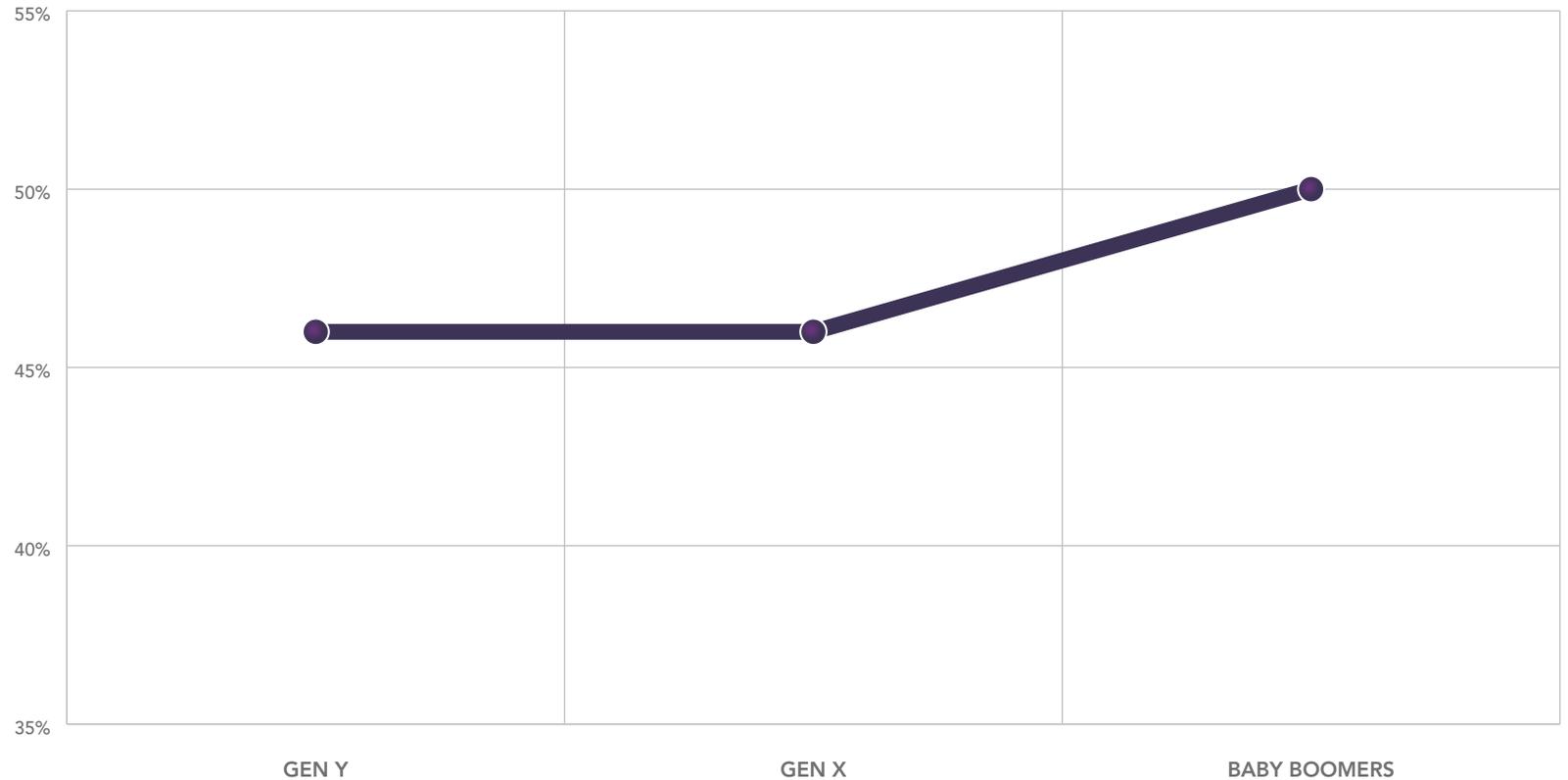
# MIXING PERSONAL AND PROFESSIONAL CONNECTIONS (BY GENERATION)

→ Baby Boomers are more likely to have this concern (50%) compared to the younger generations (46% for both Gen Y and Gen X).

What emerges is that for many, social media has become something of a necessary evil; it is a central feature of the contemporary communications toolkit, but many workers see potential hazards that could significantly impact their careers.

It thus becomes critical for organizations as well as individuals to reconcile the two worlds of social media—the public and the private. This tension is central to the way that social media is embedded into the workplace.

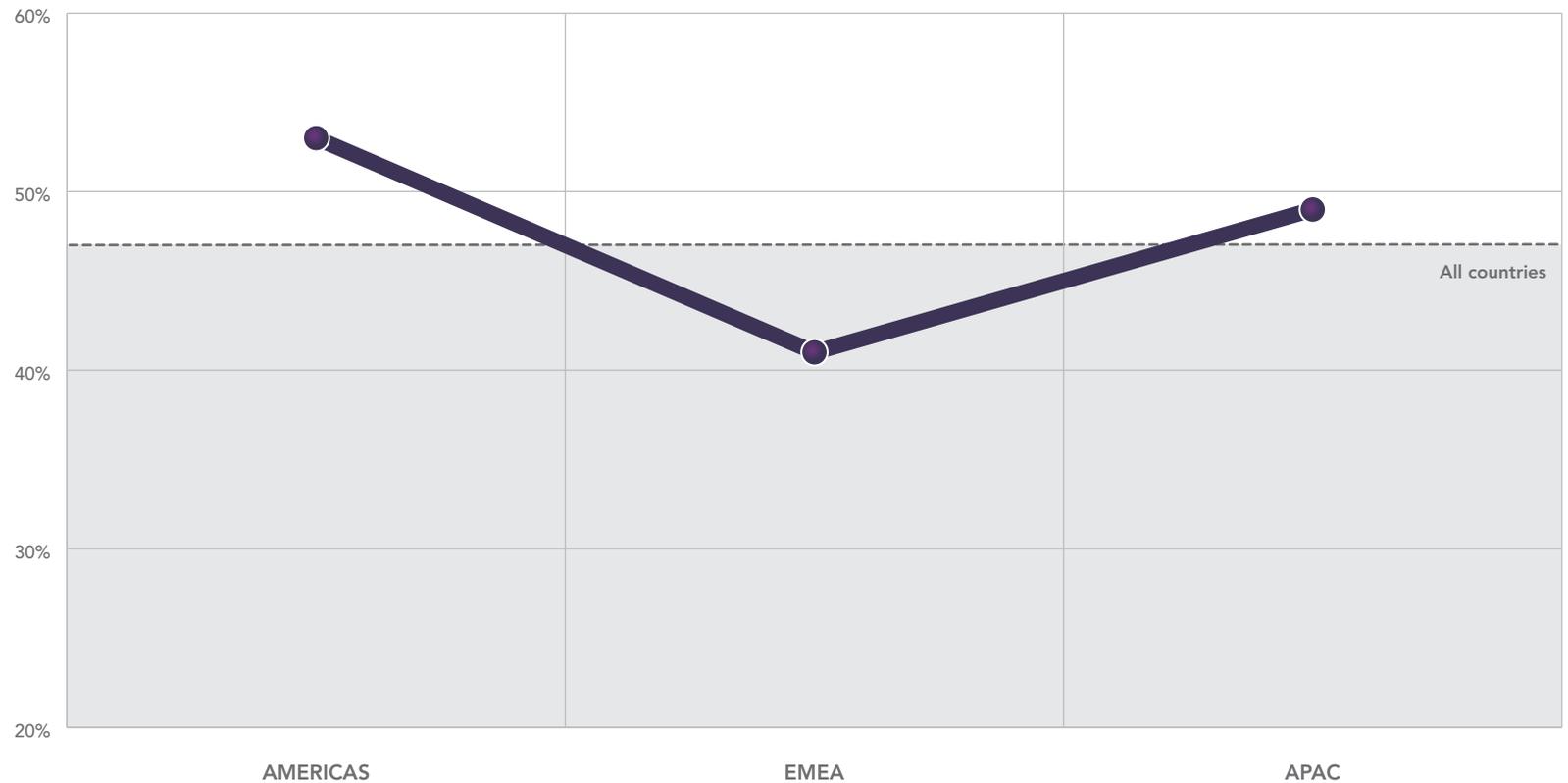
Do you worry that mixing your personal and professional connections through social media could cause problems in your workplace (% Yes by generation)



# MIXING PERSONAL AND PROFESSIONAL CONNECTIONS (BY REGION)

→ Nearly half (47%) express concern that mixing personal and professional connections through social media could cause problems in the workplace. Once again, the most wary social media users are in the Americas, where 53% say it has the potential to generate workplace problems.

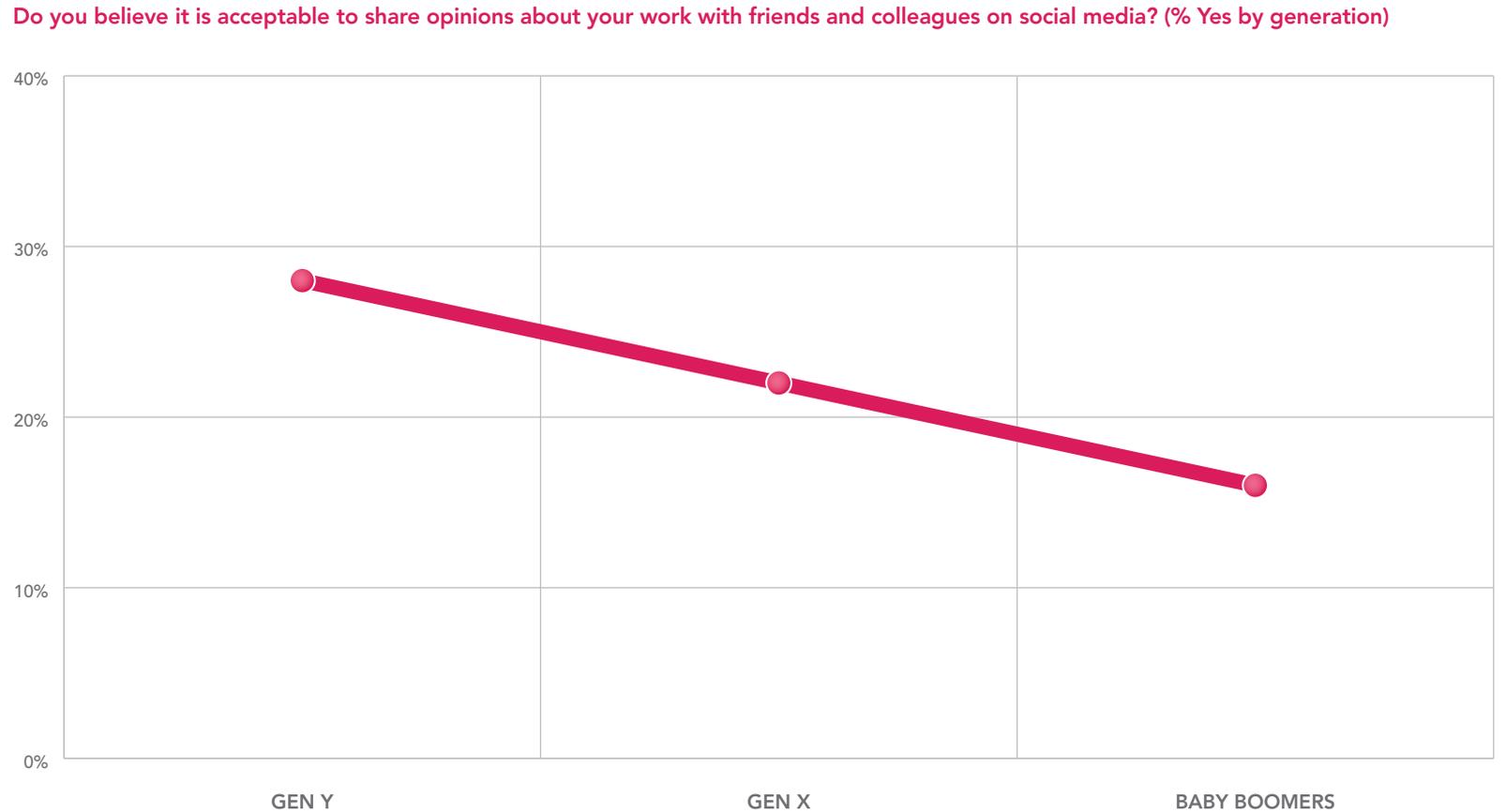
**Do you worry that mixing your personal and professional connections through social media could cause problems in your workplace (% Yes by region)**



*Regional differences may be attributed in part to the generational composition of the survey samples, with the APAC region having a larger proportion of Gen Y respondents.*

# SHARING OPINIONS ABOUT WORK ON SOCIAL MEDIA (BY GENERATION)

→ Younger workers, notably Gen Y (28%) and Gen X (22%), are most likely to feel such communications are acceptable in contrast to Baby Boomers (16%).

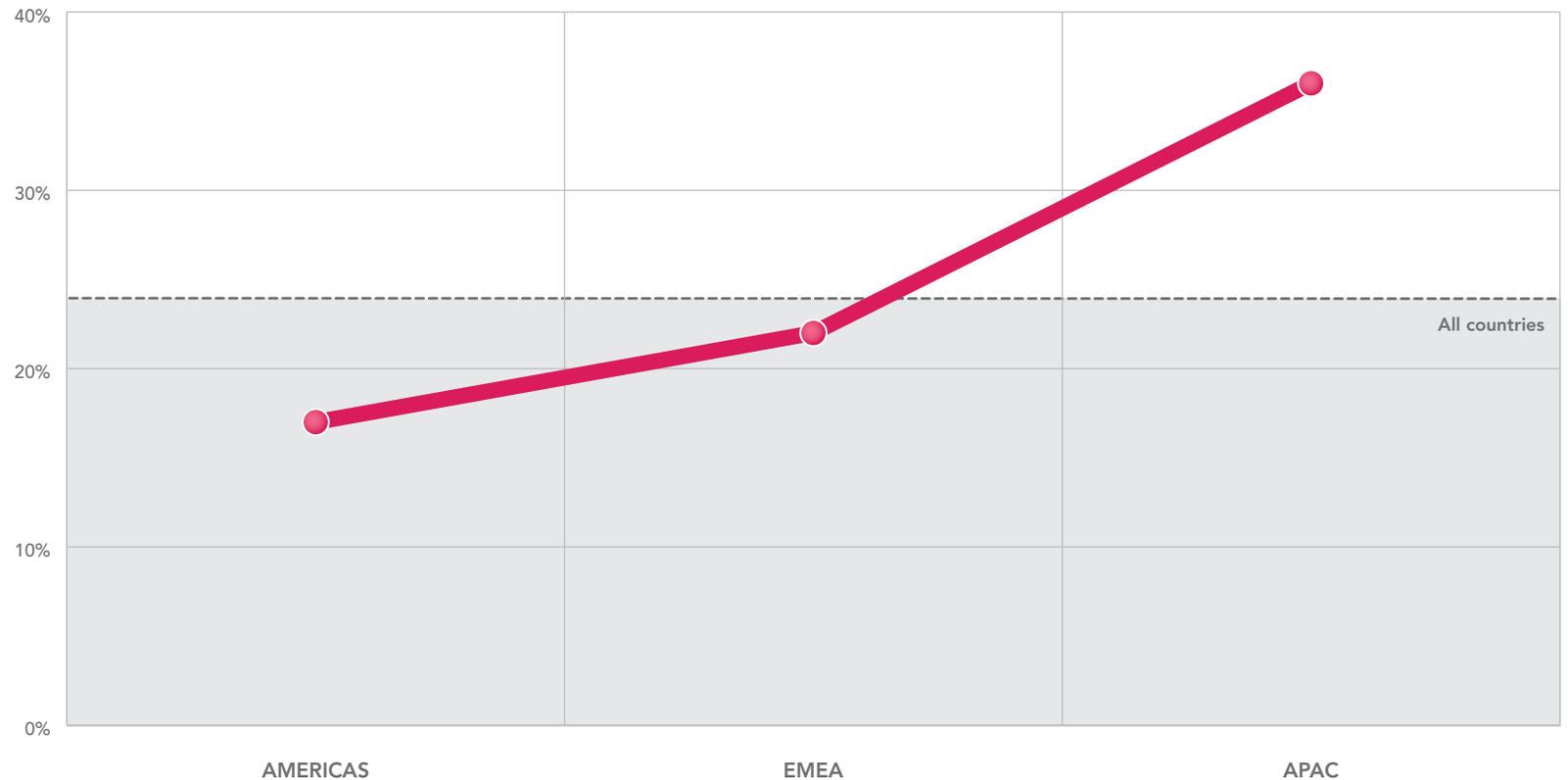


# SHARING OPINIONS ABOUT WORK ON SOCIAL MEDIA (BY REGION)

→ The blurring of this line between work and personal life is highlighted by the finding that almost one-quarter (24%) feel it is acceptable to share opinions about work with friends and colleagues on social media.

It is apparent that the APAC region has a consistently more tolerant and liberal approach to social media and the manner in which it is used. More than one-third (36%) in the APAC region believe it is acceptable to share opinions about work with friends and colleagues on social media. This rate of approval is more than twice the level in the Americas, and approximately one-third higher than in EMEA.

Do you believe it is acceptable to share opinions about your work with friends and colleagues on social media? (% Yes by region)



Regional differences may be attributed in part to the generational composition of the survey samples, with the APAC region having a larger proportion of Gen Y respondents.

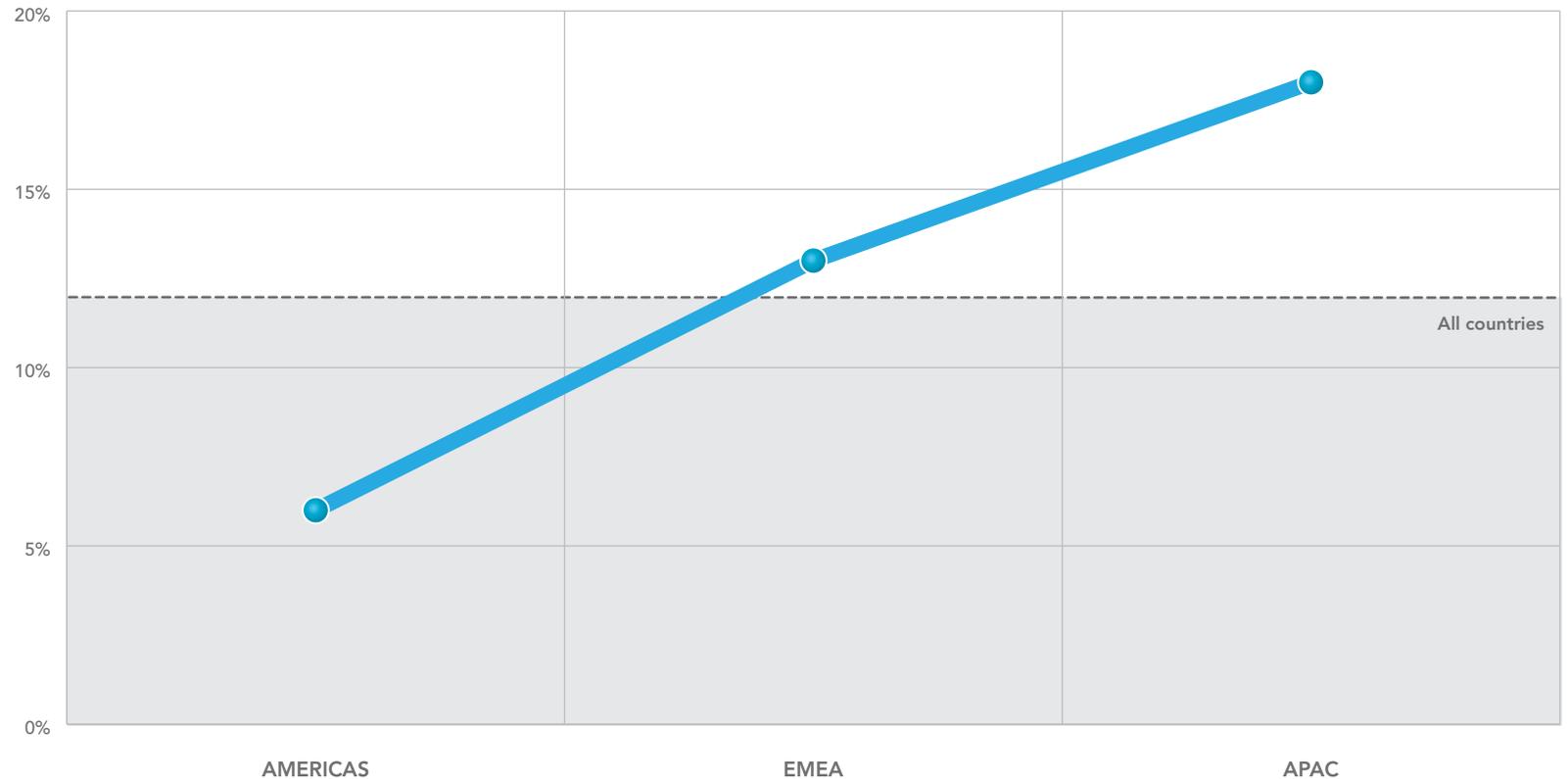
# BANNING SOCIAL MEDIA USAGE AT WORK (BY REGION AND GENERATION)

→ With social media occupying an increasing place in both personal and professional life, there is resistance from some employers. A total of 12% of workers have been told to stop using social media at work.

Within the Americas, as few as 6% have been told to stop using social media at work, which is significantly less than within APAC (18%) and EMEA (13%).

Significantly more workers in the younger generations (Gen Y 16%, Gen X 12%) have been told to stop using social media at work as compared to those in the older generation (Baby Boomers 5%).

Have you ever been told to stop using social media at work? (% Yes by region)



Regional differences may be attributed in part to the generational composition of the survey samples, with the APAC region having a larger proportion of Gen Y respondents.

## JOBS, PRIVACY AND RECRUITMENT

For an individual, the dilemma associated with using social media in a work environment will encompass issues such as work-life balance, access to business information, business security, and corporate reputation.

For an employer, there may also be issues relating to the use of social media content to access information on business partners, competitors and employees. This will raise legitimate questions as to how acceptable (or even lawful) it is to rely on such material, particularly in hiring and employment decisions.

There are vexed issues surrounding how social media interacts with conventional communication tools in the workplace, and this is reflected in mixed views about some fundamental questions.

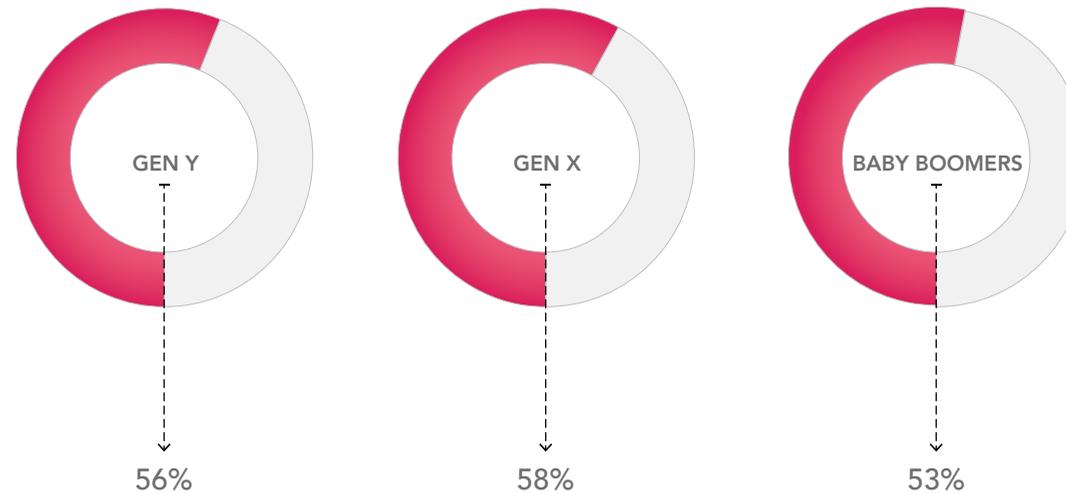
# CURRENT EMPLOYER RIGHTS (BY GENERATION)

→ On the question of employer access to an employee's social networking pages, the majority believes this content should remain private.

Across the generations, the most reluctant to share their content are Gen X, with 58% opposed to employers having access to their social media pages.

A total of 56% of Gen Y are against employer access to personal social media content, while 53% of Baby Boomers are also opposed.

Do you believe that your employer has the right to view your social networking pages? (% No by generation)

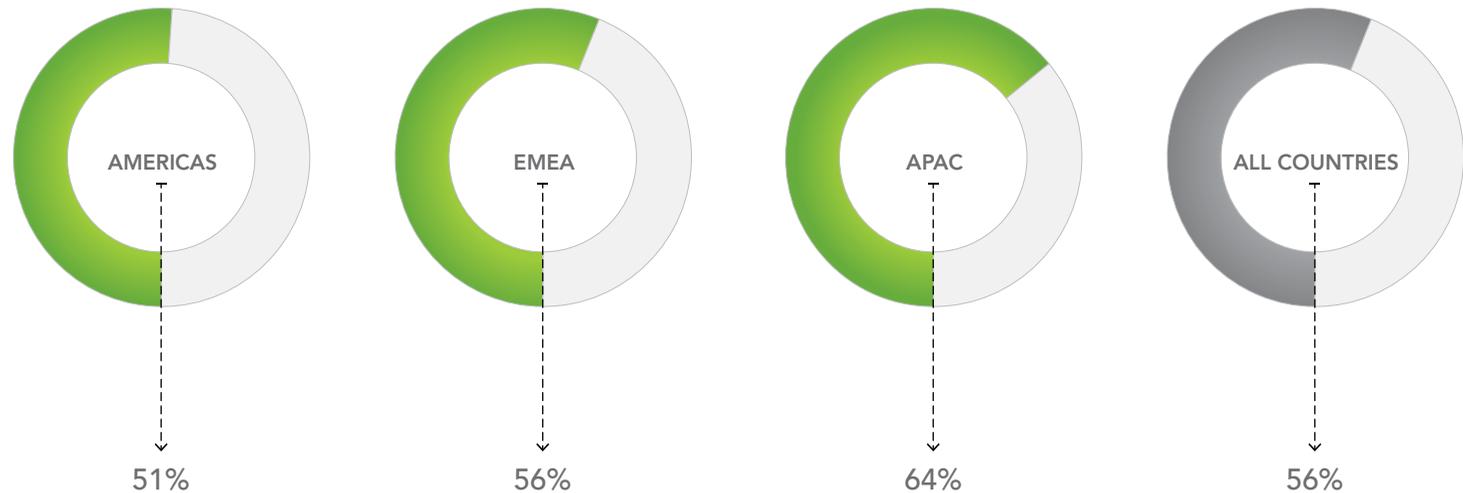


# CURRENT EMPLOYER RIGHTS (BY REGION)

→ More than half of all respondents (56%) believe that their employer does not have the right to view their social networking pages. The APAC region, which has the highest usage of social media, is also the least likely to tolerate employer access to private social media content, with 64% voicing their disapproval.

By contrast, 51% in the Americas and 56% in EMEA believe their current employer does not have the right to view their social networking pages.

Do you believe that your employer has the right to view your social networking pages? (% No by region)



Regional differences may be attributed in part to the generational composition of the survey samples, with the APAC region having a larger proportion of Gen Y respondents.

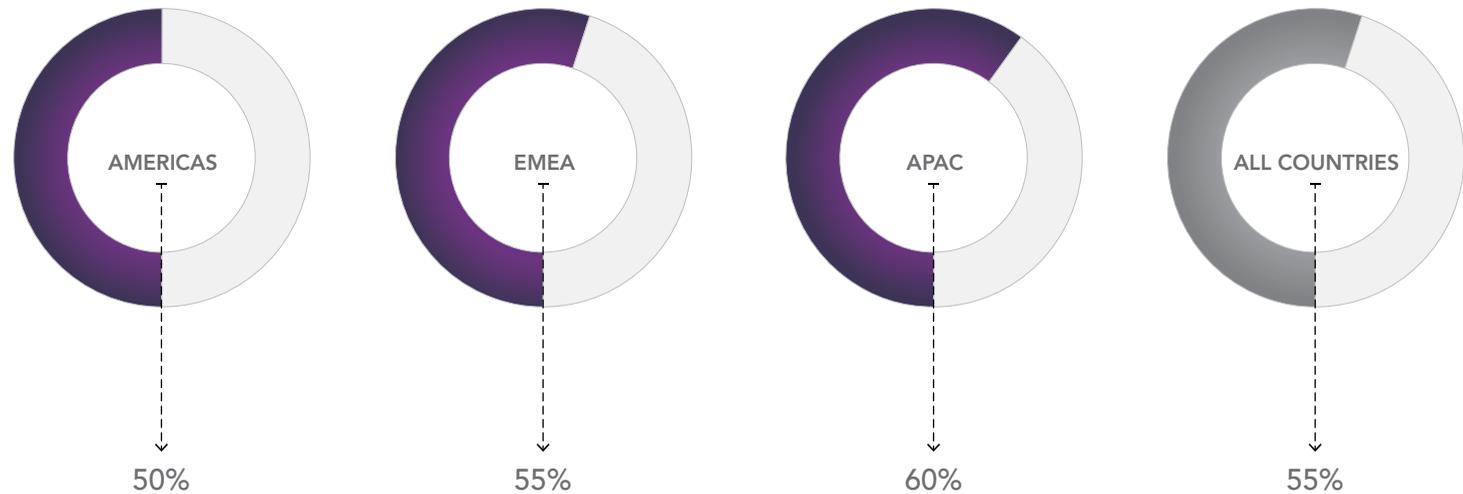
# PROSPECTIVE EMPLOYER RIGHTS (BY REGION)

→ But what about prospective employers? Should they have the right to view a person's social networking pages in deciding whether to employ them?

Employees don't draw any significant distinction between current and prospective employers on the right to access personal social media content. In both cases, slightly more than half say prospective employers do not have the right to view this material.

Those in APAC (60%) are more disapproving than those in EMEA (55%) and the Americas (50%).

Do you think a prospective employer has the right to view your social networking pages when deciding whether to employ you? (% No by region)



Regional differences may be attributed in part to the generational composition of the survey samples, with the APAC region having a larger proportion of Gen Y respondents.

# INCLINATION TO SEARCH FOR JOBS VIA SOCIAL MEDIA (BY GENERATION)

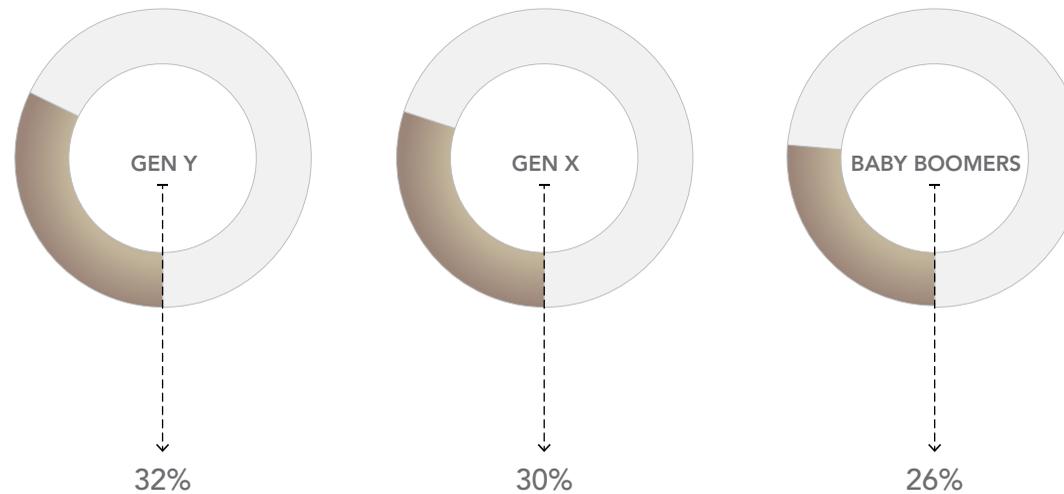
→ More individuals are now utilizing various social media platforms as part of their job search.

Overall, more than one-quarter (30%) are more inclined to search for jobs via social media rather than through traditional methods such as newspapers, online job boards and recruitment firms.

The younger generations, Gen Y (32%) and Gen X (30%), are more likely to do so, as compared to the older generations (Baby Boomers 26%).

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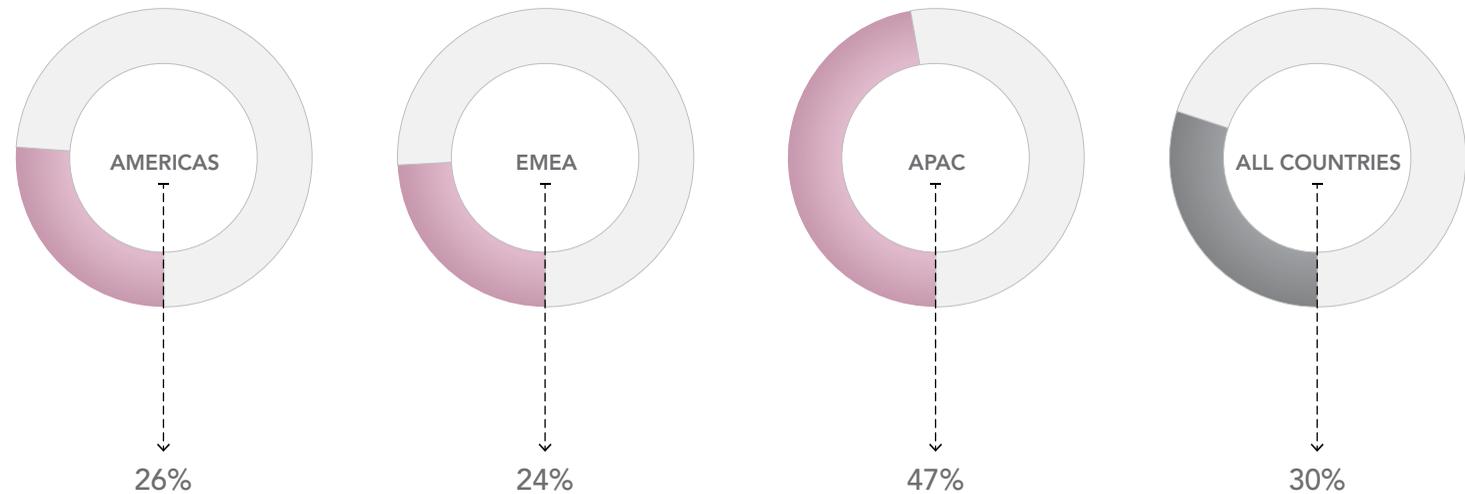
Would you be more inclined to search for jobs via social media than traditional methods (e.g., newspaper advertisements, online job boards, or recruitment companies)? (% Yes by generation)



# INCLINATION TO SEARCH FOR JOBS VIA SOCIAL MEDIA (BY REGION)

→ Within the APAC region, nearly half (47%) are inclined to search for jobs via social media rather than traditional methods, which is significantly more than within the Americas (26%) and EMEA (24%).

Would you be more inclined to search for jobs via social media than traditional methods (e.g., newspaper advertisements, online job boards, or recruitment companies)? (% Yes by region)

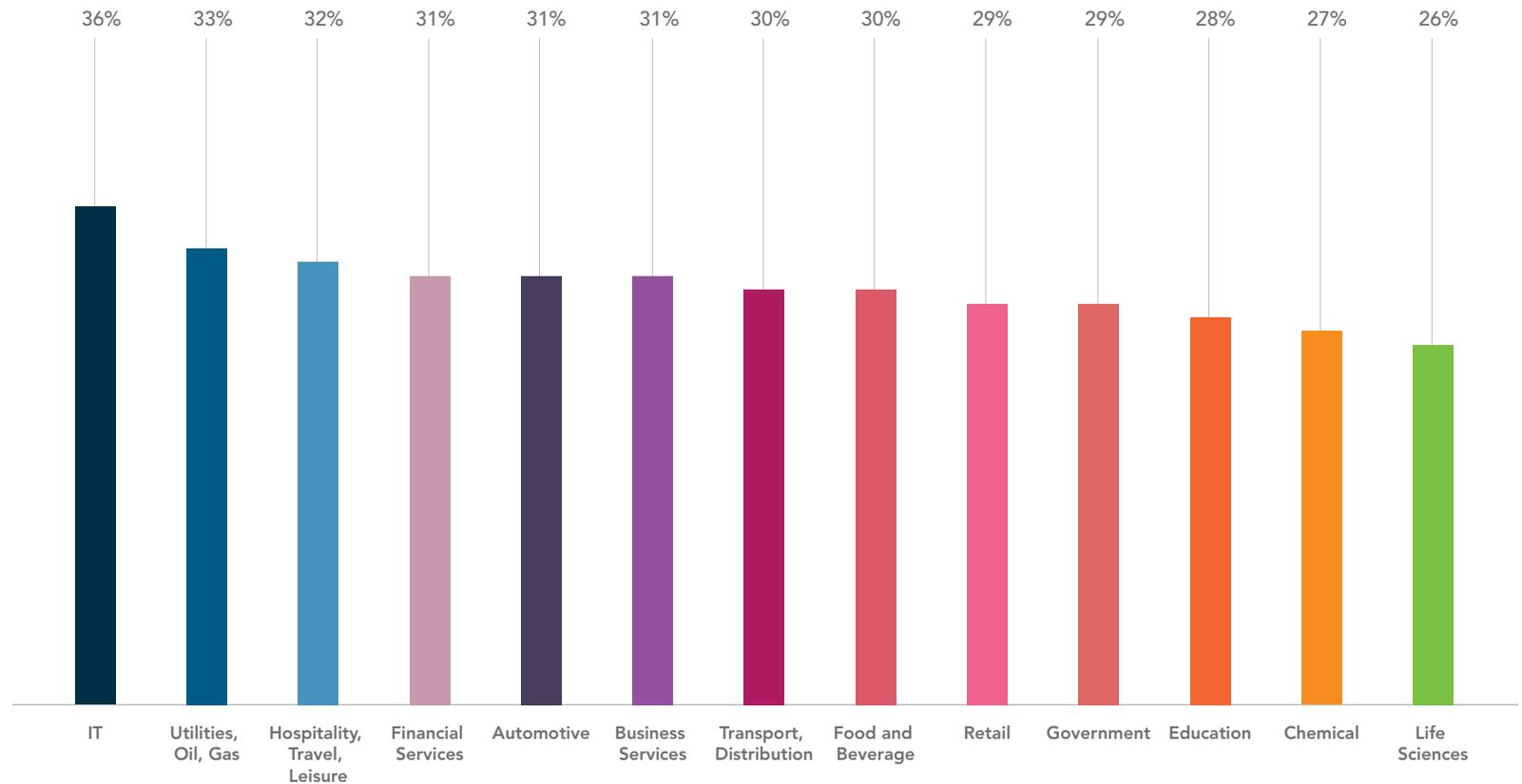


Regional differences may be attributed in part to the generational composition of the survey samples, with the APAC region having a larger proportion of Gen Y respondents.

# INCLINATION TO SEARCH FOR JOBS VIA SOCIAL MEDIA (BY INDUSTRY)

→ The industry sector with the greatest use of social media for job search is information technology, where 36% rely on it to find work. Workers in the utilities, oil, and gas sector also report relatively high reliance on social media during their job search.

Would you be more inclined to search for jobs via social media than traditional methods (e.g., newspaper advertisements, online job boards, or recruitment companies)? (% Yes by industry)



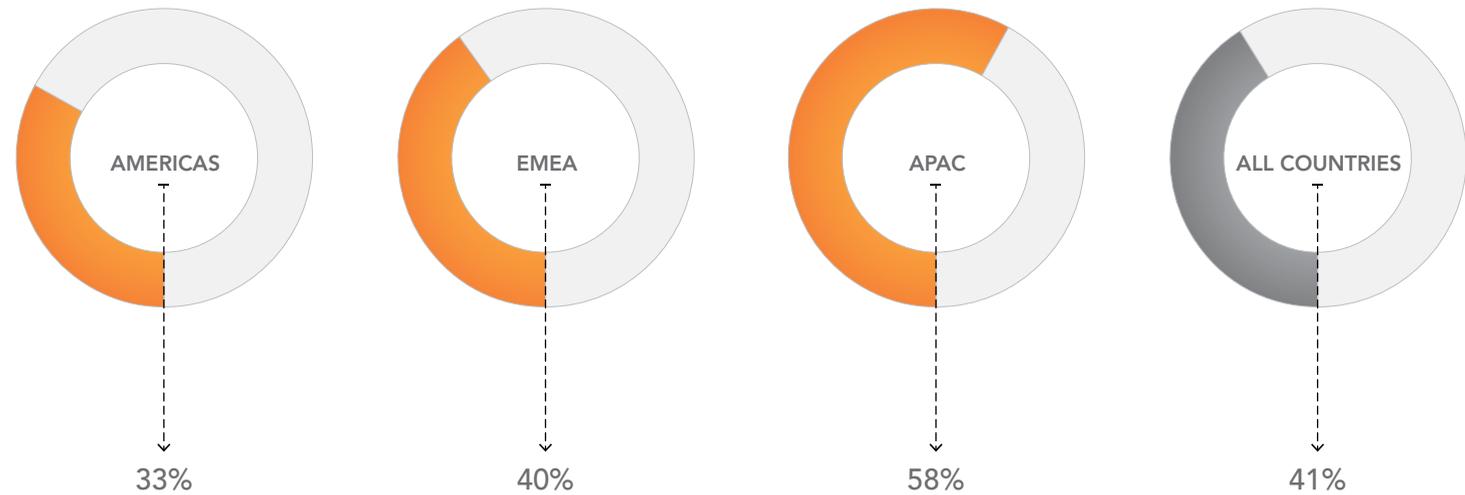
# USING SOCIAL NETWORK FOR CAREER/EMPLOYMENT DECISIONS (BY REGION)

→ Approximately four-in-10 (41%) use their social media network when making career or employment decisions. This is highest in APAC, where more than half (58%) use their social media network when making these choices, compared to only one-third (33%) in the Americas and 40% in EMEA.

For employers, there is growing pressure to align their social media communications activities to those who are so pervasive in the wider community.

For employers looking to attract highly skilled professional and technical candidates, it is worth noting that professional and technical workers are significantly more likely to use their social media networks when making career/employment decisions, compared to non-P/T workers (48% and 36%, respectively).

Do you use your social media network when making career/employment decisions? (% Yes by region)

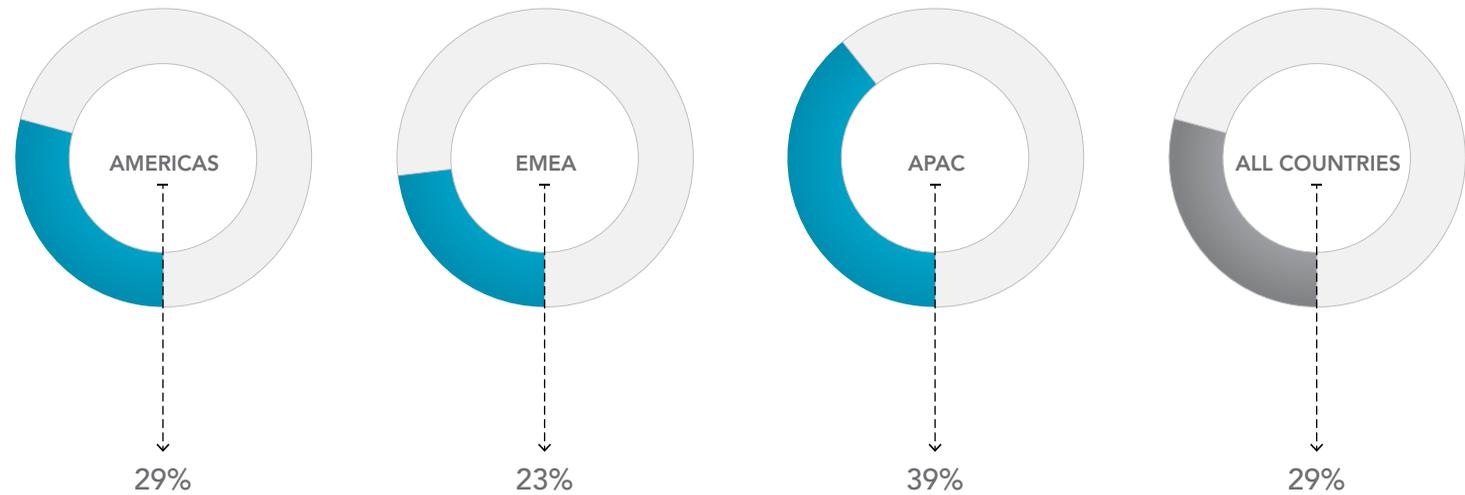


Regional differences may be attributed in part to the generational composition of the survey samples, with the APAC region having a larger proportion of Gen Y respondents.

# IMPORTANCE OF EMPLOYER'S PRESENCE ON SOCIAL MEDIA (BY REGION)

→ More than one-quarter (29%) feel it is important that their employer has a social media presence. Within APAC (39%), this view is significantly higher than in the Americas (29%) and EMEA (23%).

How important is it to you that your employer organization has a social media presence? (% Important by region)



Regional differences may be attributed in part to the generational composition of the survey samples, with the APAC region having a larger proportion of Gen Y respondents.

### WHEN WORLDS COLLIDE

Overall, workers see social media as something personal. In some cases, they feel it is an entitlement or a personal right. Many are using their networks to make career decisions, and more and more are using it to search for jobs.

Most workers agree that current and potential employers shouldn't have the right to get too close. Employees can see potential pitfalls ahead if their two worlds intermingle. Indeed, in some jurisdictions it is not permissible to use this personal, private content for employment purposes.

It is also clear that geographic location has a significant bearing on the manner in which social media is adopted as part of workplace culture. The APAC region is a vastly different

environment than EMEA and, particularly, the Americas. In APAC, social media has a high degree of acceptance, but workers have a distinct distaste for employer access.

Equally important, a significant share of people acknowledge the negative productivity that flows from social media in the workplace, something that highlights the unprecedented challenge for employers and employees in reconciling the public and private worlds of social media.

#### ABOUT THE KELLY GLOBAL WORKFORCE INDEX

The *Kelly Global Workforce Index* is an annual survey revealing opinions about work and the workplace. More than 168,000 people across the Americas, EMEA and APAC regions responded to the 2012 survey. This survey was conducted by RDA Group on behalf of Kelly Services.

*Survey note:* Regional differences may be attributed in part to the generational composition of the survey samples, with the APAC region having a larger proportion of Gen Y respondents.

#### ABOUT KELLY SERVICES®

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