



CANADIAN EXECUTIVES' PERCEPTIONS OF SOCIAL MEDIA IN AND OUT OF THE WORKPLACE

Executives are saying...

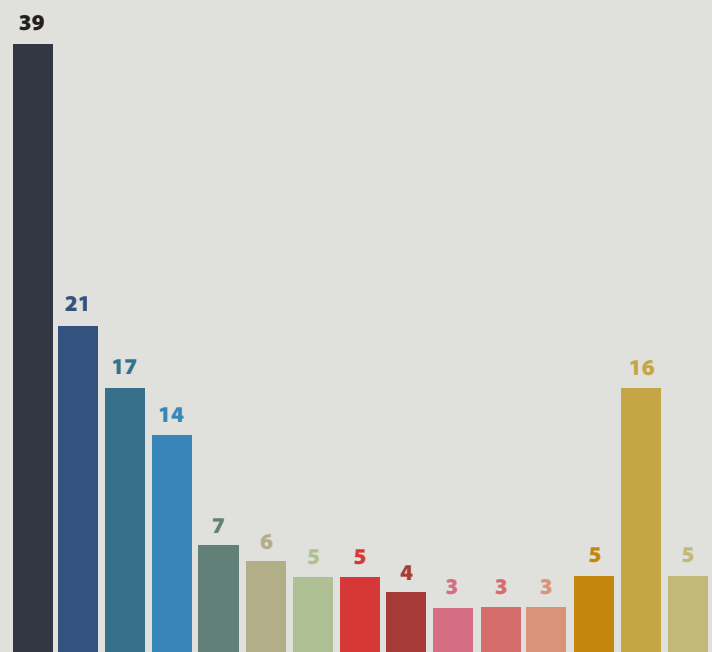
- More than a third (35%) of respondents feel social media presents a great opportunity for their business and uses it heavily
- Four in ten (39%) believe the use of social media is no longer an option, but rather a necessity
- Almost three quarters of executives (72%) are planning to invest the same or more in social media in 2012 than they did last year
- Being Twitter and Facebook-savvy is a unique skill, not just a hobby. Approximately a third of Canadian executives feel that social media experience is at least as important as speaking a second language (36%) and having international work experience (32%) when recruiting for new employees

Executives are using social media to...

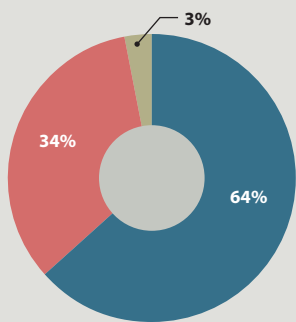
- Eight in ten execs polled (82%) are personally using social media, with LinkedIn as the clear front runner among the channels
- 39% of Canadian executives feel that social media may be beneficial in enhancing brand awareness
- Yet less than one fifth (17%) of executives reported that gaining a deeper understanding of their customers was the main benefit of using social media
- Recruitment of top talent was cited as one of the top five benefits (21% of respondents) of using social media for a company
- Only 5% think the main benefit of social media is the opportunity to monitor how a company's brand is being perceived

What are the benefits of using social media for your company, if any?

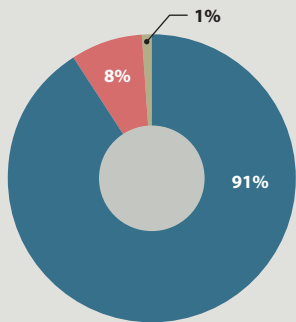
- Increase brand awareness
- Recruiting top talent (progressive organization)
- Better understanding of customers
- Increase in new business/growth
- Info sharing/networking
- Improve reputation
- Ability to listen/monitor what is being said about company
- Communication with client/shareholders
- Retaining top talent (evolving organization)
- Staying competitive
- Communicating with employees
- Communicating with students/younger generation
- Other
- None/nothing
- dk/na



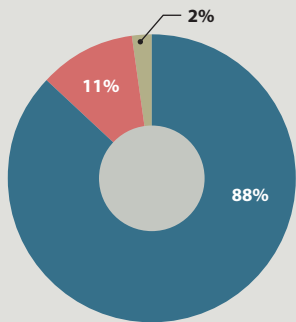
Do you agree or disagree with each of the following statements about employees engaging in social media outside of working hours?



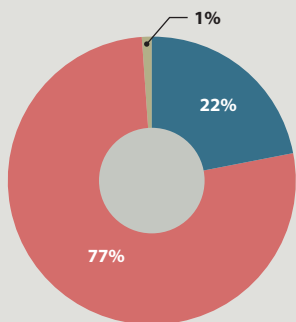
What our employees do on their own time is their own business



Employees should be mindful that even on their own time they are still representing the company



Employees' participation in social media can potentially have an extremely positive or negative impact on our brand



Employees' participation in social media outside of work should still be monitored by the organization

Social media in the workplace...

- About two thirds (68%) of executives surveyed report that their organization imposes policies on the use of social media at work
- Meanwhile, 32% of organizations don't have specific rules for employees around the use of social media at work, and trust employees to use their time wisely
- 91% of executives feel employees should be mindful of what they say on social media when they are "off-the-clock"
- Although 88% of those surveyed feel employees' participation on social media can have an extremely positive or negative impact on the company's brand, more than three quarters (77%) of executives feel employees' activities on social media should not be monitored outside of work
- 51% of execs "strongly agree" and a further 28% "agree" that social media is making it harder for older employees to compete in the workforce

Survey methodology

Queen's School of Business commissioned Environics Research Group to survey the attitudes and opinions of 400 Canadian executives from March 16 – April 13, 2012. One third of respondents were CEOs, Presidents or General Managers; the remainder were COO, VP or Director level. The results are accurate within +/- 5.0%, 19 times in 20.

