

# 2012 ERC Social Media in the Workplace Survey

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Conducted by ERC  
6700 Beta Drive, Suite 300,  
Mayfield Village, OH 44143  
440/684-9700  
[www.yourERC.com](http://www.yourERC.com)



## About ERC

ERC is Northeast Ohio's largest organization dedicated to HR and workplace programs, practices, training and consulting. ERC membership provides employers access to an incredible amount of information, expertise, and cost savings that supports the attraction, retention, and development of great employees. We also host the nationally recognized NorthCoast 99 program and sponsor the ERC Health insurance program. For more information about ERC, please visit [www.yourERC.com](http://www.yourERC.com).



## Introduction & Methodology

This report summarizes the results of ERC's survey of organizations in Northeast Ohio, conducted in September/October of 2012, on practices related to social media in the workplace. The survey reports trends in social media policies and practices. Information gathered ranges from what restrictions are placed on employee social media usage to how organizations are engaging various social media platforms for official business activities.

All ERC members were invited to participate in the survey in early September via email invitation and other promotions, and participated in the survey throughout the month. The survey officially closed on October 12, 2012. In order to provide the most reliable and accurate information, data was cleaned and duplicate records were removed. Any outliers or invalid data were also eliminated, yielding a final data set of 114 participating organizations, only from Northeast Ohio. Qualitative data was coded where applicable or analyzed according to commonality or major themes, and all quantitative data was analyzed using statistical software to ensure data validity and reliability.

This report shows several frequencies and response distributions. Frequencies of data responses may not total 100% exactly in some cases due to rounding of decimals or the ability for participating organizations to select multiple response options. In some cases, breakouts are not included due to quantity of data or insufficient sample.

## Key Findings

- Slightly less than half (47%) of all organizations currently have a social media policy in place. This policy is most commonly communicated to employees via their employee handbook or through some other form of internal communication (e.g. email, intranet).
- The most common components of these social media policies include disclosure that social media use may be monitored and guidelines for employee's social media use on both a professional and personal level.
- Only about one-third of organizations indicate that their social media policy explicitly restricts social media use during work hours on personal mobile communication devices. Around half do restrict use on company issued electronic devices, both on PCs/laptops as well as on mobile communication devices.
- The majority of organizations (78%) track employee use of social media during work hours.
- Twenty-two percent of respondents have at least one employee with the primary purpose of managing their organization's social media activities.
- Facebook and LinkedIn are by far the most common social media outlets used by organizations for a wide variety of official business related activities. In general, the activities being supported by social media platforms of any kind are primarily external in nature. These include branding/marketing, external communication, networking/relationship building, reaching new customers and sales.

# Social Media Policy

Percent of organizations with a social media policy currently in place

Figure 1 | All Breakouts

	Percent
All Organizations	47%
<b>Industry</b>	
Manufacturing	44%
Non-Manufacturing	55%
Non-Profit	31%
<b>Organizational Size</b>	
1-50	58%
51-200	47%
201-500	36%
Over 500	25%

Percent of organizations using the following methods to communicate their social media policy

**Figure 2 | All Organizations**

	Percent
Employee handbook	41%
Internal communications ( <i>i.e. email, bulletin board, etc</i> )	28%
Staff meeting	12%
One-on-one meetings with supervisor	6%
Other	1%

**Figure 2a | Industry**

	Manufacturing	Non-Manufacturing	Non-Profit
Employee handbook	38%	48%	25%
Internal communications ( <i>i.e. email, bulletin board, etc</i> )	36%	20%	25%
Staff meeting	9%	14%	19%
One-on-one meetings with supervisor	4%	9%	6%
Other	2%	0%	0%

**Figure 2b | Organizational Size**

	1-50	51-200	201-500	Over 500
Employee handbook	46%	40%	32%	50%
Internal communications ( <i>i.e. email, bulletin board, etc</i> )	19%	32%	27%	0%
Staff meeting	19%	9%	14%	0%
One-on-one meetings with supervisor	12%	8%	0%	0%
Other	0%	0%	5%	0%

**Percent of organizations whose social media policy contains the following components**

**Figure 3 | All Organizations**

	Percent
Guidelines for ee's professional social media use	43%
Disclosure that social media use may be monitored	35%
Guidelines for ee's personal social media use	32%
Guidelines for photo/video postings	19%
Guidelines for disclosing contracts, sponsorships, etc	18%
Guidelines over supervisor-ee social media interaction	5%

**Figure 3a | Industry**

	Manufacturing	Non-Manufacturing	Non-Profit
Guidelines for ee's professional social media use	44%	48%	31%
Disclosure that social media use may be monitored	33%	43%	19%
Guidelines for ee's personal social media use	31%	36%	19%
Guidelines for photo/video postings	22%	16%	25%
Guidelines for disclosing contracts, sponsorships, etc	16%	20%	13%
Guidelines over supervisor-ee social media interaction	4%	5%	6%

**Figure 3b | Organizational Size**

	1-50	51-200	201-500	Over 500
Guidelines for ee's professional social media use	46%	47%	32%	25%
Disclosure that social media use may be monitored	42%	34%	27%	25%
Guidelines for ee's personal social media use	35%	34%	27%	0%
Guidelines for photo/video postings	27%	23%	14%	0%
Guidelines for disclosing contracts, sponsorships, etc	27%	15%	9%	25%
Guidelines over supervisor-ee social media interaction	0%	8%	5%	0%

**Percent of organizations whose social media policy restricts employee use of social media during work hours on the following types of devices**

**Figure 4 | All Organizations**

	Percent
Company issued desktop or laptop computer	55%
Company issued mobile communication device	43%
Personal mobile communication device	32%

**Figure 4a | Industry**

	Manufacturing	Non-Manufacturing	Non-Profit
Company issued desktop or laptop computer	62%	50%	56%
Company issued mobile communication device	56%	36%	36%
Personal mobile communication device	33%	0%	0%

**Figure 4b | Organizational Size**

	1-50	51-200	201-500	Over 500
Company issued desktop or laptop computer	57%	55%	42%	50%
Company issued mobile communication device	40%	41%	36%	50%
Personal mobile communication device	35%	33%	27%	50%

## Percent of organizations whose social media policy was affected by recent NLRB reports about social media policies in the workplace

**Figure 5 | All Breakouts**

	Percent
All Organizations	12%
<b>Industry</b>	
Manufacturing	5%
Non-Manufacturing	13%
Non-Profit	29%
<b>Organizational Size</b>	
1-50	20%
51-200	7%
201-500	0%
Over 500	33%

### Examples (if yes):

- We are currently putting a policy together
- We are now developing a policy
- We changed the language in our policy to include a 'special considerations' section and indicated that the policy does not intend to prohibit employees from engaging in activity protected by the NLRA. We also changed some wording from 'prohibits' to 'we ask that you don't'... in other words, we softened the language so the policy would not be 'overly broad' as ERC said it.
- Incorporated the information received, and will continue to monitor.



## Social Media Practices

Percent of organizations blocking employee access to any of the following social media outlets

**Figure 6 | All Organizations**

	Percent
Facebook	26%
YouTube	18%
Twitter	17%
Blogs/Wikis	11%
Photo-sharing sites	9%
LinkedIn	7%
Other	5%

**Figure 6a | Industry**

	Manufacturing	Non-Manufacturing	Non-Profit
Facebook	38%	20%	19%
YouTube	20%	18%	25%
Twitter	24%	11%	19%
Blogs/Wikis	20%	2%	19%
Photo-sharing sites	13%	5%	13%
LinkedIn	4%	9%	13%
Other	11%	2%	0%

**Figure 6b | Organizational Size**

	1-50	51-200	201-500	Over 500
Facebook	15%	32%	32%	25%
YouTube	8%	25%	18%	25%
Twitter	12%	23%	14%	25%
Blogs/Wikis	0%	19%	9%	25%
Photo-sharing sites	0%	15%	5%	25%
LinkedIn	8%	11%	0%	0%
Other	0%	4%	9%	50%

**Percent of organizations tracking employee social media usage during work hours**

**Figure 7 | All Breakouts**

	Percent
All Organizations	78%
<b>Industry</b>	
Manufacturing	80%
Non-Manufacturing	77%
Non-Profit	80%
<b>Organizational Size</b>	
1-50	85%
51-200	72%
201-500	86%
Over 500	100%

Percent of organizations whose social media is accessed or handled by each of the following departments or job types

**Figure 8 | All Organizations**

	Percent
Marketing	57%
HR	54%
IT (Information Technology)	47%
Executives	32%
Sales	30%
Recruiting	27%
Customer Service	12%
Other	5%

**Figure 8a | Industry**

	Manufacturing	Non-Manufacturing	Non-Profit
Marketing	60%	55%	69%
HR	67%	52%	31%
IT (Information Technology)	60%	45%	38%
Executives	42%	25%	25%
Sales	29%	36%	19%
Recruiting	27%	30%	19%
Customer Service	11%	11%	19%
Other	4%	5%	13%

**Figure 8b | Organizational Size**

	1-50	51-200	201-500	Over 500
Marketing	58%	57%	59%	75%
HR	50%	53%	64%	50%
IT (Information Technology)	38%	51%	55%	50%
Executives	46%	28%	27%	0%
Sales	42%	25%	27%	25%
Recruiting	27%	25%	32%	25%
Customer Service	15%	9%	14%	0%
Other	4%	4%	14%	0%

Percent of organizations spending the following number of hours per week on social media tasks

**Figure 9 | All Organizations**

	Percent
0-5 hours	59%
6-10 hours	26%
11-15 hours	5%
16-30 hours	4%
Over 30 hours	6%

**Figure 9a | Industry**

	Manufacturing	Non-Manufacturing	Non-Profit
0-5 hours	76%	55%	29%
6-10 hours	12%	29%	50%
11-15 hours	7%	5%	0%
16-30 hours	2%	5%	7%
Over 30 hours	2%	5%	14%

**Figure 9b | Organizational Size**

	1-50	51-200	201-500	Over 500
0-5 hours	68%	67%	39%	33%
6-10 hours	18%	19%	44%	33%
11-15 hours	0%	6%	6%	33%
16-30 hours	14%	2%	0%	0%
Over 30 hours	0%	6%	11%	0%

**Percent of organizations employing one or more individuals whose primary purpose is to manage social media activities**

**Figure 10 | All Organizations**

	Percent
No	79%
Yes (1 employee)	18%
Yes (more than 1 employee)	4%

**Figure 10a | Industry**

	Manufacturing	Non-Manufacturing	Non-Profit
No	82%	84%	60%
Yes (1 employee)	18%	11%	27%
Yes (more than 1 employee)	0%	5%	13%

**Figure 10b | Organizational Size**

	1-50	51-200	201-500	Over 500
No	65%	85%	82%	67%
Yes (1 employee)	23%	13%	18%	33%
Yes (more than 1 employee)	12%	2%	0%	0%

Percent of organizations using each social media tool or multi-media platform to engage in the following activities

Figure 11 | All Organizations

	Facebook	LinkedIn	Twitter	Blogs/Wikis	Photo-sharing	YouTube	Other
Branding/Marketing	55%	52%	44%	27%	10%	34%	7%
Reaching new customers	35%	35%	31%	22%	4%	22%	11%
Networking/relationship building	31%	48%	25%	19%	4%	11%	9%
External communications	29%	36%	31%	18%	6%	21%	14%
Sales	27%	31%	25%	18%	3%	14%	13%
Recruiting	20%	50%	15%	5%	1%	5%	18%
Engaging ee's	12%	12%	13%	11%	4%	5%	15%
Fundraising/soliciting donations	6%	6%	4%	4%	1%	4%	11%
Ee internal communications	3%	4%	4%	5%	4%	3%	18%
Ee training/knowledge sharing	1%	2%	2%	7%	1%	4%	18%
Other	0%	0%	0%	0%	0%	0%	1%

**Figure 11a | Manufacturing**

	Facebook	LinkedIn	Twitter	Blogs/Wikis	Photo-sharing	YouTube	Other
Branding/Marketing	47%	56%	38%	24%	7%	29%	4%
Reaching new customers	24%	27%	22%	16%	0%	11%	7%
Networking/relationship building	20%	42%	11%	9%	0%	4%	7%
External communications	20%	27%	18%	13%	4%	13%	13%
Sales	24%	29%	18%	13%	2%	11%	11%
Recruiting	27%	53%	9%	0%	0%	2%	18%
Engaging ee's	9%	7%	9%	7%	2%	2%	11%
Fundraising/soliciting donations	2%	0%	0%	0%	0%	0%	4%
Ee internal communications	4%	2%	4%	2%	2%	2%	18%
Ee training/knowledge sharing	2%	0%	2%	4%	2%	7%	16%
Other	0%	0%	0%	0%	0%	0%	0%

**Figure 11b | Non-Manufacturing**

	Facebook	LinkedIn	Twitter	Blogs/Wikis	Photo-sharing	YouTube	Other
Branding/Marketing	61%	55%	45%	27%	11%	32%	7%
Reaching new customers	34%	43%	34%	27%	7%	25%	16%
Networking/relationship building	36%	64%	32%	30%	9%	14%	11%
External communications	30%	48%	34%	23%	5%	20%	18%
Sales	32%	41%	32%	27%	2%	16%	16%
Recruiting	16%	59%	18%	9%	2%	7%	18%
Engaging ee's	14%	18%	11%	16%	5%	5%	20%
Fundraising/soliciting donations	2%	5%	0%	2%	0%	2%	14%
Ee internal communications	2%	7%	2%	9%	7%	2%	20%
Ee training/knowledge sharing	0%	5%	2%	11%	0%	2%	20%
Other	0%	0%	0%	0%	0%	0%	0%



**Figure 11c | Non-Profit**

	Facebook	LinkedIn	Twitter	Blogs/Wikis	Photo-sharing	YouTube	Other
Branding/Marketing	81%	50%	69%	38%	19%	63%	19%
Reaching new customers	69%	50%	56%	31%	6%	50%	13%
Networking/relationship building	56%	44%	50%	31%	6%	25%	13%
External communications	63%	38%	63%	25%	19%	50%	13%
Sales	31%	19%	31%	13%	6%	19%	19%
Recruiting	31%	25%	19%	13%	0%	6%	25%
Engaging ee's	25%	13%	31%	13%	13%	19%	19%
Fundraising/soliciting donations	31%	31%	25%	19%	6%	25%	25%
Ee internal communications	0%	6%	6%	6%	0%	0%	19%
Ee training/knowledge sharing	0%	0%	0%	6%	0%	6%	31%
Other	0%	0%	0%	0%	0%	0%	6%

**Figure 11d | Organizational Size (1-50 ee's)**

	Facebook	LinkedIn	Twitter	Blogs/Wikis	Photo-sharing	YouTube	Other
Branding/Marketing	58%	46%	35%	23%	8%	35%	8%
Reaching new customers	42%	35%	27%	27%	8%	23%	19%
Networking/relationship building	42%	50%	23%	27%	12%	23%	19%
External communications	23%	31%	23%	15%	4%	15%	19%
Sales	31%	38%	23%	23%	4%	19%	15%
Recruiting	8%	38%	8%	4%	4%	4%	15%
Engaging ee's	8%	15%	4%	12%	8%	8%	15%
Fundraising/soliciting donations	4%	8%	0%	4%	0%	4%	15%
Ee internal communications	0%	4%	0%	4%	4%	4%	19%
Ee training/knowledge sharing	0%	4%	4%	8%	0%	4%	15%
Other	0%	0%	0%	0%	0%	0%	4%

**Figure 11e | Organizational Size (51-200 ee's)**

	Facebook	LinkedIn	Twitter	Blogs/Wikis	Photo-sharing	YouTube	Other
Branding/Marketing	55%	57%	47%	25%	8%	30%	9%
Reaching new customers	32%	43%	34%	17%	2%	15%	8%
Networking/relationship building	32%	49%	26%	13%	0%	8%	6%
External communications	26%	32%	30%	13%	6%	19%	13%
Sales	30%	34%	23%	17%	2%	8%	13%
Recruiting	23%	58%	19%	8%	0%	2%	17%
Engaging ee's	13%	15%	13%	9%	4%	4%	15%
Fundraising/soliciting donations	4%	6%	2%	2%	0%	2%	9%
Ee internal communications	4%	6%	4%	6%	0%	2%	17%
Ee training/knowledge sharing	0%	0%	0%	6%	0%	8%	19%
Other	0%	0%	0%	0%	0%	0%	0%

**Figure 11f | Organizational Size (201-500 ee's)**

	Facebook	LinkedIn	Twitter	Blogs/Wikis	Photo-sharing	YouTube	Other
Branding/Marketing	59%	45%	45%	41%	18%	41%	5%
Reaching new customers	27%	18%	27%	32%	5%	27%	14%
Networking/relationship building	18%	45%	18%	32%	9%	9%	9%
External communications	32%	45%	32%	36%	95	27%	18%
Sales	18%	18%	18%	23%	5%	23%	18%
Recruiting	23%	50%	5%	5%	0%	14%	32%
Engaging ee's	9%	0%	14%	18%	5%	5%	23%
Fundraising/soliciting donations	14%	9%	9%	9%	5%	14%	14%
Ee internal communications	0%	5%	5%	9%	9%	0%	23%
Ee training/knowledge sharing	0%	5%	0%	14%	0%	0%	27%
Other	0%	0%	0%	0%	0%	0%	0%

**Figure 11g | Organizational Size (Over 500 ee's)**

	Facebook	LinkedIn	Twitter	Blogs/Wikis	Photo-sharing	YouTube	Other
Branding/Marketing	100%	75%	75%	0%	25%	50%	0%
Reaching new customers	75%	50%	50%	0%	0%	50%	0%
Networking/relationship building	75%	75%	50%	0%	0%	0%	0%
External communications	100%	75%	75%	0%	25%	50%	0%
Sales	50%	50%	0%	0%	0%	0%	0%
Recruiting	75%	50%	50%	0%	0%	0%	0%
Engaging ee's	75%	0%	75%	0%	0%	75%	0%
Fundraising/soliciting donations	25%	0%	25%	0%	0%	0%	0%
Ee internal communications	25%	0%	25%	100%	25%	0%	25%
Ee training/knowledge sharing	25%	25%	25%	0%	25%	0%	25%
Other	0%	0%	0%	0%	0%	0%	0%

## Respondent Demographics

One-hundred fourteen (114) organizations in Northeast Ohio participated in this survey; a breakdown of the industries and sizes they represent is provided below.

**Figure 12 | Respondent demographics by industry & organizational size**

	Percent
<b>Industry</b>	
Manufacturing	43%
Non-Manufacturing	42%
Non-Profit	15%
<b>Organizational Size</b>	
1-50	25%
51-200	50%
201-500	21%
Over 500	4%

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