

## WORKPLACE 2.0 – WHO’S USING SOCIAL MEDIA AT WORK?

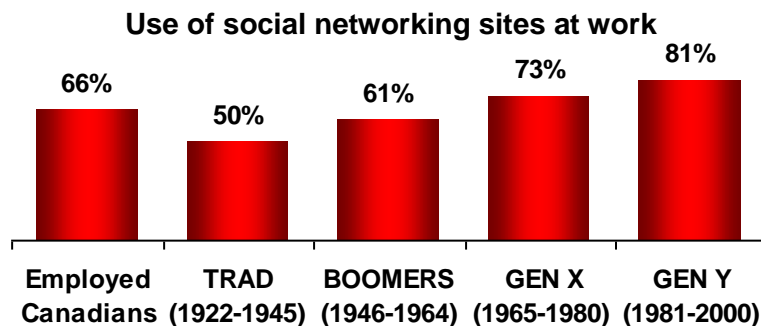
- *More generations than you would think according to n-gen Generational Index -*

Toronto, ON (April 23, 2009) – Older workers who scoff at the use of social networking sites like Facebook and Twitter in the workplace should be prepared to eat their words, according to a new study of the four generations in the workplace. The n-gen Generational Index finds that Canadians of all ages are using some form of social media in the workplace, but the type of media workers are visiting varies by age. Older workers have adopted forms of social media, such as travel advice sites and YouTube, to a similar degree of their younger colleagues.

“Web 2.0 technologies in the workplace have crossed the generational divide, and they’re here to stay,” said Giselle Kovary, managing partner, n-gen People Performance. “We expect that the use of these new media tools will continue to increase as more employers see the potential for collaboration and learning, and begin to relax the rules for surfing at work.”

Overall, two thirds of Canadians report use of social media at work, with the most popular forms being YouTube (50 per cent) and Facebook/ MySpace (42 per cent). With all the recent buzz over Twitter, already five per cent of respondents said they ‘tweet’ during working hours.

### The Trickle-Up Effect



Perhaps not surprisingly, a majority (81 per cent) of Gen Ys are using some form of social media at work and Gen Xers follow close behind at 73 per cent adoption. Almost two thirds (61 per cent) of Baby Boomers and half of Traditionalists are also engaging online.

The favourites? Gen Ys, Xers and Boomers all said that YouTube is the most-used form of new media at work (72 per cent, 56 per cent and 45 per cent respectively). But Gen Y is truly the Facebook Generation and has embraced the technology more than any other cohort, with 67 per cent of respondents visiting the site during work hours. Travel advisories were the most popular destination for Traditionalists at 32 per cent.

“In the past, employers have been bending over backwards to accommodate the demands of Gen Ys,” said Adwoa K. Buahene, managing partner, n-gen People Performance. “Their insatiable curiosity and familiarity with technology meant that they were the early adopters of social media. But now we’re seeing an interesting trickle-up effect, as this cohort has encouraged and taught the experienced generations on the value of these media.”

### Frequency of Use

- A third of Gen Ys visit Facebook at least once a day at work. Comparatively, a quarter of Gen Xers are daily visitors, but Boomers and Traditionalists are more sporadic with their use of the site.

- All cohorts report visiting YouTube less often. Even the information-hungry Gen Ys are most likely to visit the site once a month or even less.

### **The Impact of Social Media on Professional Development**

We live in a highly connected society, and yet very few Canadians are using social networks to advance their careers. Overall, only 21 per cent of respondents indicated they ever use social media to further their careers. Gen Ys are the most likely to put new media to use for career advancement with 35 per cent of respondents saying they have in the past and nearly 6 per cent doing so very often.

“Gen Ys have long been stereotyped as a generation that don’t understand or aren’t concerned about the consequences of what they’re saying online,” said Buahene. “Despite the occasional case of tweet first, think later, we’re seeing they are actually a lot more aware of their actions than many would believe.”

Six in ten Canadian workers (61 per cent) report not being concerned that talking about their organization online could negatively impact their career. Surprisingly, Gen Ys are second only to Gen Xers to indicate concern with 37 per cent fearing ramifications.

### **About the Survey**

The research was conducted for n-gen by Leger Marketing between March 10 and March 30, 2009, with a representative sample of 806 employed Canadians aged 18 and over. The survey was conducted using a national random sample of 806 respondents from Leger Marketing’s Web panel. This method simulates a probability sample which would yield a maximum margin of error of +/-3.5%, 19 times out of 20.

### **About n-gen People Performance**

As pioneers since 2003 in providing solutions on generational people performance, n-gen ([www.ngenperformance.com](http://www.ngenperformance.com)) is the partner of choice for industry leaders. n-gen’s training programs, e-learning, toolkits and consulting services give front-line managers to the CEO the strategies and techniques they need to manage, engage and lead a multigenerational workforce.

For more information, please contact:

Amy Davidson or Meredith Adolph  
Environics Communications  
416-969-2830/416-969-2667