

		Overall	Corporate			Government				
			Overall Corporate	1-99 Employees	100-999 Employees	1,000+ Employees	Overall Govt	Local	State	Federal
<b>Social media are used to achieve mission and goals [Multiple select]</b>	Blogs	26%	27%	14%	27%	38%	18%	16%	17%	25%
	Opinion and review sites	21%	22%	10%	29%	29%	10%	8%	12%	13%
	Photo sharing sites	16%	17%	11%	20%	21%	7%	7%	6%	8%
	Social bookmarking sites	12%	14%	6%	18%	18%	2%	1%	2%	2%
	Social networking sites	37%	39%	34%	34%	42%	22%	28%	18%	16%
	Social news sites	17%	18%	7%	20%	26%	6%	7%	5%	8%
	Twitter or other microblogging services	24%	25%	15%	23%	33%	16%	13%	20%	14%
	Video sharing sites	21%	22%	15%	22%	27%	14%	12%	16%	13%
	Wikis	18%	18%	5%	18%	29%	18%	9%	23%	27%
	Other	0%	0%	0%	-	-	1%	1%	-	-
No social media are used	40%	39%	52%	39%	29%	53%	54%	52%	52%	
<b>My employer maximizes the full potential of social media</b>	Strongly agree	12%	13%	7%	10%	18%	1%	3%	-	-
	Agree	29%	31%	21%	34%	34%	9%	9%	12%	6%
	Neither agree nor disagree	29%	28%	30%	25%	27%	41%	46%	29%	56%
	Disagree	24%	22%	34%	27%	14%	39%	34%	45%	36%
	Strongly disagree	6%	6%	7%	4%	6%	9%	9%	14%	2%
<b>Functions that benefit from use of social media [Multiple select]</b>	Administration	27%	27%	20%	30%	30%	30%	31%	27%	32%
	Customer Service	52%	53%	46%	48%	58%	47%	46%	47%	50%
	Human Resources	36%	37%	18%	40%	46%	27%	31%	18%	32%
	IT	40%	40%	14%	56%	49%	30%	26%	31%	38%
	Internal Communications	27%	27%	11%	29%	35%	27%	23%	29%	32%
	Marketing	58%	59%	61%	56%	60%	39%	51%	35%	22%
	Operations/Program Operations	22%	23%	15%	26%	26%	18%	17%	16%	22%
	Public Affairs/Information [Government only]	59%	-	-	-	-	59%	63%	59%	50%
	Sales [Corporate only]	43%	43%	41%	44%	44%	-	-	-	-
	Other	0%	-	-	-	-	0%	-	-	2%
No function benefits from social media	4%	4%	8%	1%	3%	4%	-	4%	10%	
<b>Serious consideration of using social media to help achieve mission and goals [Single select]</b>	Yes, but we decided against it	6%	6%	4%	2%	10%	7%	2%	11%	12%
	Yes, but we have not reached a decision	17%	17%	13%	17%	23%	17%	17%	15%	21%
	It has been discussed, but not seriously considered	29%	29%	22%	35%	35%	30%	32%	28%	33%
	There has been no discussion about using social media to help achieve our mission and goals	48%	49%	61%	46%	32%	45%	49%	46%	35%
<b>Reasons not seriously considered using social media to achieve mission and goals [Multiple select]</b>	Concerns about productivity	24%	23%	12%	35%	35%	34%	30%	40%	29%
	Do not feel social media would help achieve our mission and goals	70%	71%	77%	62%	67%	60%	73%	55%	37%
	Employees could misuse or abuse social media	29%	26%	8%	42%	48%	45%	48%	43%	43%
	Information security concerns	32%	29%	11%	38%	57%	48%	30%	55%	80%
	Lack of IT resources	9%	8%	4%	6%	17%	14%	18%	13%	6%
	Potential damage to reputation	16%	15%	7%	22%	24%	22%	21%	23%	23%
	Staff does not have the necessary knowledge	10%	9%	14%	5%	2%	16%	15%	18%	14%
	Too difficult to establish a social media policy	7%	6%	5%	4%	11%	14%	15%	15%	11%
	Too expensive	7%	7%	10%	5%	4%	6%	9%	5%	-
	Other	2%	2%	2%	1%	4%	2%	-	5%	-
<b>Percent of employees at location using/would use social media for professional purposes</b>	0	10%	10%	17%	6%	5%	7%	9%	6%	7%
	1-10	27%	24%	19%	27%	28%	47%	43%	55%	40%
	11-20	10%	9%	2%	16%	12%	12%	12%	12%	14%
	21-50	27%	28%	26%	32%	27%	21%	22%	18%	25%
	51-75	10%	11%	4%	11%	16%	4%	3%	3%	8%
	76-100	17%	18%	32%	8%	11%	8%	11%	6%	7%
	MEAN	37	38	47	31	34	23	24	19	26
<b>Provided for social media [Multiple select]</b>	Clear policies about the use of social media by employees	40%	41%	20%	43%	56%	37%	32%	38%	48%
	Enhanced virus protection software to guard against threats to security from social media	41%	41%	26%	45%	52%	39%	37%	38%	47%
	List of blocked or prohibited social media sites that employees should not access	34%	33%	11%	36%	50%	40%	34%	41%	52%
	Technical support for employees using social media for professional purposes	36%	37%	24%	40%	43%	21%	20%	20%	26%
	Training on how to operate social media platforms	36%	37%	26%	35%	44%	15%	20%	8%	18%
	Training on the appropriate use of social media for professional purposes	40%	41%	28%	38%	49%	21%	20%	20%	24%
<b>Concerns about social media: Adherence to regulatory or legal requirements [Single select]</b>	None of the above	32%	32%	59%	26%	13%	34%	37%	36%	22%
	Extremely concerned	26%	25%	20%	28%	28%	33%	32%	33%	34%
	Very concerned	28%	27%	19%	32%	31%	32%	33%	32%	29%
	Moderately concerned	21%	21%	17%	20%	26%	22%	22%	20%	24%
	Slightly concerned	13%	13%	15%	13%	12%	8%	7%	11%	8%
<b>Concerns about social media: Consumption of IT resources to support social media [Single select]</b>	Not at all concerned	13%	13%	30%	8%	3%	5%	7%	4%	6%
	Extremely concerned	18%	18%	11%	23%	21%	21%	26%	17%	16%
	Very concerned	24%	24%	12%	29%	32%	25%	22%	31%	21%
	Moderately concerned	26%	25%	25%	25%	25%	29%	25%	25%	42%
	Slightly concerned	16%	16%	18%	16%	15%	18%	18%	19%	13%
<b>Concerns about social media: Maintaining confidentiality of privileged information [Single select]</b>	Not at all concerned	16%	17%	34%	7%	7%	7%	8%	7%	7%
	Extremely concerned	35%	34%	31%	38%	35%	42%	43%	41%	43%
	Very concerned	27%	27%	19%	29%	33%	23%	21%	22%	27%
	Moderately concerned	19%	18%	17%	20%	19%	22%	18%	27%	21%
	Slightly concerned	10%	10%	9%	9%	11%	8%	9%	7%	6%
<b>Concerns about social media: Providing technical support to social media users [Single select]</b>	Not at all concerned	10%	11%	24%	5%	3%	5%	8%	3%	3%
	Extremely concerned	14%	14%	12%	18%	14%	12%	17%	10%	6%
	Very concerned	21%	21%	13%	23%	27%	17%	13%	19%	21%
	Moderately concerned	28%	28%	23%	27%	32%	32%	28%	33%	40%
	Slightly concerned	18%	17%	18%	15%	21%	22%	22%	22%	20%
<b>Concerns about social media: Threats to information security [Single select]</b>	Not at all concerned	20%	20%	34%	11%	13%	17%	20%	16%	13%
	Extremely concerned	36%	35%	30%	39%	37%	43%	45%	40%	46%
	Very concerned	25%	25%	15%	27%	32%	29%	26%	33%	28%
	Moderately concerned	19%	19%	15%	17%	23%	14%	13%	13%	20%
	Slightly concerned	11%	11%	18%	10%	6%	9%	8%	13%	3%
Not at all concerned	9%	9%	21%	6%	2%	5%	8%	2%	3%	