

# Social media use around the globe

## Randstad Workmonitor Global Press Report Q1 2011

Randstad Holding nv

March 2011



# Background Randstad Workmonitor (1)

- After successfully introducing the Workmonitor in the Netherlands in 2003 and more recently in Germany, the survey now covers 29 countries around the world. The study encompasses Europe, Asia Pacific and the Americas. The Randstad Workmonitor is published four times a year, making both local and global trends in mobility visible over time.
- The Workmonitor's Mobility Index, which tracks employee confidence and captures the likelihood of an employee changing jobs within the next six months, provides a comprehensive understanding of sentiments and trends in the job market. In addition to mobility, also employee satisfaction and personal motivation, as well as a rotating set of themed questions are part of the survey.

## Background Randstad Workmonitor (2)

- the study is conducted online among employees aged 18-65, working a minimum of 24 hours a week in a paid job (not self-employed). Minimum sample size is 400 interviews per country. The panel of Survey Sampling International (SSI) is used for sampling purposes. The first wave of 2011 was conducted from February 17 to 27, 2011 in the following countries:

<b>Argentina</b>	<b>China</b>	<b>Greece</b>	<b>Luxembourg</b>	<b>Poland</b>	<b>Switzerland</b>
<b>Australia</b>	<b>Czech Republic</b>	<b>Hungary</b>	<b>Mexico</b>	<b>Singapore</b>	<b>Turkey</b>
<b>Belgium</b>	<b>Denmark</b>	<b>India</b>	<b>Netherlands</b>	<b>Slovakia</b>	<b>UK</b>
<b>Canada</b>	<b>France</b>	<b>Italy</b>	<b>New Zealand</b>	<b>Spain</b>	<b>USA</b>
<b>Chile</b>	<b>Germany</b>	<b>Japan</b>	<b>Norway</b>	<b>Sweden</b>	

# summary social media (1)

## **more than half of the employees have a social media profile**

- more than half of the employees have an account or profile on a social media platform. Chile (92%) and India (90%) have the highest share of employees with a social media account. Social media are mostly used to stay in touch with family, friends and acquaintances.
- countries with high user levels of social media, are predominantly countries with a young workforce (for example China and India).

## **most employees use social media to present themselves personally**

- employees rather use social media to present themselves personally than professionally. The majority of employees is aware that their profile can be viewed by employers. Chinese and Indian employees are most aware of this.

# summary social media (2)

## **employees use social media to get impression of future employers**

- employees in South America, China and India believe that social media can help them find a job. Employees gather information through social media about an employer to prepare for a job interview. Social media are also used to get a feeling for company culture.

## **1 out of 5 employees experience business benefits from social media**

- in Italy, China and India, employees indicate they see more business benefits from using social media than in other countries

# summary social media (3)

## **1/3 of the employees provided with guidelines on how to express themselves professionally on social media**

- employers that provide guidelines for the use of social media are most common in China, India, Singapore and Australia. In Czech Republic only 1 out of 8 employees are provided with guidelines.

## **1 out of 6 employees prefer Twitter over traditional e-mail**

- to let colleagues know what they're working on, about 1 out of 6 employees prefer Twitter instead of e-mail. Especially in Poland, Singapore, China and India, employees prefer Twitter. In Luxembourg only 1 out of 14 employees prefer Twitter over e-mail.

# mobility, satisfaction & personal motivation (1)

## **confidence is increasing**

- in several countries the no. of employees that is confident in finding another job in the next six month's has increased. Confidence level of UK employees (64%) showed highest increase; 8% higher than in Q4 2010.

## **steady increase Mobility Index**

- Mobility Index at 106, about the same as 3 months ago (105). Since 2010 the Mobility Index has increased steadily.

## **largest mobility increase in Norway and Poland**

- the Mobility Index of Norway and Poland increased by 10 points or more, whereas the index of Switzerland and India decreased by 10 and 9 points respectively.

# mobility, satisfaction & personal motivation (2)

## **mobility in India declined but still high**

- mobility in India declined compared to Q4 2010. Even so, mobility is still very high; 145. The decline might be explained by the decline in confidence and fear of job loss.

## **employees in most countries just as satisfied as last quarter**

- employees in France, Italy, Poland, Mexico and India have become more satisfied with their current employer compared to Q4 2010.

## **Indian employees are most motivated**

- Indian employees are most focused on getting a promotion, followed by China and Mexico. Scandinavian employees are the least focused on getting a promotion.

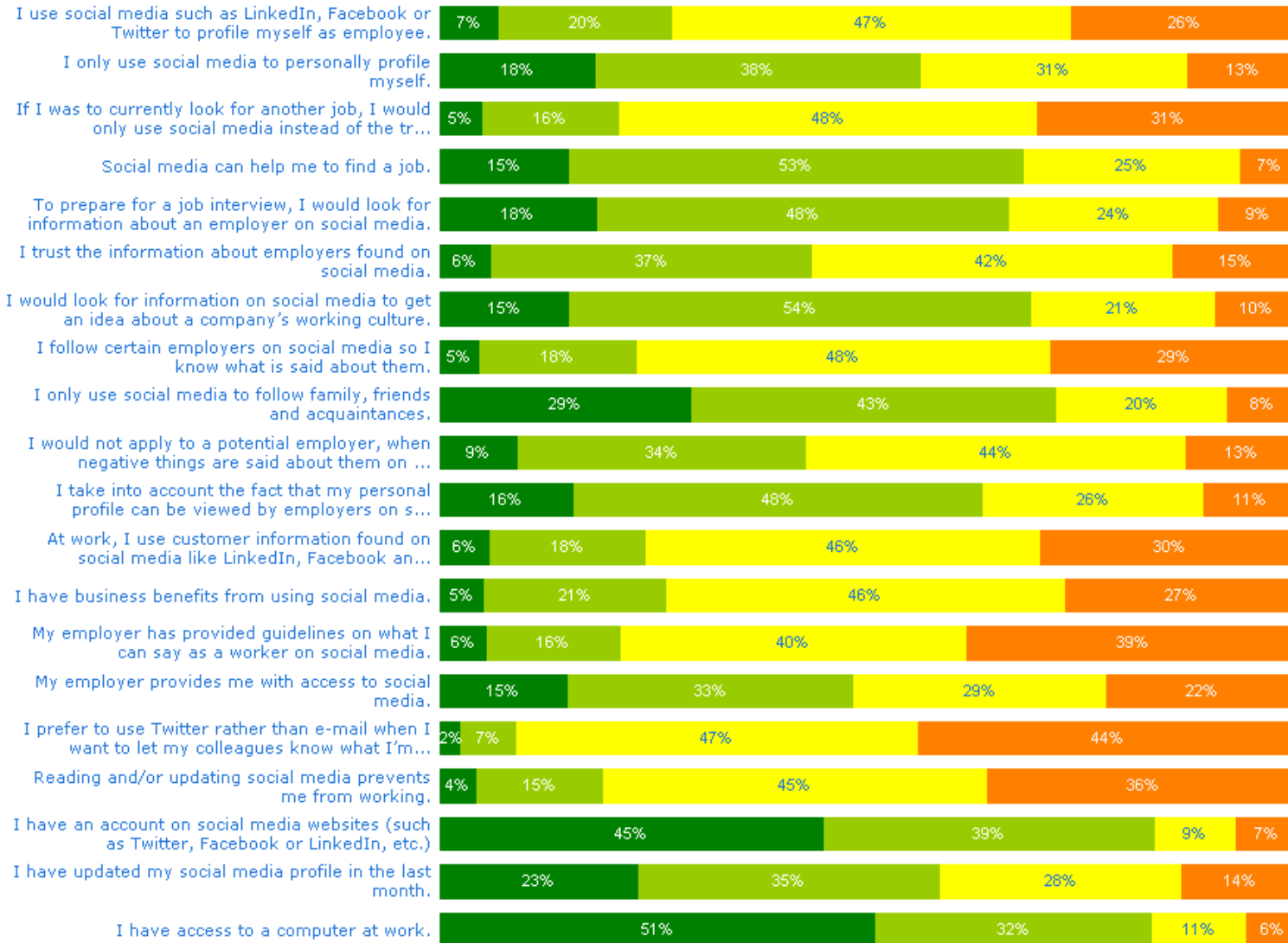
# index

- chapter 1: social media - usage and benefits
- chapter 2: mobility
- chapter 3: satisfaction
- chapter 4: personal motivation

# Argentina



## Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

- More than eight out of ten Argentinean employees (84%) have a social media profile.

- More than seven out of ten employees (72%) only use social media to stay in touch with friends, family and acquaintances.

- Most employees (68%) believe that social media can help them to find another job.

- Almost seven out of ten employees (66%) would gather information about an employer through social media to prepare for a job interview.

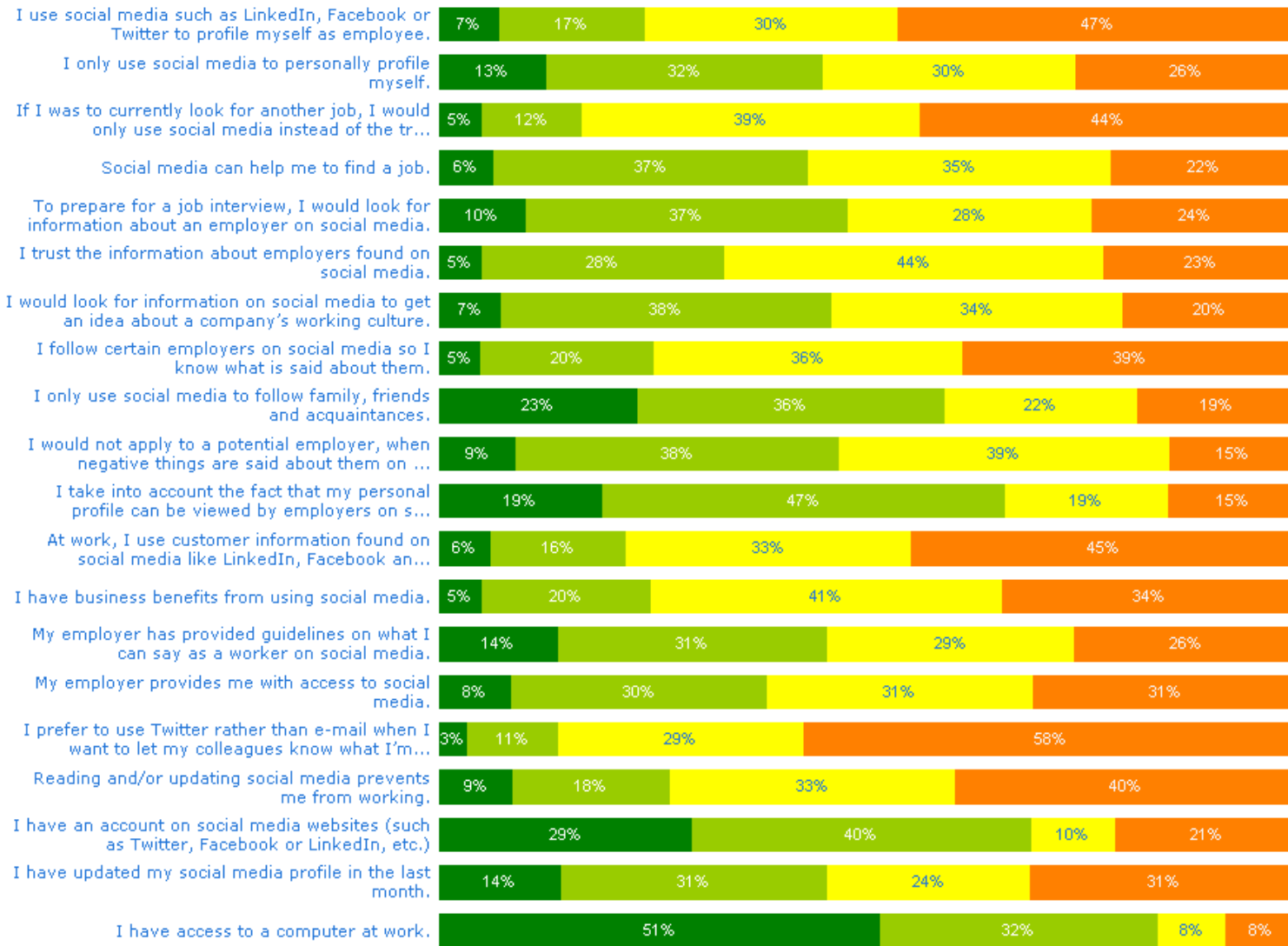
- 69% would look on social media to get an idea about a company's culture.

- A quarter of the Argentinean employees (26%) benefit businesswise from using social media.

# Australia



## Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

- 69% of the Australian employees have a social media profile.

- A majority of the employees (69%) indicate they only use social media to stay in touch with family, friends and acquaintances.

- 45% only use social media to personally express themselves.

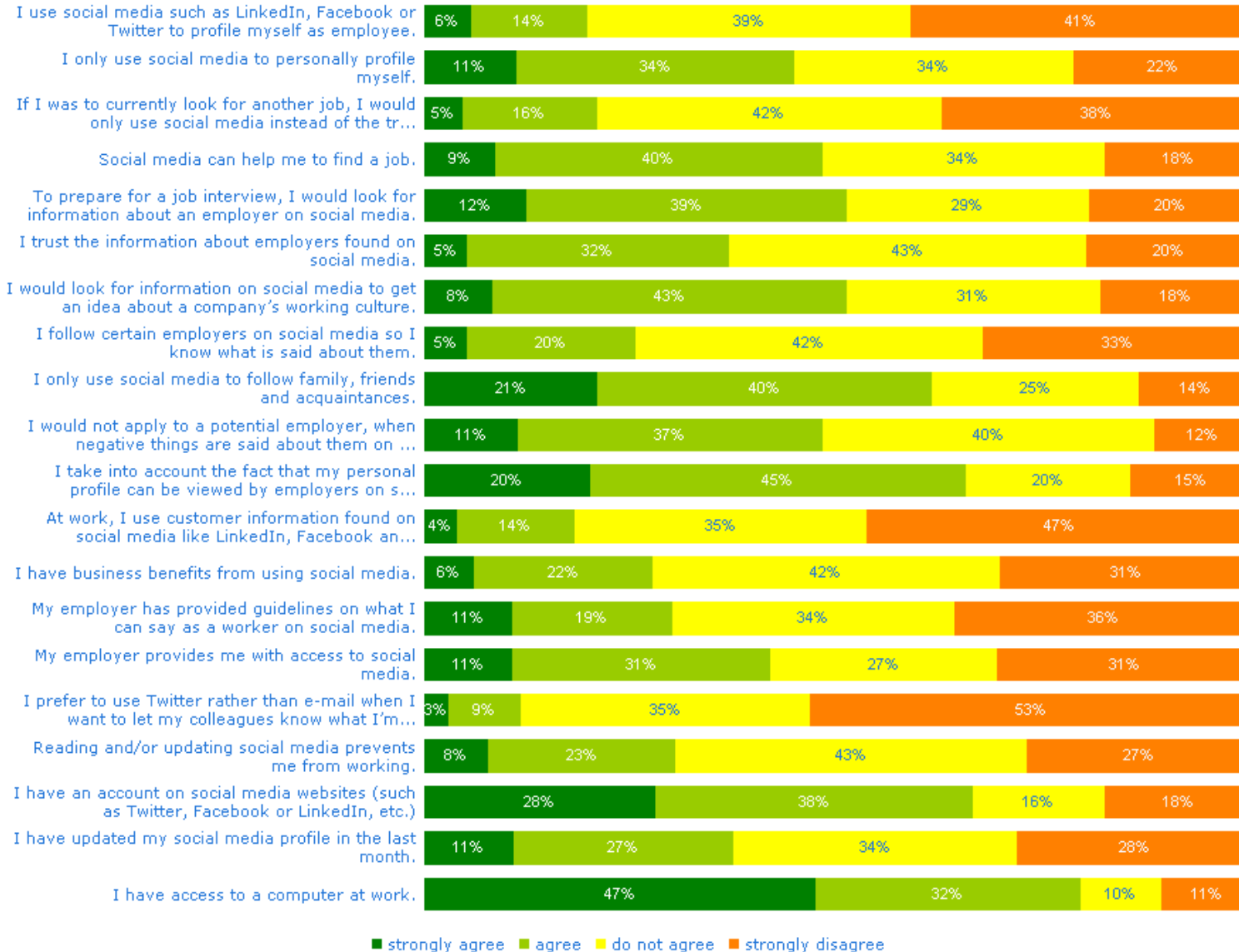
- Two thirds (66%) are aware that employers can view their personal profile on social media.

- Around 45% believe social media can help them to find another job (43%) or to find information about an employer (47%).

# Belgium



## Press statements



- Two thirds (66%) of the employees in Belgium have a social media profile and 38% updated their account last month.

- Social media is mainly used to stay in touch with families, friends and acquaintances (61%).

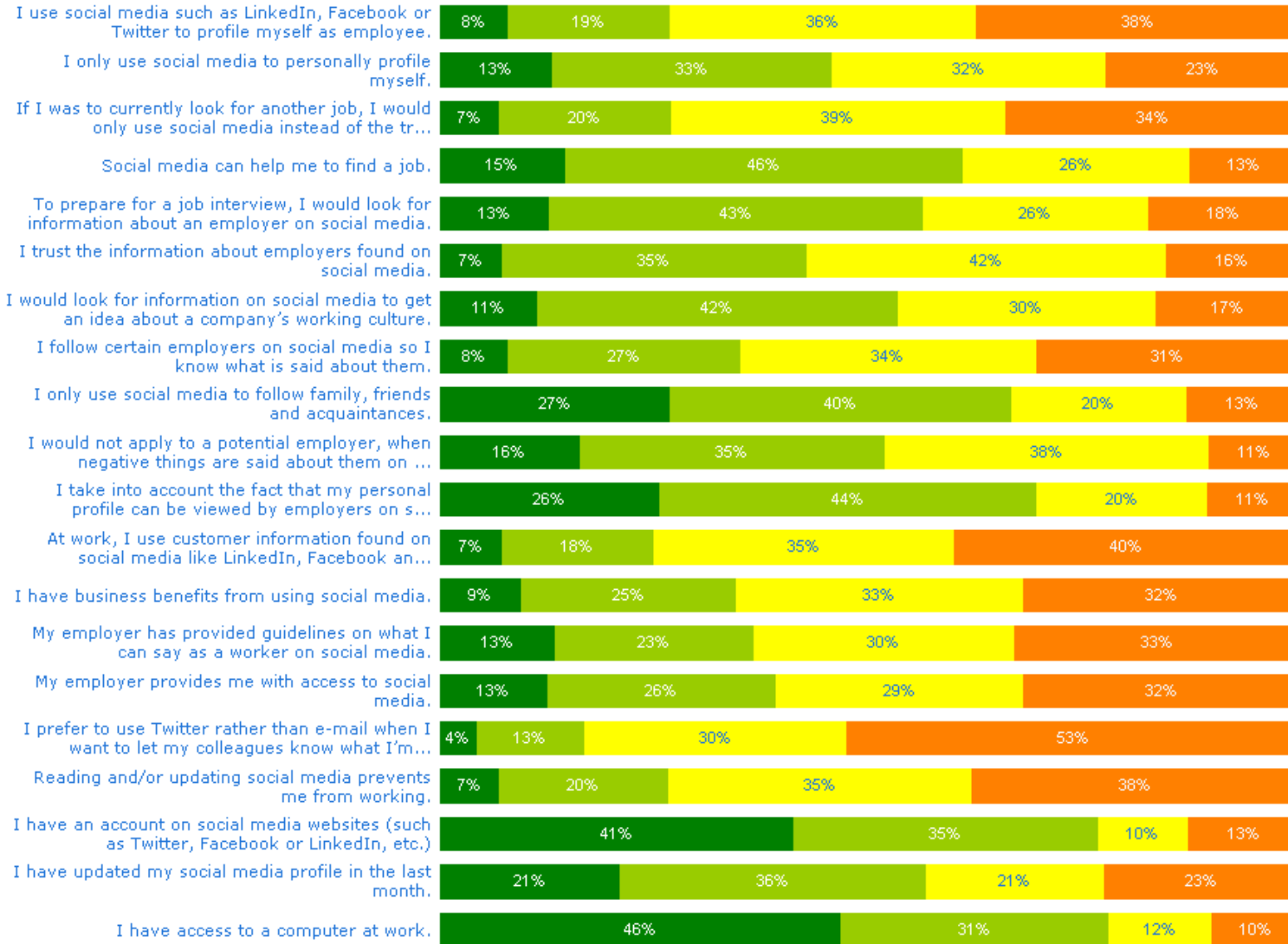
- Around two thirds (65%) of the employees are aware that their personal profile on social media can be viewed by companies.

- One out of ten (12%) employees prefer to use Twitter to let their colleagues know what they are working on.

- Almost one third (30%) of the companies in Belgium provide their employees with guidelines as to how to express yourself professionally on social media .



## Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

- Canadian employees use social media more often than their Australian colleagues (76% vs. 69%).

- A majority of the employees (67%) use social media to stay in touch with family, friends and acquaintances.

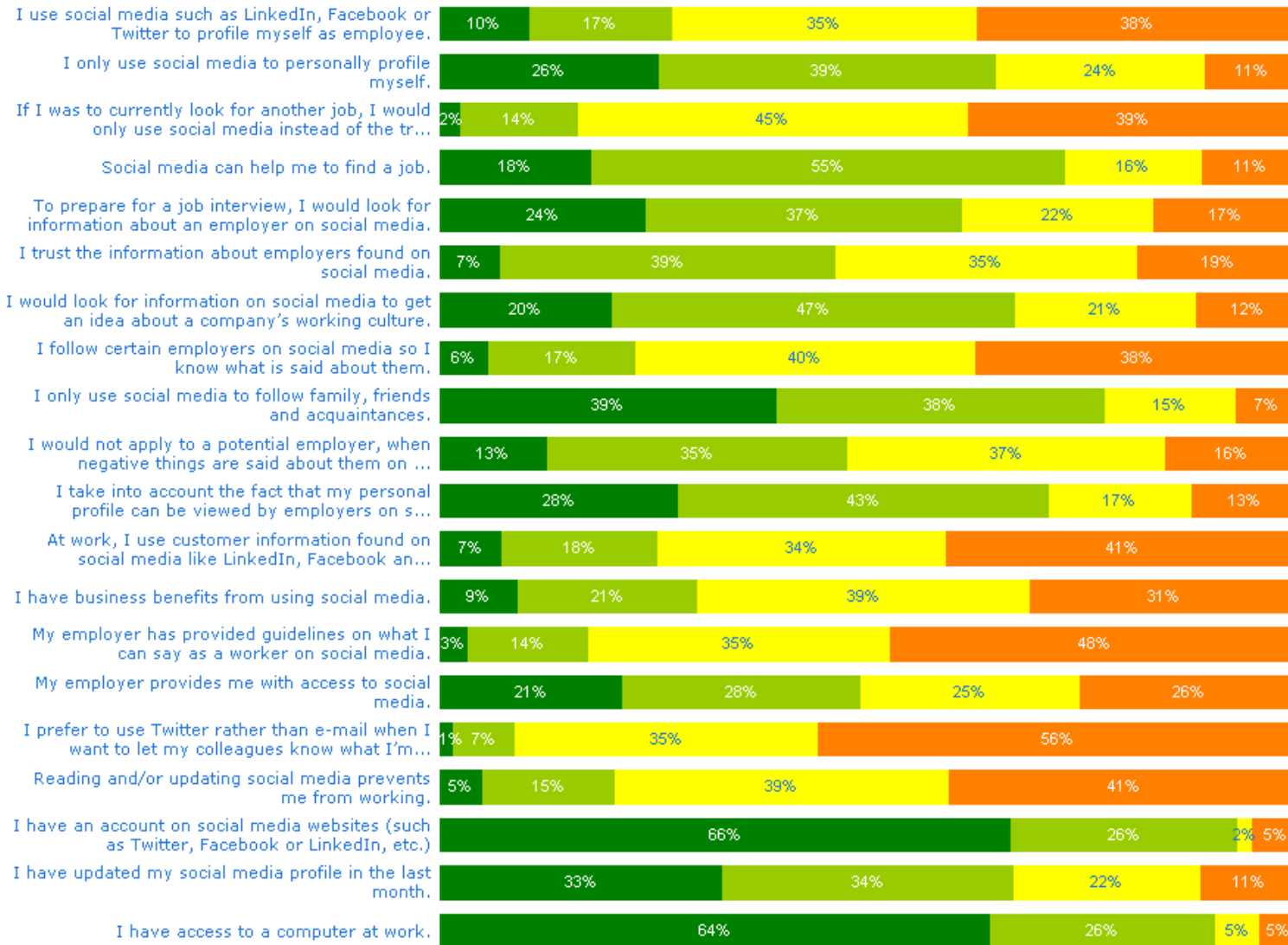
- About the same share of employees are aware that employers can view their personal social media profile.

- Six out of ten employees (61%) believe social media can help them to find a job. 56% of the employees in Canada use social media to prepare for a job interview.

- Over one third (36%) are provided with guidelines by their employers about how to use social media.



## Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

- More than Argentinean and Mexican employees, Chilean employees state that they have a social media profile (92%).

- 77% only use social media to stay in touch with family, friends and acquaintances.

- More than seven out of ten employees (73%) believe that social media can help them to find a job.

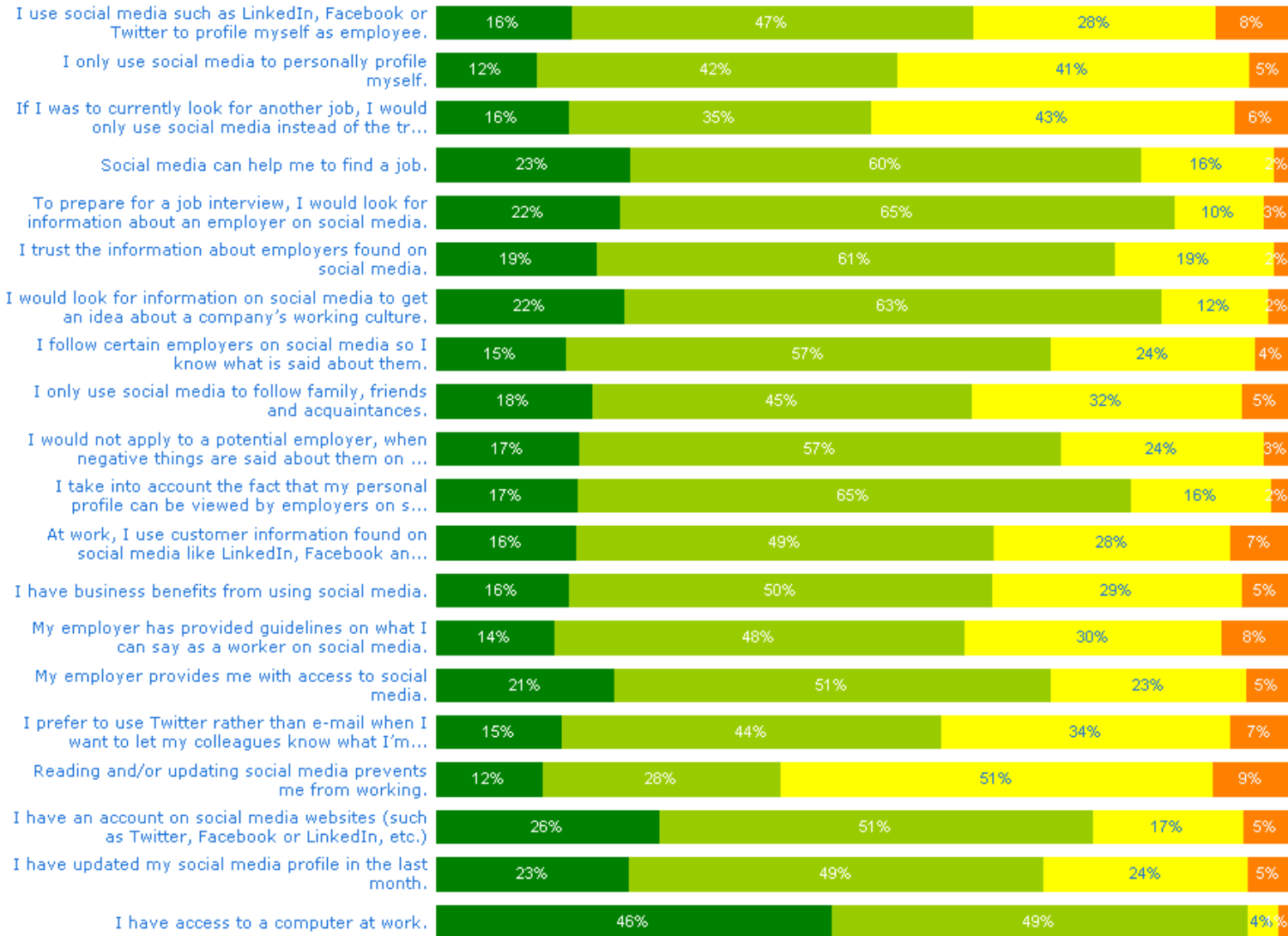
- Approximately seven out of ten employees (71%) are aware that their personal profile can be viewed by employers on social media.

- 67% would gather information through social media to get an idea about a company's culture.

- Two thirds of the employees (65%) only use social media to present themselves personally.



## Press statements



■ strongly agree 
 ■ agree 
 ■ do not agree 
 ■ strongly disagree

- Almost eight out of ten Chinese employees (77%) have a social media profile.

- Nearly nine out of ten employees (87%) would look for information about an employer on social media to prepare for a job interview.

- 85% would look for information on social media to get an idea of a company's culture.

- More than eight out of ten employees (83%) believe that social media can help them to find a job.

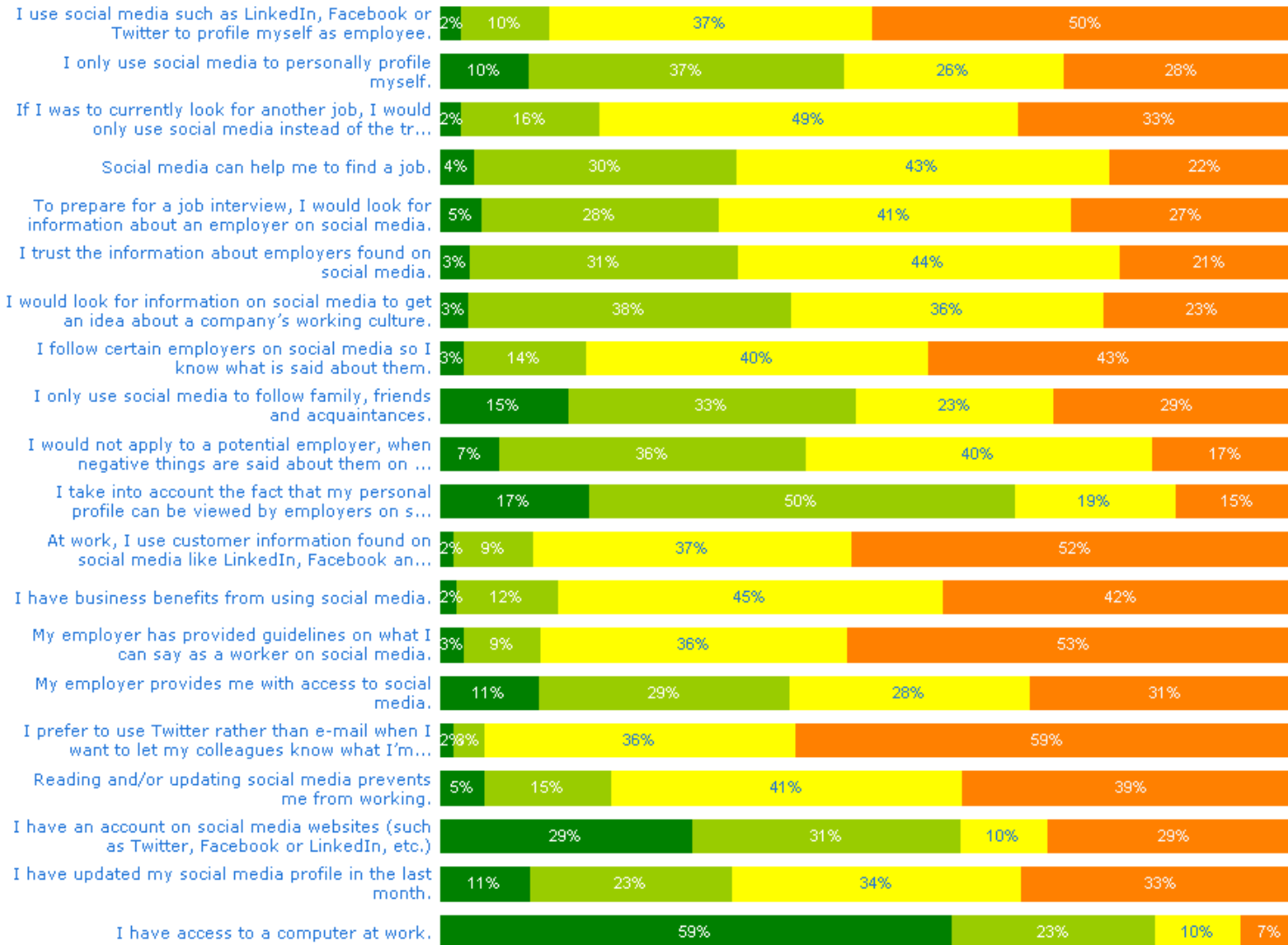
- 82% are aware that their personal profile can be viewed by employers on social media.

- Most Chinese employees (80%) trust the information about employers found on social media websites.

# Czech Republic



## Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

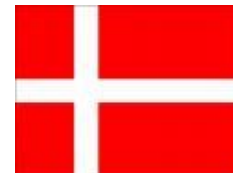
- Six out of ten Czech employees (60%) indicate to have a social media profile. One third of the accounts (34%) from Czech employees were updated last month.

- Social media is used by 48% to stay in touch with family, friends and acquaintances.

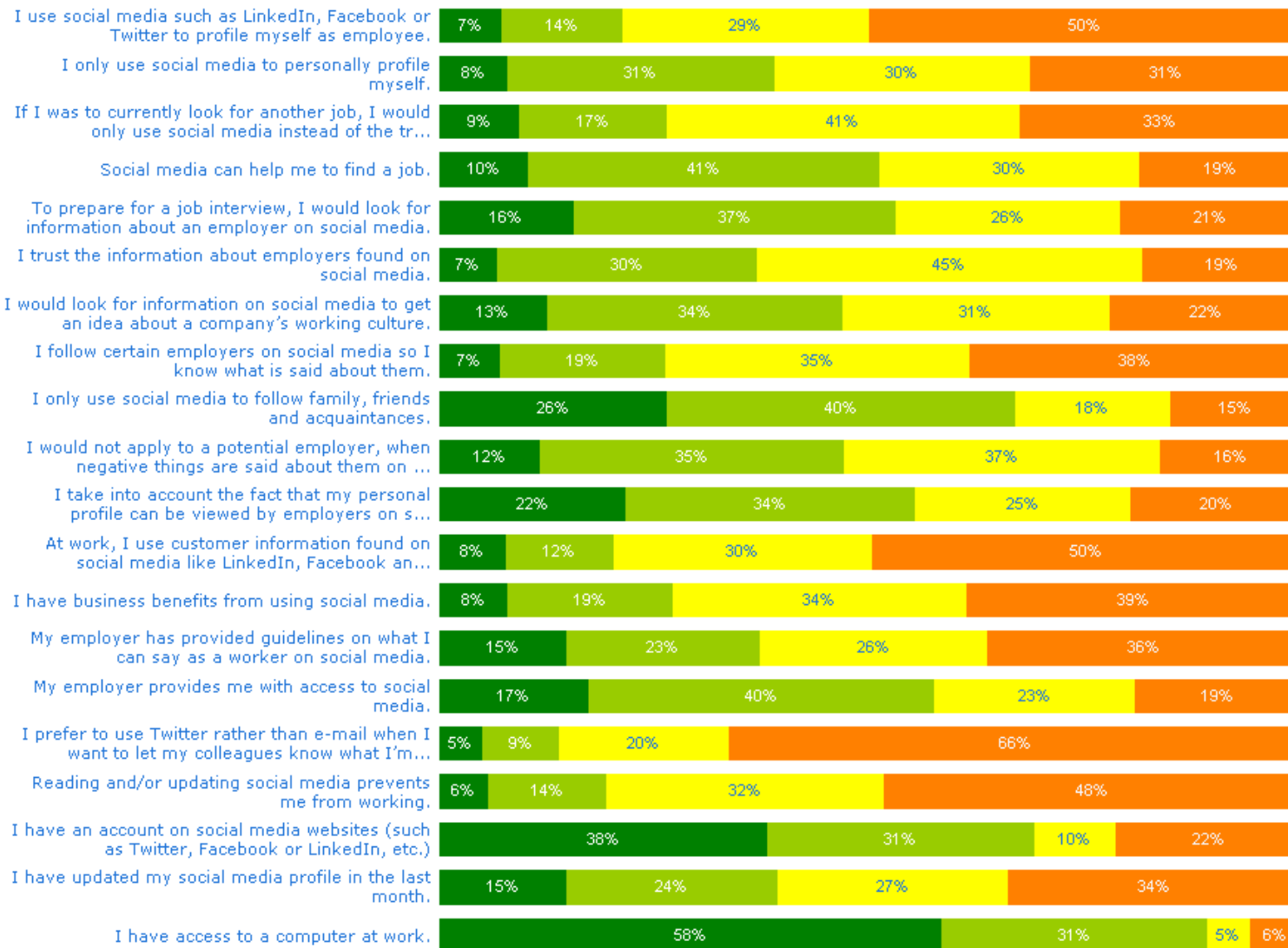
- The majority (67%) reckon that their personal profile can be viewed by companies.

- One third (34%) believe that social media can help them to find a job.

# Denmark



## Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

- Almost seven out of ten Danish (69%) employees have a social media account.

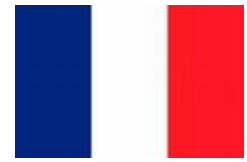
- Two thirds (66%) use their social media account only to stay in touch with friends, family and acquaintances.

- The fact that their personal profile can be viewed by companies is taken into account by more than half of the employees (56%).

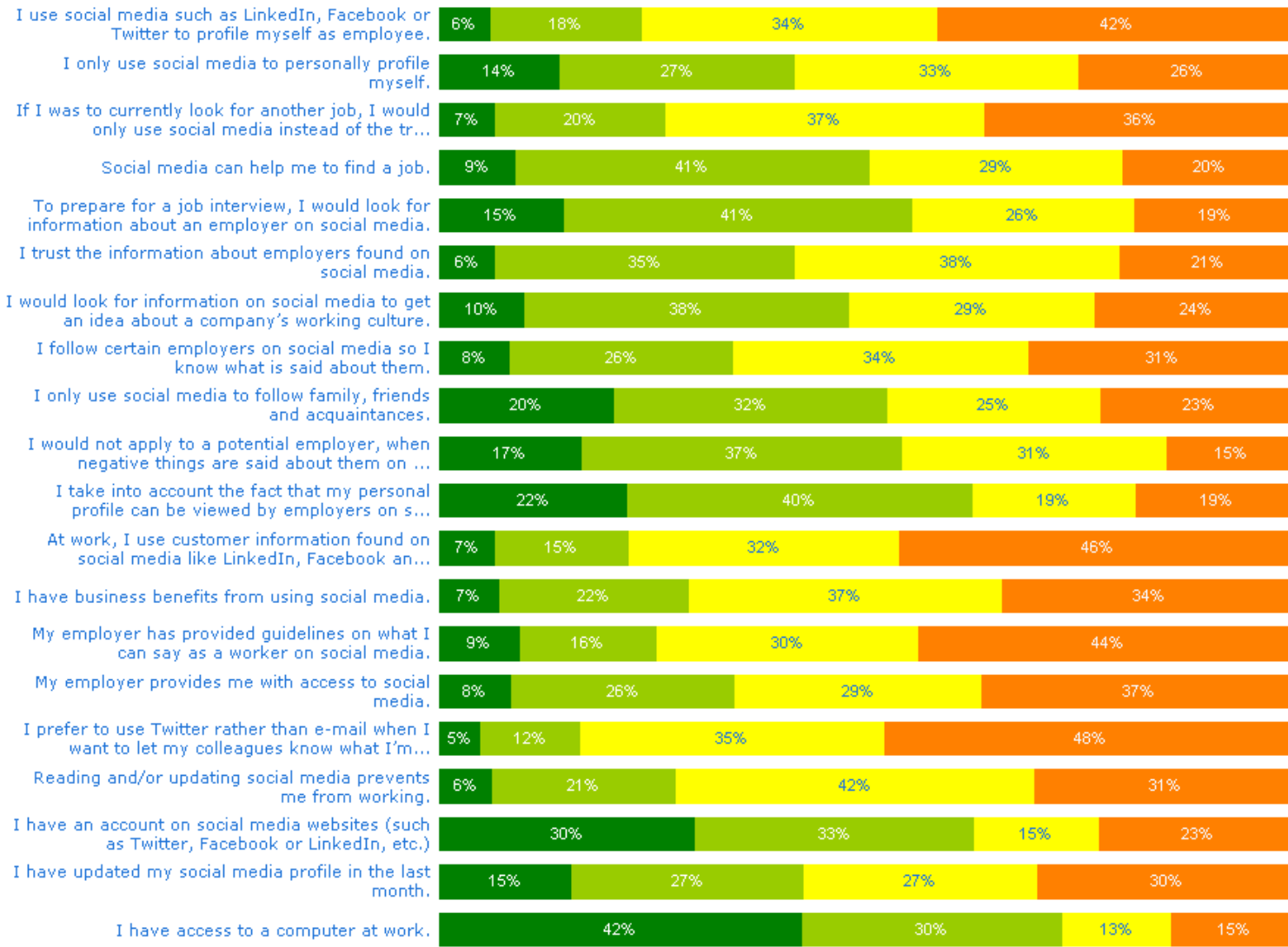
- About half of the employees believe social media can help them to find another job (51%) or to prepare them for a job interview (53%).

- The employers in Denmark provide guidelines to 38% of the employees on how to use social media professionally.

# France



## Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

- 63% of the French employees have a social media account and 42% updated their account last month.

- Half of the employees (50%) believe social media can help them to find a job.

- Around two thirds (62%) are aware that their personal profile can be viewed by companies on social media.

- More than half (54%) of the French employees would not apply for a job at a company that has received negative comments in social media.

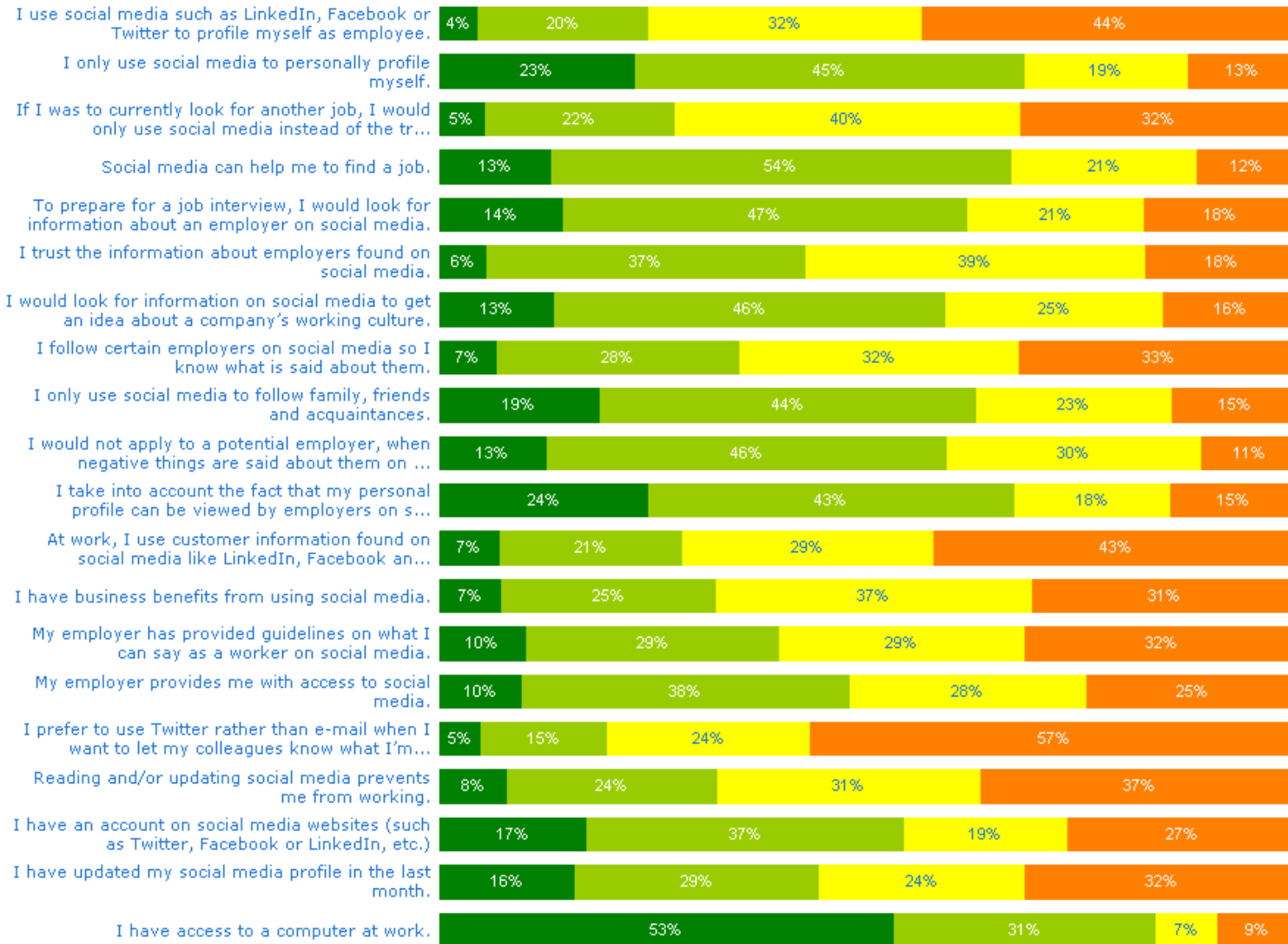
- 17% of the employees prefer to use Twitter to let their colleagues know what they are working on.

- A quarter of the French companies (25%) provide their employees with guidelines on social media use.

# Germany



## Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

- More than half (54%) of the German employees have a profile on social media.

- Social media is mostly used to present themselves personally (68%) rather than professionally (24%).

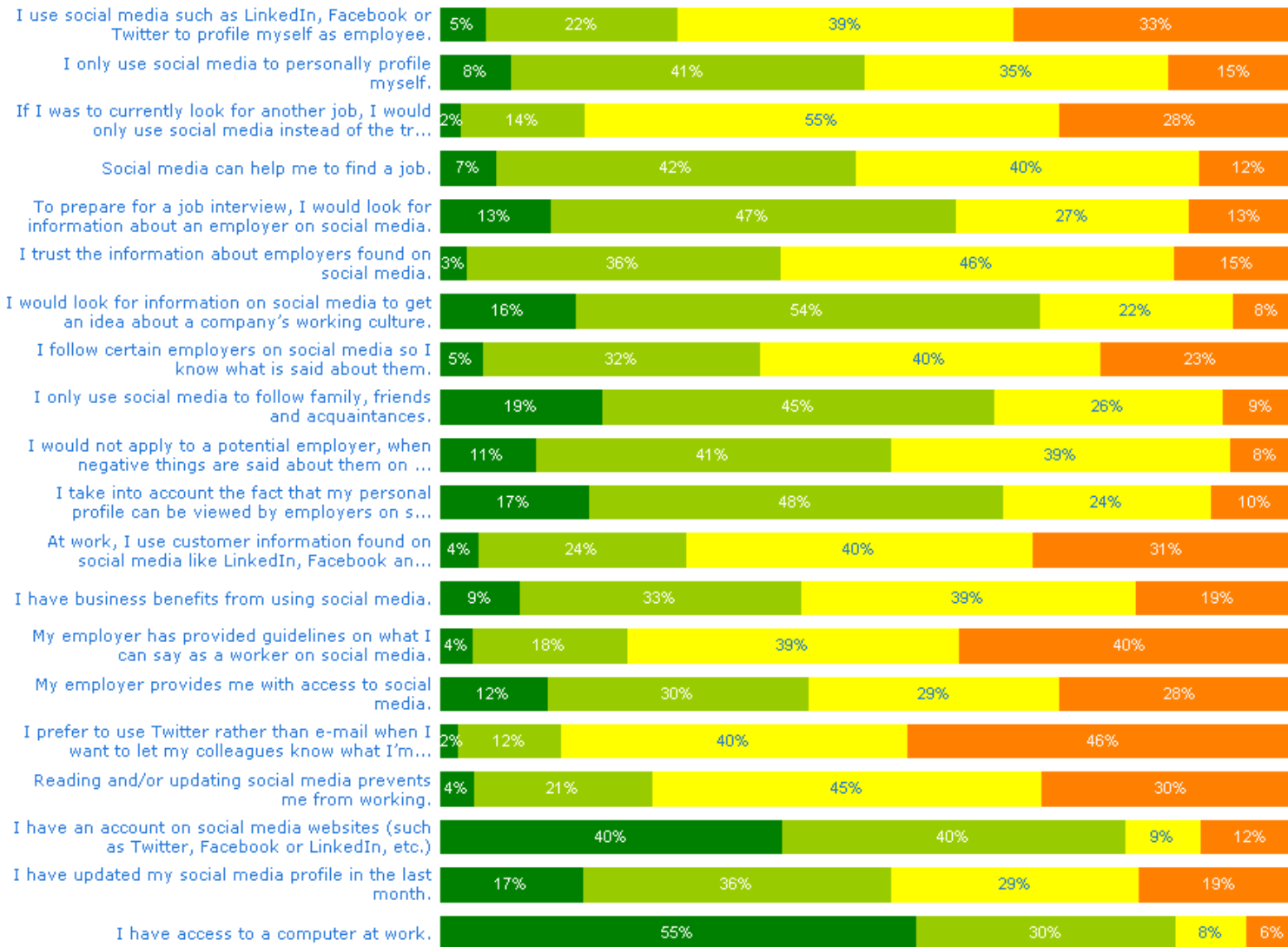
- Most employees (67%) are aware that their personal profile on social media can be viewed by employers.

- German employees (67%) believe more often than French employees (50%) that social media can help them to find a job.

- 63% only use social media to stay in touch with family, friends and acquaintances.



## Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

- Eight out of ten Greek employees (80%) have a social media profile.

- More than half of the employees (53%) updated their social media account last month.

- The majority of the employees (64%) use social media only to stay in touch with family, friends and acquaintances.

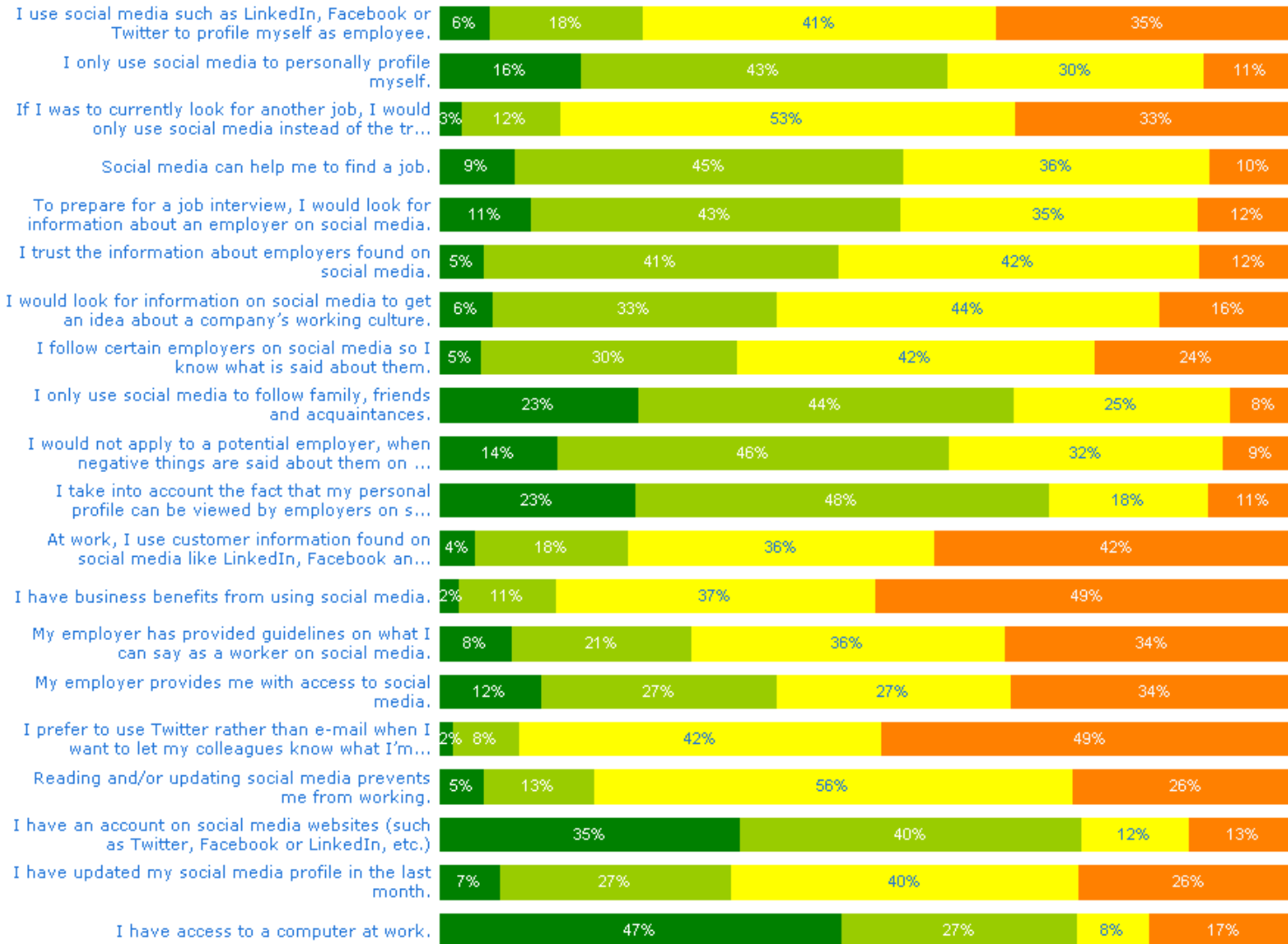
- Social media is used by seven out of ten employees (70%) to get an idea about the corporate culture of a company.

- 42% of the employees indicate they benefit from social media businesswise.

# Hungary



## Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

- Three quarters of the Hungarian employees (75%) indicate they have a social media profile.

- The majority of the employees (67%) only use their social media account to stay in touch with family, friends and acquaintances.

- 59% use social media to present themselves personally. A quarter of the employees (24%) in Hungary use social media to present themselves professionally.

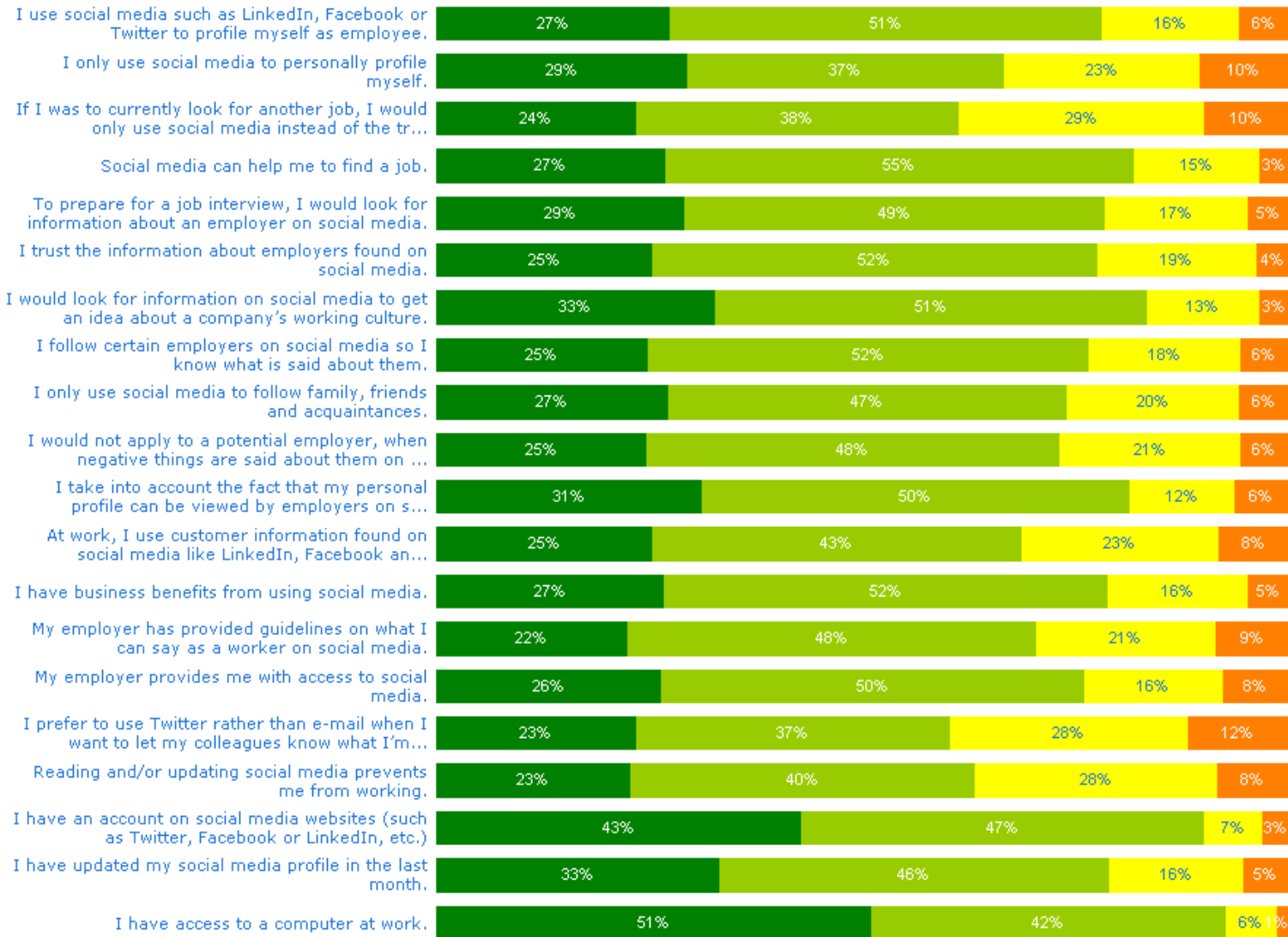
- 54% of both Hungarian and Polish employees indicate that social media can help them to find another job.

- Almost one third (29%) received guidelines from their employer on how to use social media.

# India



## Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

- Nine out of ten Indian employees (90%) have a social media profile.

- 84% would gather information through social media to get an idea about a company's culture.

- About eight out of ten employees (82%) believe that social media can help them to find a job.

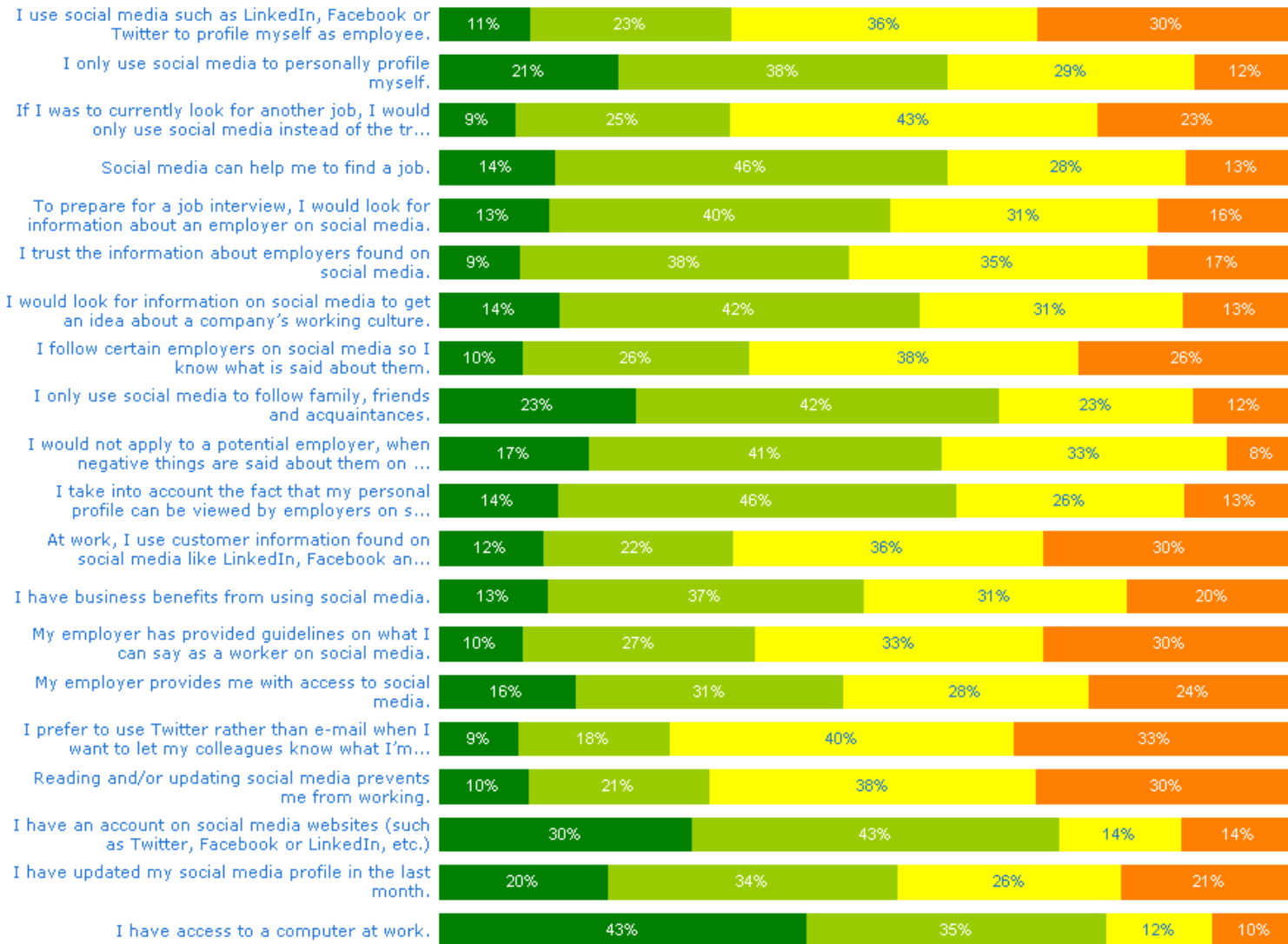
- Approximately eight out of ten employees (81%) are aware that their personal profile can be viewed by employers on social media.

- 78% use social media to express themselves as an employee.

- The same share (78%) would gather information through social media about an employer to prepare for a job interview.



## Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

- Almost three quarters (73%) of the Italian employees have a social media profile.

- Two thirds (65%) use social media only to stay in touch with family, friends and acquaintances.

- About six out of ten employees (59%) only use social media to express themselves personally.

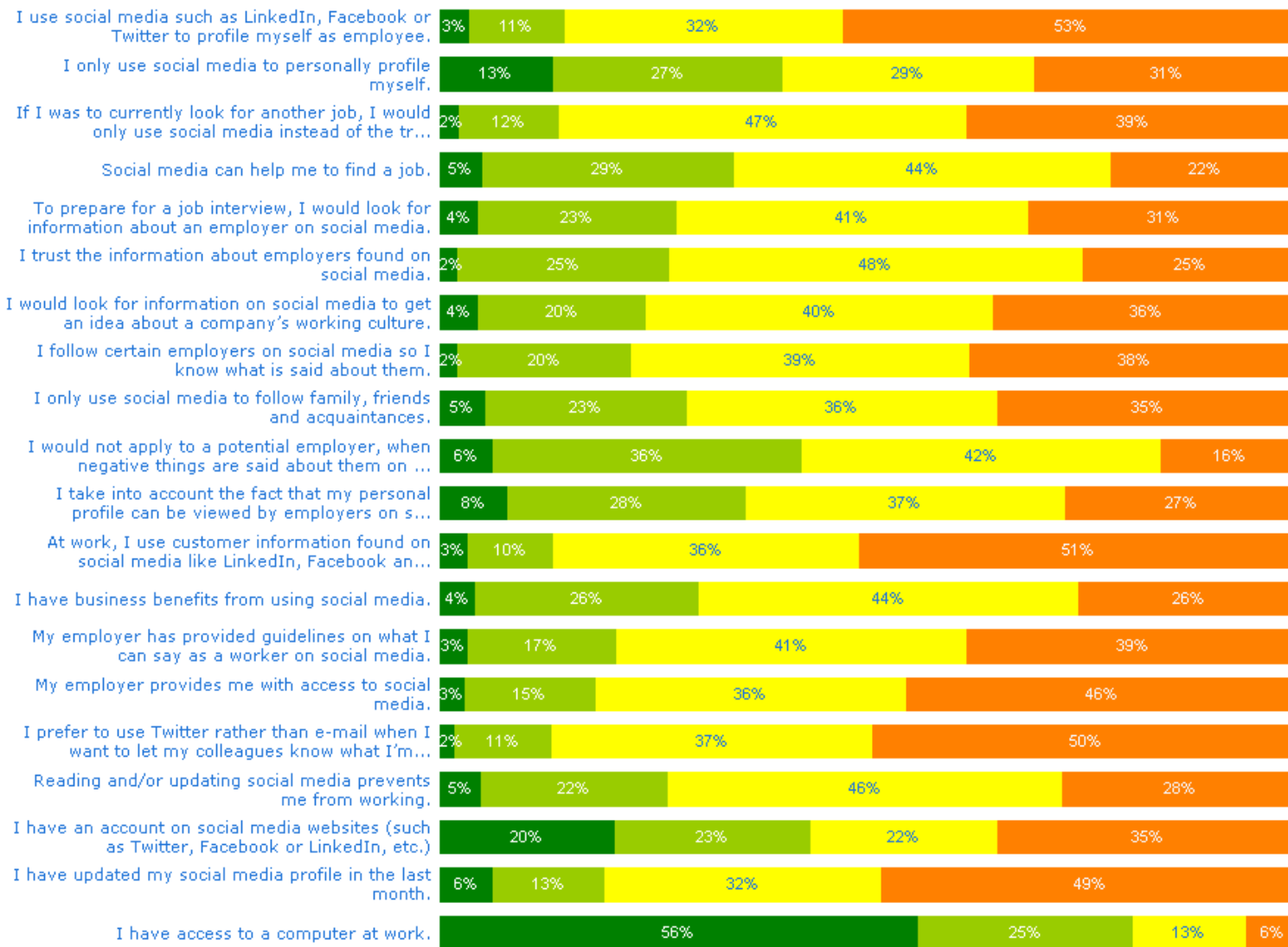
- Approximately the same share (60%) believe social media can help them to find another job.

- Half of the Italian employees (50%) indicate they benefit from social media professionally.

# Japan



## Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

- Only 43% of the Japanese employees have a social media profile.

- More than four out of ten Japanese employees (42%) would not apply for a job at a potential employer, when this employer has received negative comments in social media.

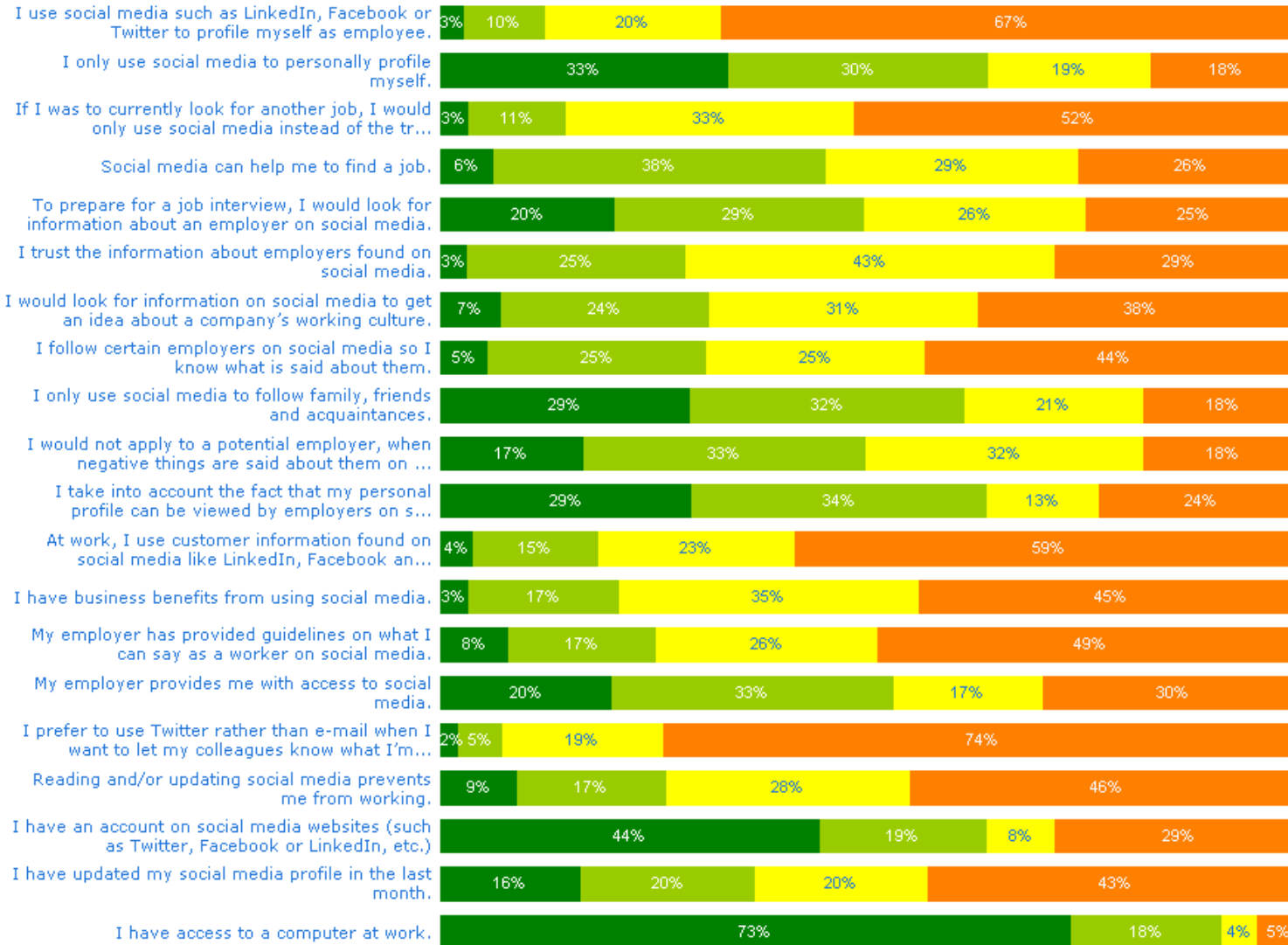
- 40% only use social media to present themselves personally.

- More than one third (36%) are aware that their personal profile can be viewed by employers on social media.

- 34% of the Japanese employees believe that social media can help them to find a job.

# Luxembourg

## Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

- Employees in Luxembourg use a social media profile just as often as Belgian colleagues (63%). They also update their profile as frequent as Belgium employees (36%).

- Social media are mostly used to express themselves personally (63%) rather than professionally (13%).

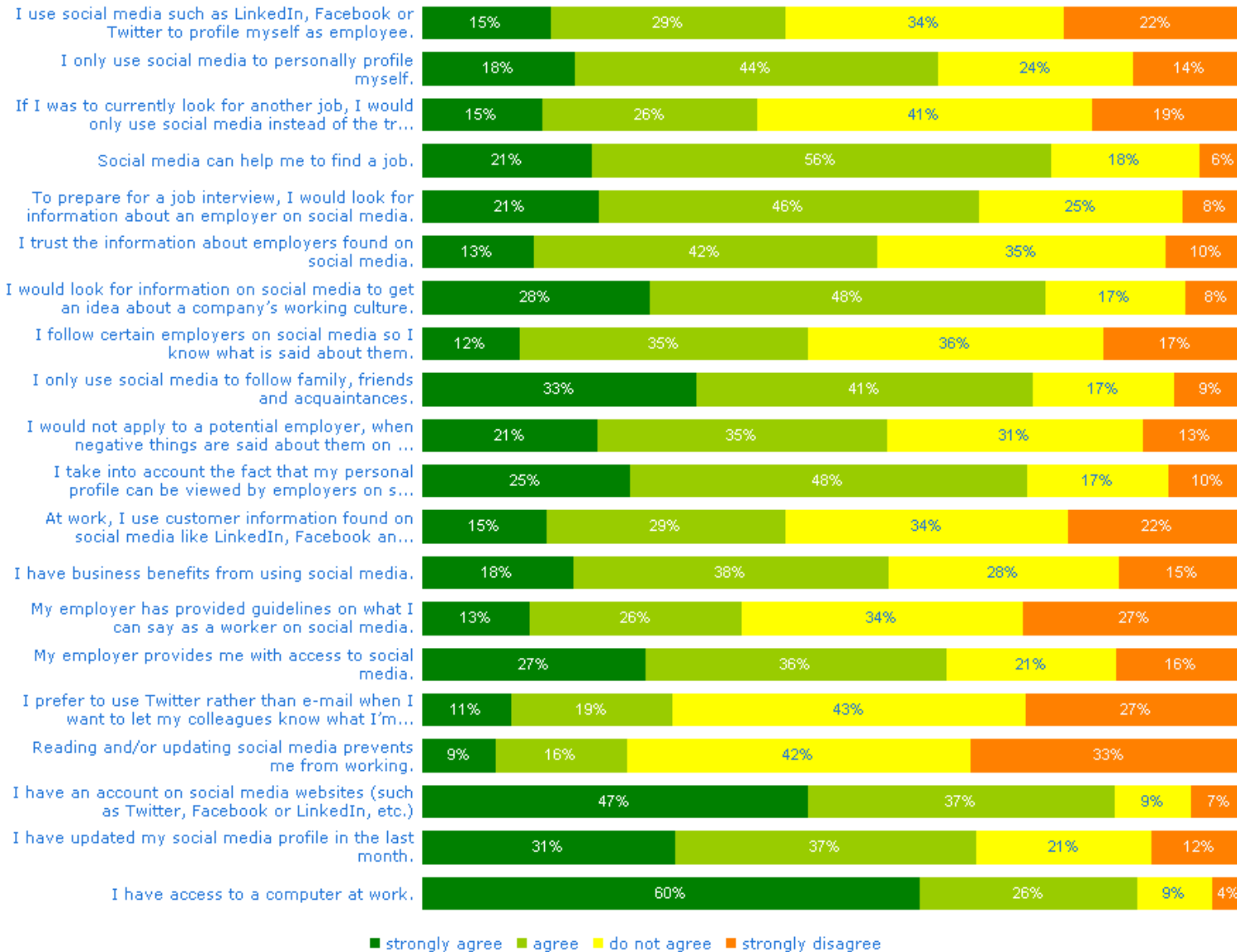
- Six out of ten employees (61%) only use social media to stay in touch with friends, family and acquaintances.

- 7% of the employees use social media to keep their colleagues up to date about what they are working on, which is less than in Belgium.

- A quarter (25%) of the companies provide guidelines on using social media.



## Press statements



- 84% of the Mexican employees have a social media account.

- Almost eight out of ten employees (77%) believe that social media can help them to find a job.

- More than Argentinean employees, Mexican employees state they benefit from social media professionally (56% versus 26%).

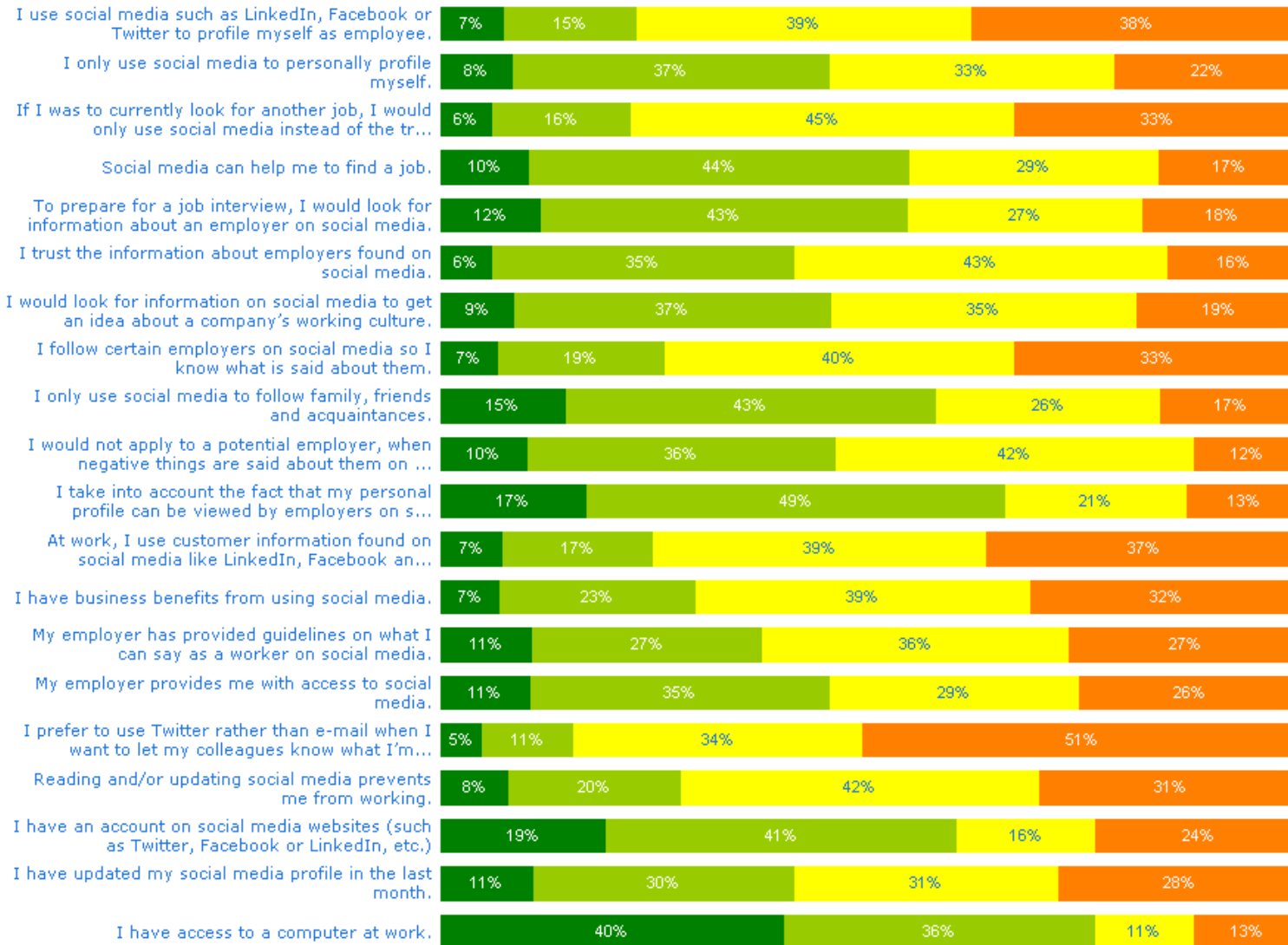
- Most employees (76%) use social media to get an idea of the company's culture.

- 73% are aware that their personal profile on social media can be viewed by employers .

# Netherlands



## Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

- 60% of Dutch employees have a profile on social media.

- The Dutch use social media more often to present themselves personally (45%) than professionally (22%).

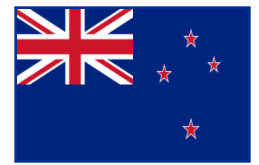
- Almost six out of ten employees (58%) use social media to stay in touch with friends, family and acquaintances.

- Almost half (46%) of the employees would not apply for a job with a company that received negative comments in social media.

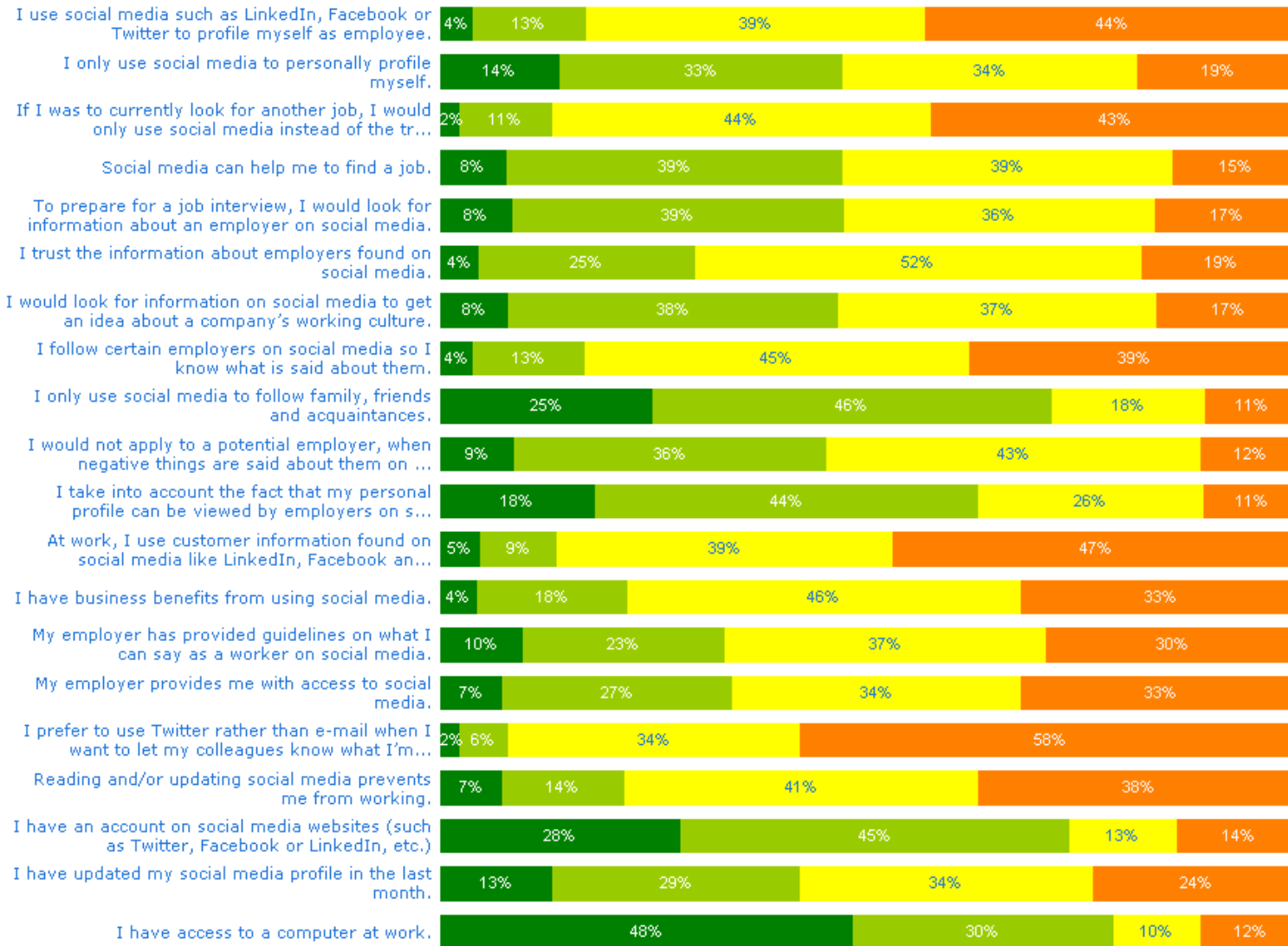
- 16% prefer social media to keep their colleagues up to date about what they are working on.

- More than one third of the Dutch companies (37%) provide their employees with guidelines on how to use social media professionally.

# New Zealand



## Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

- 73% of the New Zealand employees have an account on a social media website, 42% updated their account last month.

- More than seven out of ten employees (71%) only use social media to stay in touch with family, friends and acquaintances.

- 62% are aware that their personal profile can be viewed by employers on social media websites.

- Almost half of the employees (47%) only use social media to express themselves personally.

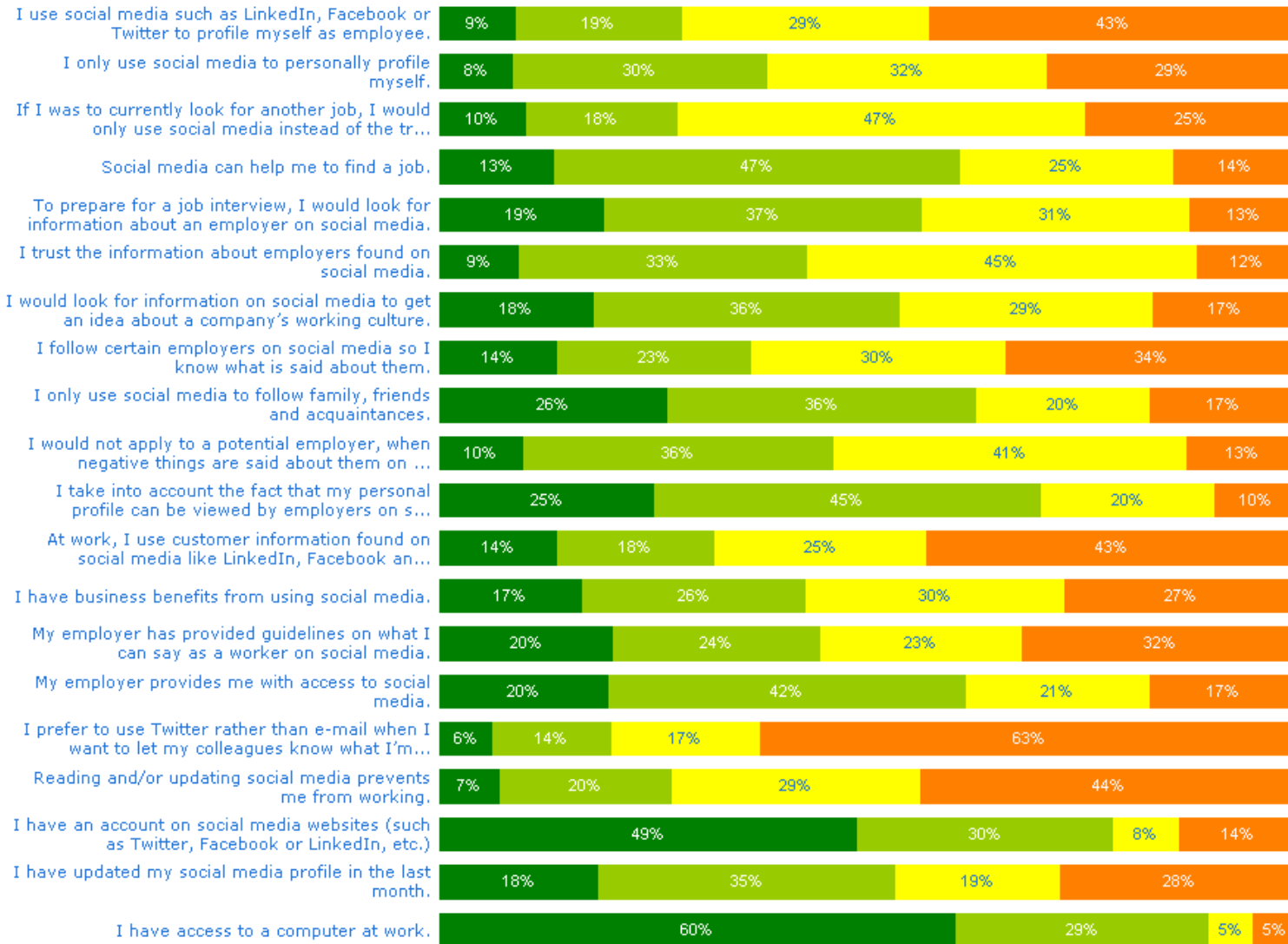
- The same share employees (47%) would look for information about an employer on social media websites to prepare for a job interview.

- 47% believe that social media can help them to find a job.

# Norway



## Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

- The % of Norwegian employees with a profile on social media is higher (79%) than in Denmark and Sweden (69% and 66%). 53% of the Norwegian employees updated their profile last month.

- Six out of ten employees (62%) use social media only to stay in touch with their family, friends and acquaintances.

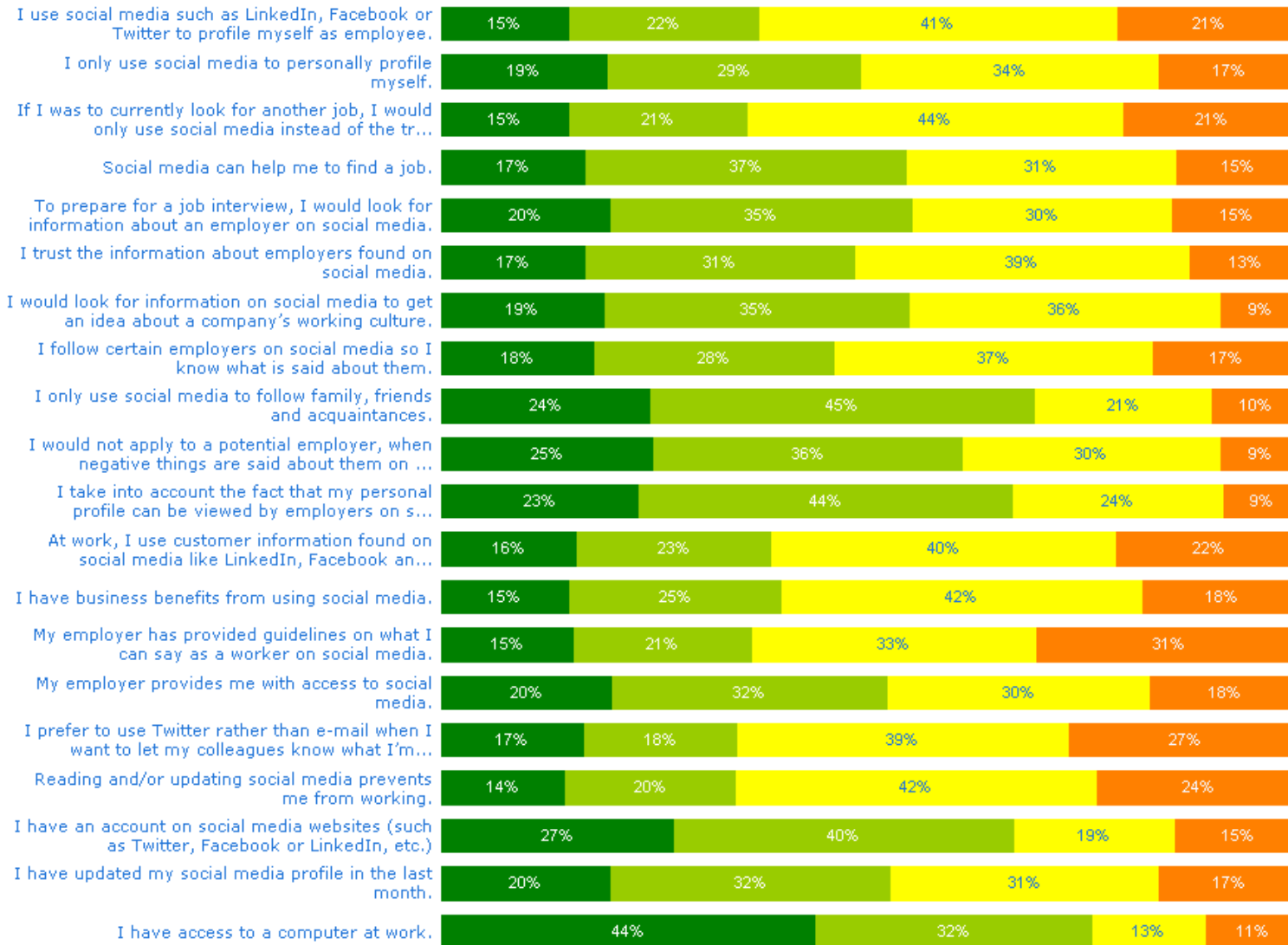
- Seven out of ten times (70%) employees reckon that their personal profile can be viewed by employers.

- 60% believe that social media can help them to find a job.

# Poland



## Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

- Polish employees more often have a social media profile than Czech employees (67% vs. 60%).

- A majority of the Polish employees (69%) indicate to use social media only to stay in touch with family, friends and acquaintances.

- Almost half of the employees (48%) use social media only privately.

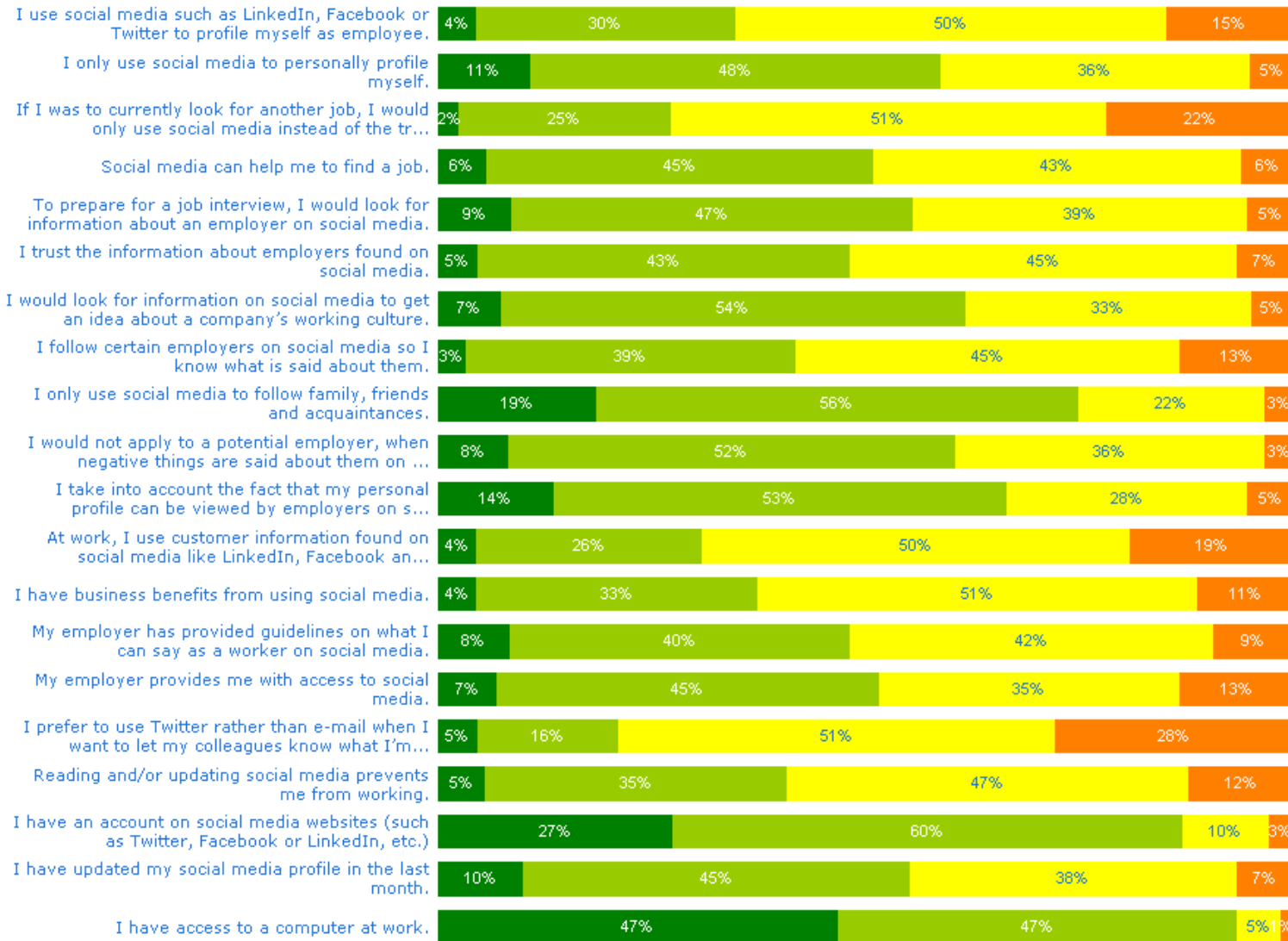
- Two thirds of the employees (67%) are aware that their personal profile can be viewed by employers.

- Over half (54%) believe you can find jobs using social media.

# Singapore



## Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

- 87% of the Singapore employees have a social media profile and 55% updated their account last month.

- Three quarter of the employees (75%) only use social media to stay in touch with family, friends and acquaintances.

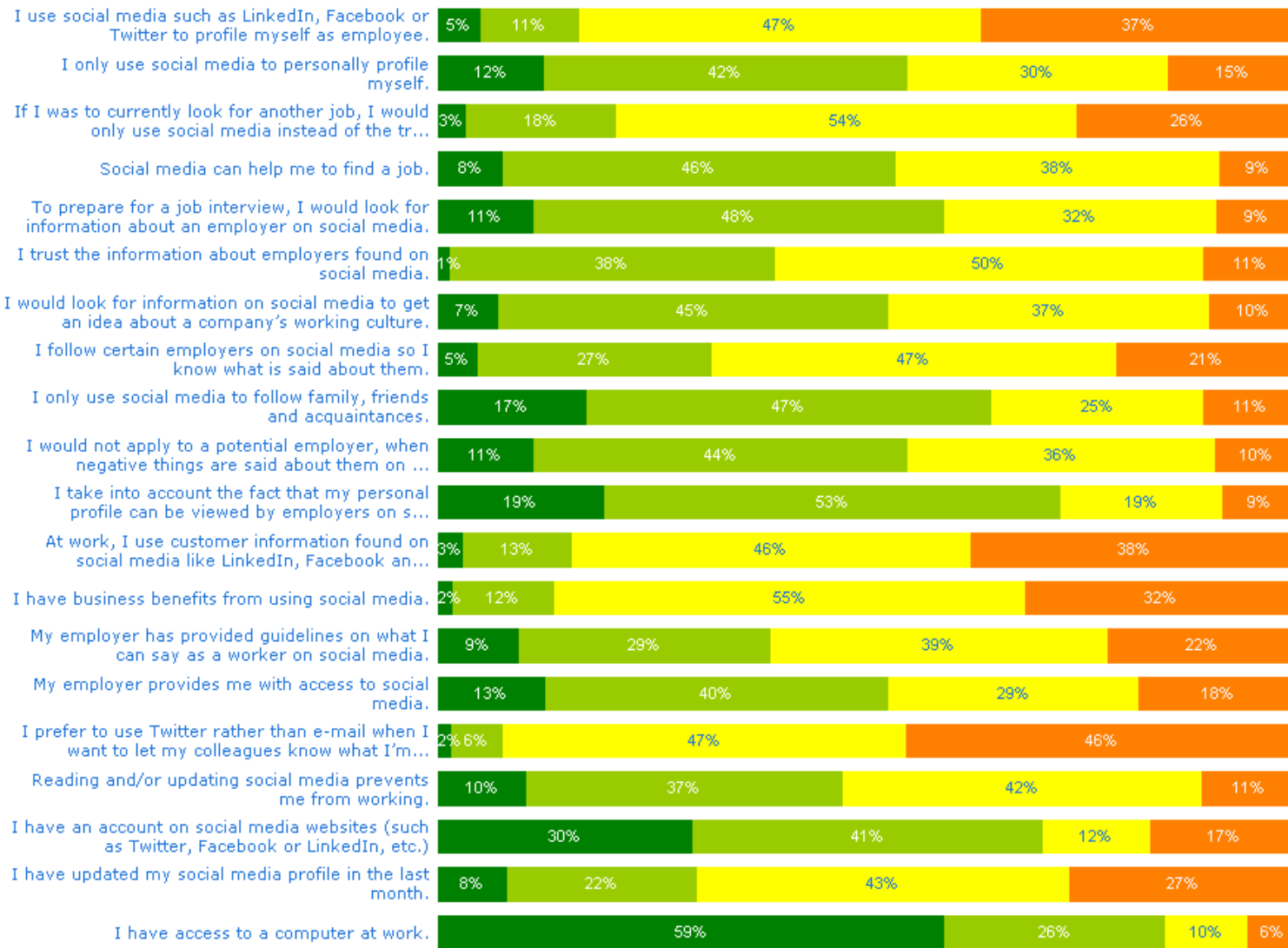
- Almost seven out of ten (67%) are aware that their personal profile on social media websites can be viewed by employers.

- Approximately six out of ten employees (61%) would look for information on social media websites to get an idea about a company's culture.

- 59% only use social media to present themselves personally.



## Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

- 71% of Slovakian employees have a social media profile. So do 74% of the Hungarian employees. In the Czech Republic however a smaller number (60%) indicate to have a social media profile.

- More than half (54%) indicate they only use social media to present themselves personally.

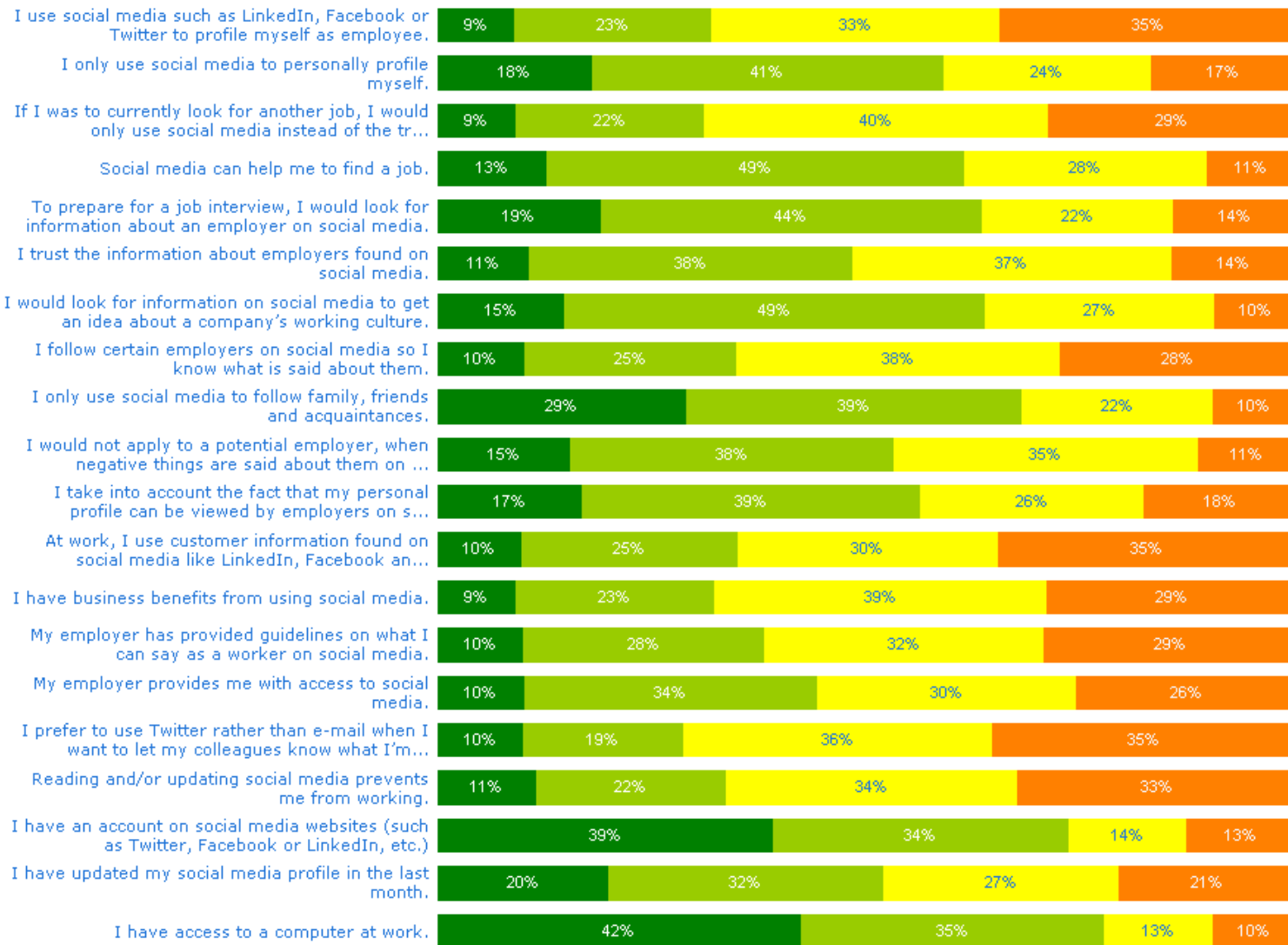
- Slovakian employees use social media more often to find out about a company's culture than employees in Hungary (52% vs. 40%).

- 8% prefer to use Twitter to keep their colleagues up to date.

# Spain



## Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

- Spanish employees are found as often on social media as their Italian colleagues (73%).

- In Spain 68% of the employees indicate using social media to stay in touch with family, friends and acquaintances

- Almost two thirds (62%) believe social media can help them to find another job.

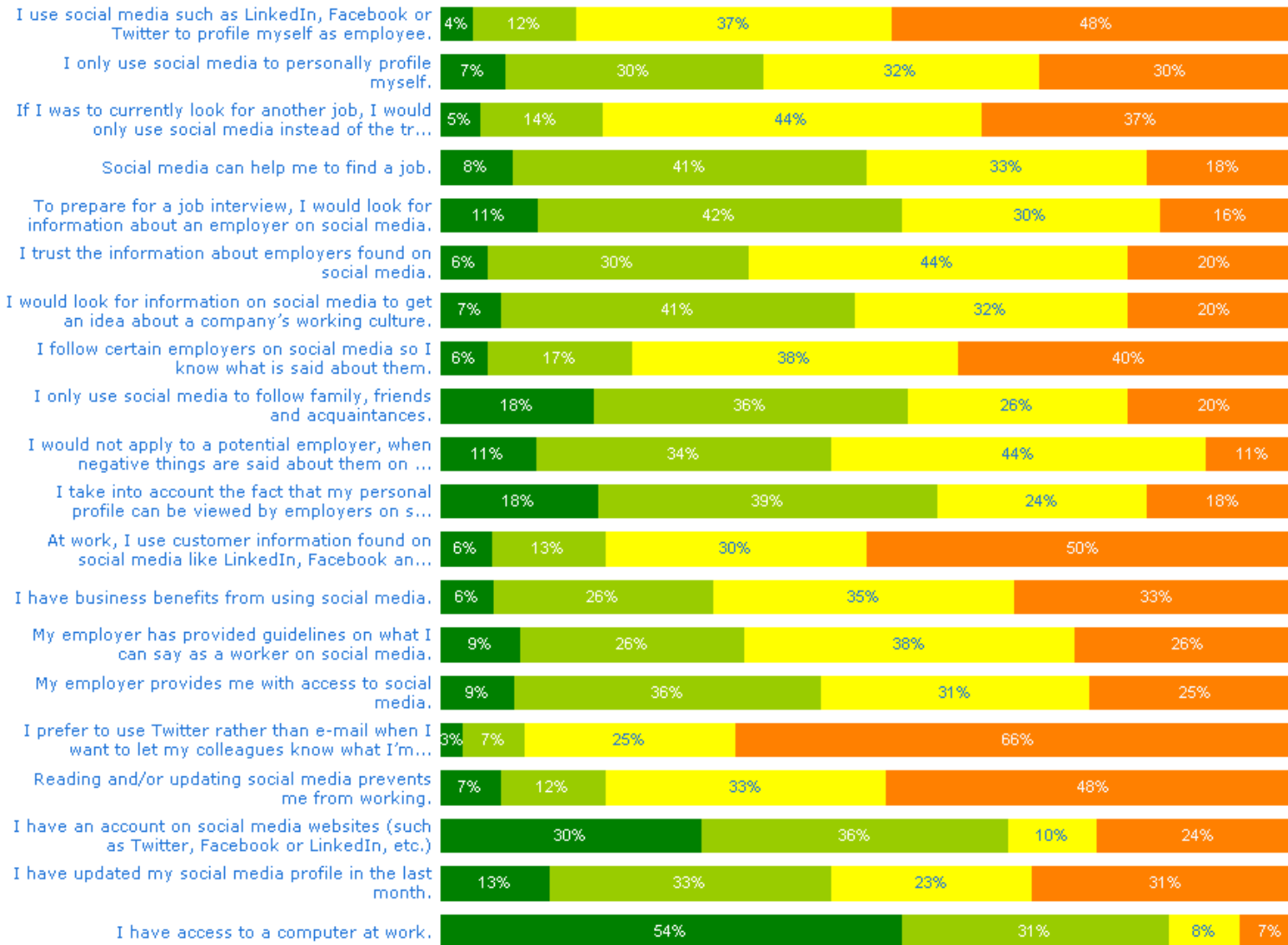
- The same share (63%) use social media to prepare for a job interview, which is larger than in Italy (53%).

- Spanish employees have less business benefits from social media than their Italian colleagues (32% vs. 50%).

# Sweden



## Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

- Two thirds of the Swedish employees (66%) have a social media profile.

- A small majority of the employees (54%) only use social media to stay in touch with family, friends and acquaintances.

- Most (57%) are aware that their personal profile can be viewed by companies.

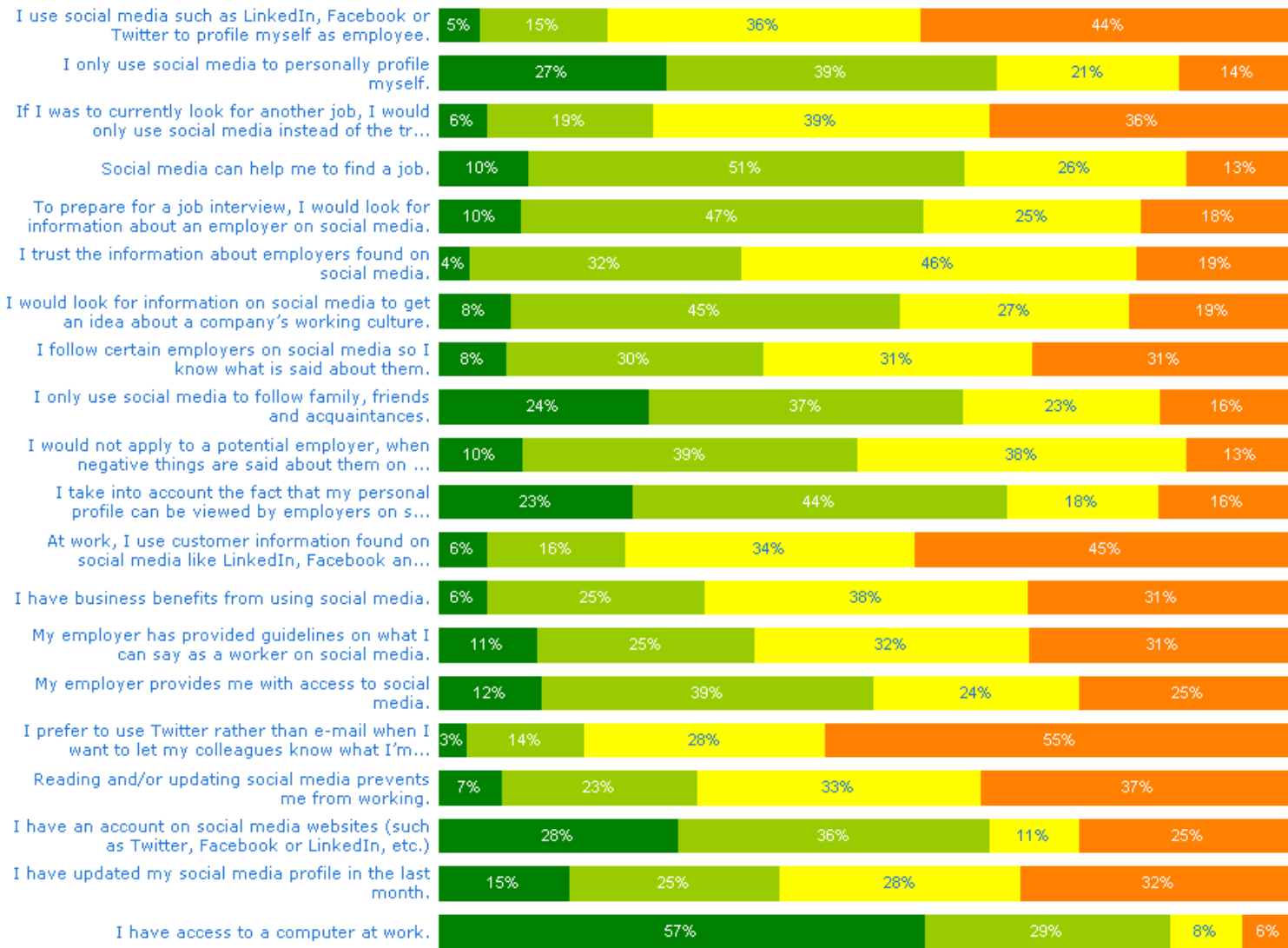
- Around half of the employees believe social media can help them to find a job (49%) or prepare for a job interview (53%).

- 35% have received guidelines from their employers about what they can say on social media.

# Switzerland



## Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

- Almost two thirds (64%) of the Swiss employees have a social media account. This is a larger share than in Germany. Four out of ten (40%) employees updated their profile last month.

- Two thirds (66%) have a social media account for personal use only.

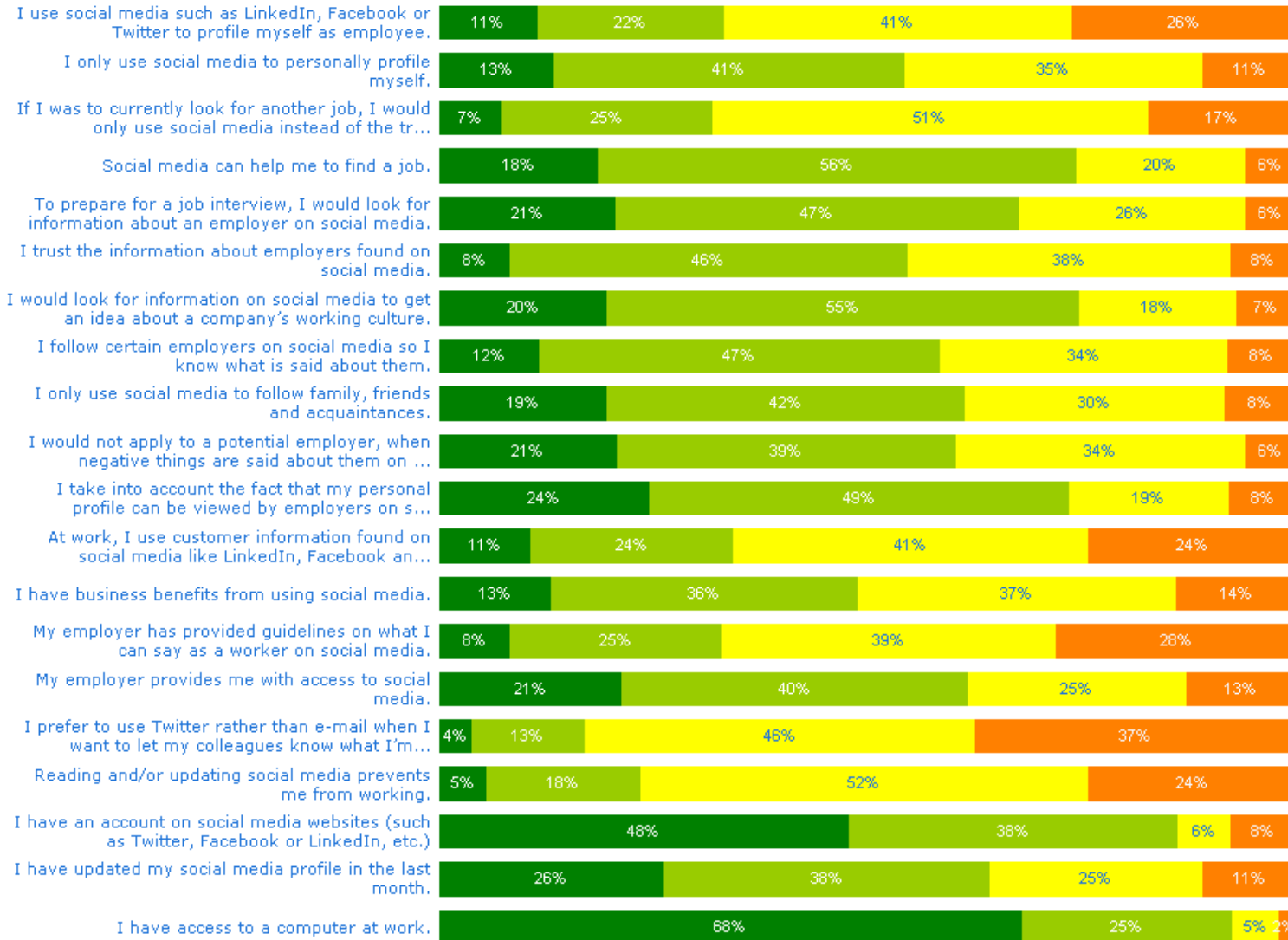
- 67% of the employees are aware that their personal profile can be viewed by employers.

- Six out of ten (61%) of employees believe social media can help them in finding a new job.

- Guidelines about how to use social media are provided by 36% of the companies.



## Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

- Almost nine out of ten Turkish employees (86%) have a social media profile.

- Two third of the profiles from Turkish employees (64%) were updated during last month.

- One third of the employees (33%) use social media to present themselves as employee.

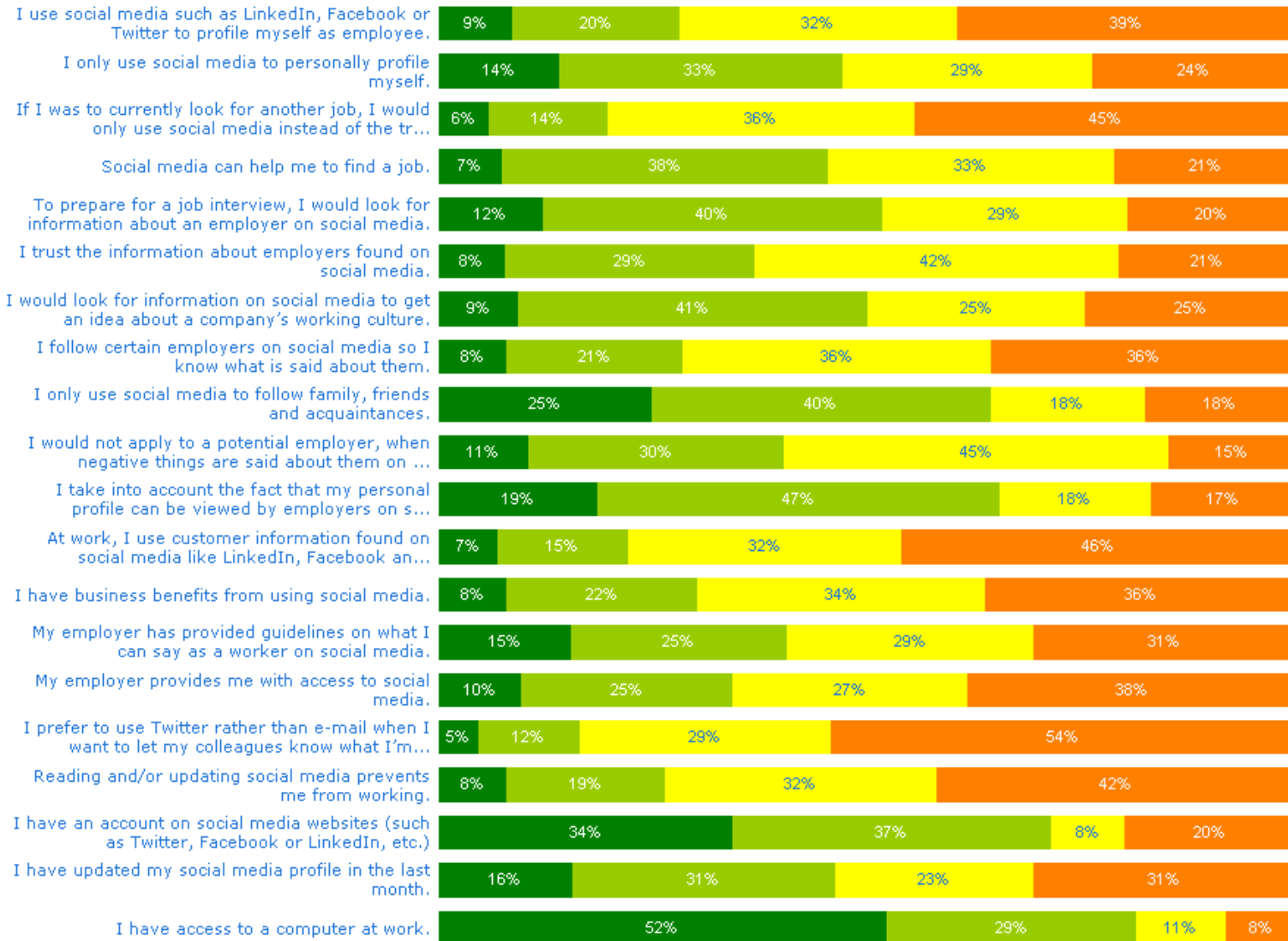
- 73% are aware that their personal profiles can be viewed by companies in social media.

- A vast majority of the employees (74%) believe social media can help them to find a job.

- Three quarters of the workers in Turkey (75%) use social media to get an idea about a corporate culture.



Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

- Seven out of ten British employees (71%) have a social media profile. Almost half of the profiles (47%) were updated last month.

- Around half (47%) of the employees only use their social media account privately.

- Social media is used by 52% to prepare for a job interview. 45% believe social media can help them to find a new job.

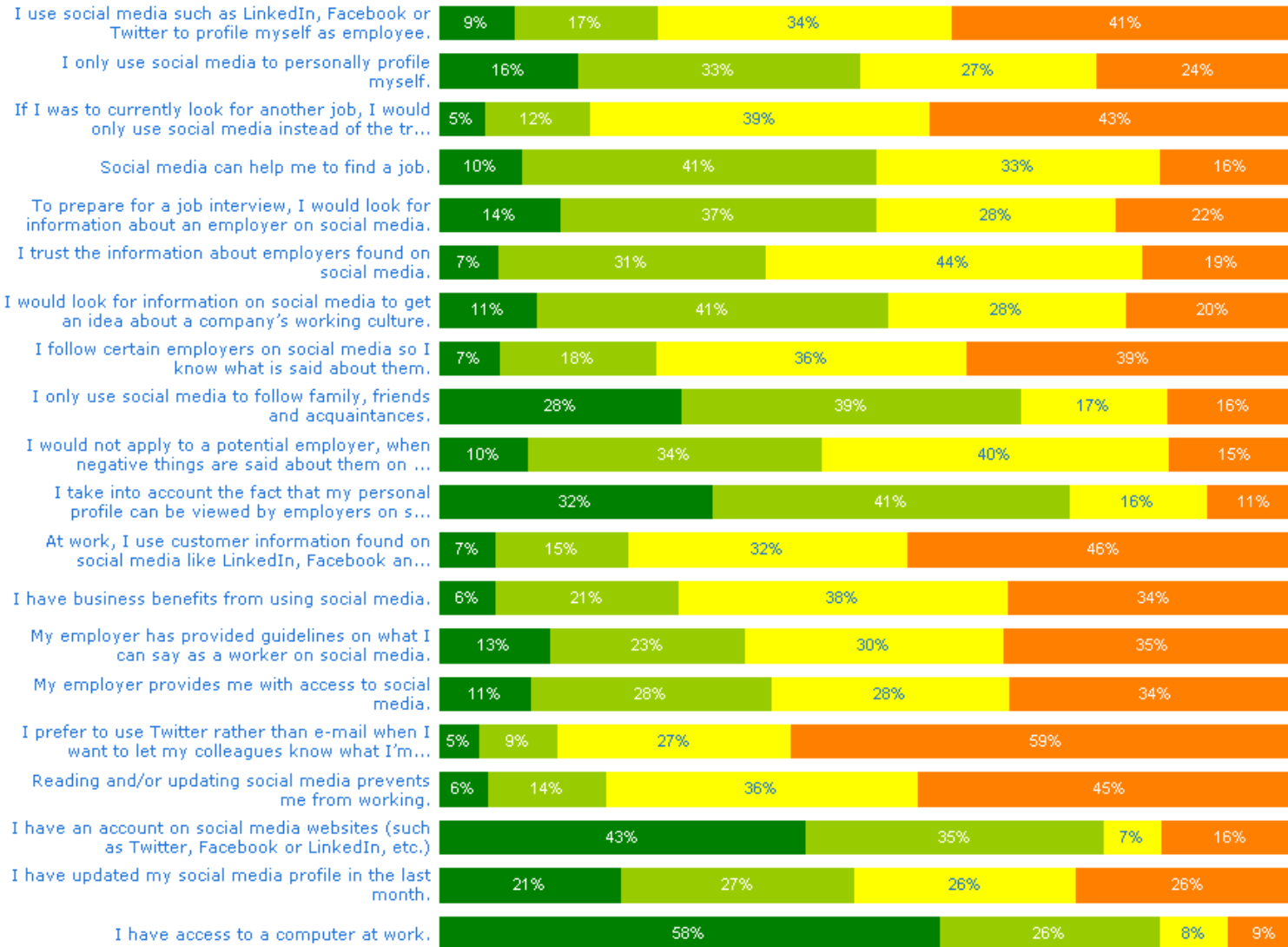
- Two thirds (66%) of the employees are aware that employers can view their personal profile on social media.

- About two thirds (65%) only use social media to stay in touch with friends, family and acquaintances.

- 40% received a guideline from their employer about the usage of social media.



Press statements



■ strongly agree ■ agree ■ do not agree ■ strongly disagree

- Nearly eight out of ten American employees (78%) have a social media profile.

- 73% are aware that their personal profiles on social media can be viewed by companies.

- Almost six out of ten employees (57%) use social media only to stay in touch with family, friends and acquaintances.

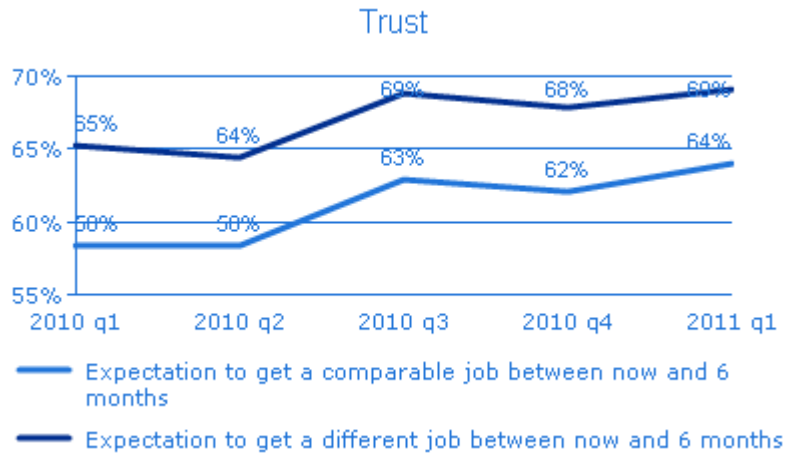
- More than half (52%) would gather information through social media to get an idea about a company's culture.

- Approximately the same share of employees (51%) believe that social media can help them to find another job.

# Index

- chapter 1: social media - usage and benefits
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# confidence is increasing

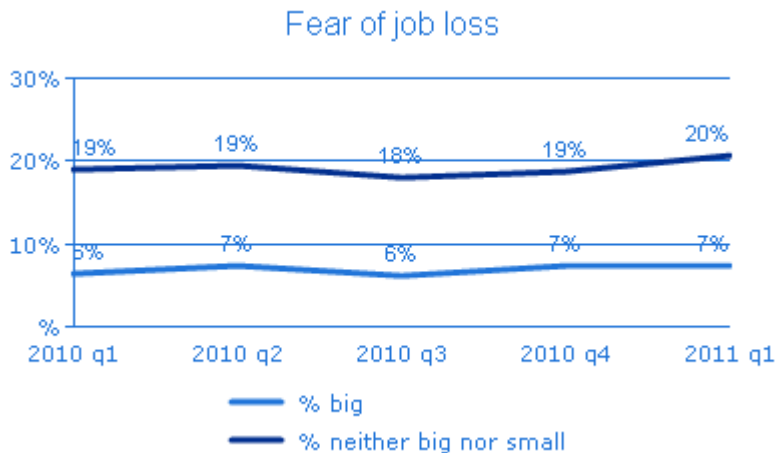


Changes	↑	↓
France	5%**	
Belgium	7%**	
Hungary	8%**	
UK	8%* 11%**	
Poland		6%**
Mexico	8%*	
India		4%* 8%**

Question:

• Suppose you would have to look for another job now with a different employer. Do you think that within the next 6 months you could get comparable work with a different employer?

• And do you think you could get other work with a different employer between now and 6 months?



Changes	↑	↓
France	2%* 5%**	
Poland	7%**	
India	5%*	
Slovakia	12%**	

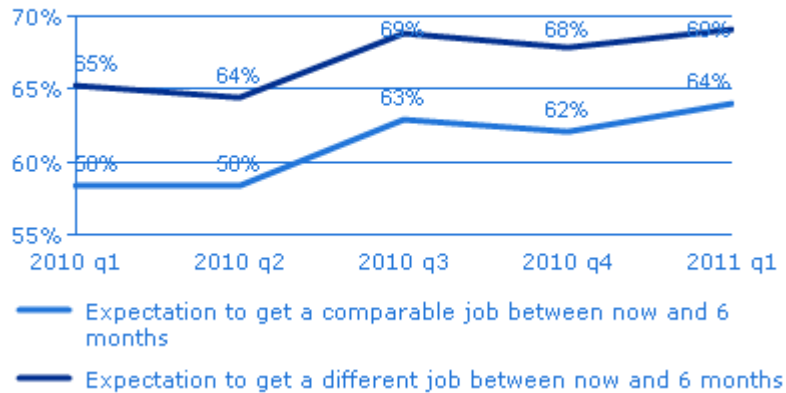
Question:

• How big do you think the chances are that you will lose your job or that your contract will not be extended within the next 6 months?

- \* change in the first category
- \*\* change in the 2nd category

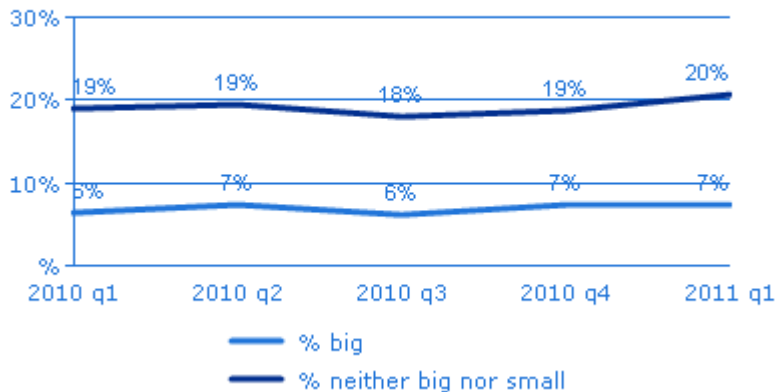
# confidence in finding new job high in France, Belgium, Hungary, UK, Poland, Mexico, India

Trust



The overall level of confidence has found its way up again. In several countries the confidence in finding another job within the next six months has increased. The confidence level increased most in the UK. Almost two thirds (64%) of the British employees are confident in finding another comparable job within six months (increase of 8% compared to the last quarter 2010).

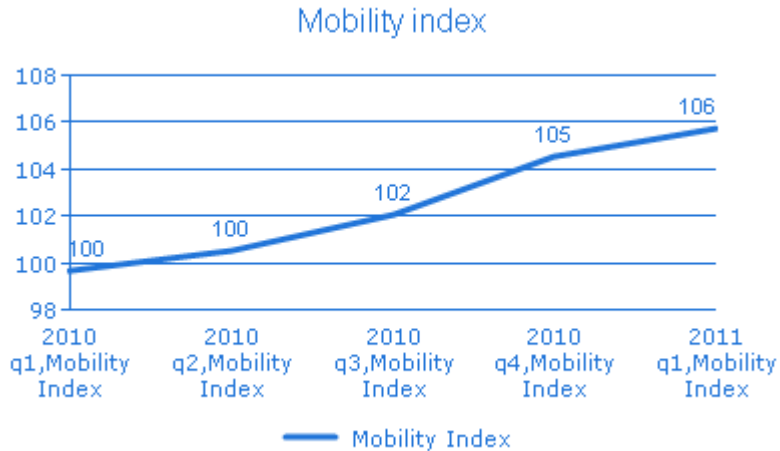
Fear of job loss



In India and Poland the level of confidence in finding another job within six months declined. However, compared to the other countries the level of confidence in these two countries is still high.

Employees in Poland and India are more fearful to lose their job than 3 months ago (respectively 2<sup>nd</sup> category and 1<sup>st</sup> category).

# mobility almost unchanged



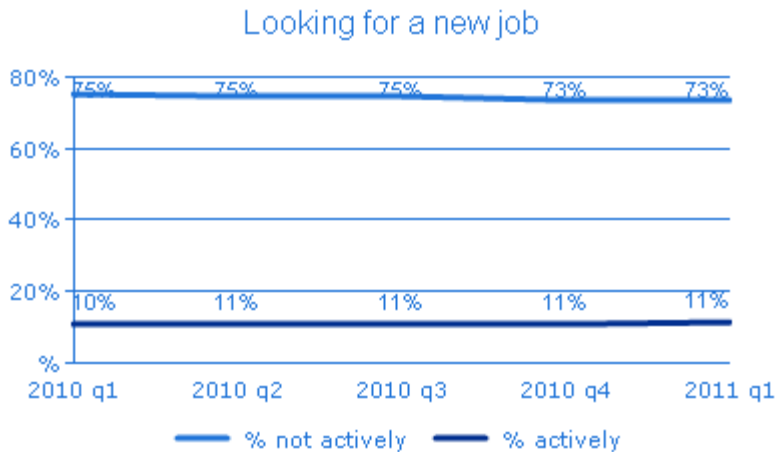
Changes	↑	↓
The Netherlands	7	
Italy	5	
Norway	10	
Poland	10	
Switzerland		10
India		9

Question:

•Do you think you will be doing *the same or comparable work for a different employer* within the next 6 months?

or

•Do you think you will be doing *different work for a different employer* within the next 6 months?



Changes	↑	↓
The Netherlands		5%*
Hungary	6%**	
UK	4%**	
India	8%*	7%**

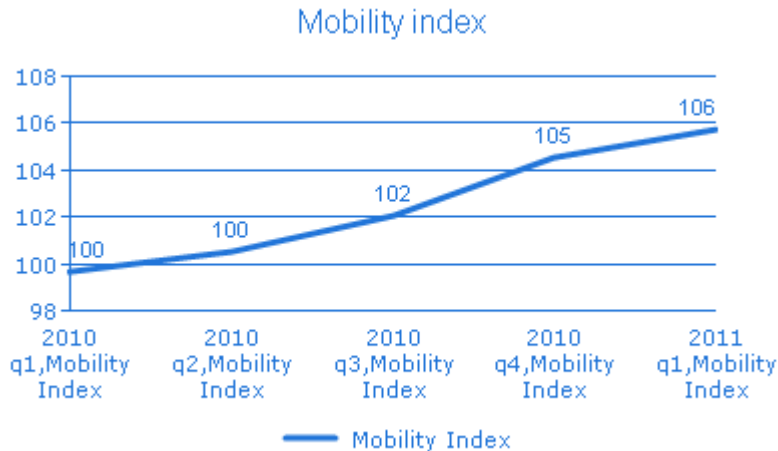
Question:

•To what extent are you currently looking for another job?

• \* change in the first category

•\*\* change in the 2nd category

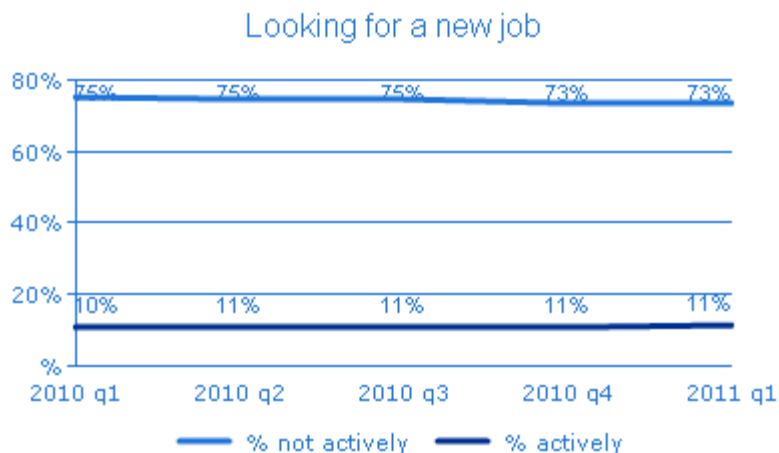
# mobility almost unchanged; no. of employees actively looking for a new job is stable



The overall Mobility Index is the same as in the fourth quarter of 2010. Also, employees are just as busy looking for another job as three months ago.

In Norway and Poland the index is ten or more points higher than three months ago. The Mobility Index in Switzerland and India declined compared to the last quarter of 2010. Even so, the Index is still the highest in India, namely 145.

The decline in India may be the result of the decline in confidence in finding another job and increased fear of job loss.

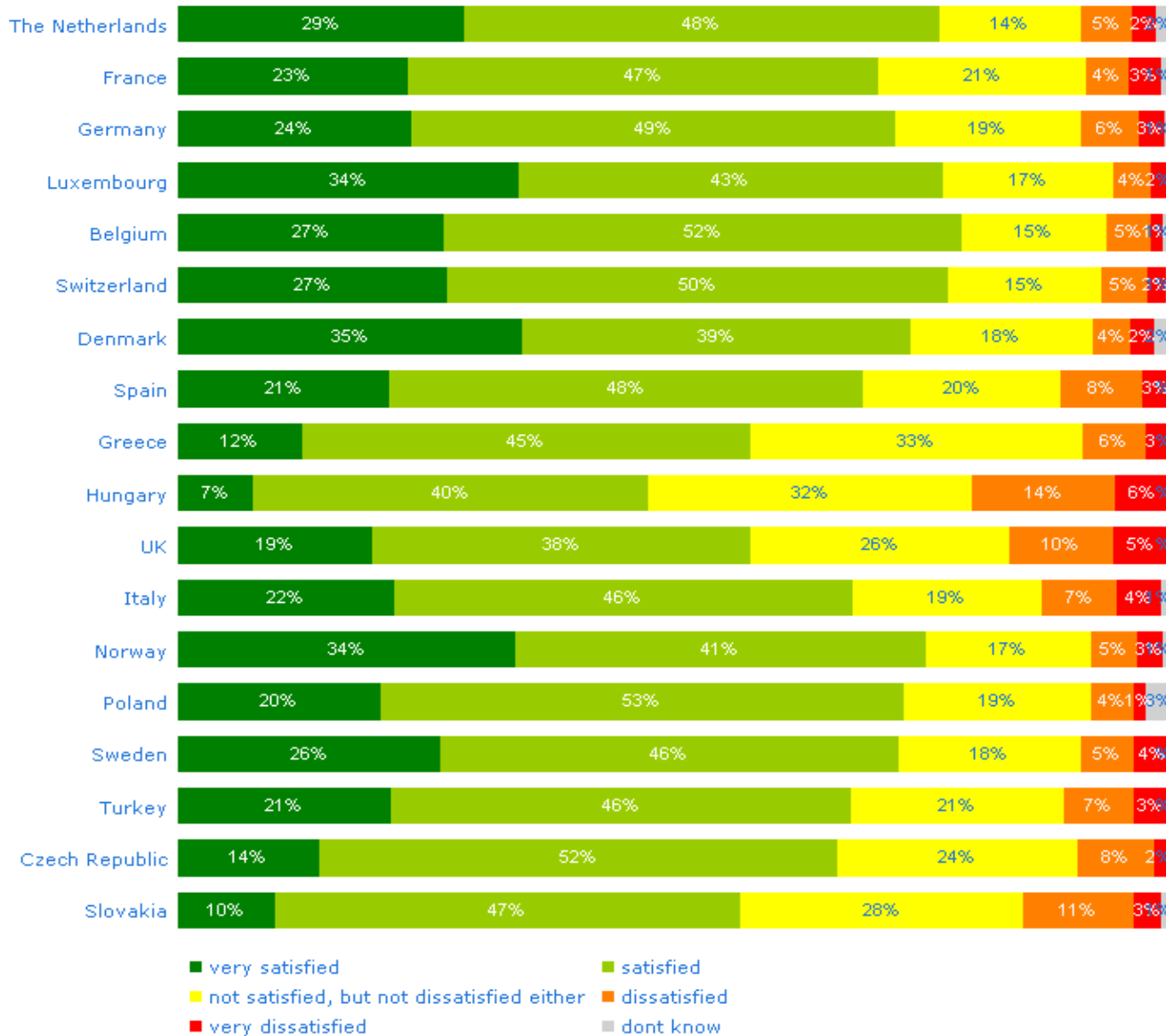


# index

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# satisfaction Europe

Satisfaction



The majority of the employees in Northern Europe are satisfied with their employer. This quarter Denmark & Norway have the most satisfied employees of Europe.

The employees in Poland, France and Italy are more satisfied with their employer than in the last quarter of 2010.

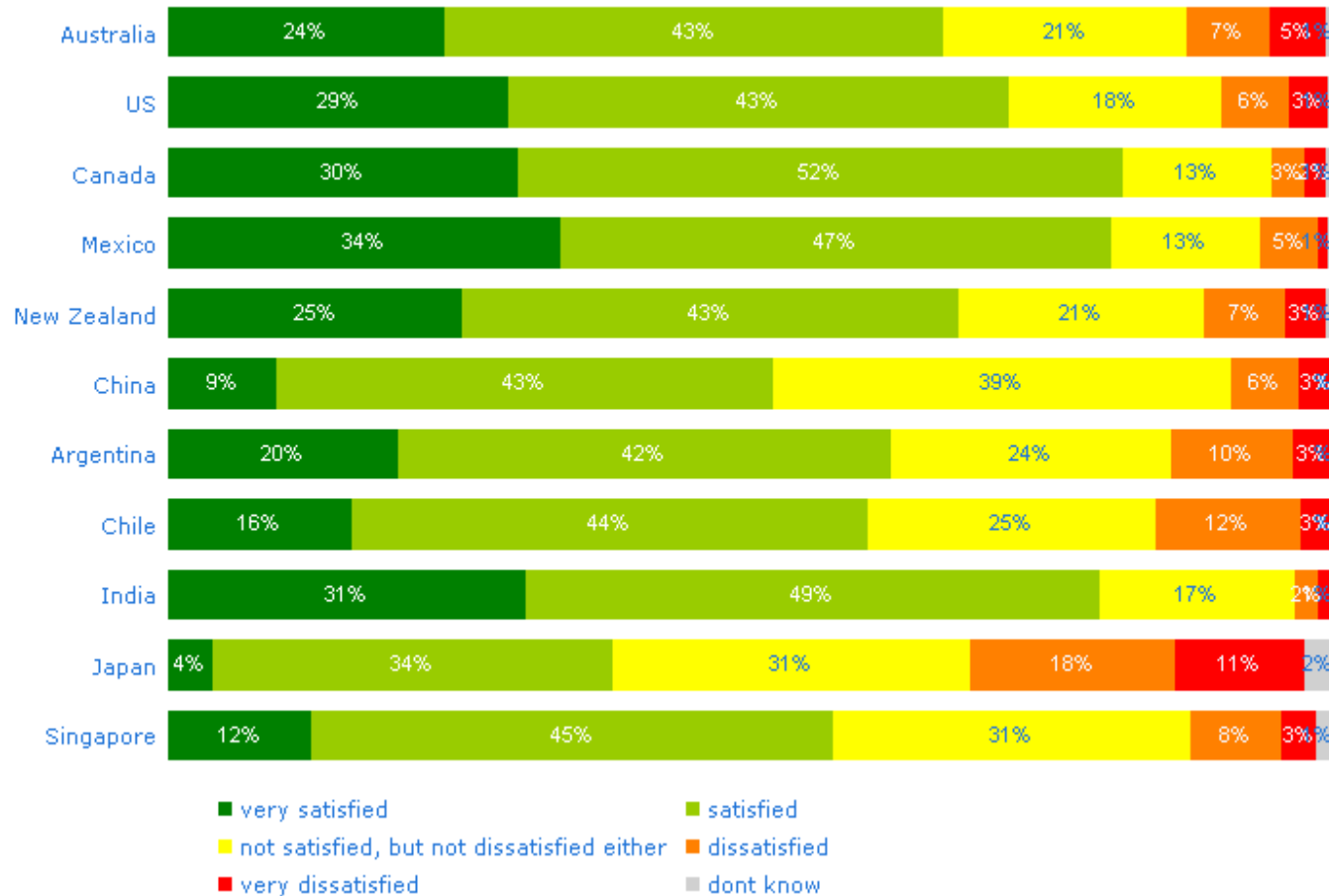
↑ = more often (very) satisfied compared to Q4 2010

Question:

How satisfied are you in general to work for your current employer?

# satisfaction world excl. Europe

Satisfaction



The most satisfied employees outside Europe can be found in Canada, Mexico and India.



The share of satisfied Mexican and Indian employees has increased compared to three months ago.



↑ = more often (very) satisfied compared to Q4 2010

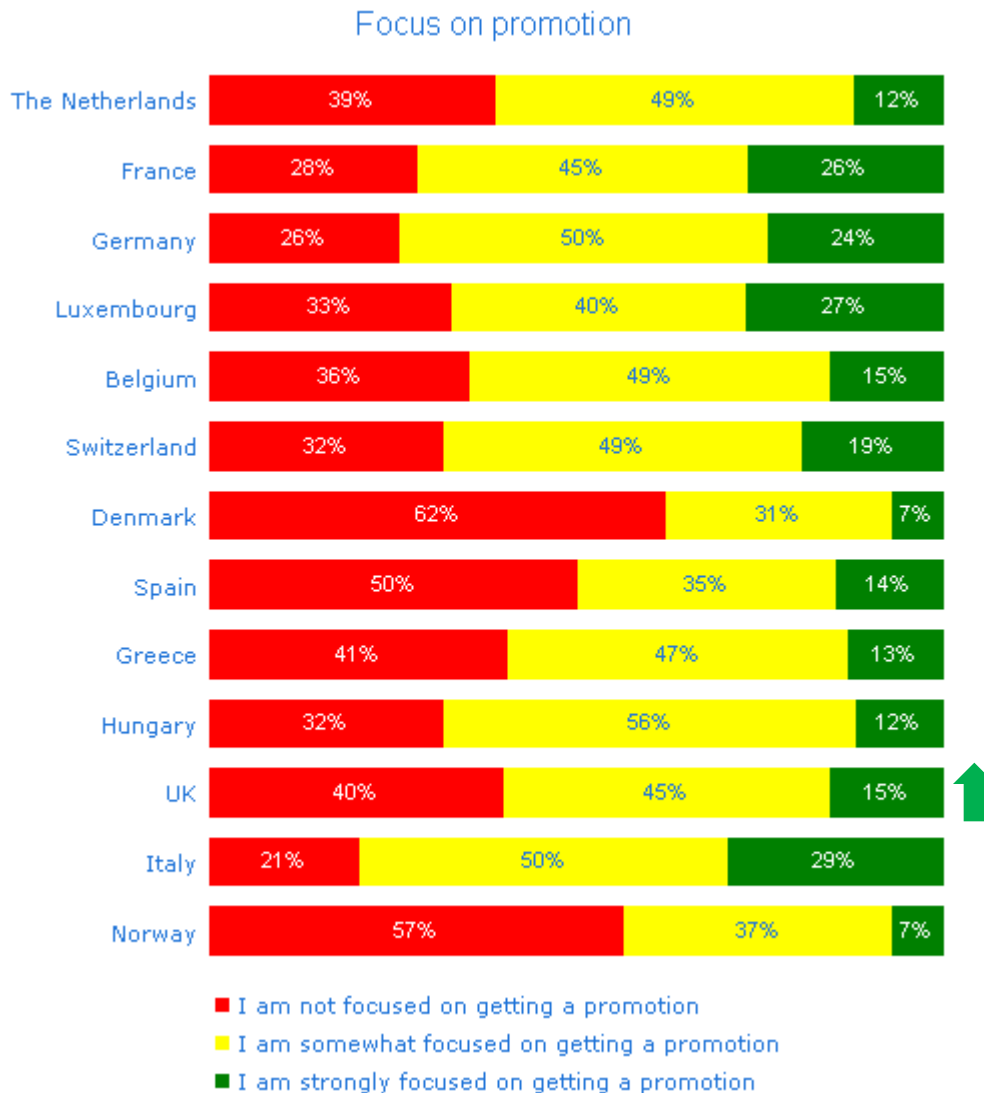
Question:

How satisfied are you in general to work for your current employer?

# index

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# personal motivation (1)



The most ambitious employees of Europe can be found in Italy. Almost eight out of ten employees indicate to be more or less focused on getting a promotion.

In the Scandinavian countries (Denmark, Norway and Sweden) employees are the least focused on getting a promotion.

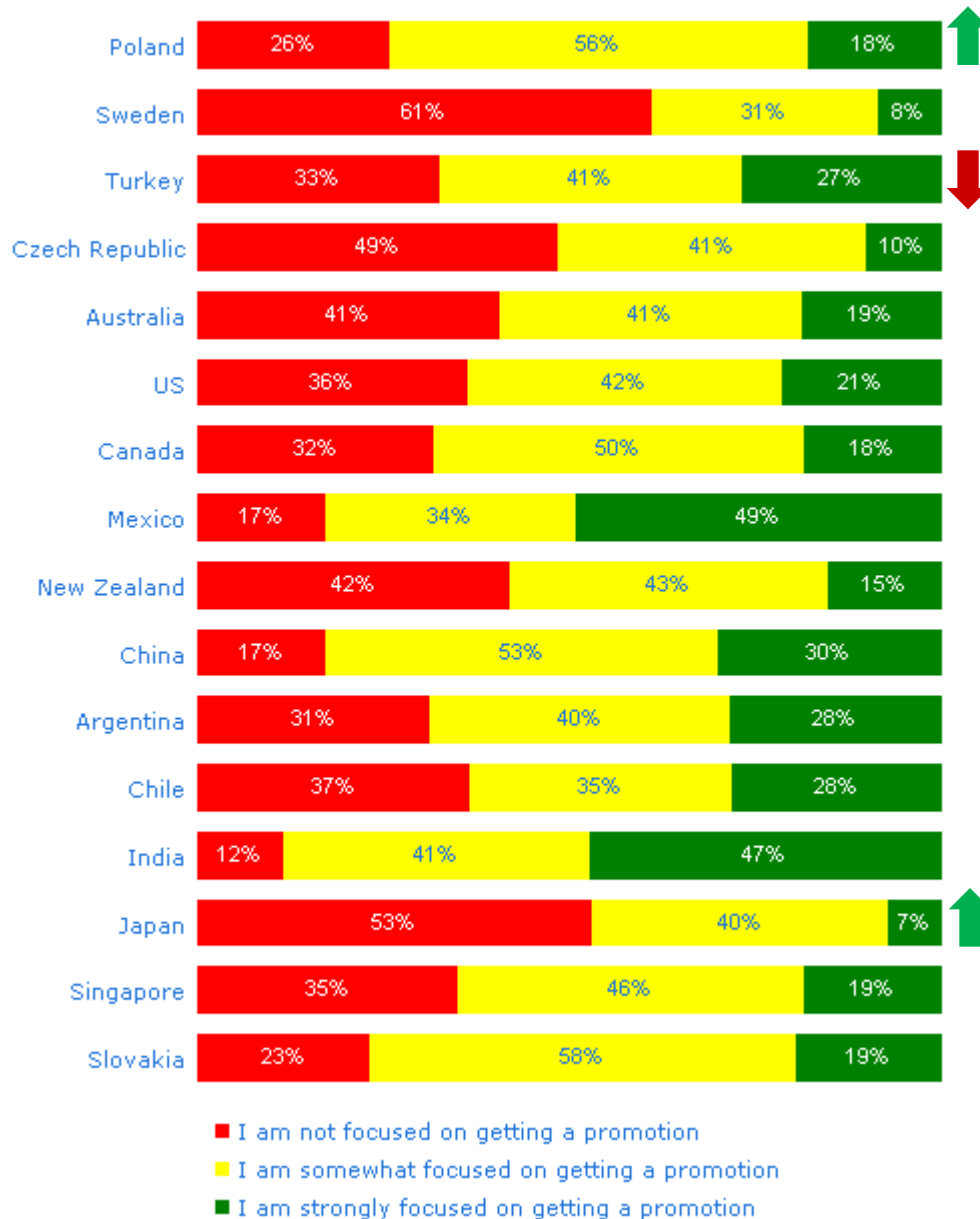
UK employees are more motivated compared to three months ago.

↑ = more focused on promotion compared to Q4 2010

Question:  
To what extent are you focused on getting a promotion?

# personal motivation (2)

## Focus on promotion



In India 88% of the employees indicate to be (somewhat) focused on getting a promotion. They are the most ambitious employees in comparison to employees of other countries.

Employees in Poland and Japan are more focused on getting a promotion than three months ago. The focus on a promotion in Turkey has decreased compared to the last quarter of 2010.

↑ = more focused on promotion compared to Q4 2010

↓ = less focused on promotion compared to Q4 2010

Question:  
To what extent are you focused on getting a promotion?

# more information

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