

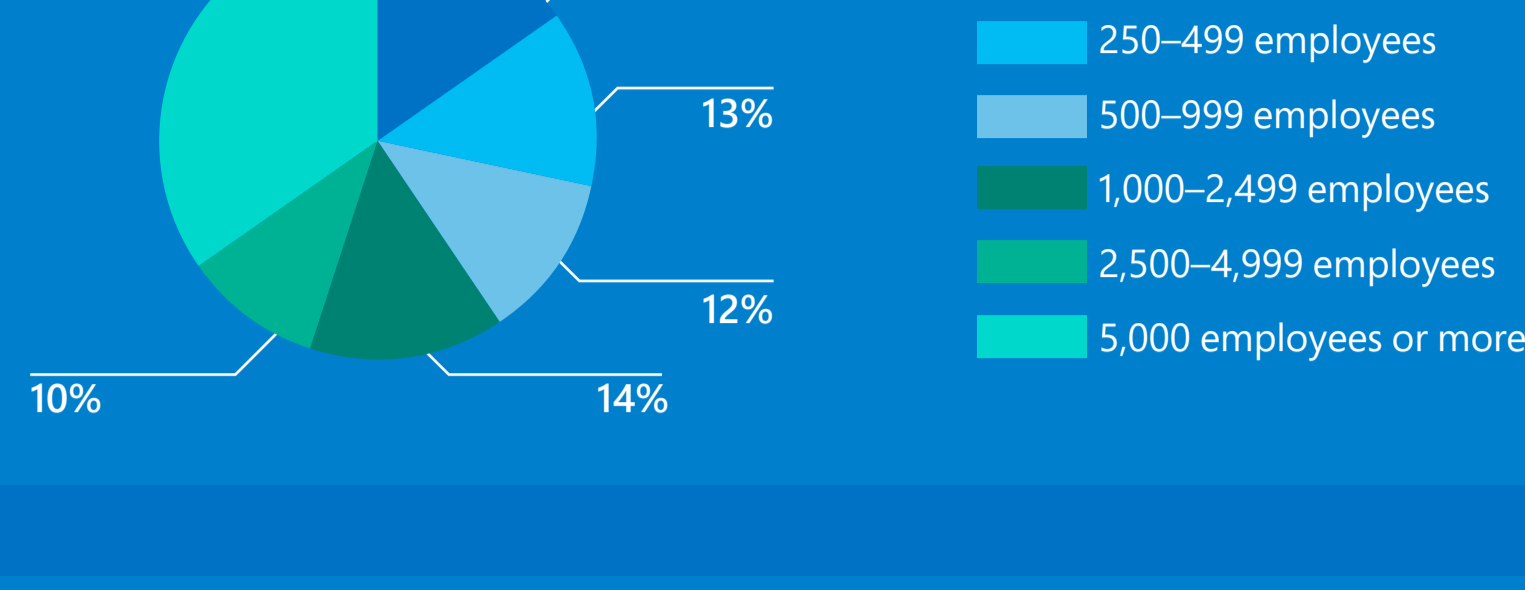
SOCIAL TOOLS IN THE WORKPLACE

New survey reveals how information workers around the globe view social tools.

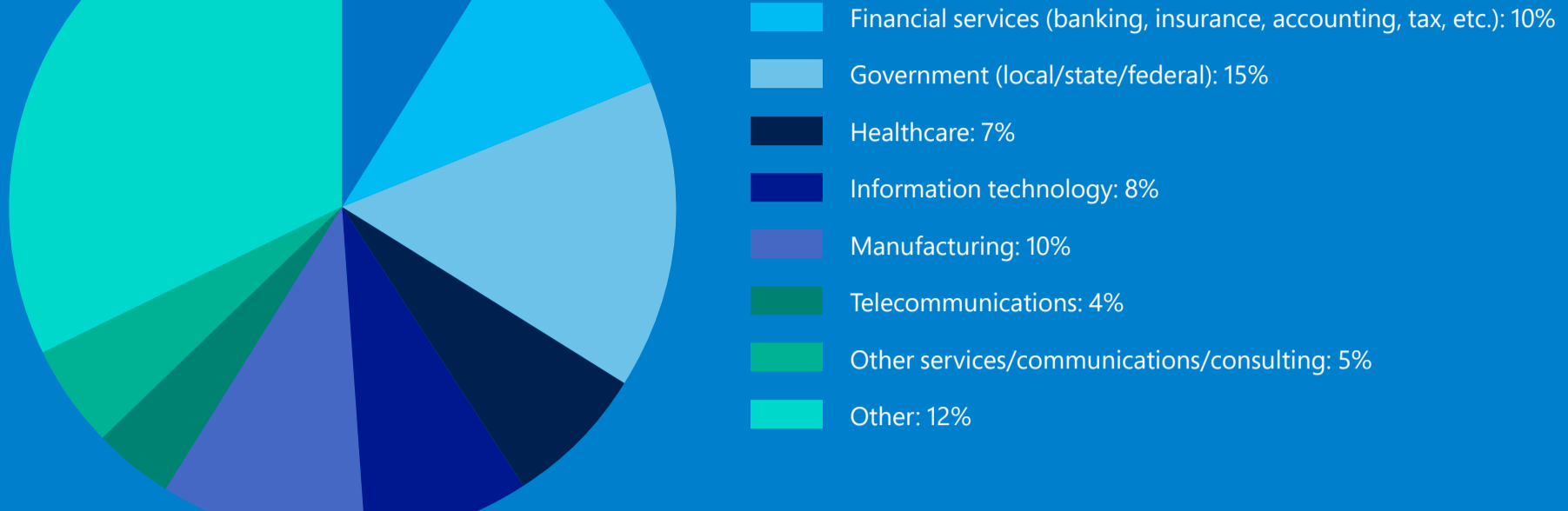
32 COUNTRIES

9,908 INFORMATION WORKERS

Organization Size



Industries



Industries with 3 percent of respondents or fewer are included in "Other."

SOCIAL TOOLS TODAY

Workers are often ahead of business leaders in recognizing the value of social tools.

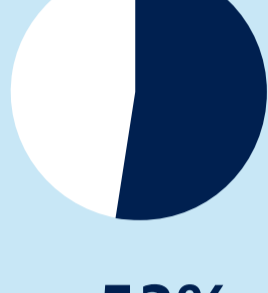
46% My productivity has greatly or somewhat increased because of my use of social tools.



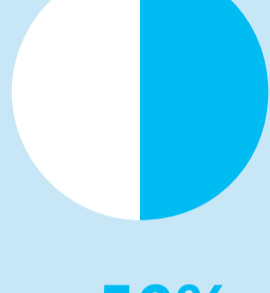
49%



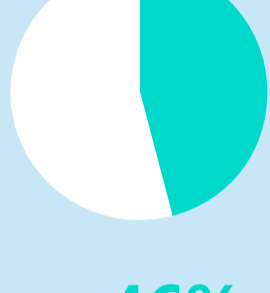
44%



53%



50%



46%



41%



34%

My management underestimates the benefit of social tools in the workplace.



37%

I could do my job better if my organization's management was more supportive of the use of social tools.

MORE 18- TO 24-YEAR-OLDS THAN ANY OTHER AGE RANGE FEEL THEY COULD DO THEIR JOBS BETTER IF THEIR COMPANIES WERE MORE SUPPORTIVE OF THE USE OF SOCIAL TOOLS.

18-24



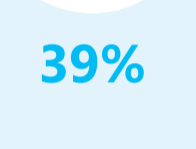
46%

25-34



45%

35-44



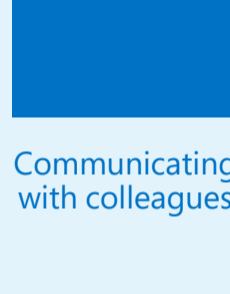
39%

45+



28%

Respondents said they use social tools mostly for communicating with colleagues, sharing and reviewing documents, and communicating with customers and clients.



Communicating with colleagues



Sharing and reviewing documents



Communicating with customers and clients



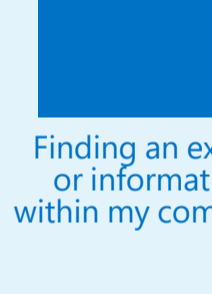
Growing my professional network



Communicating with vendors



Promoting a work-related initiative

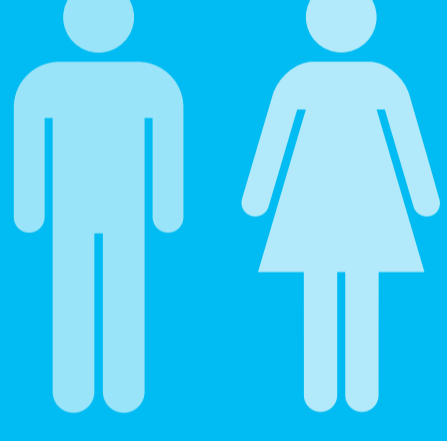


Finding an expert or information within my company.

SOCIAL TOOL CONCERNS

The barriers preventing social tools from flourishing in the workplace.

Security concerns and productivity loss are the top reasons respondents said social tools are restricted at their companies.



MEN ARE MORE LIKELY THAN WOMEN TO SAY WORKPLACE RESTRICTIONS ON SOCIAL TOOLS ARE DUE TO SECURITY CONCERNS, WHILE WOMEN ARE MORE LIKELY TO BLAME PRODUCTIVITY LOSS.

68%



security concerns

71%



65%



58%



productivity loss

56%



61%



28%



HR concerns

25%



concerns about company image

24%



data loss

19%



bandwidth



I know co-workers who have ignored our organization's IT policy and installed social tools on their work computers or work phones.

17%

I've ignored my organization's IT policy and installed social tools on my work computer or work phone.

18-24



30%

25-34



23%

35-44



16%

45+



9%

18- to 24-year-olds are most likely to ignore IT policies and install social tools.

SOCIAL TOOLS' POTENTIAL

Employees find value with social tools in the workplace.



77%

I like using new technologies that make me productive at work.



31%

I would be willing to spend my own money on a new tool if it made me more efficient at my job.

People want more collaboration.

39%

People in my organization do not collaborate enough.



40%

Social tools have resulted in more collaboration at my workplace.

In Latin America, 56 percent indicated that the use of social tools has increased productivity, and 62 percent credited these tools with greater collaboration in the workplace.

In Asia Pacific, 60 percent said the use of social tools has increased productivity, and 51 percent credited these tools with greater collaboration in the workplace.

In Europe, 37 percent said the use of social tools has increased productivity, and 29 percent credited these tools with greater collaboration in the workplace.

Join the conversation

Visit <http://www.theworldwidewatercooler.com> to see what others are saying, and tweet your responses with #wwwcooler.

To learn more about Microsoft's many social tools for the workplace, visit <https://www.yammer.com/solutions>.

These are some of the findings of an Ipsos poll of information workers (defined as employed adults working at a company with at least 100 employees who use a PC, laptop, tablet or smartphone for at least 75 percent of their job function) conducted online March 25 through April 24, 2013, across 32 countries. Ipsos surveyed national samples of approximately 300 information workers in each of 30 individual countries (Australia, Austria, Belgium, Brazil, Canada, Chile, China, Czech Republic, Denmark, Finland, France, Germany, India, Israel, Italy, Japan, Mexico, Netherlands, New Zealand, Norway, Poland, Russia, Singapore, South Africa, South Korea, Spain, Sweden, Switzerland, Turkey and U.K.) as well, as roughly 500 interviews in the U.S. and 180 in Ireland. A total of 9,908 interviews were conducted globally. All sample surveys and polls may be subject to other sources of error, including, but not limited to, coverage error and measurement error.

