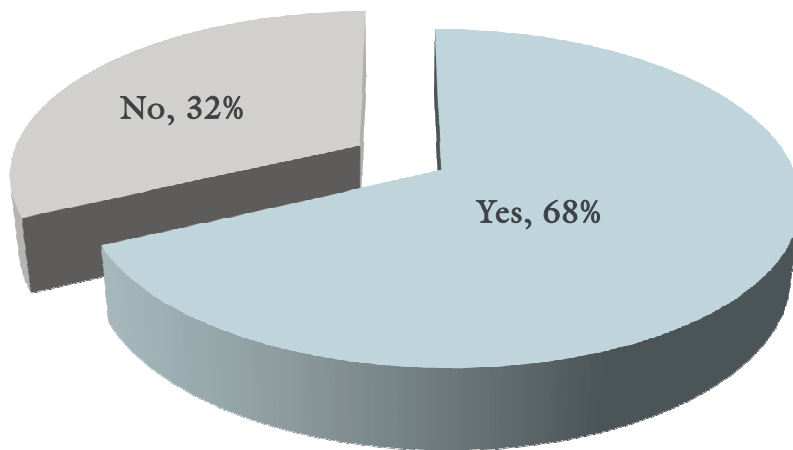


SHRM Research Spotlight: Social Media in the Workplace

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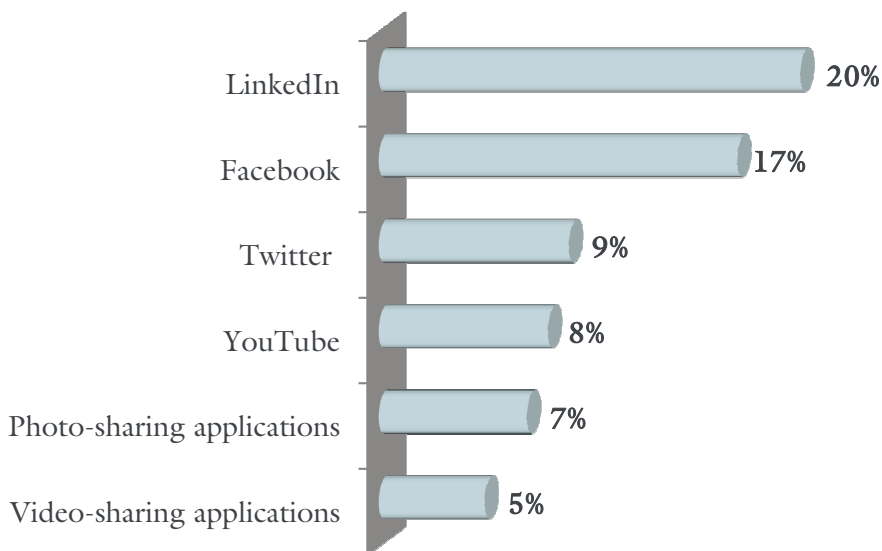


Do any groups or individuals in your organization currently engage in social media activities to reach external audiences?



n = 475

What social media platform do CEOs use?



n = 532

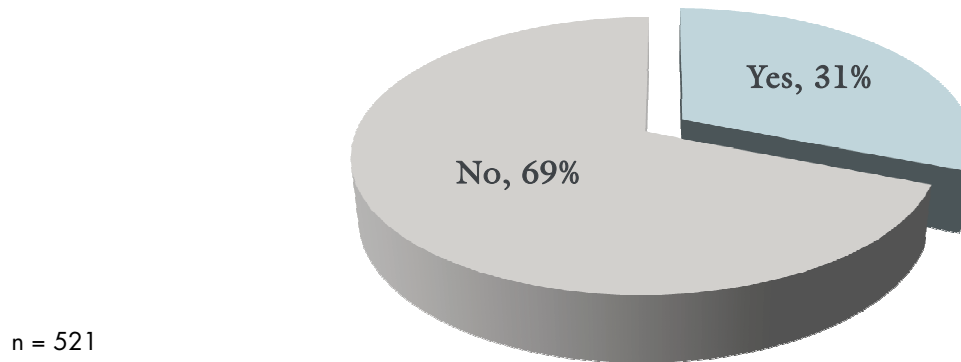
Definition

Social media: Web-based tools and technologies used to share information and turn communication into interactive dialogues with internal or external audiences. Examples include LinkedIn, Facebook, Twitter.

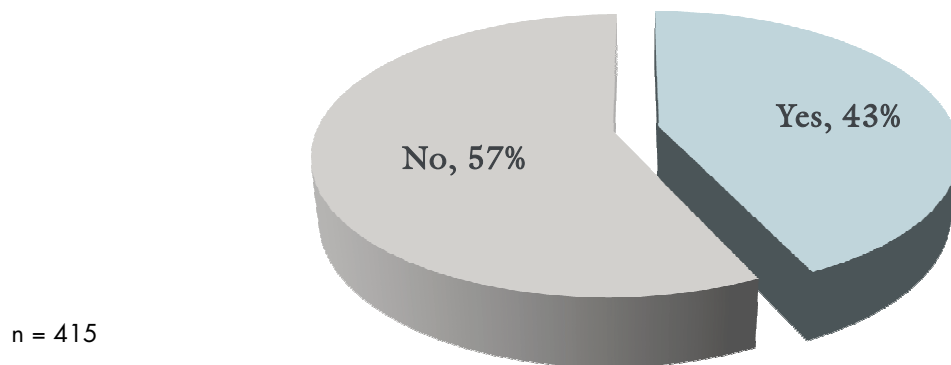
Key Findings

- **Are organizations leveraging social media to reach external audiences?** Sixty-eight percent of organizations reported currently engaging in social media activities to reach external audiences such as potential customers.
- **Do CEOs use social media?** Yes. The most frequently used social media platforms used by CEOs were LinkedIn (20%) and Facebook (17%). CEOs are also using webinars/webcasts (16%) and blogs (14%) on their organization's website as ways to build relationships with external audiences.
- **Do organizations block access to social media on company-owned computers or handheld devices?** 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.
- **Who is using social media in the workplace?** Within 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 organization to reach external audiences (e.g., current customers, potential customers, potential employees).

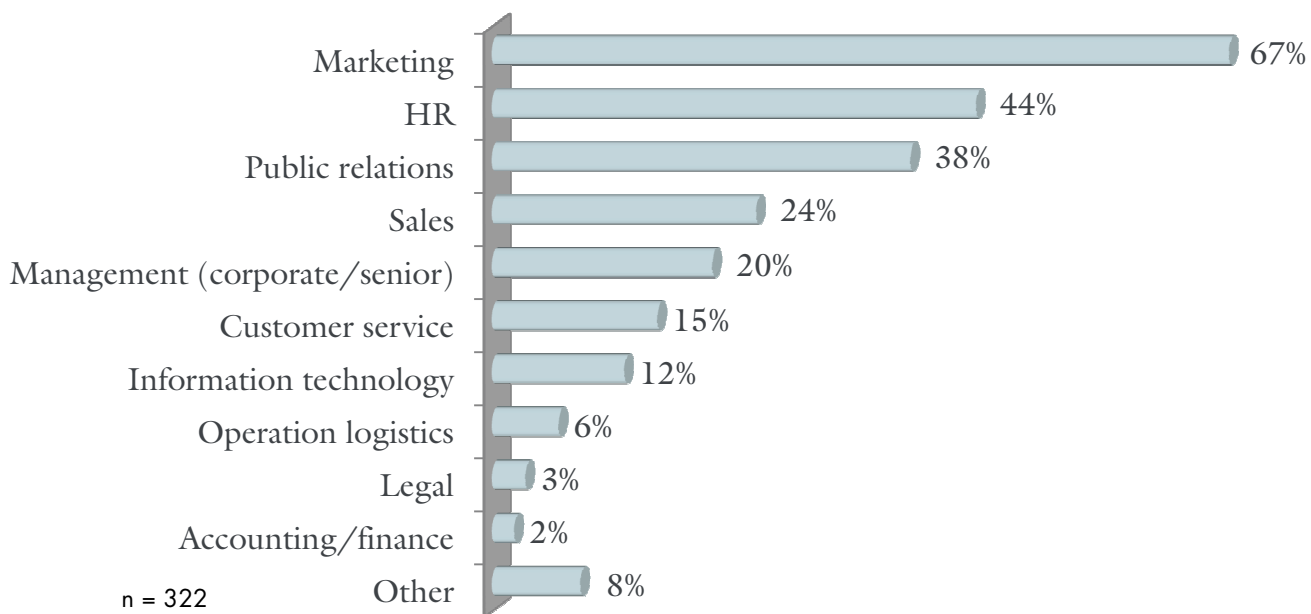
Does your organization track employee use of social media on company-owned computers or handheld devices?



Does your organization block access to social media on company-owned computers or handheld devices?



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



Methodology | For this analysis, 532 responses were used, yielding a response rate of 19%. A sample of HR professionals was randomly selected from SHRM's membership database, which included approximately 250,000 individual members at the time the survey was conducted. The sample was composed of members with the job function of recruiting/staffing. Data were collected December 17, 2010, through February 1, 2011. The margin of error for this poll is +/- 4%.