

HOW SOCIAL MEDIA, MOBILE & TECH IMPACT WORKPLACE COMMUNICATION



USE SOCIAL MEDIA FOR RECRUITING.



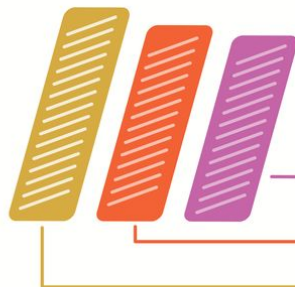
PLAN TO ADOPT INTERNAL SOCIAL TECH NEXT YEAR



USE/PLAN TO USE INTERNAL SOCIAL TECHNOLOGY



IN THE WORKPLACE



OBJECTIVES FOR USING SOCIAL TECHNOLOGY

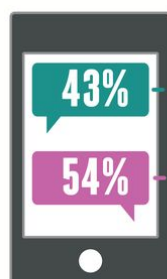
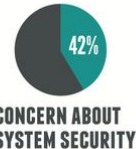
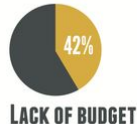
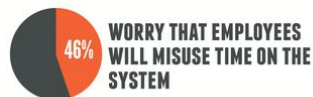
50% ENGAGEMENT
55% ALIGNMENT
57% INNOVATION

ISSUES WITH SOCIAL?



YOUNG PROFESSIONALS HAVE FRIENDED THEIR BOSS OR CO-WORKER ON FACEBOOK

BARRIERS TO INTERNAL SOCIAL MEDIA ADOPTION



43% OF COMPANIES DON'T MONITOR SOCIAL MEDIA ON COMPANY-ISSUED DEVICES

54% OF COMPANIES BLOCK ACCESS TO SOCIAL NETWORKING SITES AT WORK