

# SOCIAL MEDIA AND TECHNOLOGY

120,000 PEOPLE  
RELEASE: NOV 2013  
31 COUNTRIES



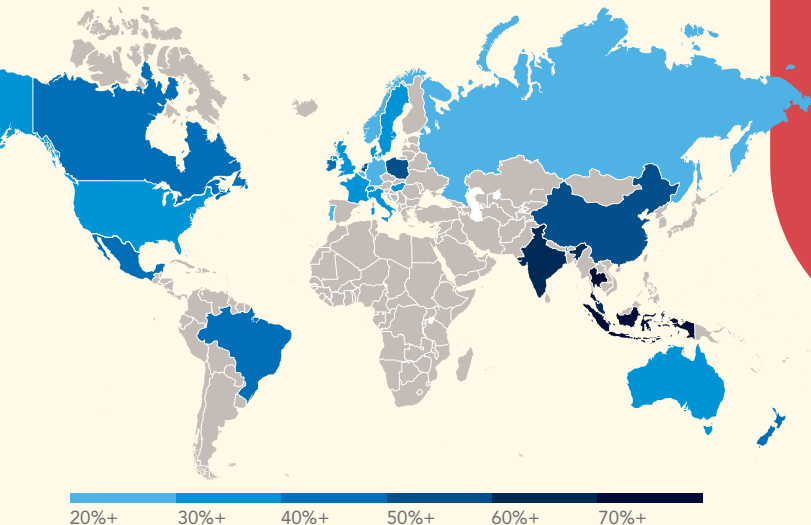
# SOCIALISING RECRUITMENT

Social media in recruitment has altered the way people search for and communicate about work. It's emergence is opening up a plethora of connections where people are willing and able to share information, views, encouragement, and even alerts about prospective job opportunities.

## A POLARIZED WORLD

Countries such as Thailand, Indonesia, Malaysia and India stand out as countries that are embracing social media as a job-seeking tool. At the other extreme, those in Europe prefer the more traditional means of eliciting news about employment. Netherlands and Poland are the exceptions where the majority (58% and 52%, respectively) are more inclined to search for jobs via social media.

## USE OF SOCIAL MEDIA FOR JOB SEARCH BY COUNTRY



## THE RECRUITMENT NETWORK



**MORE THAN HALF**  
(53%) agree that social media is a good method of sharing job referrals/opportunities among friends/colleagues.

**ALMOST HALF**  
(44%) have been contacted via social media site/network about a potential job

**MORE THAN ONE-THIRD**  
(39%) use social media site/network when making employment decisions

**SIXTEEN PERCENT**  
have a new job that originated via social media site/network in the past 12 months

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## THE KELLY GLOBAL WORKFORCE INDEX 2013

The *2013 Kelly Global Workforce Index* (KGWI) brings work and workplace insights sourced from more than 120,000 respondents from 31 countries across the Americas, EMEA and APAC regions.

It takes the form of an annual survey that canvasses a wide spectrum of opinions on issues impacting the contemporary workplace, with a particular focus on the perspectives from different generations, industries, occupations and skill sets.

Topics covered in the 2013 KGWI survey include:

- Career Development and Upskilling
- Workplace Performance
- Employee Engagement and Retention
- Social Media and Technology

This fourth installment, on the topic of *Social Media and Technology* examines the way that social media is impacting on job selection, career choice and recruitment in general. Just as social media has changed the nature of communications across communities, it is breaking down barriers in the workplace. Employees are more social and more connected, and want access to the technologies and platforms that will enable them to share their working lives with a wider audience.

## BECOMING SOCIAL—OPENING THE WINDOW ON JOBS

We are all becoming more connected and more social in our interactions and this is extending to the way we converse about work and jobs.

Social media has made it easy to pass on information and insights about employment opportunities. Tapping into people's social networks vastly expands the pool of possible job candidates. It also makes the job-search exercise less a private pursuit and more of a shared experience.

The power and the speed of this transformation is having a significant impact on recruiting techniques, but is sometimes overlooked by managers and employers.

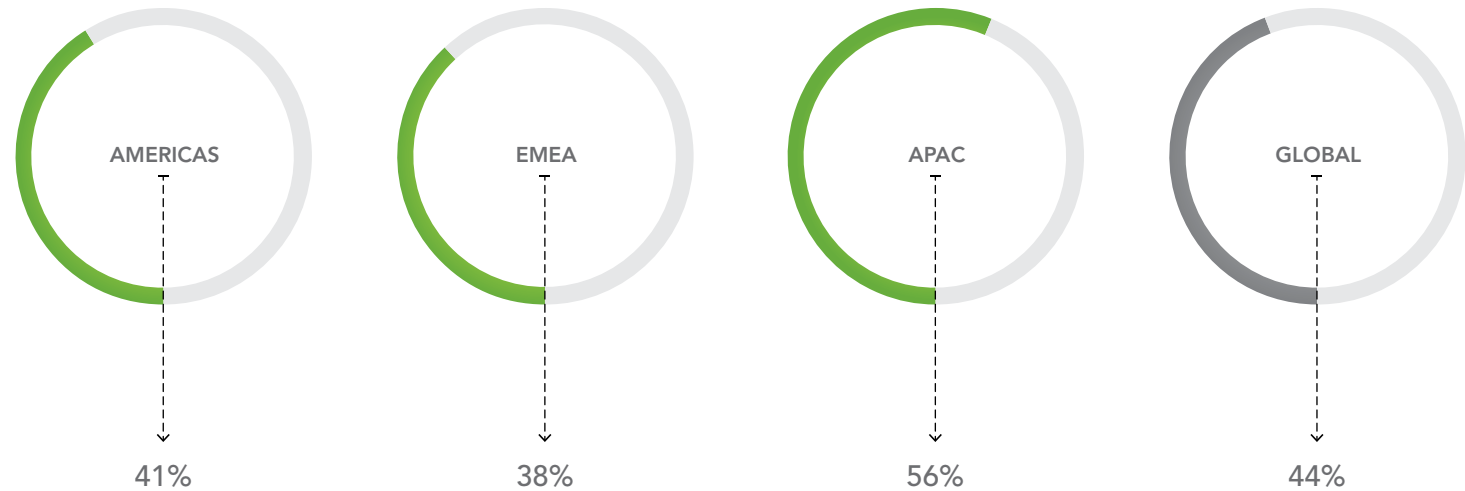
# USE OF SOCIAL MEDIA FOR JOB TARGETING (BY REGION)

→ Social media as a job-search tool has reached a new level of maturity.

Globally, 44% of respondents say that they have been contacted via social media about a job opportunity in the previous 12 months.

More than half of APAC respondents (56%) had been contacted about a potential job via social media, compared with 41% in the Americas and 38% in EMEA.

Within the last year, have you been contacted about a potential job opportunity via a social media site/network? (% Yes by Region)



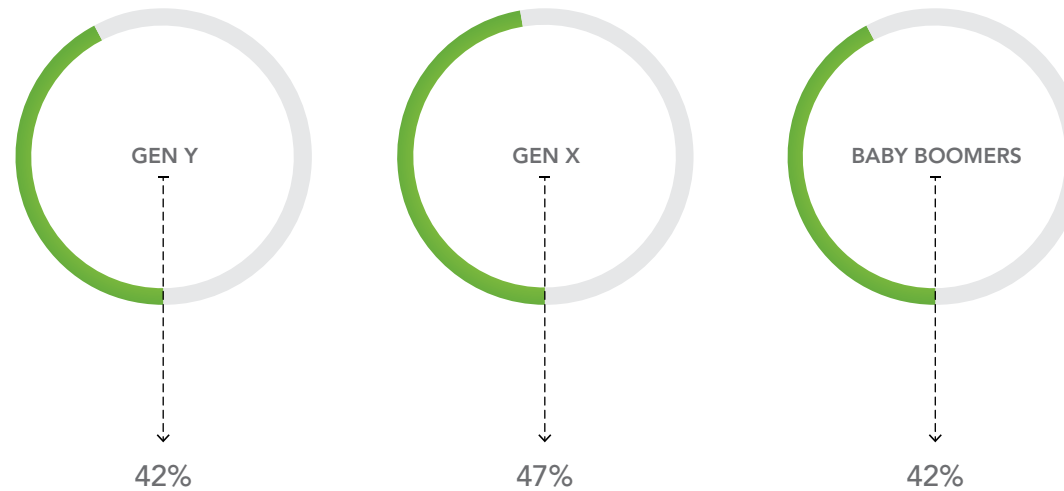
# USE OF SOCIAL MEDIA FOR JOB TARGETING (BY GENERATION)

→ There is a fairly consistent pattern among respondents of being contacted about jobs through social media across the workplace generations.

Rather than being confined to the younger age groups, all generations are taking part, led by Gen X, from which 47% have been approached regarding a job in the previous year.

Perhaps surprisingly, Gen Y and Baby Boomers are on an almost equal footing, with 42% receiving job information via their social media networks.

Within the last year, have you been contacted about a potential job opportunity via a social media site/network? (% Yes by Generation)



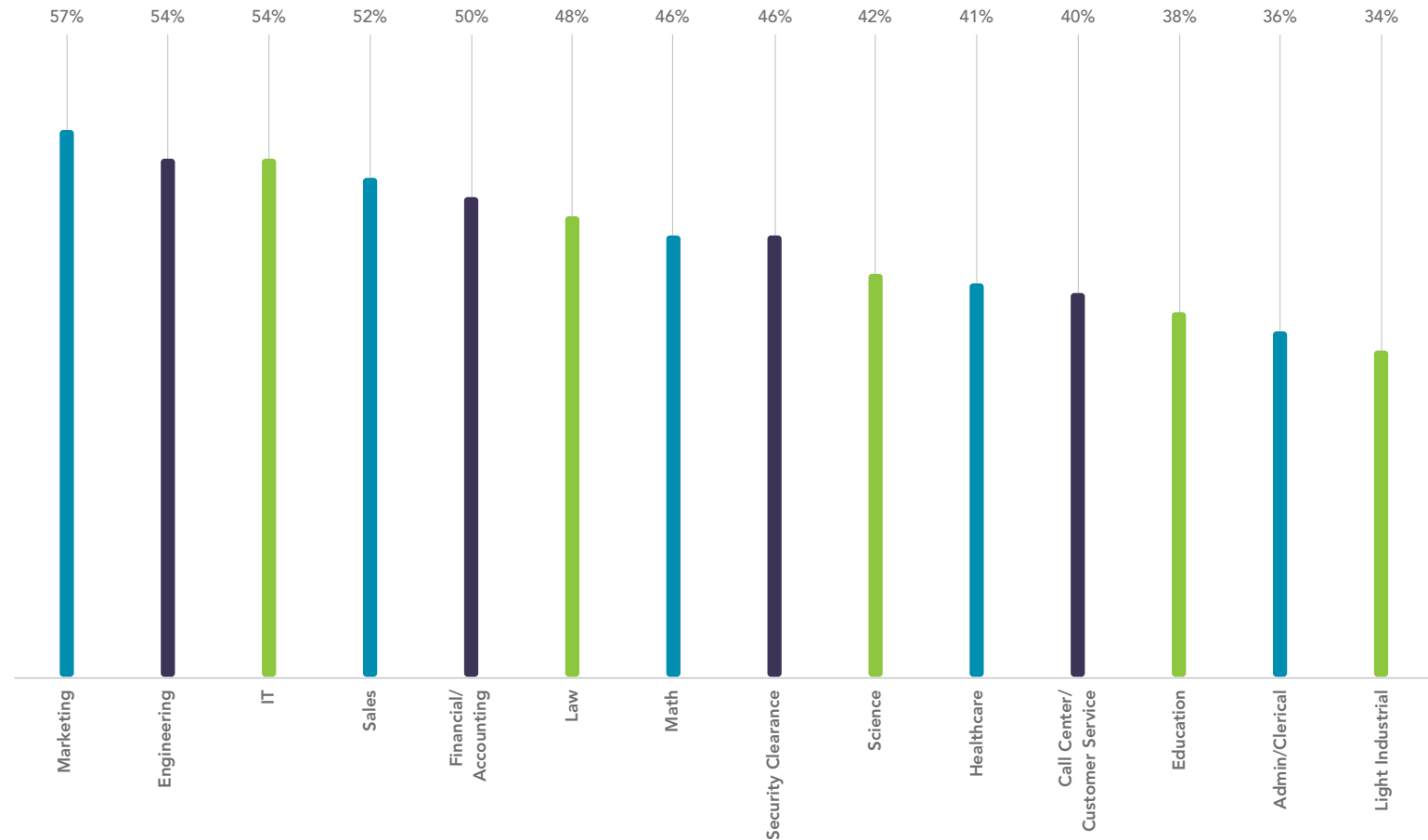
# USE OF SOCIAL MEDIA FOR JOB TARGETING (BY SKILL SET)

→ A larger portion of workers with certain skill sets have been contacted about a job via social media compared with workers with other skill sets.

The highest incidence is among people with professional and technical skills. In areas such as Marketing, Engineering, IT, Sales and Finance/Accounting, half or more of respondents were contacted for jobs via social media in the previous year.

There is a lower rate of this occurring in industries such as Light Industrial (34%), Admin/Clerical (36%), Education (38%), and Call Center/Customer Service (40%).

Within the last year, have you been contacted about a potential job opportunity via a social media site/network? (% Yes by Skill Set)



# VALUE OF SOCIAL MEDIA IN JOB REFERRAL (BY REGION)

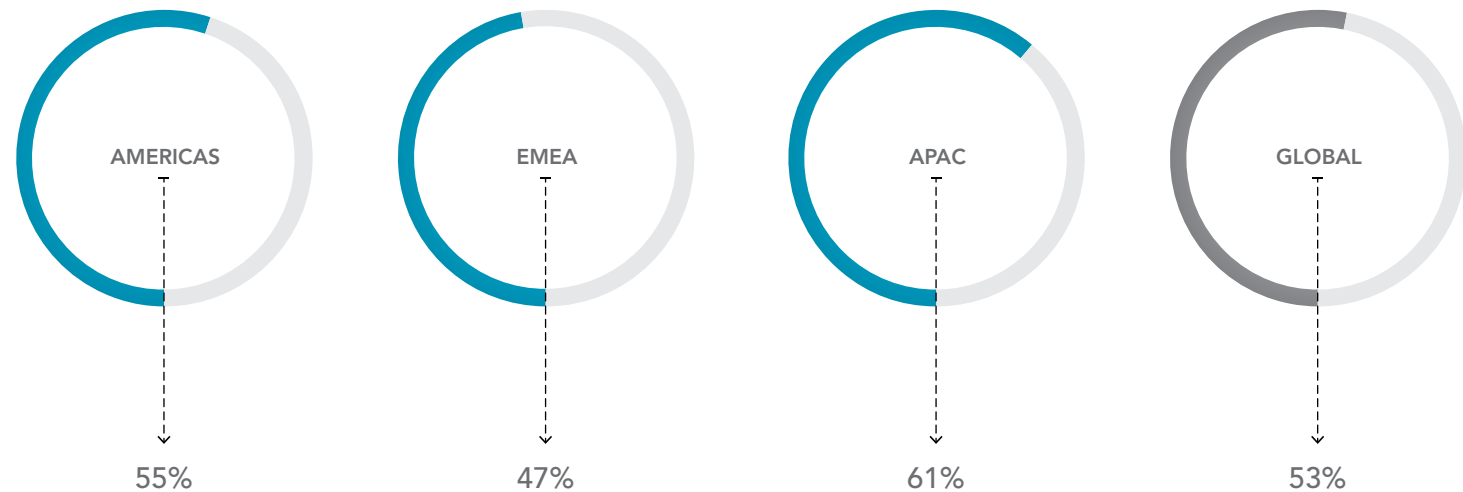
→ There is a willingness to be part of a network that shares employment information, and there is agreement that it serves a useful purpose.

Globally, more than half (53%) say they agree or strongly agree that social media is a good method of providing job referrals and job opportunities among friends and colleagues.

KGWI data suggests APAC is a hotspot for online job sourcing, with 61% of respondents indicating networking/social media sites are a good method for providing others with job referrals or opportunities, higher than in the Americas (55%) and EMEA (47%).

Do you agree that networking/social media sites are a good method of providing friends/colleagues with job referrals or job opportunities?

(Respondents rating 4 or 5 on a scale of 1-5 where 1='Strongly disagree' and 5='Strongly agree')





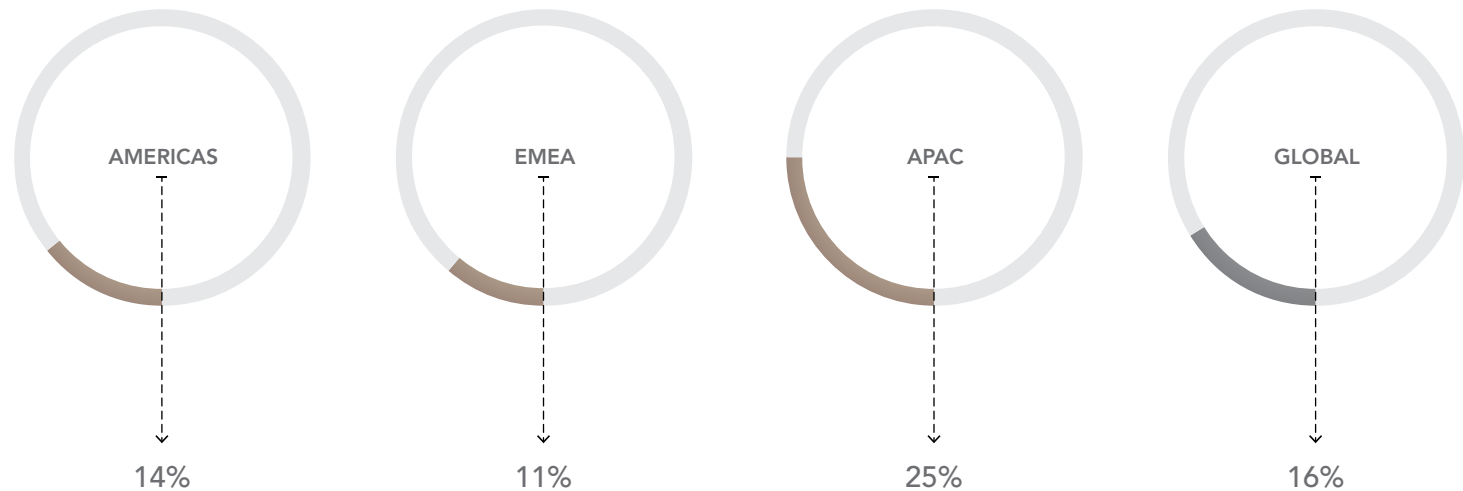
# JOBS SECURED VIA SOCIAL MEDIA (BY REGION)

→ The success of social media as a tool to secure work now appears to be gaining a firm foothold.

Globally, 16% of respondents say that within the previous year, they had gained a new job opportunity that originated through social media.

In APAC, the result is a robust 25%, significantly higher than in the Americas (14%) and EMEA (11%).

Within the last year, have you successfully secured a new job that originated via a social media site/network? (% Yes by Region)

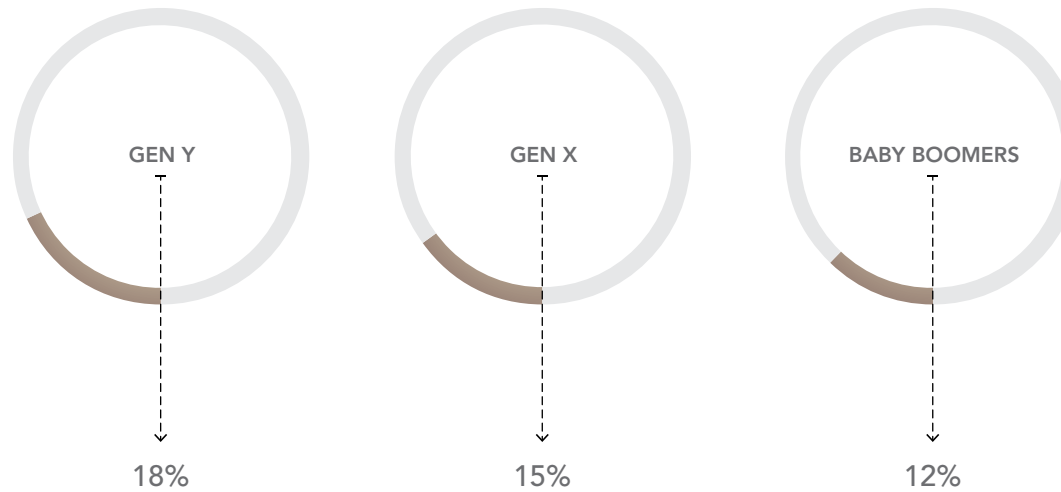


# JOBS SECURED VIA SOCIAL MEDIA (BY GENERATION)

→ All generations are benefiting from the burgeoning use of social media for jobs and job referrals.

Gen Y is leading, with 18% of respondents attributing their new job in the previous year to social media, slightly ahead of Gen X (15%) and Baby Boomers (12%).

Within the last year, have you successfully secured a new job that originated via a social media site/network? (% Yes by Region)



## HARNESSING THE POWER OF SOCIAL MEDIA

The job opportunities open to a person once depended on how many employers they could physically reach, how many phone calls they could make, or the number of jobs advertised in a newspaper.

Online recruitment and social media have transformed recruitment and provided an exponential increase in the volume of job information in circulation. People not only search for jobs online but engage in conversations and swap information about jobs, careers and prospective employers.

Tapping this vast sea of information is the challenge for HR managers and employees alike.

# USE OF SOCIAL MEDIA IN CAREER DECISIONS (BY REGION)

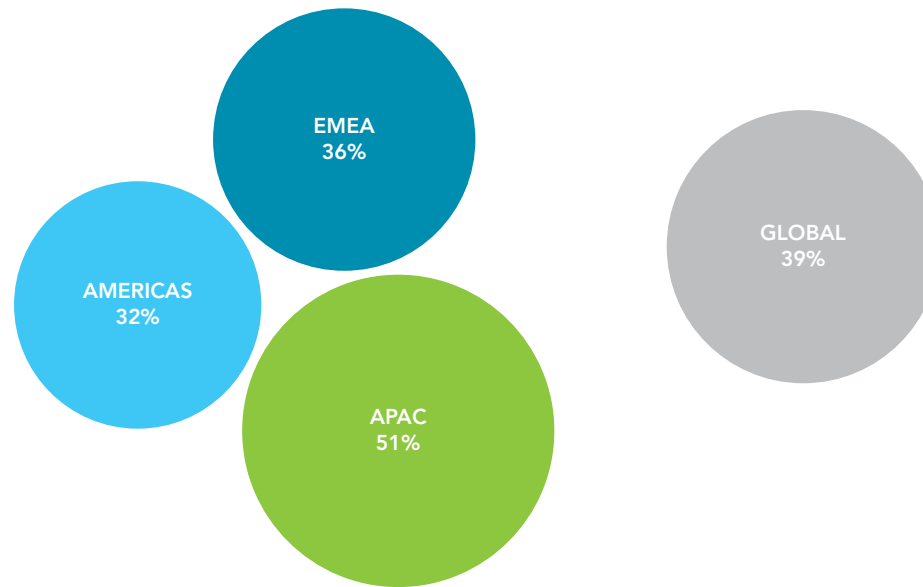
→ Social media opens up a plethora of connections for people to share information, views, encouragement, and even warning about prospective job opportunities.

Well over one-third (39%) globally say that they use their social media networks when making career or employment decisions.

This means that job decisions are not made in isolation; they are shared among trusted friends and colleagues – meaning a wide circle of influence comes in to play.

Respondents in APAC leverage their networks the most, with 51% taking career advice on social media, significantly higher than for EMEA (36%) and the Americas (32%).

Do you use your social media network when making career/employment decisions? (% Yes by Region)



# USE OF SOCIAL MEDIA FOR JOB SEARCH (BY REGION)

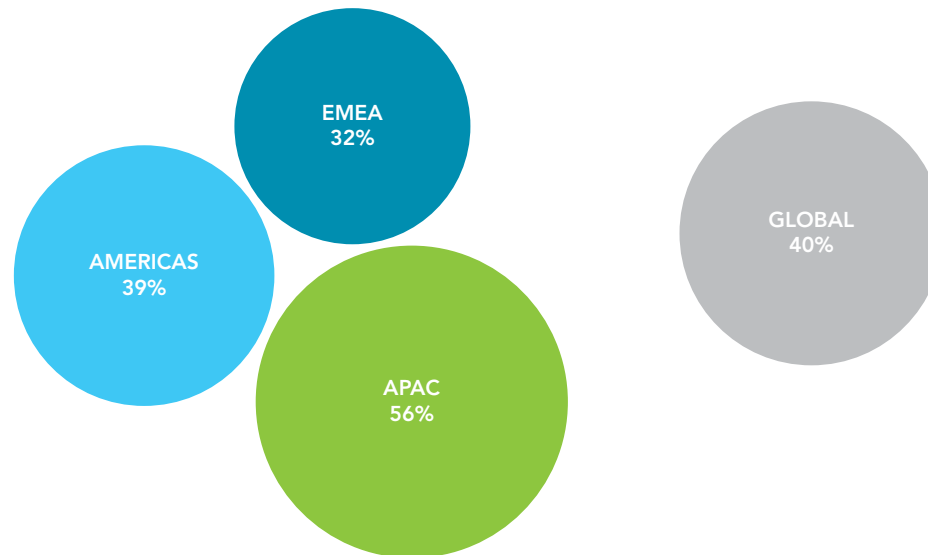
→ The emergence of social media in recruitment is one example of disruptive innovation, in so far as it has altered the way people search for work. Nowhere is this more evident than in newspapers, which used to dominate employment advertising.

A total of 40% of global respondents say that they are now more inclined to search for jobs via social media than through traditional methods, including newspaper advertisements, online job boards or recruitment companies.

The switch to social media is being spearheaded in APAC, with 56% favouring it over traditional methods of recruitment, well ahead of the Americas (39%) and EMEA (32%).

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Would you be more inclined to search for jobs via social media than traditional methods (i.e. newspaper advertisements, online job boards, or recruitment companies)? (% Yes by Region)



# USE OF SOCIAL MEDIA FOR JOB SEARCH (BY COUNTRY)

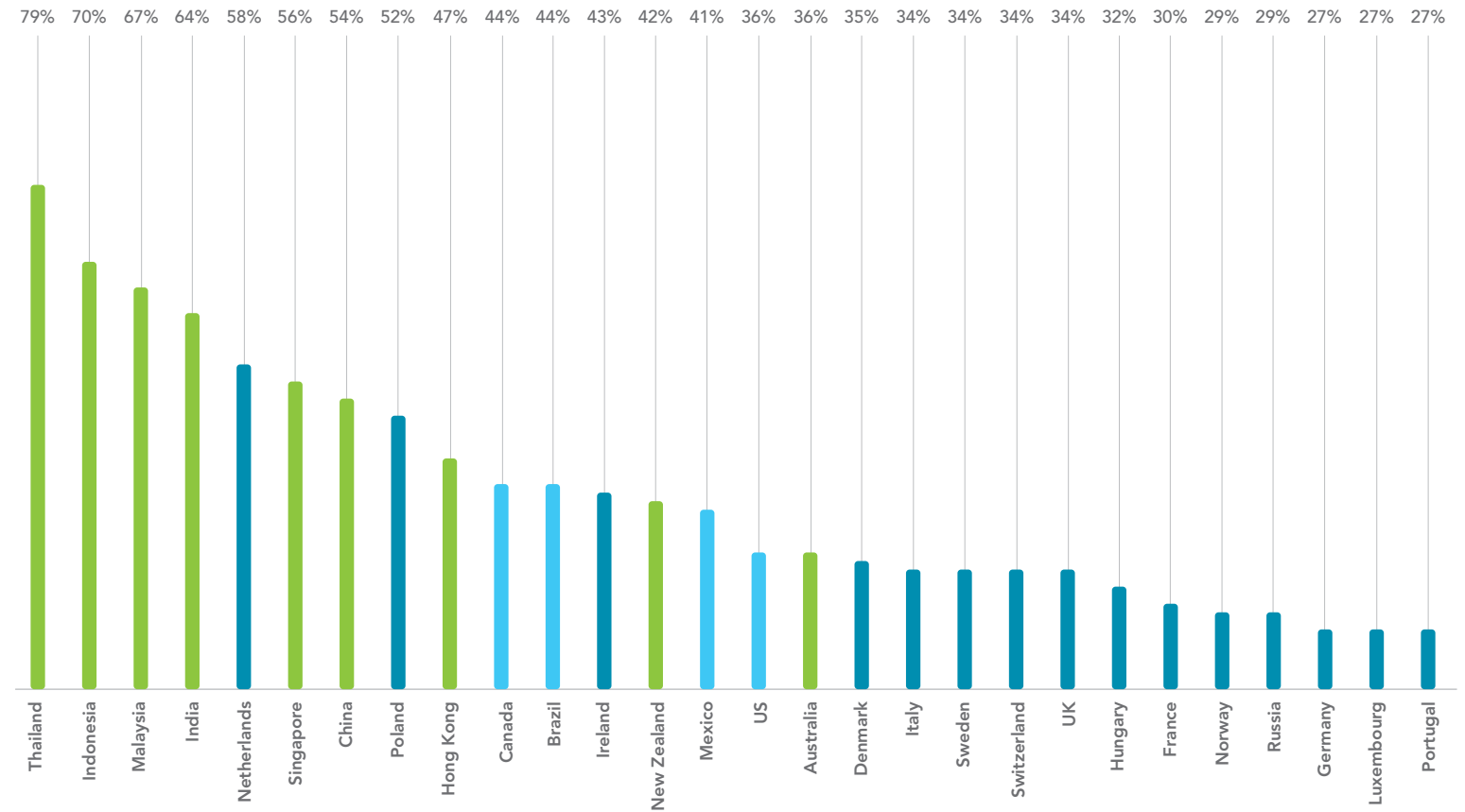
→ Across the globe, the utilization of social media for recruitment has developed in a distinctly polarized fashion.

On the one hand, the Asian region has embraced social media as a job-search tool, while at the other extreme, Europe is wedded to more traditional means of eliciting news about jobs.

Countries such as Thailand, Indonesia, Malaysia and India stand out with high usage of social media over traditional methods for job searches.

Among European nations, the exceptions are the Netherlands and Poland, outliers in this Asia-driven phenomenon. Notably, Portugal, Germany, Russia, Norway and France are all at the lower end of social media uptake.

Would you be more inclined to search for jobs via social media than traditional methods (i.e. newspaper advertisements, online job boards, or recruitment companies)? (% Yes by Country)



## DRAWING THE LINE ON SMART DEVICES IN THE WORKPLACE

As the community and the workforce become more connected, flexible and social, there is a renewed debate about the appropriate use of electronic devices—laptops, tablets and smartphones in the workplace.

Depending on the viewpoint, smart devices can either be time-wasting tools or vital networking tools.

However, it's probably more complex than that. Respondents to this survey see that the use of electronic devices has some legitimate role in the workplace, and that in a connected world they actually play a part in weighing up employment options.

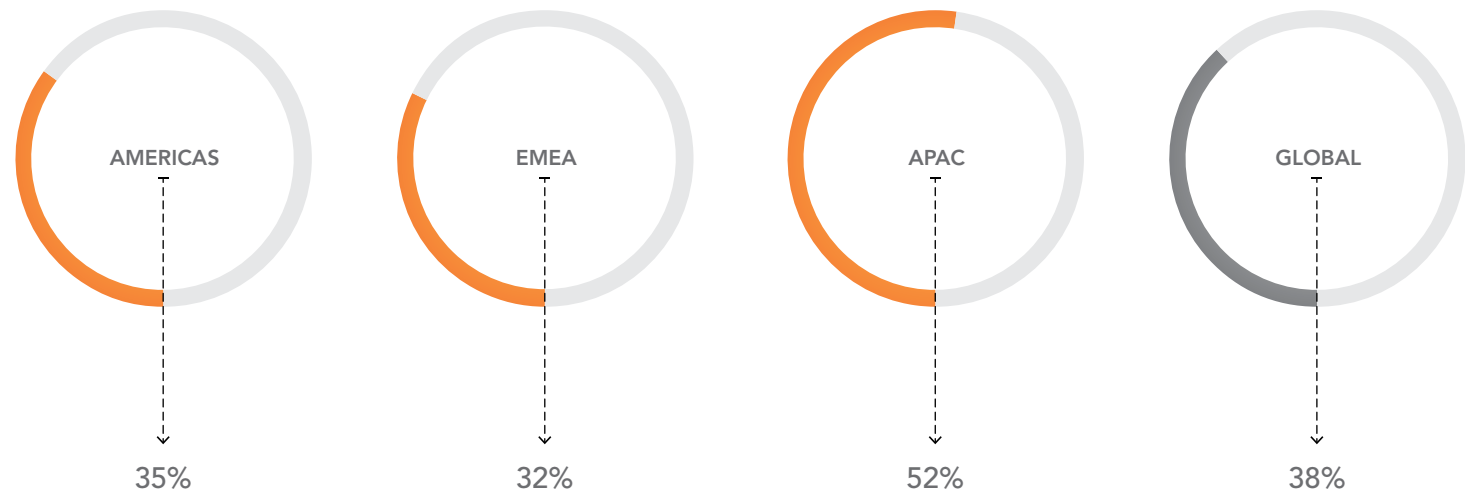
# USE OF PERSONAL SMART DEVICES AT WORK (BY REGION)

→ Surrounded by social chatter, professional and personal discourse, and a need to stay 'connected', there is support among respondents for the use of personal electronic devices in the workplace.

More than one-third (38%) rate the use of these personal devices—smartphones, laptops and tablets—in the workplace as either 'important' or 'very important'.

In APAC (52%), respondents considered the use of personal devices as more important than did those surveyed from the Americas (35%) and EMEA (32%).

**How important is it to you to have the flexibility to use your personally-owned electronic devices, such as a computer/laptop, tablet, smartphone, at work or when you are working?**  
(Respondents rating 4 or 5 on a scale of 1-5 where 1 = 'Not at all important' and 5 = 'Very important')





# WEIGHING THE USE OF SMART DEVICES AT WORK (BY REGION)

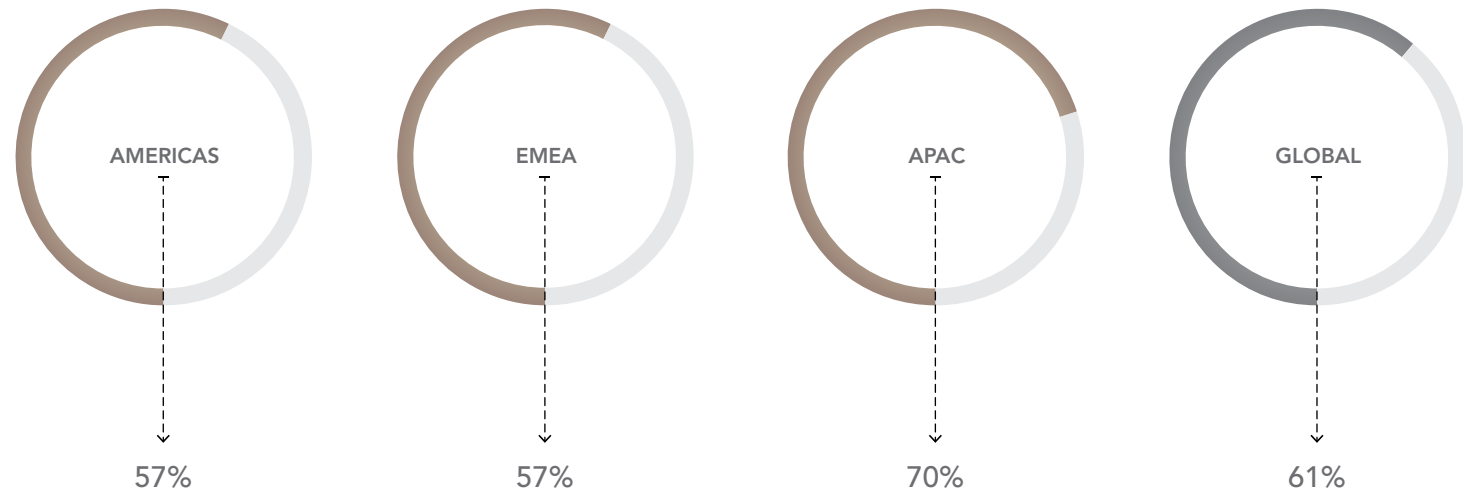
→ Many employees have the benefit of employer-provided electronic devices as part of an employment agreement or salary package.

Often, there is ambiguity about whether these employer-provided devices can be used outside of work or for non-work purposes.

There is a strong view among respondents that employer-provided smart devices should be available for personal use.

Globally a total of 61% support personal use, with 70% in APAC in favor, compared with 57% in both the Americas and EMEA.

How important is it to you to be able to use employer-provided electronic devices, such as a computer/laptop, tablet or smartphone, for both work and personal use?  
(Respondents rating 4 or 5 on a scale of 1-5 where 5 = 'Very important' and 1 = 'Not at all important')



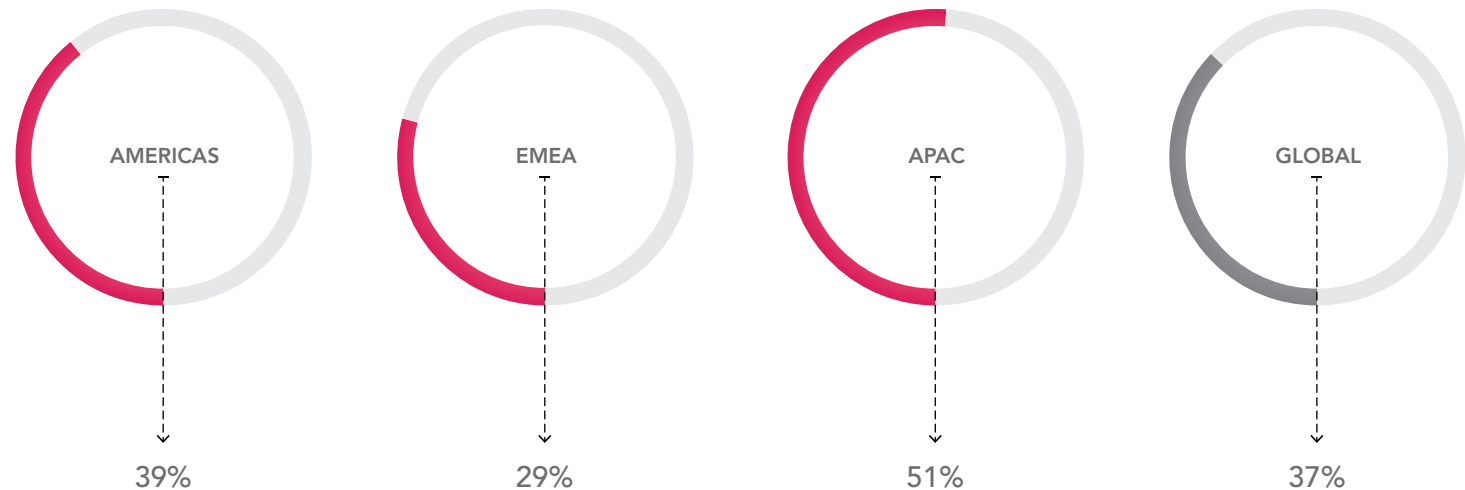
# THE ROLE OF SMART DEVICES IN JOB CHOICE (BY REGION)

→ Not only do employees value the opportunity of using their employer-provided smart devices for non-work purposes, they also take it into account when evaluating employment opportunities.

More than one-third (37%) globally say that the ability to use their employer-provided device for both work and personal use rates highly and very highly in deciding where to work.

This concern is considerably higher in APAC (51%) than in the Americas (39%) and EMEA (29%).

To what degree would the ability to use employer-provided electronics (such as a computer/laptop, tablet or smartphone) for both work and personal use influence your decision to accept a new job/position?  
(Respondents rating 4 or 5 on a scale of 1-5 where 1 = 'Would not influence decision at all' and 5 = 'Would very highly influence your decision')



### AN EVOLUTION IN PROGRESS

Social media and its related technology are changing the nature of personal and group communications. It's no surprise that they are also transforming relationships and communications in the workplace.

Social media has given rise to an 'always-on' workforce with a well-developed network that shares in a broad range of personal, professional and lifestyle conversations.

The task of managing this phenomenon in the workplace is one that many employers are still coming to grips with. Also causing friction is the use of electronic devices in the workplace and the extent to which they are for essentially personal use.

Generally, the use of social media as a recruitment tool is now becoming more mainstream, and many individuals are open to the opportunities it offers.

The social media evolution is well under way and it is impacting both the way recruitment is undertaken and attitudes toward job retention.

#### ABOUT THE KELLY GLOBAL WORKFORCE INDEX

The *Kelly Global Workforce Index* (KGWI) is an annual global survey revealing opinions about work and the workplace. Approximately 122,000 people across the Americas, EMEA and APAC regions responded to the survey. This survey was conducted online by RDA Group on behalf of Kelly Services.

#### ABOUT KELLY SERVICES®

Kelly Services, Inc. (NASDAQ: KELYA, KELYB) is a leader in providing workforce solutions. Kelly® offers a comprehensive array of outsourcing and consulting services as well as world-class staffing on a temporary, temporary-to-hire, and direct-hire basis. Serving clients around the globe, Kelly provides employment to more than 560,000 employees annually. Revenue in 2012 was \$5.5 billion. Visit [kellyservices.com](http://kellyservices.com) and connect with us on [Facebook](#), [LinkedIn](#), and [Twitter](#). Download [The Talent Project](#), a free iPad app by Kelly Services.

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