

« Who do you think you are? » a survey on corporate web presence and professional profiles.

a.) context and methodology

The survey was designed to enrich the discussion of the British Chamber of Commerce for Luxembourg's 2013 conference on social media.

Two different surveys were developed, one targeting companies whereas the second was aimed at professionals and students. All data was retrieved through web-based methodologies. As far as the B2B sector was concerned, the major data corpus was collected by inviting the BCC member companies to participate in the survey.

Concerning the professionals and students (501 respondents), the data collection was enabled through the Questions.lu web panel. Questions.lu is the first opinion poll website that converts participants' answers into donations for charity. The survey therefore had the positive collateral effect of raising 1000€ for different charities.

b.) major findings of the corporate survey

With an impressive 96%, the **Internet equipment rate of the participating companies is close to a perfect score**. The minimum standard equipment is a dedicated website (98%) followed at lower rates by newsletters and blogs. **Presently companies' main driver to invest in those digital fields being communication and marketing purposes**, they could be considered as perfectly Internet-fluent as far as presentation and openness are concerned. That **proficiency however reduces when it comes to more advanced skills and tools**, e.g. only 56% track the efficiency of their Internet presence and as few as 32% link their web-presence with customer relationship management.

The social media presence of companies is less marked; so far only **66% declare having established profiles on social networks** for their businesses and only 50% of those are older than 2 years. Social media awareness seems rather new but is steadily increasing. The self-declared maturity in the use of social media varies with company size; the larger the company is, the more mature it considers its use. Paradoxically, smaller companies were faster to enter the world of social media and 81% of the social media profiles of large companies are less than 2 years old. A wide variety of platforms dominated by LinkedIn (87%) and followed by Facebook (69%), Twitter (56%) and YouTube (36%) was declared. Further, only half of the companies manage simultaneously different profiles for different social media platforms. To do so, companies rely strongly on additional duty (of existing staff) to manage their social media presence (51%).

As far as recruitment is concerned, **the creation of specific profiles for recruitment objectives is still rather low (22%)**, as well as the use of targeted search on social media to identify potential recruitment candidates (37%). **Using social media to carry out background checks of potential candidates seems more common in small companies (50%)**.

c.) major findings of survey amongst professionals and students

The sample was segmented into professionally active people and students.

For active people, owning a professional profile is still far from being the rule (44%) and seems strongly correlated with basic socio-demographics. Apparently men aged less than 35 and not of Luxembourgish nationality are the most prone to having such a profile. Interestingly, the more different jobs they have had the more likely they are to have such a profile. **The heavy users of professional profiles are self-employed or business managers (70%).**

Half of the professionally active non-users consider a professional profile useless in their specific business sector.

Students have just not arrived in the world of professional networks yet (only 25% have a professional profile). Unfortunately most of them do not see the opportunity to connect to the business community on social media.

In the total sample, **we observed a very monolithic dominance of LinkedIn for professional profiles** (88% of people having a profile and 36,9% of the total sample). As for the main motivation to own a professional profile, networking is the key driver (72,9%) but also highlighting professional competences and professional experience (42,7%) and keeping in touch with colleagues.

On the other hand, people don't seem to visit their profiles very regularly; the few who connect at least once a week do so for informative purposes or to add new contacts. Furthermore, professional profiles seem to be maintained rather unchanged, except in case of a recruitment opportunity where 2 out of 3 professionals would change their profiles. Surprisingly, only 1 professional out of 10 thinks that his current private profile on social networks like Facebook could be harmful for his professional image.

The opportunity to follow different companies on such networks is used by only 1 professional out of 3, mostly to retrieve information that is of interest from a professional (42,7%) or personal (37%) point of view or because the person works or has been working for a specific company. Information and personal ties seem to be the keys, so it is not surprising that when asked how a company could improve its presence on social networks most respondents state the need for a massive information push by companies.