



SOCIAL MEDIA IN THE WORKPLACE



Introduction

In the Spring of 2010, My Job Group commissioned Umpf PR to undertake a 1000 person external research survey. We wanted to find out how the social media phenomenon is affecting workplace productivity. The results were interesting to say the least!

We wanted to find out about employee behaviour on social networking sites whilst in the workplace, and also their opinions on acceptable usage and employer policy. Two press releases were circulated as a result of the findings and have been picked up by the following media sources (to name just a few):

The Sun	Econsultancy Digital Marketing Ltd	Brmb
The Times	Recruiter	AOL
The Telegraph	RI	Google News
The Daily Mail	BBC Radio	Personnel Today
Mashable	ITN	Fox News
NMM	Talk Talk	The Washington Post
New Media Monthly		Channel 4

The story has really struck a chord with the public and has generated a healthy debate about social media usage within the workplace. This white paper details the findings of the research, breaking down the results and analysing what they mean for the modern workplace, and employers looking to address this issue. The Efficiency and Productivity Research Unit (EPRU) at the University of Leicester School of Management, has also been involved in the creation of this white paper. The team from the EPRU includes Dr Meryem Duygun Fethi, Dr Abbi Kedir and Professor Peter M. Jackson. Here the team offers professional opinion on the effects on productivity and conclusions that may be drawn from this research.

Why have we put this paper together?

We carried out the research to explore how social media is affecting the UK workforce and the impact within the modern workplace. The results presented important implications for productivity in the workplace. We therefore feel that these statistics are of vital importance for recruiters across the UK to make an informed decision about implementing or improving their internal Social Media Usage Policy.

Fact file: Profile of EPRU

The EPRU is based at the University of Leicester, School of Management and it was established in 2001 to engage in research, consultancy and training in efficiency and productivity analysis including firm-level, industry-level, and international comparisons, in both private and public sectors. More information can be found from the EPRU website, <http://www.le.ac.uk/ulsm/research/epru/>

SOCIAL MEDIA

Is it really that big a deal?

According to Hitwise 1 in every 6 Internet pages viewed in the UK is a Facebook page

Twitter Now Has 190 Million Users Tweeting 65 Million Times A Day

LinkedIn had more than 75 million registered users, spanning more than 200 countries and territories worldwide

People spend over 700 billion minutes per month on Facebook

There are more than 150 million active users currently accessing Facebook through their mobile devices

Hip-Hop star Kanye West recently joined Twitter, gaining 90,000 fans in 8 hours!

*as of August 2010

The Questions Covered

- Page 5 - Have you ever talked negatively about your workplace on a social network?
- Page 6 - Which of the following people have you spoken negatively about?
- Page 7 - Is it fair that someone should face disciplinary action for criticising their workplace or colleagues on a social networking site?
- Page 8 - If you found out that you had been declined an interview/job based on a potential employer viewing your social media profile, how would you feel?
- Page 10 - If you knew your employer was viewing your social media profiles, would this change what you wrote on them?
- Page 11 - Do you know if your employer has an HR/disciplinary policy regarding social media?
- Page 12 - What do you think companies should do to control the use of social network sites at work?
- Page 13 - How do you think social networking sites have affected your productivity at work?
- Page 14 - How much time per day do you spend on social media sites whilst you're at work?
- Page 15 - Do you have a social media profile address on your CV? E.g. Facebook/Twitter/LinkedIn

APPENDIX

Key to Regional Differences:

CE – Central England

NE/Y – North East/Yorkshire

SEE – South East England

SWE – South West England

W – Wales

NI – Northern Ireland

S - Scotland

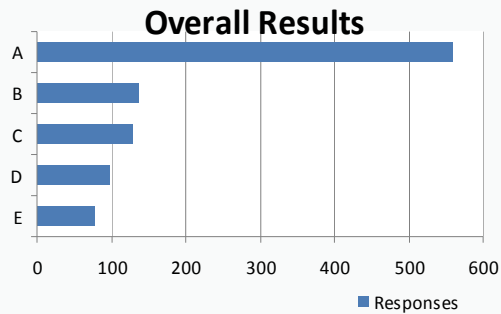
Have you ever talked negatively about your workplace on a social network? (E.g. Facebook, Twitter, Myspace)

Answer	Frequency	Percent
A. No, I have never talked negatively about my workplace on a social network	559	55.9%
B. Yes, I have been slightly negative about my workplace on a social network	136	13.6%
C. Yes, I have talked negatively about my workplace, but it was implied and not openly critical	129	12.9%
D. I don't use social networking sites	98	9.8%
E. Yes, I have been very negative about my workplace on a social network	78	7.8%
Total:	1000	100%

Regional Differences							
	CE	NE/Y	SEE	SWE	W	NI	S
A.	56.7%	57.4%	55.4%	59.1%	48.6%	57.1%	50.0%
B.	14.4%	11.8%	14.3%	11.4%	22.9%	0.0%	16.7%
C.	10.7%	13.5%	11.4%	12.5%	17.1%	21.4%	19.4%
D.	9.6%	7.1%	8.1%	8.0%	8.6%	7.1%	4.2%
E.	8.6%	10.1%	10.7%	9.1%	2.9%	14.3%	9.7%
	187	296	307	88	35	14	72

Analysis

Over half of those surveyed said that they have never talked negatively about their workplace on social networks. However, **one third** of respondents admitted to talking negatively about their workplace in one way or another on social media.



The regional difference here is interesting

– with **over half** of those in Wales criticizing where they worked. South West England had the highest percentage of people who have never talked about their workplace negatively on a social network.

EPRU Team's View: A correlation analysis revealed that those who speak negatively about their employers are more likely to be unproductive compared to the general sampled population. 16.5% of them think that they are less productive compared to 10% of the total sample. This probably reflects a general sense of low morale amongst those who spoke negatively about their employer. Employees who have low morale are not only relatively low productive workers, they also have a tendency to alienate and lose customers.

For key to regional differences please see Appendix, page 4

Which of the following people have you spoken negatively about?

Answer	Frequency	Percent
A. Your boss/owners of the company	186	18.6%
B. Your peers	126	12.6%
C. Your manager	118	11.8%
D. Office juniors	35	3.5%

Regional Differences	CE	NE/Y	SEE	SWE	W	NI	S
A.	19.8%	19.3%	13.7%	18.2%	34.3%	28.6%	25.0%
B.	13.9%	9.5%	15.0%	12.5%	17.1%	0.0%	12.5%
C.	11.8%	12.2%	11.7%	10.2%	14.3%	7.1%	12.5%
D.	2.1%	3.7%	4.2%	3.4%	2.9%	0.0%	4.2%

Analysis

Of those who criticized their workplace, **the highest percentage of people criticized their boss.** Peers and managers were next in line, and a small percentage had been critical of office juniors. This suggests that social media may be a place to vent frustration against authority in the workplace.

Category	Responses
A	186
B	126
C	118
D	35

Again, the regional split shows that Welsh workers were more critical than any other area in relation to their boss, and those in the South East of England were more likely to vent their frustration at their peers.

EPRU Team's View: If social media is regarded as a place to vent frustration then companies should think seriously about introducing alternative and more formal mechanisms to do so which are more likely to be constructive in their end result. Enlightened organizations create "safe spaces" within the organization's communications system that enables discontented employees to blow off steam without fear of reprisal. They are allowed to vent their frustration by identifying and discussing its source. This is done in an adult way with an assurance that the employee will not be punished and that the organization will follow up with positive action. This requires employees in the organization, at all levels, to behave in a mature way-quite a challenge for many!

Is it fair that someone should face disciplinary action for criticising their workplace or colleagues on a social networking site?

Answer

	Frequency	Percent
A. No, people should be free to express their criticism without disciplinary action	430	43.0%
B. Yes, they should face disciplinary action, but only in extreme cases	405	40.5%
C. Yes, they should face disciplinary action, regardless of what is said	122	12.2%
D. Don't know	43	4.3%
Total	1000	100%

Regional Differences

	CE	NE	SEE	SWE	W	NI	S
A.	42.2%	39.5%	42.0%	43.2%	17.1%	50.0%	40.3%
B.	41.2%	41.9%	43.6%	38.6%	62.9%	35.7%	45.8%
C.	13.4%	12.5%	11.4%	14.8%	11.4%	7.1%	9.7%
D.	3.2%	6.1%	2.9%	3.4%	8.6%	7.1%	4.2%
Total	187	296	307	88	35	14	72

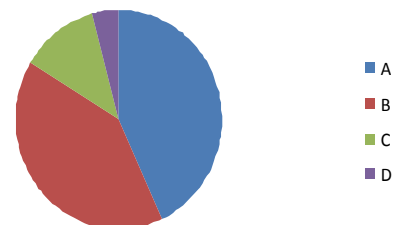
Analysis

Interestingly, although over a third of respondents said they had criticized their workplace on social media, over half also said that employees should face disciplinary action for doing so! This perhaps indicated a certain level of hypocrisy or confused attitudes towards social media in the workplace.

Respondents in Wales stood out. In contrast to other areas, they were much less likely to be in favour of total freedom, and more likely to agree with disciplinary action in extreme cases. Half of those surveyed in Northern Ireland said that people should be free to comment without disciplinary action. Those in South West England were most likely to advocate disciplinary action regardless of what was said.

EPRU Team's View: Perhaps the challenging aspect of taking legal action is extremely dependent on what we mean by 'extreme' cases. In the majority of the cases, respondents have used less than an hour on social media sites. Hence, extreme usage does not seem to be a concern. In addition, we should be cautious not to associate social media usage always to detrimental productivity outcomes for a given firm since some firms use the sites to advertise and promote their goods and services. The apparent hypocrisy can arise simply because it is those who did not criticize who believe that those who did should be disciplined. Equally, those who do criticize also know that such public action has the potential to damage the organisation's reputation and hence impact upon the bottom line. It might also imply a cry for help i.e. create mechanisms that allow constructive criticism without fear of punishment.

Overall Results

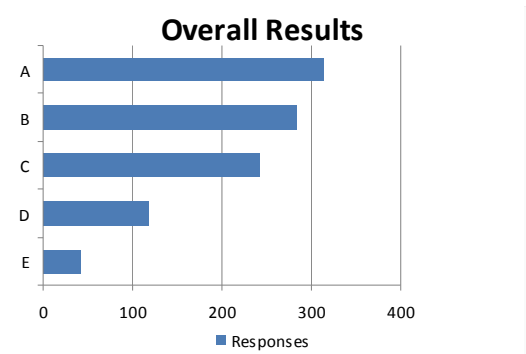


If you found out that you had been declined an interview/job based on a potential employer viewing your social media profile, how would you feel?

Answer	Frequency	Percent
A. Very angry/outraged - I'd consider taking further action	313	31.3%
B. Angry - I wouldn't consider taking further action, though	284	28.4%
C. Frustrated - I could see their reasoning, but I still wouldn't agree that it was fair	243	24.3%
D. Understanding - I would understand why I hadn't been given the job	118	11.8%
E. I don't use social networking sites	42	4.2%
Total	1000	100%

Regional Differences	CE	NE/Y	SEE	SWE	W	NI	S
A.	31.6%	25.7%	30.3%	28.4%	40.0%	7.1%	22.2%
B.	31.0%	32.4%	28.3%	31.8%	42.9%	42.9%	30.6%
C.	21.9%	23.6%	27.0%	22.7%	11.4%	28.6%	29.2%
D.	11.2%	12.8%	10.4%	14.8%	2.9%	14.3%	15.3%
E.	4.3%	5.4%	3.9%	2.3%	2.9%	7.1%	2.8%
Total	187	296	307	88	35	14	72

Analysis
 62% would be very angry/angry if they were declined a job interview/job based on an employer viewing their social media profile. Just under a third would consider taking further action.
 People in Scotland and South West England were the most accepting of this, with 14% - 15% understanding the decision.



EPRU Team's View: The results suggest that there is a predominant view by respondents to disassociate social media usage with job applications and job offers. Further, there is a widespread controversy whether job search and offers have anything to do with the profile of individuals in social media sites. Social media are a very public space and this is frequently forgotten. Would those who criticise their company or their boss on a social media site be prepared to do so by writing an open letter to the company newsletter? It is difficult to hide in social media space. Those who place photographs of themselves lying drunk in the gutter (or similar photos) on their social media site run the risk of being branded as irresponsible by potential employers and others. There needs to be a greater awareness on the part of those using these sites that this is a public display of their identity. How they portray and represent themselves is important. Many of these sites will contain old information which the individual becomes ashamed of with the passage of time. It becomes difficult to run away from our publicly exposed history.

How do candidates view social media in relation to the recruitment selection process?

Please rate how much you agree with the following statements:

		Regional differences:						
		CE	NE/Y	SEE	SWE	W	NI	S
Employers should not judge you by your personal social media profile								
Strongly agree	37.1%	43.9%	35.8%	35.8%	35.2%	45.7%	35.7%	31.9%
Agree	44.1%	37.4%	46.6%	45.0%	43.2%	11.4%	50.0%	47.2%
Disagree	14%	15.0%	12.8%	15.0%	11.4%	37.1%	14.3%	16.7%
Strongly disagree	4.8%	3.7%	4.7%	4.2%	10.2%	5.7%	0.0%	4.2%
Potential employers should not be allowed to look at you social media profile before an interview								
Strongly agree	37.1%	38.0%	39.2%	32.9%	33.0%	42.9%	21.4%	37.5%
Agree	44.1%	33.2%	38.2%	43.3%	36.4%	17.1%	35.7%	31.9%
Disagree	14.0%	21.4%	18.6%	18.2%	19.3%	37.1%	42.9%	23.6%
Strongly disagree	4.8%	7.5%	4.1%	5.5%	11.4%	2.9%	0.0%	6.9%
Employers should not be allowed to talk about your social media profile and any formal work meeting								
Strongly agree	41.5%	42.2%	40.5%	39.1%	45.5%	42.9%	35.7%	47.2%
Agree	40.0%	36.4%	41.6%	43.0%	33.0%	5.7%	64.3%	33.3%
Disagree	14.0%	17.1%	13.9%	14.3%	13.6%	45.7%	0.0%	12.5%
Strongly disagree	4.5%	4.3%	4.1%	3.6%	8.0%	5.7%	0.0%	6.9%
Employers can get an accurate picture of an employee by their social media profile								
Strongly agree	9.6%	11.2%	7.8%	9.4%	15.9%	17.1%	0.0%	8.3%
Agree	24.5%	26.2%	27.0%	25.4%	15.9%	42.9%	14.3%	22.2%
Disagree	40.9%	36.9%	36.5%	47.2%	39.8%	8.6%	64.3%	37.5%
Strongly disagree	25.0%	25.7%	28.7%	17.9%	28.4%	31.4%	21.4%	31.9%

Analysis

A massive 81% stated that employers should not judge you based on your social media profile. However, this directly contradicts the fact that one third of all respondents believed an employer could get an accurate picture of an employee from their social media profile. 81% also believed that employers shouldn't be allowed to talk about social media profiles during formal work meetings. These answers suggest that employees have a confused attitude towards social networking, seeing it as something their employer doesn't have a right to consider but agreeing that it can give an accurate impression of them as a candidate.

EPRU Team's View: Responses to the previous questions indicate a strong sense that individuals are confused about social media sites and protocols regarding their appropriate use and the personal damage that inappropriate use of the site may inflict on the individual not only now but also in the future. There seems to be a lack of awareness about just how public the information on these sites is. If it is fair to make any comment on such a site then it is equally fair for others accessing this information to react as they think appropriate. Social networking sites should have an obligation to explain to their users the dangers of making personal information public. Such sites do not only expose their users to potential identity theft but also there is the risk of creating a public identity which the individual would prefer to remain hidden. Bragging or exaggerating on such site runs the risk also creating a false identity.

If you knew your employer was viewing your social media profiles, would this change what you wrote on them?

Answer	Frequency	Percent
A. No, I probably wouldn't change anything I wrote on my profile	257	25.7%
B. Yes, but I would only change very few things I wrote	218	21.8%
C. Yes, I would change some of the things I wrote on my profile	203	20.3%
D. No, I absolutely wouldn't change anything I wrote	124	12.4%
E. Yes, I would change almost all of the things I wrote on my profile	108	10.8%
F. I don't have a personal profile	90	9.0%
Total	1000	100%

Regional Differences							
	CE	NE/Y	SEE	SWE	W	NI	S
A.	31.6%	21.6%	26.1%	25.0%	14.3%	42.9%	29.2%
B.	22.5%	22.3%	23.5%	14.8%	25.7%	7.1%	20.8%
C.	16.0%	22.3%	20.2%	19.3%	20.0%	28.6%	23.6%
D.	13.4%	11.5%	8.5%	14.8%	14.3%	7.1%	5.6%
E.	10.2%	11.8%	12.4%	17.0%	20.0%	0.0%	12.5%
F.	6.4%	10.5%	9.4%	9.1%	5.7%	14.3%	8.3%
Total	187	296	307	88	35	14	72

Analysis

Over half (58%) of respondents would change what they wrote on their social media profile if they knew their employer was viewing it.

Facebook recently upgraded their privacy settings. As the popularity of Facebook expands even further, privacy is becoming a key issue, as information sharing lies at the heart of social networking. While most

would change the profile, those in Central England were most confident, with nearly one third of respondents saying they probably wouldn't change their profile.

EPRU Team's View: From the distribution, it is clear that employees in Wales and South West England are more sensitive to the perception of their employers based on their online profile. Again, these responses confirm and reinforce the conclusions drawn from the previous questions. If you are likely to regret what you say on your social media site or if you are likely to be embarrassed now or in the future about what you place on it then-don't say it and don't do it. Stop and think about the consequences.



Do you know if your employer has an HR/disciplinary policy regarding social media?

Answer	Frequency	Percent
A. No, I don't know if they have a policy regarding social media	702	70.2%
B. Yes, they do have a policy regarding social media	160	16.0%
C. Yes, they do not have a policy regarding social media	138	13.8%
Total	1000	100%

Regional Differences							
	CE	NE/Y	SEE	SWE	W	NI	S
A.	71.7%	68.6%	69.4%	73.9%	68.6%	92.9%	68.1%
B.	19.3%	17.6%	14.7%	13.6%	14.3%	7.1%	12.5%
C.	9.1%	13.9%	16.0%	12.5%	17.1%	0.0%	19.4%
Total	187	296	307	88	35	14	72

Analysis

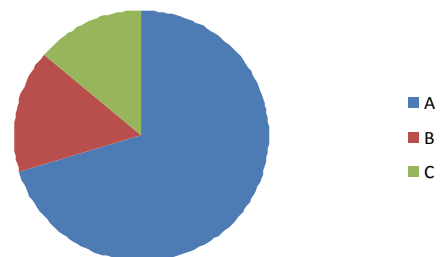
There is widespread confusion over the existence of social media usage policies within the workplace. 70% of the UK population wasn't sure whether their employer had a policy. Only 16% of the UK population could say definitively that their employer had an HR/disciplinary policy regarding social media.

93% of those in Northern Ireland did not know if their employer had a policy. In every region, more than two thirds of respondents were unaware of their employer's policy (or lack of). This is one of the most important findings in our research. To avoid social media becoming an issue in your workplace, as an employer you need to have a clear usage policy and ensure all employees are made aware of this.

EPRU Team's View: Based on the results, if there is a large percentage of individuals who are unaware of the presence of social media usage policies in their place of work, it is not surprising to have a confusion about the consequences among employees. This is related to the earlier question whether it is fair or not to face disciplinary action.

Organizations who act responsibly should explain clearly to their employees their policy with respect to accessing information placed on social media sites and how they are likely to respond to this information. Companies usually state clearly their policies regarding other forms of communication such as the use of emails. Given the prevalence and increasing use of social media, companies need to catch up and make their policies clear.

Overall Results



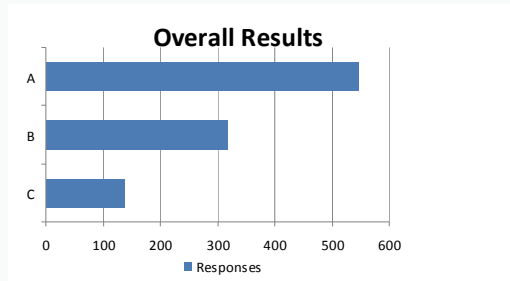
What do you think companies should do to control the use of social network sites at work?

Answer	Frequency	Percent
A. Employees should be able to use them, but use should be limited e.g. at lunch times	547	54.7%
B. Employees should be barred from using social network sites at all times whilst at work	316	31.6%
C. Employees should have freedom to use these sites at their discretion without being monitored	137	13.7%
Total	1000	100%

Regional Differences	CE	NE/Y	SEE	SWE	W	NI	S
A.	52.9%	51.4%	59.3%	51.1%	71.4%	42.9%	52.8%
B.	36.9%	35.5%	24.4%	30.7%	20.0%	42.9%	36.1%
C.	10.2%	13.2%	16.3%	18.2%	8.6%	14.3%	11.1%
Total	187	296	307	88	35	14	72

Analysis

68% of respondents lean towards a ‘fair use policy’ rather than a blanket ban. With most respondents wanting a fair and balanced approach to social networking, recruiters should consider this. The loss of productivity and privacy issues have serious implications for the workplace, but as social media increasingly becomes a part of many people’s lives, an overall ban may lead to resentment and rule breaking.



Respondents in Wales and South East England had the lowest percentages advocating a complete ban.

EPRU Team’s View: The use of social network sites whilst at work is no different from any other work based activity that diverts the individuals attention away from the immediate task e.g. talking on the job; personal phone calls and personal emails. These diversionary activities not only have the potential to reduce productivity but there are also health and safety issues if the individual’s mind is not focused. A sensible policy is to strike an appropriate balance. An outright ban (assuming there are no health and safety issues) is likely to be resented and promote a sense of bad feeling and ill will. Complete laissez-faire runs the risk of abusing the privilege. These need to be balanced. Good employers find that balance.

How do you think social networking sites have affected your productivity at work?

Answer

	Frequency	Percent
A. I'm just as productive as before	554	55.4%
B. Don't know/Don't use social networking sites	269	26.9%
C. I'm less productive as I'm constantly distracted	105	10.5%
D. I'm more productive than before	72	7.2%
Total	1000	100%

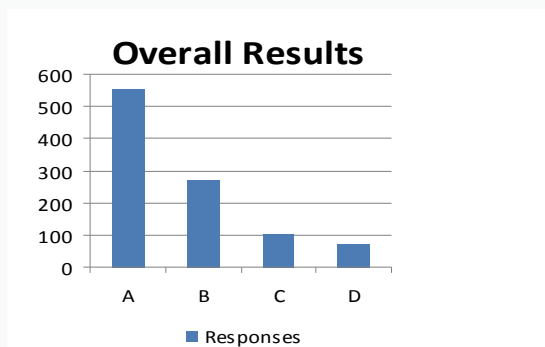
Regional Differences

	CE	NE/Y	SEE	SWE	W	NI	S
A.	48.7%	57.1%	59.6%	54.5%	51.4%	50.0%	52.8%
B.	32.1%	27.0%	23.5%	26.1%	25.7%	2.9%	25.0%
C.	13.4%	8.8%	10.1%	11.4%	8.6%	7.1%	12.5%
D.	5.9%	7.1%	6.8%	8.0%	14.3%	0.0%	9.7%
Total	187	296	307	88	35	14	72

Analysis

The majority of respondents stated that social media had made no difference to their productivity. But 10.5% of the UK population admitted to being less productive at work due to social networking sites. Interestingly, 7% said they were now more productive, perhaps suggesting that they either use it to get ahead (business networking) or use social media as a release valve to counter the stresses of work.

Digging deeper in the regional breakdown, we see mixed results on this question. More respondents in Central England than any other area admitted to being less productive and distracted. Respondents in South East England were more likely to say they were just as productive as before using social networking.



EPRU Team's View: It could be that respondents are simply substituting their use of social media sites for the activities they were engaged with earlier e.g. emailing; telephoning; texting etc. In that case there will be no perceptible impact upon productivity. This is a self reporting exercise so there will be a bias towards individuals claiming that there was no impact on their productivity. The honest answer would be "don't know". To obtain a meaningful answer to this question will require detailed empirical observation and measurement.

Based on statistical models, we attempted to identify factors associated to the answers given by respondents. Gender, location and age of the individual do not have statistically significant relationship with the above responses. Also, we found a weak correlation between time spent on the sites and the responses above.

How much time per day do you spend on social media sites whilst you're at work?

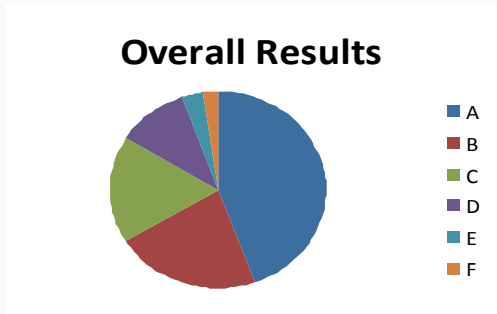
Answer	Frequency	Percent
A. No time/I don't use social networking sites	448	44.8%
B. Up to 10 minutes	218	21.8%
C. 11 to 30 minutes	173	17.3%
D. 31 to 60 minutes	105	10.5%
E. Over an hour to 2 hours	33	3.3%
F. Over 2 hours	23	2.3%
Total	1000	100%

Regional Differences	CE	NE/Y	SEE	SWE	W	NI	S
A.	51.9%	46.6%	35.2%	48.9%	42.9%	50.0%	54.2%
B.	19.8%	19.9%	24.8%	23.9%	25.7%	14.3%	19.4%
C.	13.9%	16.2%	21.8%	13.6%	17.1%	14.3%	16.7%
D.	6.4%	12.5%	11.7%	9.1%	11.4%	21.4%	6.9%
E.	4.3%	3.4%	3.3%	3.4%	2.9%	0.0%	1.4%
F.	3.7%	1.4%	3.3%	1.1%	0.0%	0.0%	1.4%
Total	187	296	307	88	35	14	72

Analysis

55% of respondents admitted to accessing social networking sites at work. Of those who used social networks during work time, 16% spend over 30 minutes, and 6% spend an hour or over per day. When played against the annual GDP of the UK, this 6% of people spending over an hour on social networking sites equates to £14 billion in potential lost productivity! In the corresponding press release, Lee Fayer, Managing Director of MyJobGroup.co.uk said "Our results clearly show that UK workers are spending increased time whilst at work on social media networks which, left unchecked, could have negative repercussions on the productivity of many companies across the country."

EPRU Team's View: Common sense suggests that spending over an hour (i.e. more than 14% of a working day) on social networking will have an impact on productivity. The challenge is finding a suitable measure which captures this and extrapolating to the total population, Once this measure is in place a more indicative estimate of the loss of GDP can be calculated. However, initial indications suggest that this is likely to be a large number.

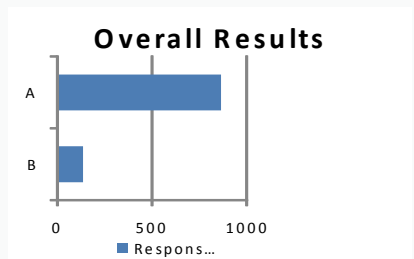


Do you have a social media profile address on your CV? E.g. Facebook/Twitter/LinkedIn

Answer	Frequency	Percent
A. No	865	86.5%
B. Yes	135	13.5%
Total	1000	100%

Regional Differences							
	CE	NE/Y	SEE	SWE	W	NI	S
A.	82.9%	85.5%	87.9%	88.6%	91.4%	92.9%	87.5%
B.	17.1%	14.5%	12.1%	11.4%	8.6%	7.1%	12.5%
Total	187	296	307	88	35	14	72

Analysis
 The vast majority of respondents do not have a social networking profile displayed on their CV, perhaps suggesting that, despite accessing them at work, people view social networking sites as separate from their professional lives.



Summary of Findings

Four key findings from this survey:

- 6% of respondents spend 1 hour or more on social networking websites whilst at work
- This could be costing the UK economy £14 billion in lost productivity
- 70% of respondents are unaware what the current policy is with regards to social media usage within their workplace
- 68% feel that social media browsing at work should be allowed (55% limited access at breaks)

There appears to be reluctance from employees to allow employers access to their social profiles. Social networking is seen by the majority of respondents as personal, private but yet it is still something which the majority feel should be made available to them while at work. However if they are accessing their profiles during work time, perhaps at the expense of productivity, it does highlight a need for employers to implement a usage policy and ensure that it is communicated throughout the organisation.

EPRU Team's View: This last question reinforces the inferences drawn from the previous set of questions. There is confusion about the most appropriate protocol regarding the appropriate use of social media sites. This confusion lies on both sides, on the part of employees and employers. Given the recent introduction of those sites there is a great deal of naivety about what is private information and what is not; what is appropriate use and what is not; what the employees rights are and what the employers should be allowed to do. Clarity of policies and raising awareness of the potential dangers of making certain items of information public on such sites are priorities.

Thank you for reading our 'Social Media in the Workplace' white paper.

About MyJobGroup.co.uk

MyJobGroup.co.uk is the UK's largest network of regional-specific jobs boards, there are currently over 300 individual portals live. The business model means that each website serves just one region, therefore recruiters reach a truly relevant local audience and candidates can search and apply online for relevant jobs within their local area. Many of the established websites have been independently recognised by Hitwise as the leaders within their respective regions.

If you are interested in discussing your recruitment needs with us, please call 0845 017 6777 or e-mail sales@myjobgroup.co.uk.

Press Releases

The following two links are press releases which were circulated to the media as a result of the external research in which this white paper has been written.



Social Media Costing UK Economy up to £14billion in Lost Work Time August 2010

UK Businesses Urged to Address Social Media HR Policies May 2010

