

YourSayPays.co.uk

Results

Social Networking

In April 2010 YourSayPays conducted a survey into people's use of social media on behalf of MyJobGroup.co.uk. The web survey involved a representative sample of 1,000 UK adults from the YourSayPays panel. Some of the information that has emerged from this survey is very relevant to the employee engagement article on page 25 and although it is true that not everyone uses social media websites, most young people and many older people now use Facebook and / or Twitter, and a significant percentage of employees of all ages use business networking sites such as LinkedIn.

As we can see in Chart 1, over 30% of employees say they have spoken negatively about their employer to a greater or lesser extent.

In Chart 2 a staggering 55% of employees spend some time at work each day using social networking sites. 16% spend over 30 minutes every day and an amazing 2.3% over two hours on a daily basis, although only 10.5% of respondents claimed to be less productive as a result.

In view of the potentially high costs to organisations in terms of lost productivity and reputation damage you would think that they would be making considerable efforts to control employees' use of social networking sites at work, but this doesn't seem to be the case. As shown in Chart 3, only 16% of employees say that their employer has a policy about use of social networking sites at work. Whilst it's true that only 13.8% stated that their employer definitely does not have a policy and 70.2% that they didn't know, there's obviously little point having a policy if your staff are oblivious of it!

Chart 1: Negative word of mouth

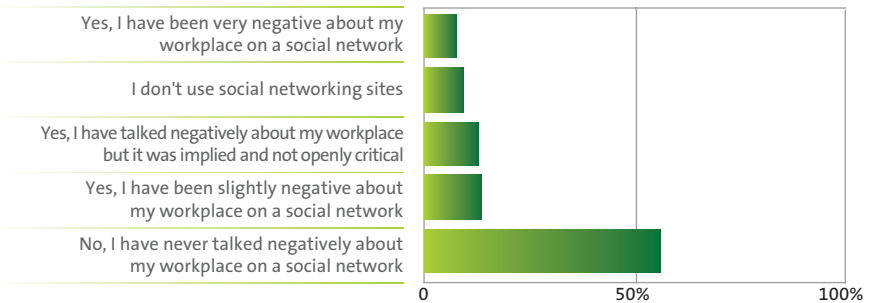


Chart 2: Lost productivity

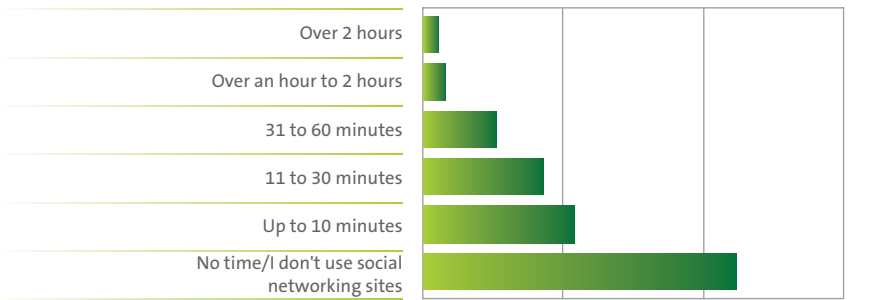


Chart 3: Company policy on use of networking sites

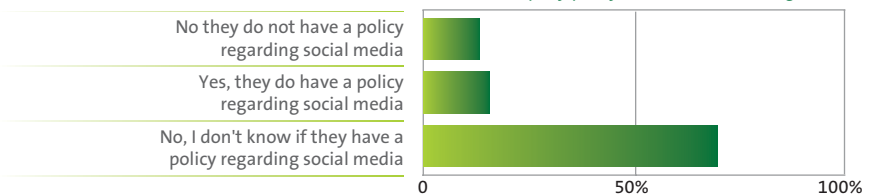


Chart 4: Control of social networking use

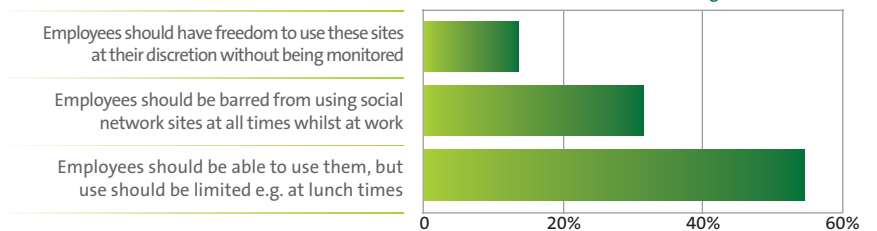
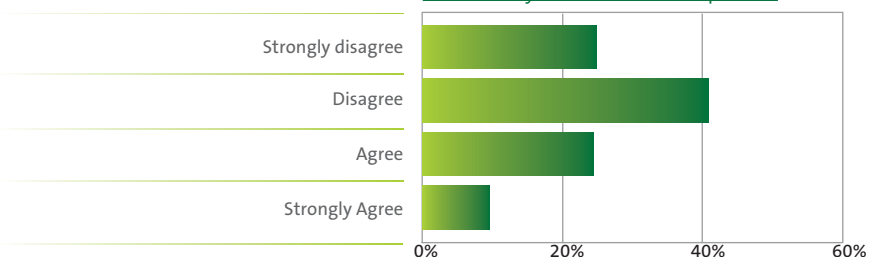
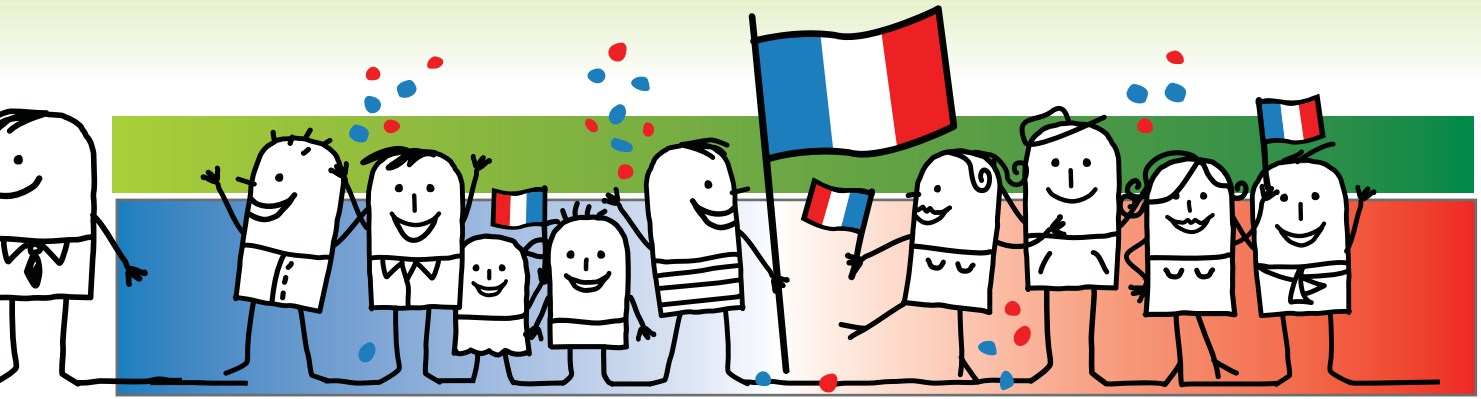


Chart 5: Can you trust social media profiles?





A very telling statistic in Chart 4 is that less than 14% of employees think they should be free to use social networking sites at work without any control. The majority (54.7%) think that they should be allowed to go on the sites at work but in their own time, e.g. at lunchtime, but almost one third of employees (31.6%) stated that companies should completely ban the use of social networking sites from the workplace.

A much more general point that emerges from the YourSayPays survey on social networking sites is whether they serve any purpose for the reader, or just the writer. According to most of the respondents you can't believe a word people write on there! As shown in Chart 5, virtually two thirds of people don't think employers could get an accurate picture of an employee by their social networking profile. So who can get an accurate picture? Can your parents? Can your friends? If friends can, but employers and parents can't, how can that be possible? You can't be two different people. If your profile for friends is truthful it must also be truthful for employers (even if you don't want them to know it), or perhaps it's just not truthful at all but is how the author wants to be seen rather than how they are?

Whether it's truthful or not, people certainly don't want their employer judging them by their social networking profile. As shown in Chart 6, an overwhelming 82.2% were against this idea. Very similar percentages also thought that potential employers should not be allowed to look at your personal profile and that they should not be allowed to use it in any formal workplace meeting, e.g. an appraisal or disciplinary meeting.

What do us Brits think of France?

The short answer seems to be not much, especially if we've not been there within the last five years! Based on a YourSayPays survey of almost 3,000 adults for Brittany Ferries, the best that can be said about France is that it's quite easy to get to! Chart 7 also shows that people have much more favourable views if they've visited France recently especially concerning its family friendliness,

cuisine and accommodation, but even if they have visited they still don't have a very favourable view about France's value for money or about the friendliness of the French people.

What's certainly clear is that the average Brit doesn't seem to have learned much more about France's geography at school than they did about its language! Chart 8 shows that the percentage who could correctly identify the various regions of France on a map was shamefully low! **S**

Chart 6: Employers should not judge you

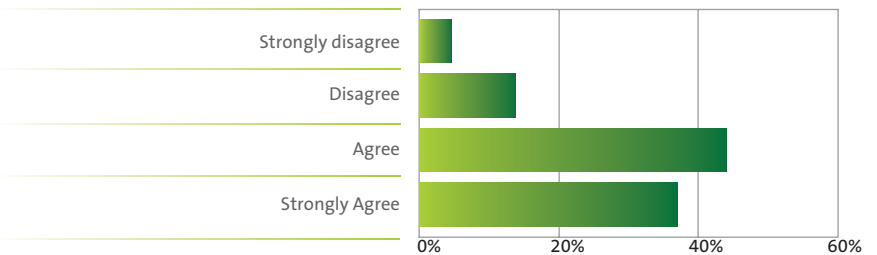


Chart 7: The Brits' perceptions of France



Chart 8: The Brits' knowledge of French geography

