HOW SOCIAL MEDIA, MOBILE & TECH IMPACT WORKPLACE COMMUNICATION

MORE 81% OF THAN 81% OF EMPLOYEES

WORK USING THEIR PERSONAL MOBILE DEVICES

33% OF AMERICANS

USE AT LEAST 3 DEVICES FOR WORK



36%
PLAN TO ADOPT
INTERNAL SOCIAL TECH
NEXT YEAR

67%

USE/PLAN TO USE INTERNAL Social Technology



IN THE WORKPLACE





ISSUES WITH SOCIAL?



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



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

OF COMPANIES BLOCK

ACCESS TO SOCIAL
NETWORKING SITES AT
WORK

BARRIERS TO INTERNAL SOCIAL MEDIA ADOPTION



WORRY THAT EMPLOYEES WILL MISUSE TIME ON THE SYSTEM



UPPER MANAGEMENT NOT PERCEIVING A CLEAR NEED



LACK OF BUDGET



CONCERN ABOUT System security