

The logo for the Society for Human Resource Management (SHRM) features the letters 'SHRM' in a white, serif font. The letters are set against a dark blue rectangular background. A small registered trademark symbol (®) is located to the upper right of the 'M'.

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SOCIETY FOR HUMAN
RESOURCE MANAGEMENT

SHRM Survey Findings: Social Media in the Workplace

November 10th, 2011

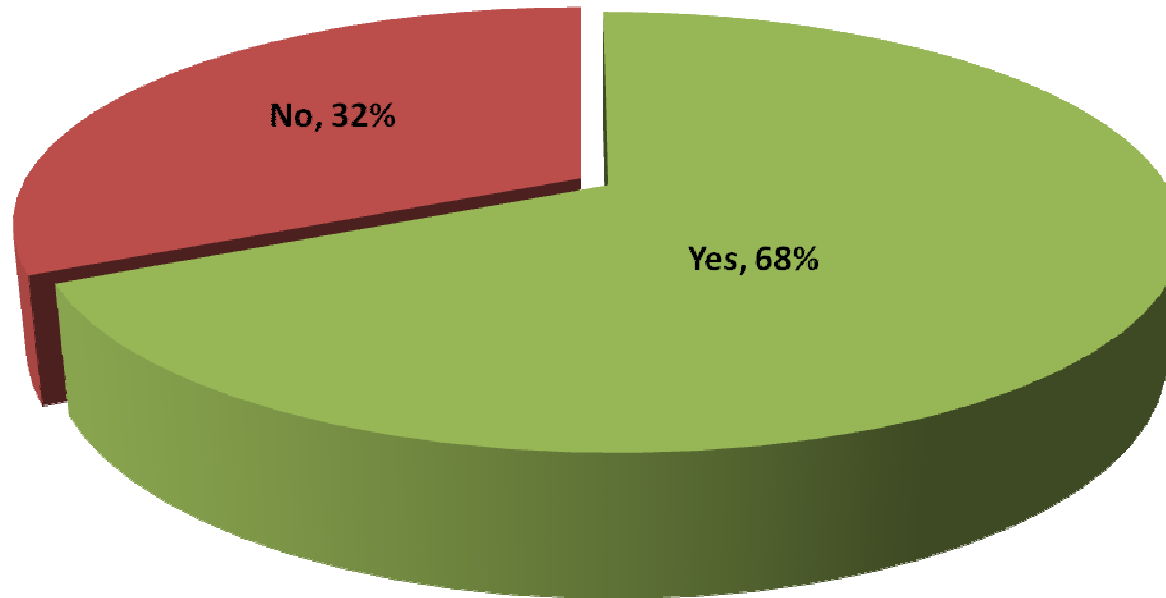
Key Findings

- **Are organizations leveraging social media to reach external audiences?** Yes; 68% reported their organization currently engages in social media activities to reach external audiences. Among these organizations, 19% reported they started using social media within the last year.
- **What social media platforms are organizations using?** The most frequently used social media and multimedia platforms include: 1) Facebook (45%), 2) LinkedIn (34%), 3) Twitter (28%) and 4) YouTube (18%). Other popular platforms include company blogs (17%) and webinars/webcasts (16%).
- **Are CEOs leveraging social media ?** They do, though not at high rates; LinkedIn (20%) and Facebook (17%) were the most frequently used social media platforms. CEOs are also using webinars/webcasts (16%) and blogs (14%) on their organization's website as ways to build relationships with external audiences.

Key Findings (continued)

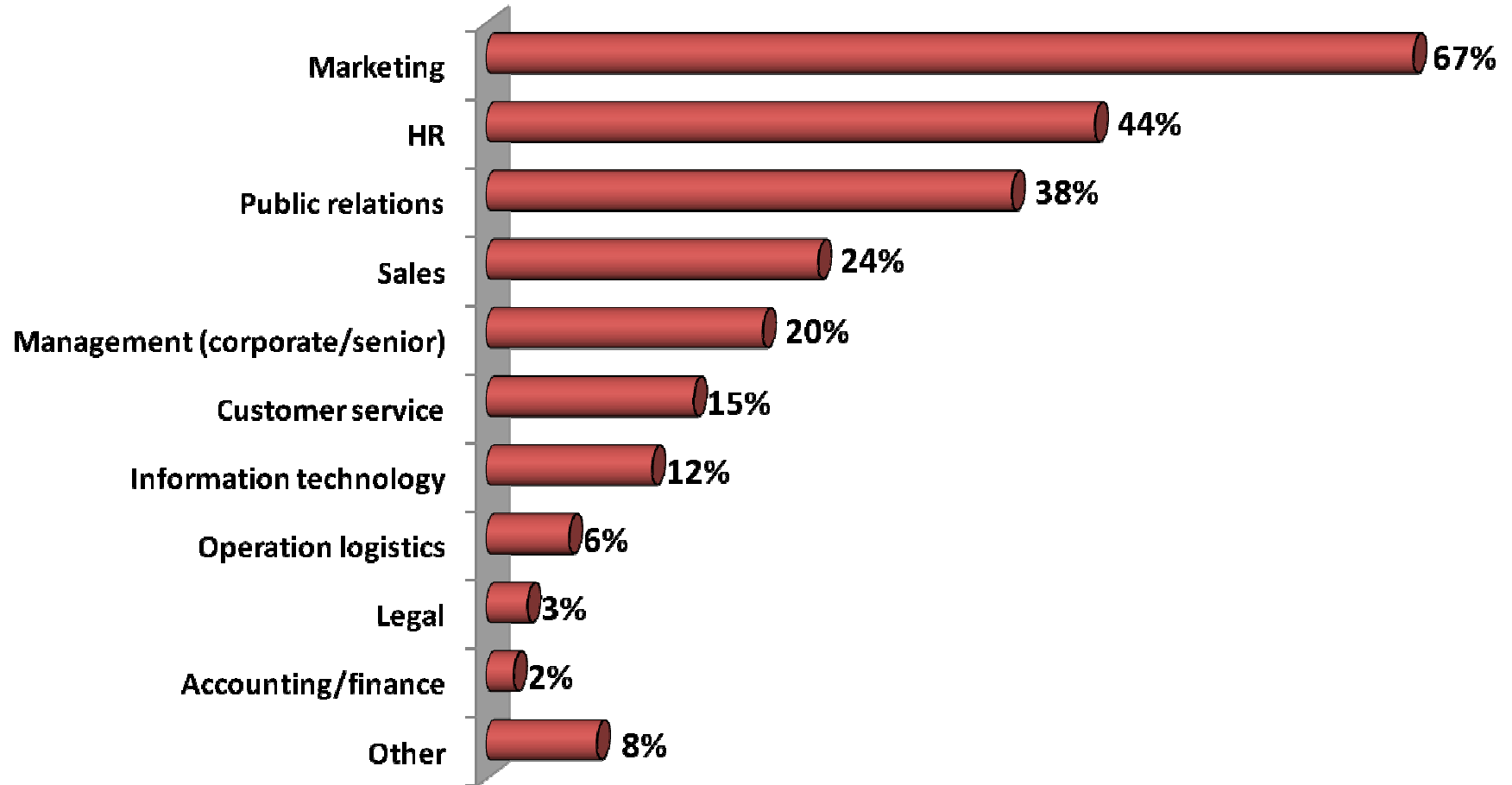
- **Who is using social media in the workplace?** Among companies that currently engage in social media activities, marketing (67%), HR (44%) and public relations (38%) were the groups most likely to use social media on behalf of their organizations to reach external audiences (e.g., current customers, potential customers, potential employees).
- **Do organizations track employee use of social media services? Do they block access to these services?** Overall, 31% of companies track employee use of social media services, and 43% block access to social media platforms on organization-owned computers or handheld devices. The most frequently blocked social media and multimedia platforms were 1) Facebook (39%), 2) Myspace (38%), 3) Twitter (33%), 4) YouTube (32%) and 5) iTunes (26%). Larger-staff-sized organizations, publicly owned for-profit organizations and firms with multinational operations locations were more likely to track employee use of and block access to social media.
- **Do organizations block employee access to multimedia platforms?** Many organizations (39%) block multimedia platforms (e.g., photo-sharing applications, YouTube, video-sharing sites other than YouTube) on company-owned computers or handheld devices. Larger-staff-sized organizations, publicly owned for-profit organizations and firms with multinational operations locations were more likely to block access to multimedia platforms.

Do any groups or individuals in your organization currently engage in any social media activities (e.g., Facebook, LinkedIn, Twitter, YouTube, blogs discussion forums) on behalf of your organization to reach external audiences (e.g., current customers, potential customers, potential employees)?



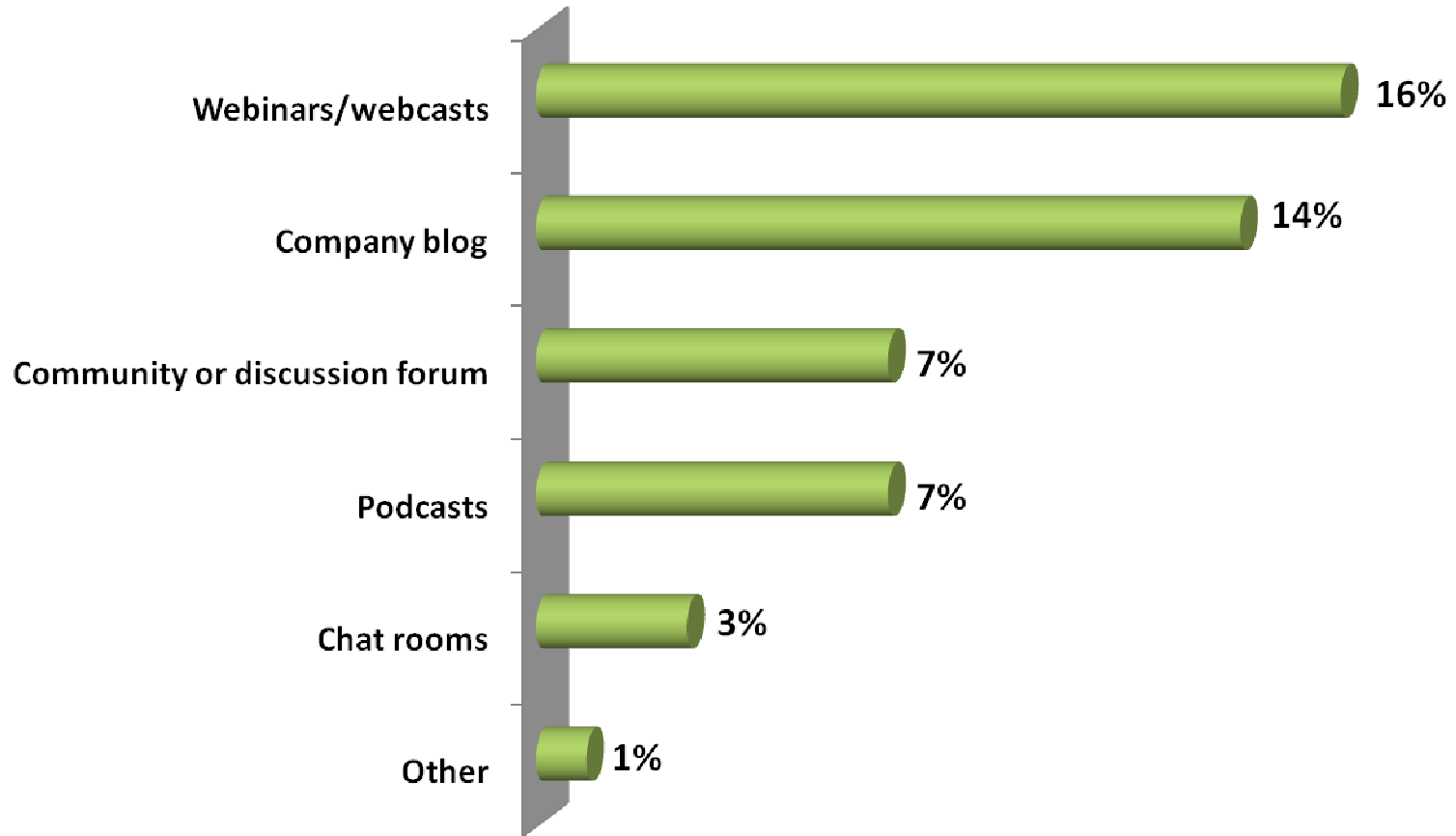
Note: n = 475. "Not sure" responses were excluded from this analysis.

Which of the following groups engage in social media activities on behalf of your organization to reach external audiences?



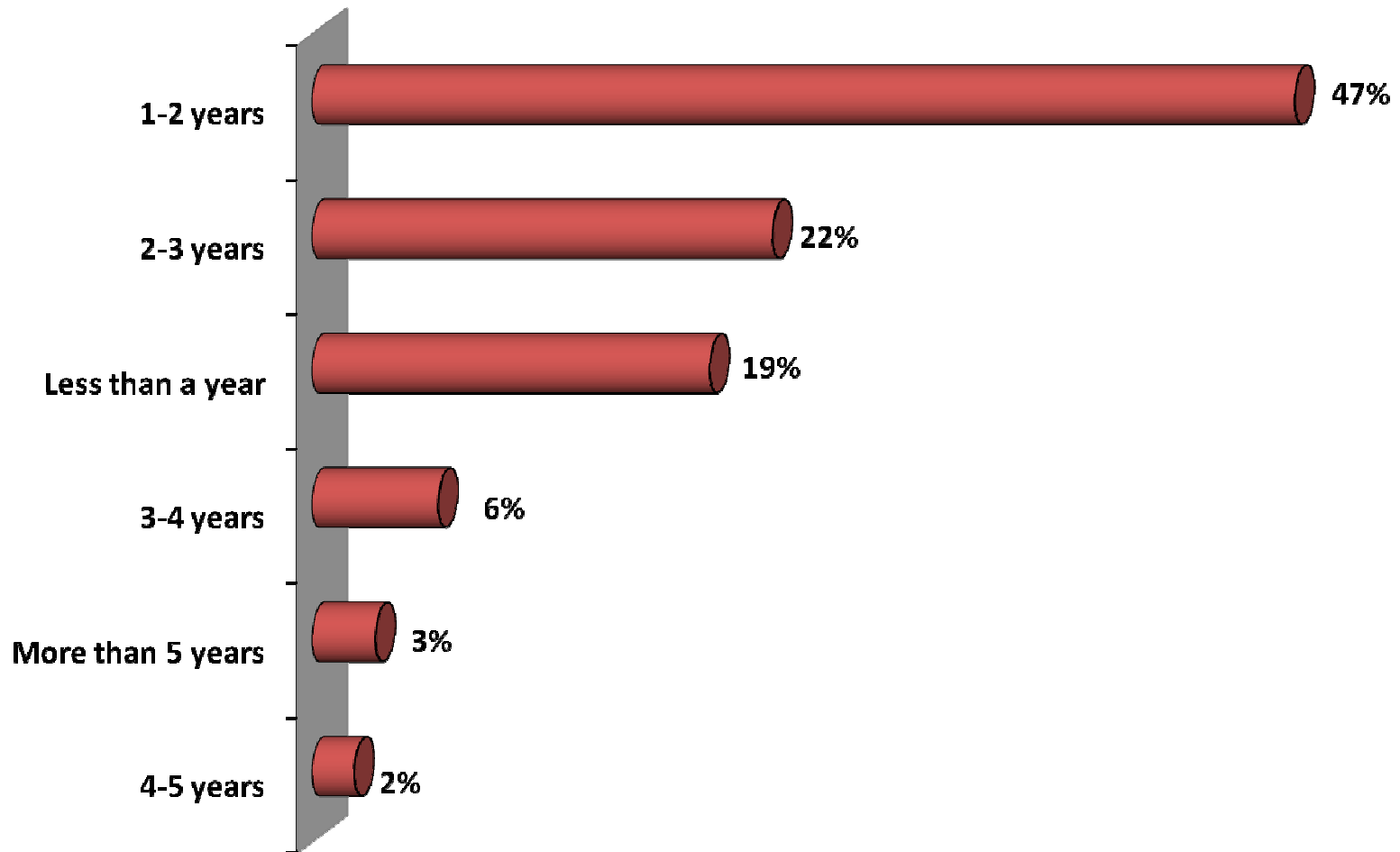
Note: n = 322. Respondents who indicated their company does not engage in social media activities were excluded from this analysis. Total does not equal 100% because respondents were able to select multiple response options.

Does your organization's CEO use any of the following social media components on your company's website to build relationships with external audiences?



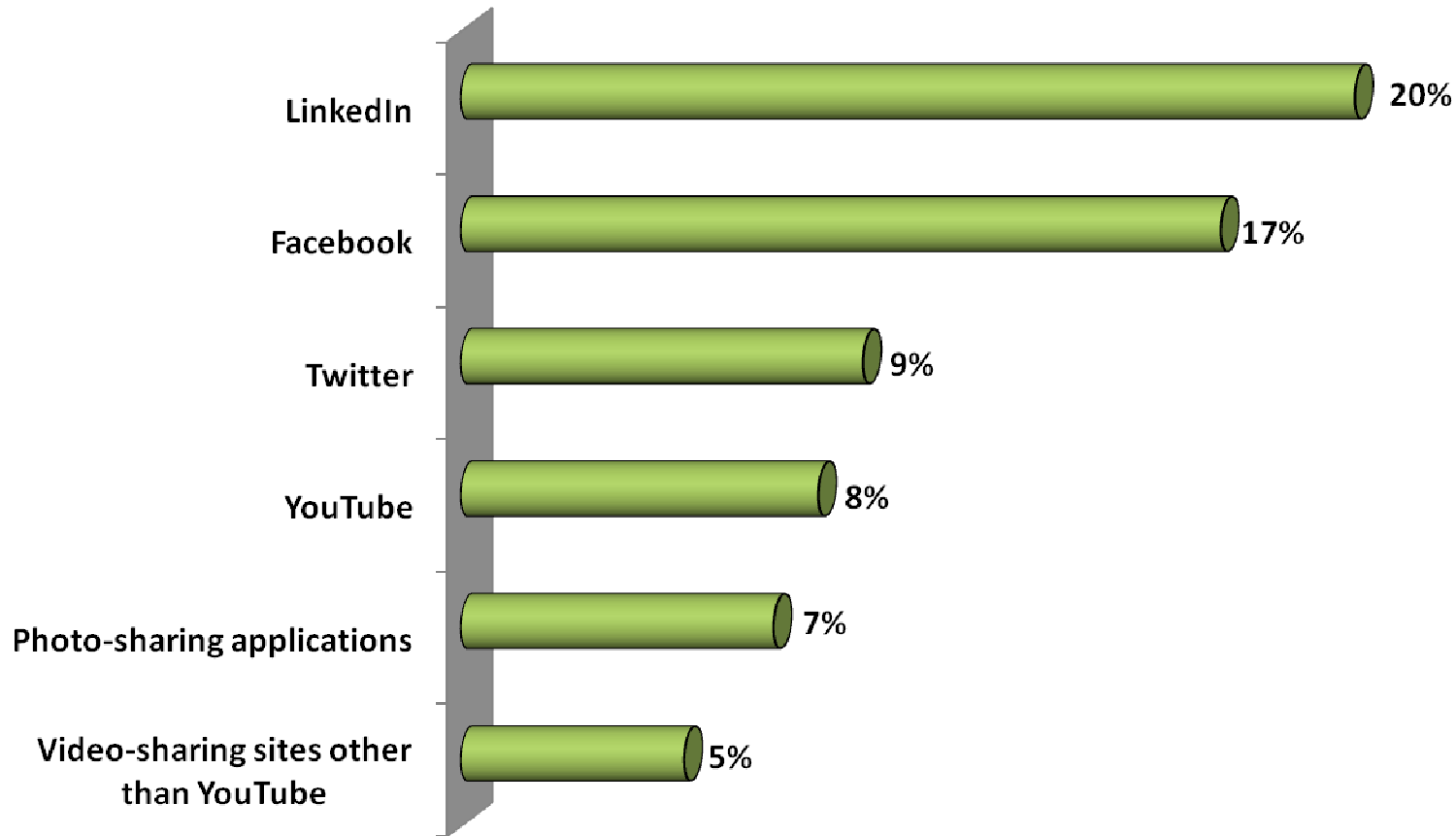
Note: n = 532. Total does not equal 100% because respondents were able to select multiple response options.

How long has your organization been using social media to reach external audiences?



Note: n = 320. Respondents who indicated their company does not engage in social media activities were excluded from this analysis. Total does not equal 100% because of rounding.

Does your organization's CEO use any of the following social networking services or multimedia platforms to build relationships with external audiences?



Note: n = 532. Total does not equal 100% because respondents were able to select multiple response options.

Which of the following social networking services or multimedia platforms does your organization use to reach external audiences?



	Percentage
Facebook	45%
LinkedIn	34%
Twitter	28%
YouTube	18%
Photo-sharing applications	8%
Video-sharing sites other than YouTube	7%
MySpace	4%
Foursquare	2%
Second Life	1%
Other	1%

Note: n = 532. Total does not equal 100% because respondents were able to select multiple response options.

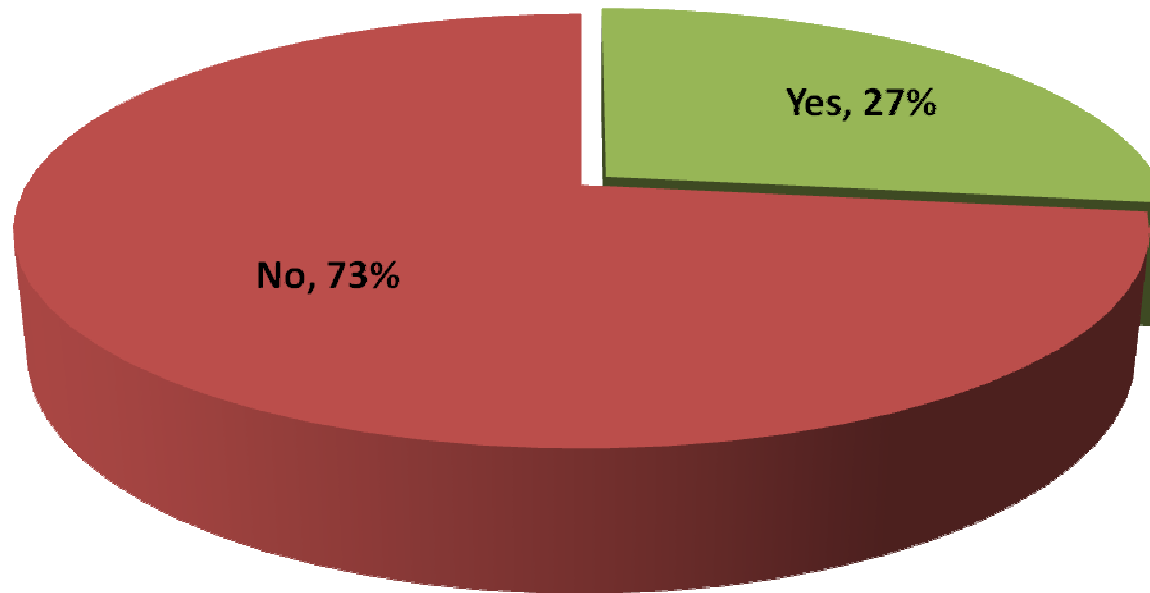
Which of the following social media components on your company's website does your organizations use to reach external audiences?



	Percentage
Company blog	17%
Webinars/webcasts	16%
Community or discussion forum	11%
Podcasts	9%
RSS feeds	6%
Ratings/reviews of your products of services	5%
Document-sharing services	5%
Chat rooms	3%
Widgets	2%
Wikis	2%

Note: n = 532. Total does not equal 100% due to multiple response options.

Does your organization provide any social media training to employees who engage in social media activities on behalf of your organization to reach external audiences?



Note: n = 239. Respondents who indicated their company does not engage in social media activities and “not sure” responses were excluded from this analysis.

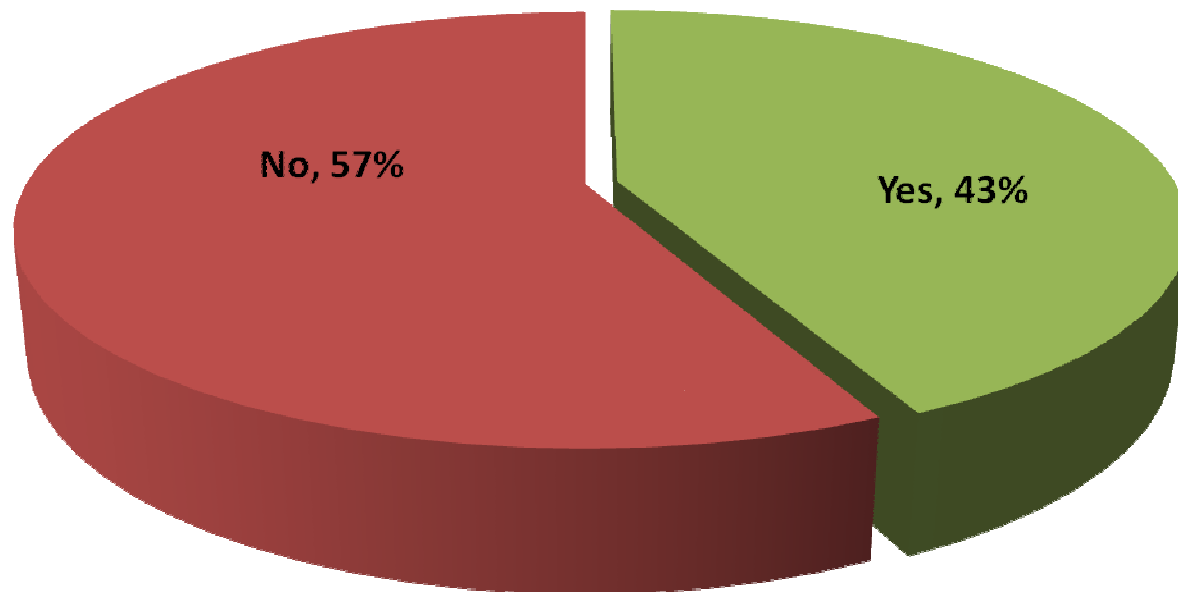
Over the last 12 months, how effective were your organization’s social media efforts as a mechanism for the following?



	Very effective	Somewhat effective	Neither effective nor ineffective	Somewhat ineffective	Very Ineffective
Share content (n = 238)	19%	48%	25%	5%	3%
Improve awareness of brand (n = 237)	16%	54%	21%	6%	3%
Increase website traffic (n = 240)	16%	53%	23%	4%	3%
Engage with customers (n = 239)	15%	57%	18%	8%	3%
Grow your e-mail marketing list (n = 201)	14%	42%	34%	6%	4%
Improve reputation of brand (n = 234)	9%	49%	35%	4%	3%
Provide product feedback (n = 207)	9%	41%	40%	7%	3%
Increase the quantity of business leads (n = 204)	7%	35%	49%	5%	4%
Improve customer service (n = 214)	7%	33%	53%	3%	3%
Improve search engine rankings (n = 204)	7%	44%	41%	5%	3%
Improve customer satisfaction (n = 212)	6%	37%	50%	3%	3%
Increase quality of business leads (n = 197)	5%	31%	55%	4%	5%
Increase revenue (n = 192)	5%	26%	57%	7%	6%
Decrease marketing expenses (n = 203)	4%	31%	51%	6%	7%

Note: Respondents who indicated their company does not engage in social media activities were excluded from this analysis. Percentages may not total 100% because of rounding.

Does your organization block access to any social networking services (e.g., Facebook, LinkedIn, MySpace, Twitter) on company-owned computers or handheld devices?



Note: n = 521. "Not sure" responses were excluded from this analysis.

Does your organization block access to any social networking services (e.g., Facebook, LinkedIn, MySpace, Twitter) on company-owned computers or handheld devices?



Comparisons by organization staff size:

Compared with smaller organizations (fewer than 100 employees), larger organizations (more than 100 employees) were more likely to block access to social networking services.

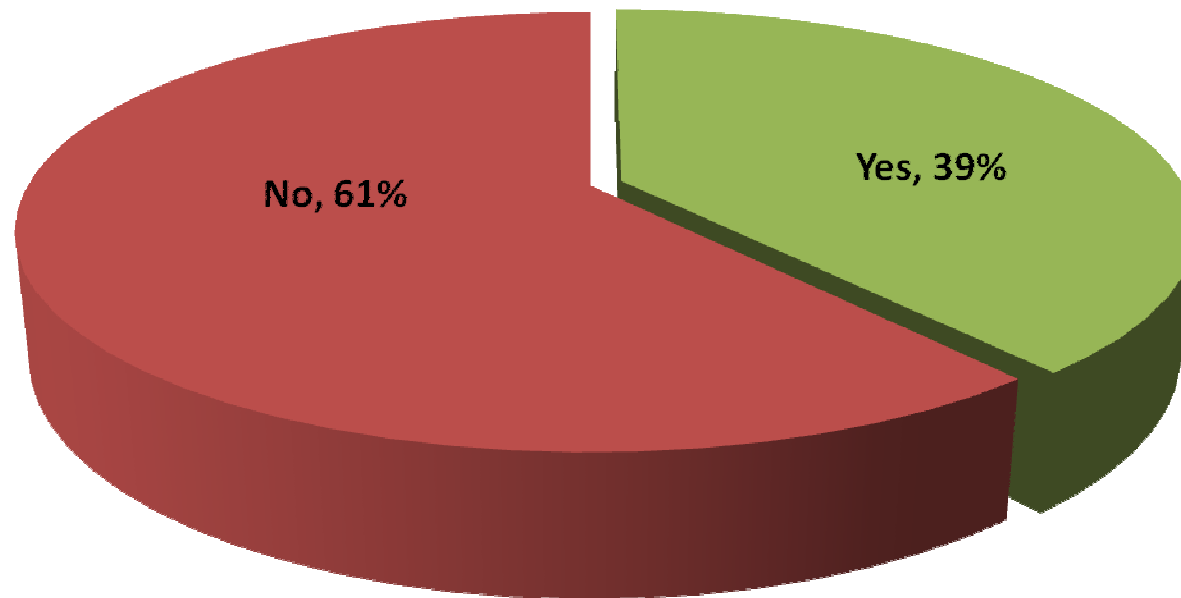
Smaller Organizations	Larger Organizations	Differences Based on Organization Staff Size
<ul style="list-style-type: none"> • 1 to 99 employees (22%) 	<ul style="list-style-type: none"> • 100 to 499 employees (45%) • 500 to 2,499 employees (54%) • 2,500 to 24,999 employees (49%) • 25,000+ employees (63%) 	Larger organizations > smaller organizations

Comparison by organization sector:

Publicly owned for-profit organizations, privately owned for-profit organizations and government agencies were more likely to block access to social networking services than were nonprofit organizations.

Organization Sector		
<ul style="list-style-type: none"> • Nonprofit (29%) 	<ul style="list-style-type: none"> • Privately owned for-profit (41%) • Government (42%) • Publicly owned for-profit (57%) 	Publicly owned for-profit organizations > privately owned for-profit organizations, nonprofit organizations and government agencies

Does your organization block access to any multimedia platforms (e.g., photo-sharing application, YouTube, other video-sharing sites) on company-owned computers or handheld devices?



Note: n = 491. "Not sure" responses were excluded from this analysis.

Does your organization block access to any multimedia platforms (e.g., photo sharing application, YouTube, other video-sharing sites) on company-owned computers or handheld devices?



Comparisons by organization staff size:

Compared with smaller organizations (fewer than 100 employees), larger organizations (more than 100 employees) were more likely to block access to multimedia platforms.

Smaller Organizations	Larger Organizations	Differences Based on Organization Staff Size
<ul style="list-style-type: none"> • 1-99 employees (17%) 	<ul style="list-style-type: none"> • 100-499 employees (40%) • 500-2,499 employees (51%) • 2,500-24,999 employees (52%) • 25,000+ employees (67%) 	Larger organizations > smaller organizations

Comparisons by organization sector:

Publicly owned for-profit organizations were more likely to block access to multimedia platforms than were nonprofit organizations and privately owned for-profit organizations.

Organization Sector		
<ul style="list-style-type: none"> • Nonprofit (27%) • Privately owned for-profit (33%) 	<ul style="list-style-type: none"> • Publicly owned for-profit (61%) 	Publicly owned for-profit organizations > privately owned for-profit organizations and nonprofit organizations

Comparisons by operations location:

Organizations with multinational operations were more likely than organizations with U.S.-only operations to block access to multimedia platforms.

Operation Location		
U.S.-only operations (35%)	Multinational operations (48%)	Multinational operations > U.S.-only operations

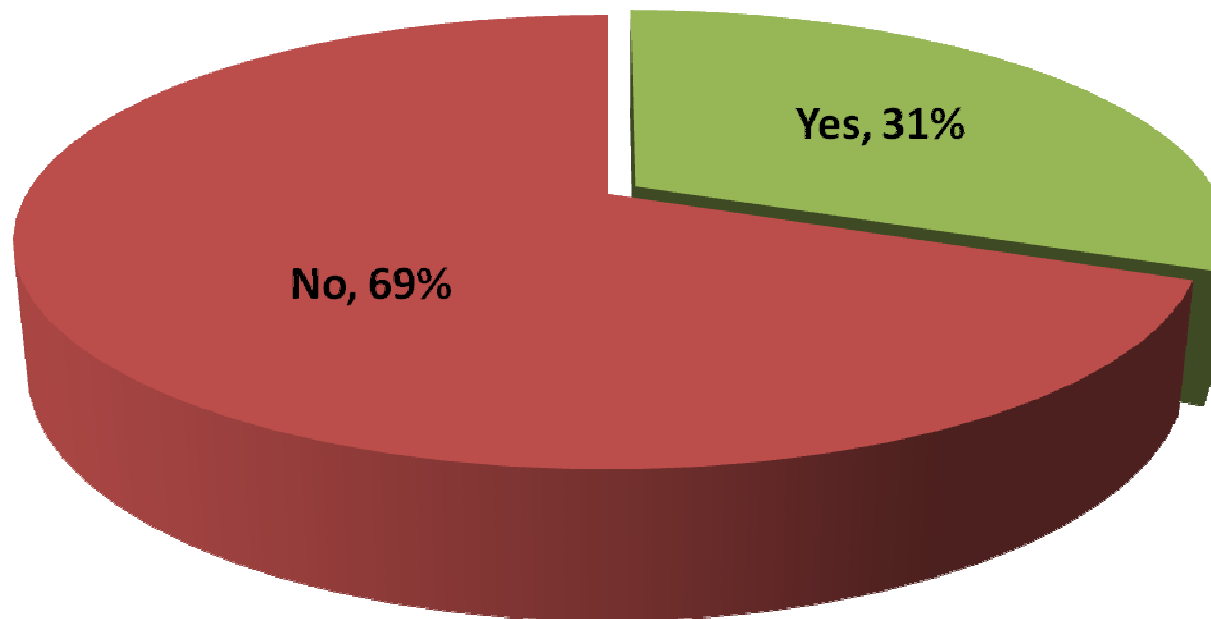
Which of the following social networking services or multimedia platforms does your organization block?



	Percentage
Facebook	39%
MySpace	38%
Twitter	33%
YouTube	32%
iTunes	26%
Video-sharing sites other than YouTube	25%
Second Life	23%
Pandora Radio	22%
Yammer	21%
Photo-sharing applications	20%
Instant messaging services	19%
LinkedIn	16%

Note: n = 530. Total does not equal 100% because respondents were able to select multiple response options.

Does your organization track employee use of social networking services on company-owned computers or company-owned handheld devices?



Note: n = 415. "Not sure" responses were excluded from this analysis.

Does your organization track employee use of social networking services on company-owned computers or company-owned handheld devices?



Comparisons by organization staff size:

Compared with smaller organizations (fewer than 100 employees), larger organizations (more than 100 employees) were more likely to track employee use of social networking services.

Smaller Organizations	Larger Organizations	Differences Based on Organization Staff Size
<ul style="list-style-type: none"> • 99 or fewer employees (13%) 	<ul style="list-style-type: none"> • 100 to 499 employees (35%) • 500 to 2,499 employees (49%) • 2,500 to 24,999 employees (44%) 	Larger organizations > smaller organizations

Comparisons by organization sector:

Publicly owned for-profit organizations were more likely than nonprofit organizations and privately owned for-profit organizations to track employee use of social networking services.

Organization Sector		
<ul style="list-style-type: none"> • Publicly owned for-profit (26%) • Nonprofit (29%) 	<ul style="list-style-type: none"> • Publicly owned for-profit (43%) 	Publicly owned for-profit organizations > privately owned for-profit organizations and nonprofit organizations

Comparison by operations location:

Organizations with multinational operations were more likely than organizations with U.S.-only operations to track employee use of social networking services.

Operation Location		
<ul style="list-style-type: none"> • U.S.-only operations (28%) 	<ul style="list-style-type: none"> • Multinational operations (40%) 	Multinational operations > U.S.-only operations

Demographics: Organization Industry



Industry	Percentage
Manufacturing–other	14%
Services–professional, scientific, technical, legal	13%
Health care, social assistance (e.g., hospitals, clinics)	11%
Educational services/education (e.g., universities, school)	8%
Government/public administration–federal, state/local, tribal	8%
Financial services (e.g., banking)	5%
Retail/wholesale trade	5%
Other services (e.g., other nonprofit, church/religious offices)	5%
Construction, mining, oil and gas	4%
Transportation, warehousing (e.g., distribution)	4%
Services–accommodation, food and drinking places	3%

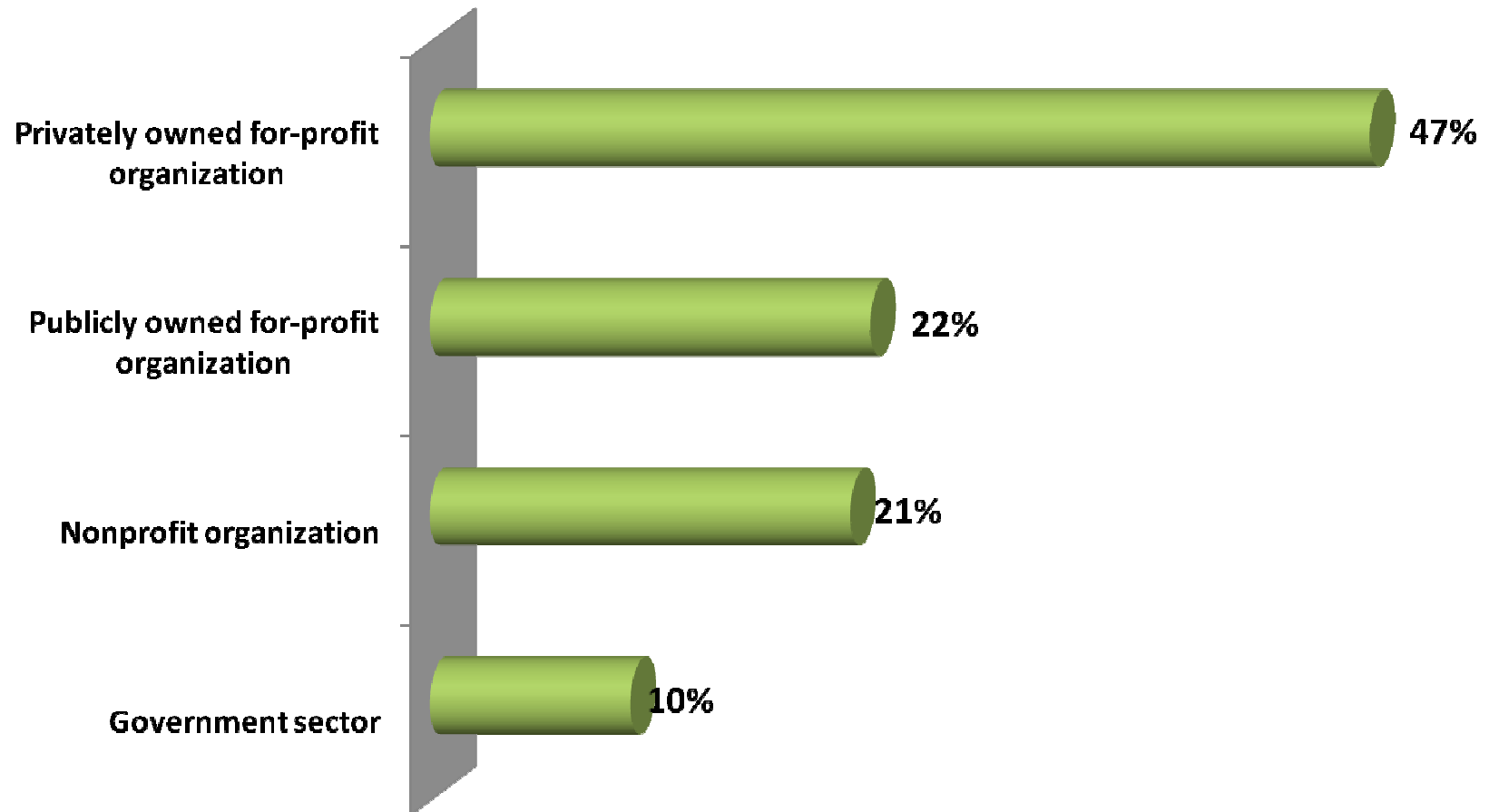
Note: n = 489. Total does not equal 100% due to multiple responses.

Demographics: Organization Industry (continued)

Industry	Percentage
Utilities	3%
Arts, entertainment, recreation	2%
Association–professional/trade	2%
Consulting	2%
High-tech	2%
Insurance	2%
Telecommunications	2%
Biotech	1%
Manufacturing–auto/auto-related	1%
Pharmaceutical	1%
Publishing, broadcasting, other media	1%
Real estate, rental leasing	1%

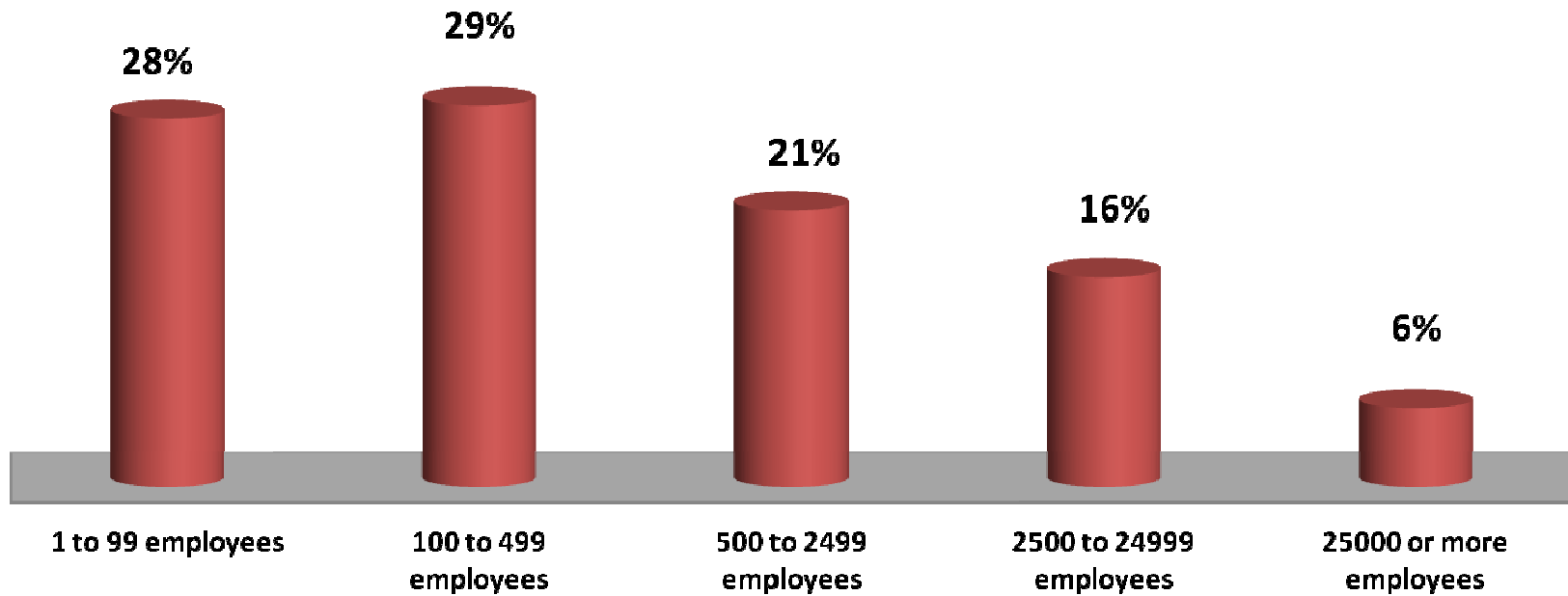
Note: n = 489. Total does not equal 100% because respondents were able to select multiple response options.

Demographics: Organization Sector



n = 490

Demographics: Organization Staff Size



n = 466

Demographics: Other

Does your organization have U.S.-based operations (business units) only or does it operate multinationally?

U.S.-based operations only	72%
Multinational operations	28%

n = 500

Is your organization a single-unit company or a multi-unit company?

Single-unit company: A company in which the location and the company are one and the same.	33%
Multi-unit company: A company that has more than one location.	67%

n = 498

Are HR policies and practices determined by the multi-unit corporate headquarters, by each work location or both?

Corporate (companywide)	52%
Business unit/division	44%
Facility/location	4%

n = 344

SHRM Survey Findings: Social Media in the Workplace

Methodology

- **Response rate = 19%**
- **Sample composed of 532 randomly selected HR professionals**
- **Sample composed of members with the job function of recruiting/staffing**
- **Margin of error is +/- 4%**
- **Survey fielded December 17, 2010, through February 1, 2011**

For more poll findings, visit: www.shrm.org/surveys

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