

ISMA UK

2011 Annual Conference

Impact of Social Media in the Workplace

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RCEURO

THE RECRUITMENT COMMUNITY FOR EUROPE

Why Me?

- Over 25 years experience in recruitment and in the start-up and expansion of high technology businesses in Europe
- Provide strategic and practical insights to the automation and web-enablement of Human Resource and Recruitment Process activities throughout Europe
- Clients include Times 500 companies and software and services vendors in the Human Resources and e-commerce arenas
- Founder of **RCEURO**, web portal for the European recruitment industry
- Published in a number of on-line and off-line media covering technical and strategic issues around HR, technology, social media and business
- Lead training programmes on the use of social media and networking tools
- Founding board member of HR-XML Consortium European Chapter

Why Am I Here Today?

277%

Percentage increase for time spent
social networking in 2009

Source: Bernard Hodes Group

- 10% growth in the number of Social Network Managers
- 1.5 billion visits to social networks every day
- 30% accessing social media via mobile
- 47% joining brand communities

Source: UMWW.COM, Wave 5 - the Socialisation of Brands, Oct 2010

1. Pertaining to, devoted to, or characterized by friendly companionship or relations: a social club
2. Seeking or enjoying the companionship of others; friendly; sociable; gregarious
3. A social gathering or party, esp. of or as given by an organised group



1. If media refers to the mass media, it is sometimes treated as a singular form
2. Mass Media is a means of communication that reaches large numbers of people in a short time, such as television, newspapers, magazines, and radio (and today, the Internet)

1. Social media are media for social interaction using highly accessible and scalable publishing techniques.
2. Social media uses web-based technologies to turn communication into interactive dialogues

- Social networking: A social trend in which people use technologies to get the things they need from each other, rather than from traditional institutions like corporations
- Social media: The collection of all the online facilities where individuals can connect and communicate with each other online
- Social business strategy: A company utilises relevant social and professional networks to network. It is simply extending your networking into an environment where your target audience is

Today's Buzzword: Engage

- Engage: occupy attract or involve someone's attention or interest
- Engage with: establish a meaningful contact or connection with



Engagement

- Early 17th century from the French: engager + -ment
- A legal or moral obligation, engager = to pledge
- An agreement to do something at an agreed time/place



Engagement



Who Are We Engaging With?

- Engaging with friends
- Engaging with your workforce colleagues
- Engaging with Hiring Managers
- Engaging with business targets
- Engaging with your suppliers

- How does the emerging phenomena of social networking sites and communications tools such as LinkedIn, FaceBook and Twitter change the way we stay in touch with colleagues, business targets and possible employers?
- Do we have to communicate differently with the Millennials, GenY, GenX and Boomers?
- What affect do new mobile technologies such as the iPhone and apps have on the way that we all consume and share information?

Facebook - LinkedIn - Twitter- YouTube

- Facebook is the largest global social networking site
 - More than 800 million active users
 - 50% of active users log on to Facebook in any given day
 - Average user spends more than 55 minutes per day on Facebook
 - The fastest growing demographic is those 35 years old and older
 - About 70% of Facebook users are outside the United States
 - There are more than 100 million active users currently accessing Facebook through their mobile devices
- LinkedIn is the largest business related social site
 - The Internet's structured CV database
 - Over 120 Million global users
 - 50% outside of the US
- Twitter - Get the word out
 - Pick a number :-)
 - In excess of 200 million May 2011
 - Only 10-20% make more than 10 tweets
- YouTube
 - 2 billion YouTube videos viewed every day

United Kingdom General Info

Total LinkedIn Users:	7 477 101
Penetration of population:	11.99%
Position in the list:	3.
Penetration of online pop.:	14.53%

United Kingdom General info

Total Facebook Users:	30 168 540
Position in the list:	5.
Penetration of population:	48.39%
Penetration of online population	58.65%

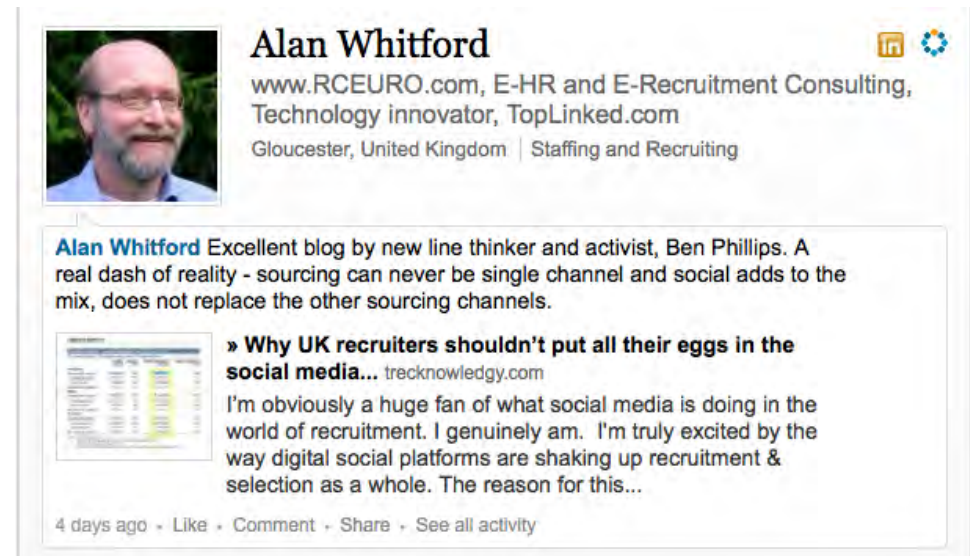
Source: SocialBakers.com

Social Networking for Business

- 79% of the largest fortune 500 firms use Twitter, Facebook, YouTube or corporate blogs to communicate with customers and other stakeholders. (Burson-Marsteller, 2009)
- 69% of respondents report that their companies have gained measurable business benefits from social technologies, including more effective marketing, more innovative products and services, better access to knowledge, lower costs of doing business, and higher revenues. (McKinsey Global Survey, 2009)
- Security can't just block the use of social networking sites anymore. The benefits, including low-cost ways to recruit employees, distribute marketing materials, and enable employee networking, are simply too great. (Security for Business Innovation Council, 2009)

Alan Whitford

- LinkedIn:
 - 6,120 Connections
- Facebook: Yes
 - 322 Friends
- Twitter: @alanwhitford
 - 4,041 Tweets
 - 1,661 following
 - 2,442 followers
- Twitter: @rceuro
 - 2,288 Tweets
 - 1,297 following
 - 1,158 followers



Alan Whitford
www.RCEURO.com, E-HR and E-Recruitment Consulting,
Technology innovator, TopLinked.com
Gloucester, United Kingdom | Staffing and Recruiting

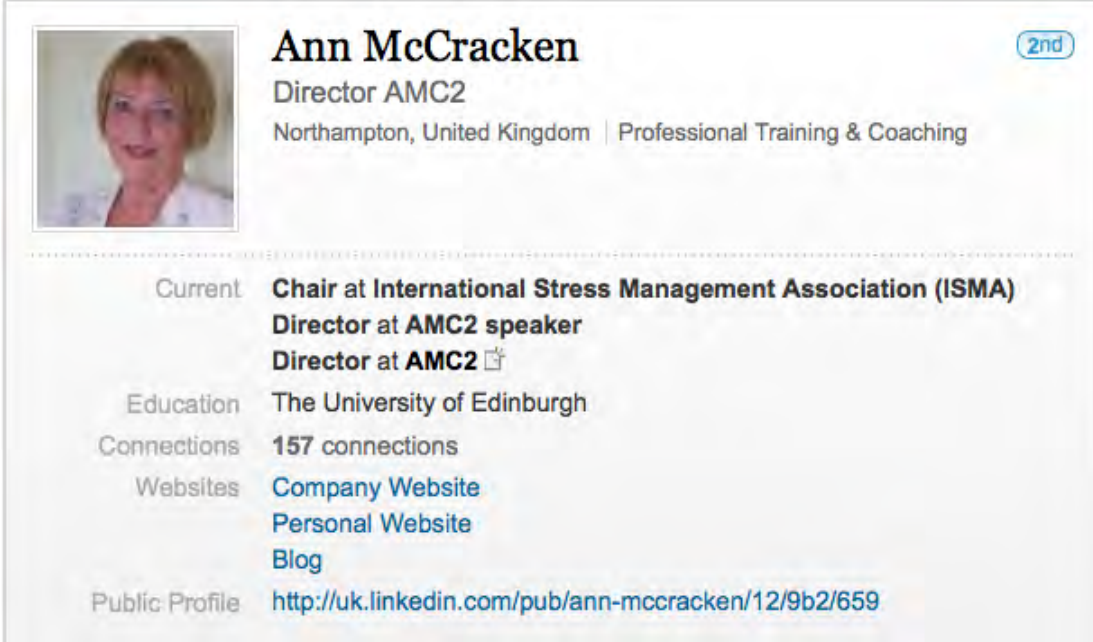
Alan Whitford Excellent blog by new line thinker and activist, Ben Phillips. A real dash of reality - sourcing can never be single channel and social adds to the mix, does not replace the other sourcing channels.

» Why UK recruiters shouldn't put all their eggs in the social media... trecknowledgy.com
I'm obviously a huge fan of what social media is doing in the world of recruitment. I genuinely am. I'm truly excited by the way digital social platforms are shaking up recruitment & selection as a whole. The reason for this...

4 days ago • Like • Comment • Share • See all activity

Ann McCracken

- LinkedIn: Yes
 - 157 Connections
- Facebook: No
- Twitter: Yes
 - 0 Tweets
 - 1 following
 - 4 followers



Ann McCracken 2nd
Director AMC2
Northampton, United Kingdom | Professional Training & Coaching

Current
Chair at International Stress Management Association (ISMA)
Director at AMC2 speaker
Director at AMC2

Education
The University of Edinburgh

Connections
157 connections

Websites
Company Website
Personal Website
Blog

Public Profile
<http://uk.linkedin.com/pub/ann-mccracken/12/9b2/659>

Derek Hatton

- LinkedIn: No profile
- Facebook: Yes
 - 71 Fans
- Twitter: Yes
 - 227 Tweets
 - 86 following
 - 1,158 followers



TweetReach for @DegsyHatton Reached 7,683 people via 49 tweets

Searching a maximum of 50 tweets

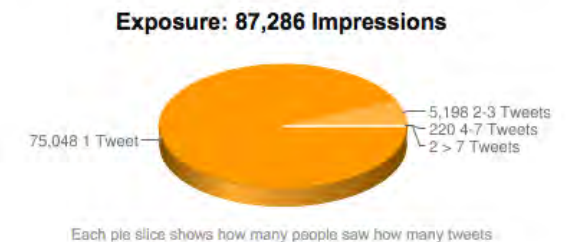
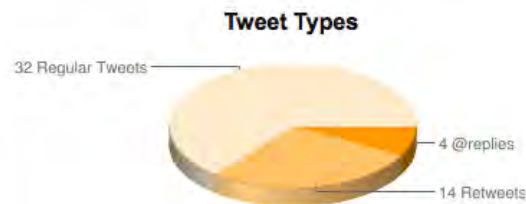


- LinkedIn: No profile
- Facebook: No
- Twitter: No
 - But lots of Tweet coverage
- Website: Yes

TweetReach for **MP DAVID AMESS**

Reached **80,468 people** via **50 tweets**

Searching a maximum of 50 tweets



TweetReach for *David Amess* Reached **34,492 people** via **50 tweets**

Searching a maximum of 50 tweets

Tweet Types



Exposure: 55,675 Impressions



Each pie slice shows how many people saw how many tweets



[alanwhitford](#): David Amess MP will table a number of Parliamentary questions about stress before the conference season Recess . Cool idea [#ISMConf](#)
7 minutes ago

Impressions Contributed by **41 Twitterers**

alanwhitford	19,424
danamo	16,478

Paul Farmer

- LinkedIn: Yes
 - 202 Connections
- Facebook:
 - Personal - No
 - MIND - Yes
- Twitter: Personal
 - 412 Tweets
 - 262 following
 - 817 followers
- Twitter: MIND



Paul Farmer 3rd
Chief Executive at **Mind**
London, United Kingdom | Mental Health Care

Current Chief Executive at **Mind** 
Chief Executive at **Mind - National Association for Mental Health**

Past Trustee at Directory of Social Change
Director of Public Affairs at Rethink 
Communications Manager at Samaritans

Education University of Oxford

Connections 202 connections

Websites [Company Website](#)

Twitter [paulfarmermind](#)

Public Profile <http://uk.linkedin.com/pub/paul-farmer/2/b3b/309>

Mind Like
Non-profit organisation

Basic Information

Founded 1946

About We are the leading mental health charity in England and Wales. Visit our website at <http://www.mind.org.uk/> Follow us on Twitter at <http://twitter.com/mindcharity>

Company Overview As the leading mental health charity for England and Wales, Mind is a force for change.

We campaign vigorously to create a society that promotes and protects good mental health for all - a society where people with experience of mental distress are treated fairly, positively and with respect.

Information on Mind's work in Wales can be found here: http://www.mind.org.uk/mind_cymru/landing

Mission Our vision is of a society that promotes and protects good mental health for all, and that treats people with experience of mental distress fairly, positively, and with respect.

Mind is an independent organisation supported by your donations. We campaign to influence Government policy and legislation, work closely with the media and are the first source of unbiased, independent mental health information via our publications, website www.mind.org.uk and phone service MindInfoLine 0845 766 0163.

14,096 like this

Mind
@MindCharity view full profile →
London

Tweets from the Digital team at Mind, the leading mental health charity in England and Wales.
<http://www.mind.org.uk>

5,038 Tweets
1,045 Following
11,323 Followers
529 Listed

TweetReach for @mindcharity

Reached **60,756** people via **50** tweets

Searching a maximum of 50 tweets



TweetReach for @paulfarmermind

Reached **26,402** people via **35** tweets

Searching a maximum of 50 tweets



MIND The Elephant

close



The Elephant
[@The_Elephant_](#) view full profile →

Right now, 1 in 6 workers is experiencing depression, anxiety or stress. That's the elephant in the room. Don't ignore the elephant.
<http://www.mind.org.uk/work>

464 Tweets | **1** Following | **1,240** Followers | **35** Listed

TweetReach for *the_elephant_* Reached **19,509 people** via **33 tweets**

Searching a maximum of 50 tweets

Tweet Types



Exposure: **28,781 Impressions**



Each pie slice shows how many people saw how many tweets



barstandards: [@The_Elephant_](#) Very sound advice!
about 5 hours ago

Impressions Contributed by 22 Twitterers

MindCharity	11,387
jimalthetime	7,566
The Elephant	4,968

- Created as a Twitter Identity to send out regular tips and ideas, and battle the mental health stigma in the workplace
- Companies take the feed direct and re-distribute to their employees

TweetReach for #ismaconf

Reached **2,874 people** via **25 tweets**

Searching a maximum of 50 tweets

Tweet Types



Exposure: 59,426 Impressions



Each pie slice shows how many people saw how many tweets



alanwhitford: #ISMAConf - David Amess MP, Mental Health services are underfunded, under utilised and lack public profile. Hard to get funding.

Impressions Contributed by 2 Twitterers

Twitterer	Impressions
alanwhitford	58,272

Social Media Increasing Stress Levels



The 7PM Project - Australian Study Social Media Stress Report

Social Stresses Me Out

- 63% of respondents feel social media is contributing to stress levels
- 37% feel under pressure to be in constant contact
- 35% say there is an expectation to respond quickly to messages.
- 13% of stressed users say they feel pressure to be witty in writing status updates on Facebook
- Women feel more stressed than men, with 69% saying they felt pressure to be interesting in their status updates, as opposed to only 39% of men

Source: Galaxy Research: Cenovis Chill Pill Survey

The Social Stress Disease?

- If we are not careful, our increasingly connected life can take a negative toll on our mind and body.
- Author Dr. Gennaro D'Amato of the Department of Respiratory Diseases
 - Many social networking sites like Facebook, Twitter and LinkedIn can be traced to a new, developing source of psychological stress that can also be connected to other physical ailments or conditions.
 - A young man experienced a severe asthma attack after his ex-girlfriend “unfriended” him from her Facebook page - but she stayed active with others
 - Seeing others build larger networks, and having more conversations with those people who are perceived as being “influential” may actually heighten feelings of loneliness.

Who Has The Highest Level of Workplace Stress?

- Career Cast surveyed and ranked 200 different jobs based on the level of stress
- Rated 11 stress factors
- The Top Three
 1. Commercial Pilot
 2. Public Relations Officer
 3. Corporate Executive

- In a recent survey by FaceTime
 - 79% of employees use social media at work for “business reasons”
 - 82% use social sites at work for personal reason
- Over the past two years, use of social web has grown from 19% to 24% of the time spent at work. (Trend Micro 2010)
- 66% of large organisations surveyed said they were concerned or very concerned about maintaining compliance while enabling social sites. (Forrester, 2010)
- Only 1 in 7 companies has a formal process associated with adopting consumer based social networking tools for business purposes. (Cisco, 2010)
- Only 1 in 5 participants identified any policies in place concerning the use of consumer-based social networking technologies in the enterprise. (Cisco, 2010)
- 47% of financial advisors who use social media say regulatory or compliance issues are their single biggest concern with using social media for business purposes. (American Century Investments, 2010)

- "There's a huge amount of stress in marketing departments about: 'Are we missing the hot new thing?' says Andy Sernovitz, author of Word of Mouth Marketing: How Smart Companies Get People Talking.
- "That stress causes companies to panic about social media and not invest their time wisely."
- Are you going to be constantly overwhelmed by "Stress 2.0" or can you successfully translate this lifestyle into "Wisdom 2.0?"

Let's Face It! You can't keep up with Social Media

- There is no 'right answer'
- Do what feels right for you - and be ready to change
- And don't stress about it, not everybody is on Social Media :-)

THANK YOU!!

RCEURO
THE RECRUITMENT COMMUNITY FOR EUROPE



Any Questions?



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