

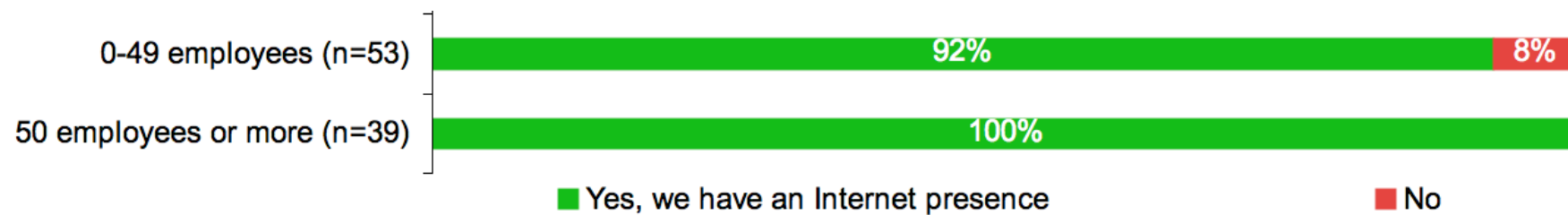
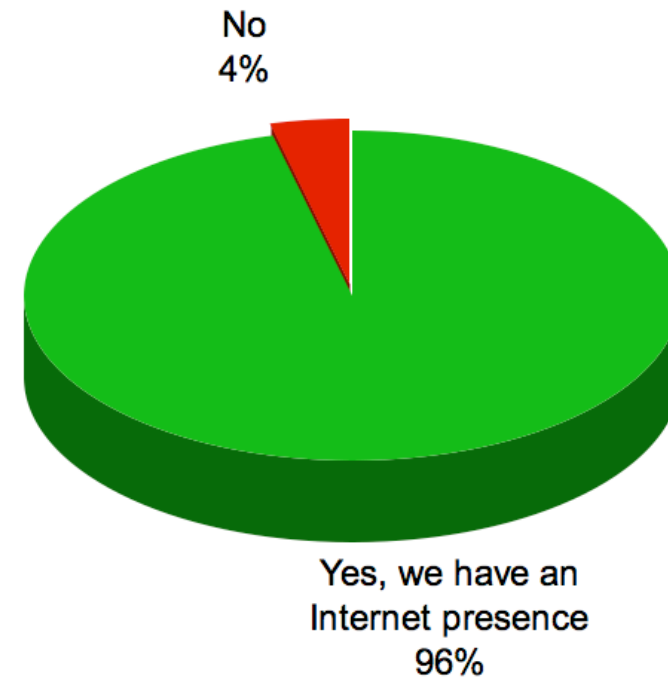
BtoB survey

102 companies responded
(mostly BCC members)

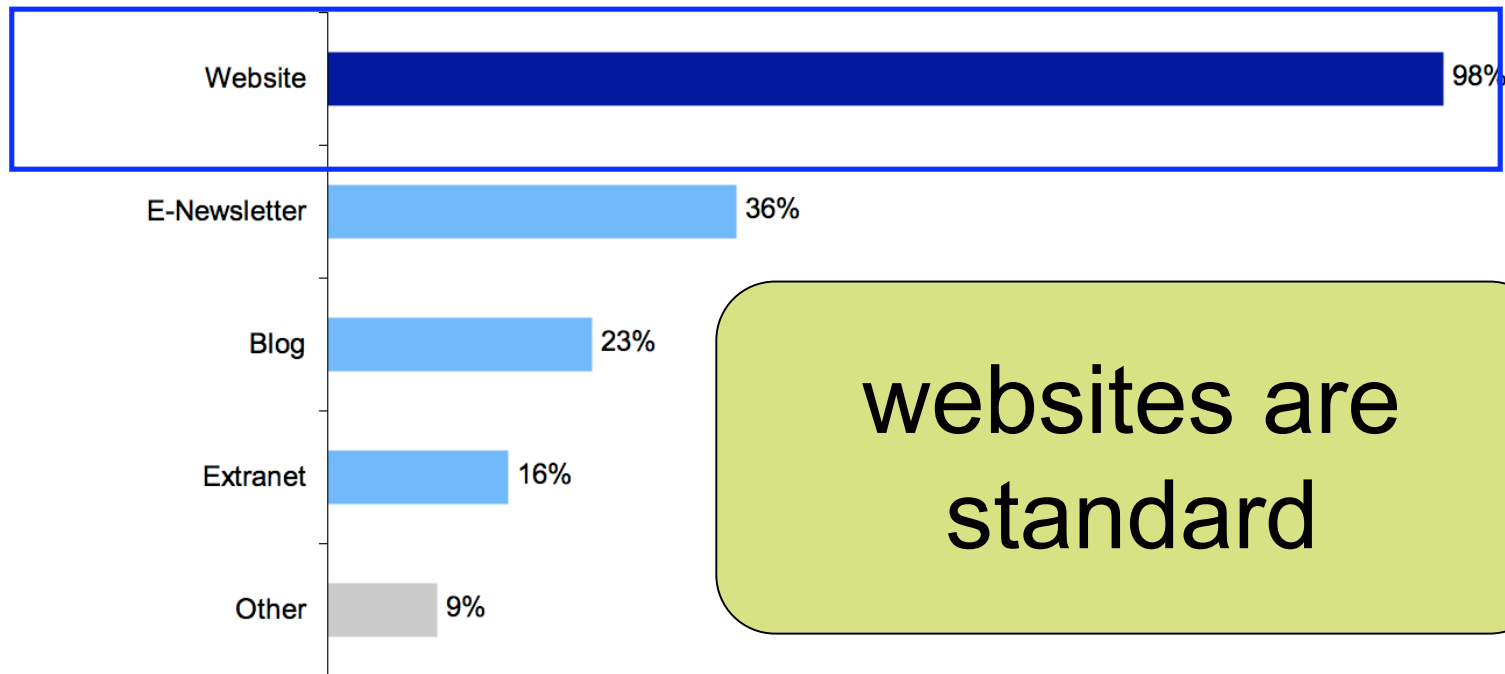
part a.)
companies on Internet

Q1. Does your company have **an Internet presence** (not including social media)? (n= 102)

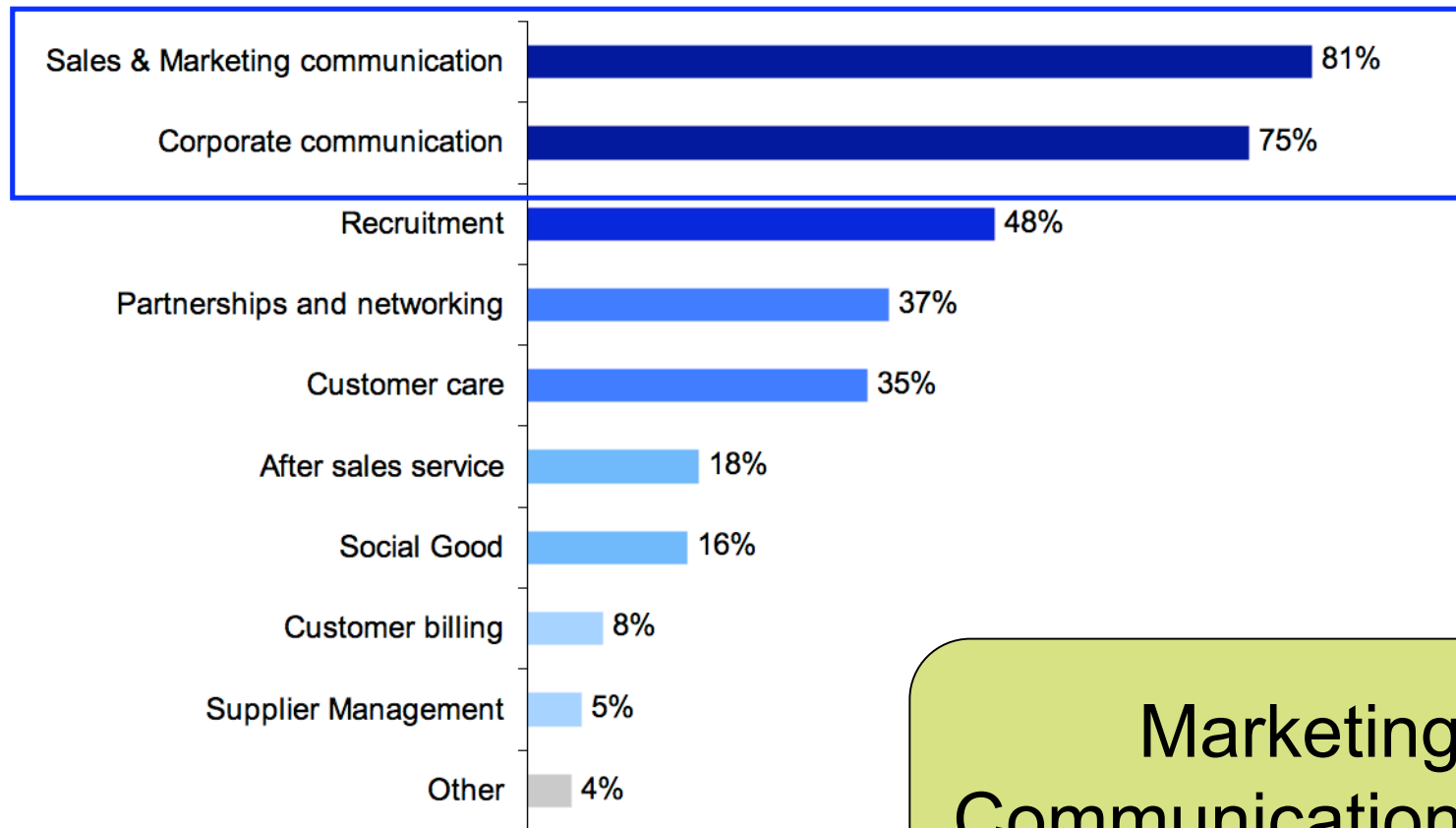
almost a total
equipment rate



Q2. What is the scope of your company's Internet presence (n=95)



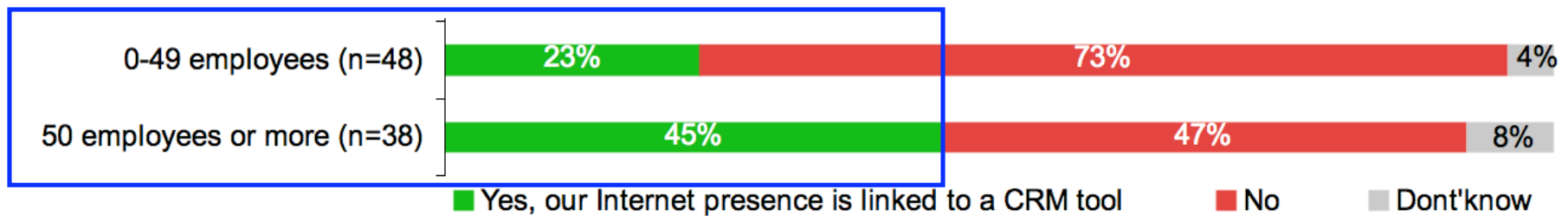
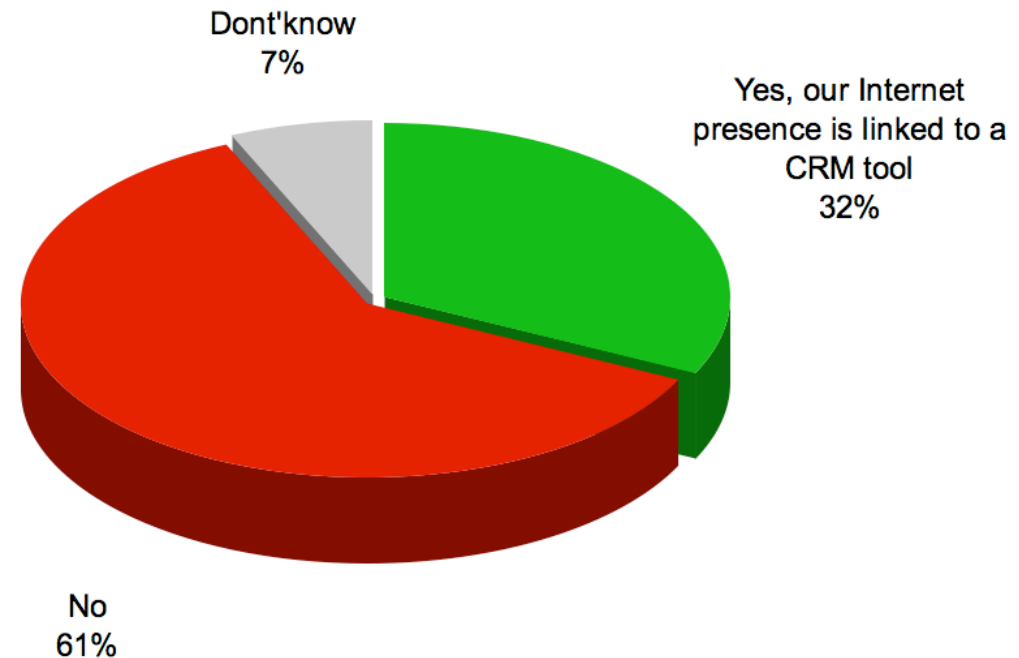
Q3. What is the **goal of your company's Internet presence** (n=91)



**Marketing &
Communication are still
the main drivers**

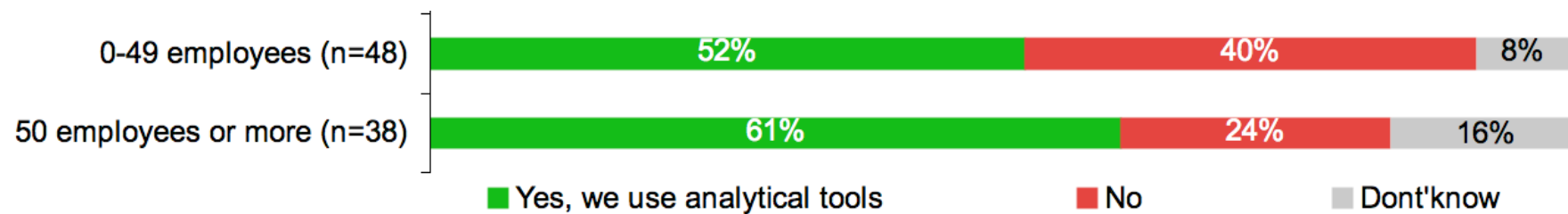
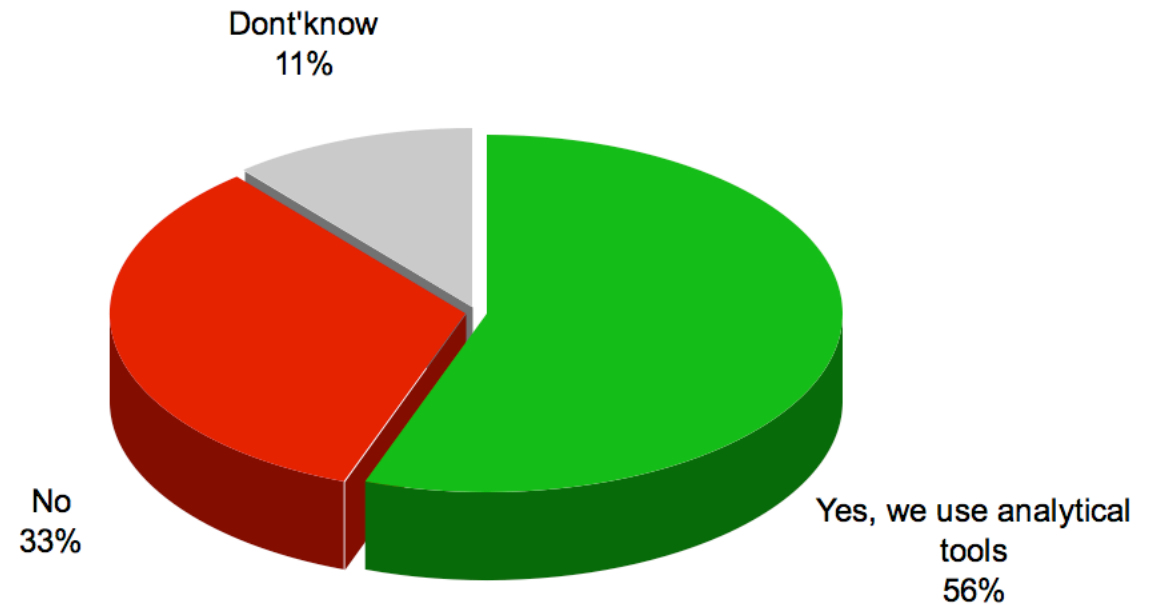
Q4. Do you trace and track customer interactions by **linking** your company's Internet presence **to a CRM** (Customer relationship management) tool (n=90)

poor linkage
to CRM's



Q5. Does your company use **analytical tools to track efficiency** of the Internet presence ?
(n=90)

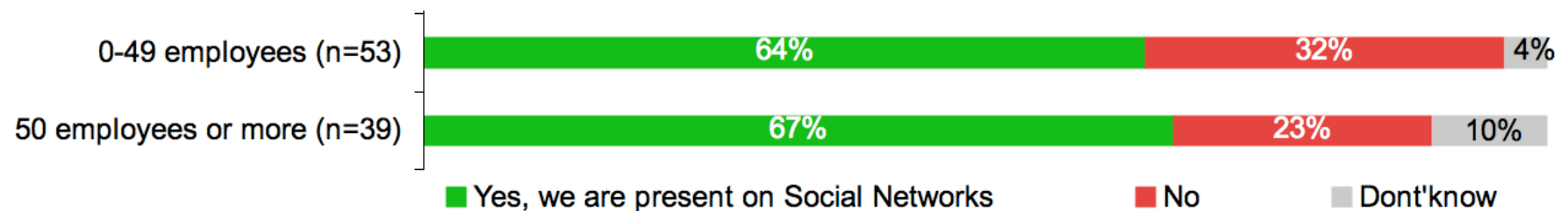
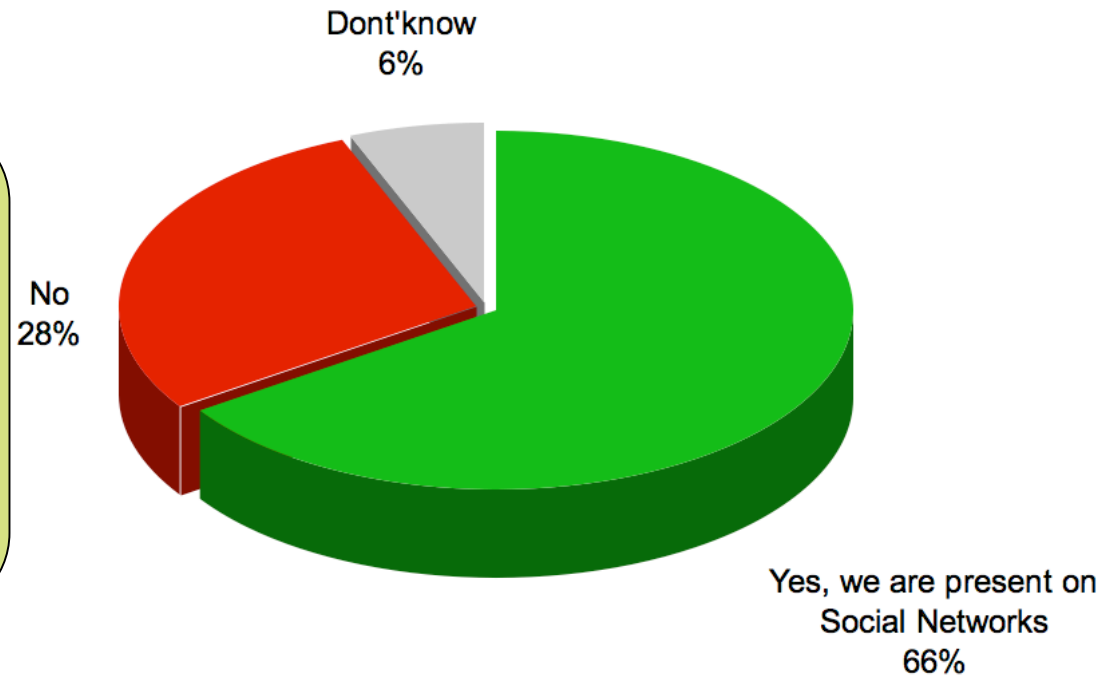
traffic analytics
are not standard
yet



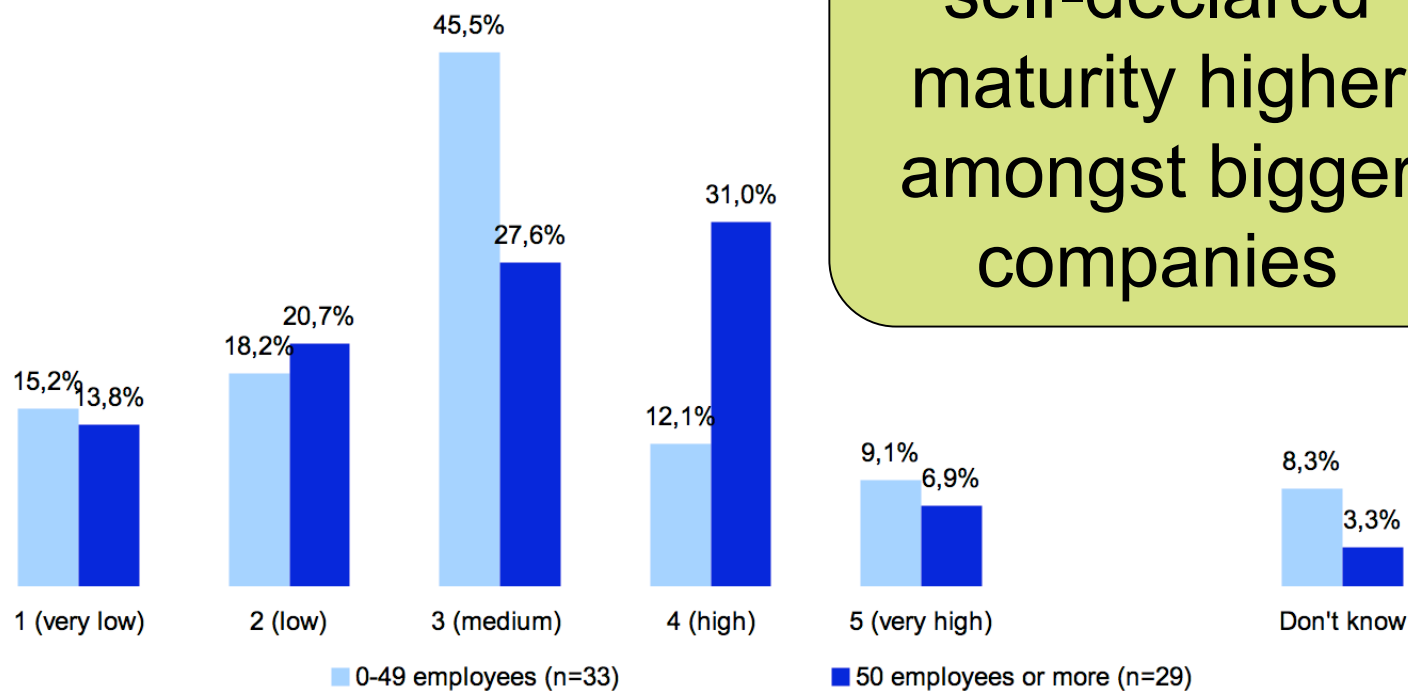
part b.)
companies and social media

Q6. Is your company present on **Social Networks** ? (n=96)

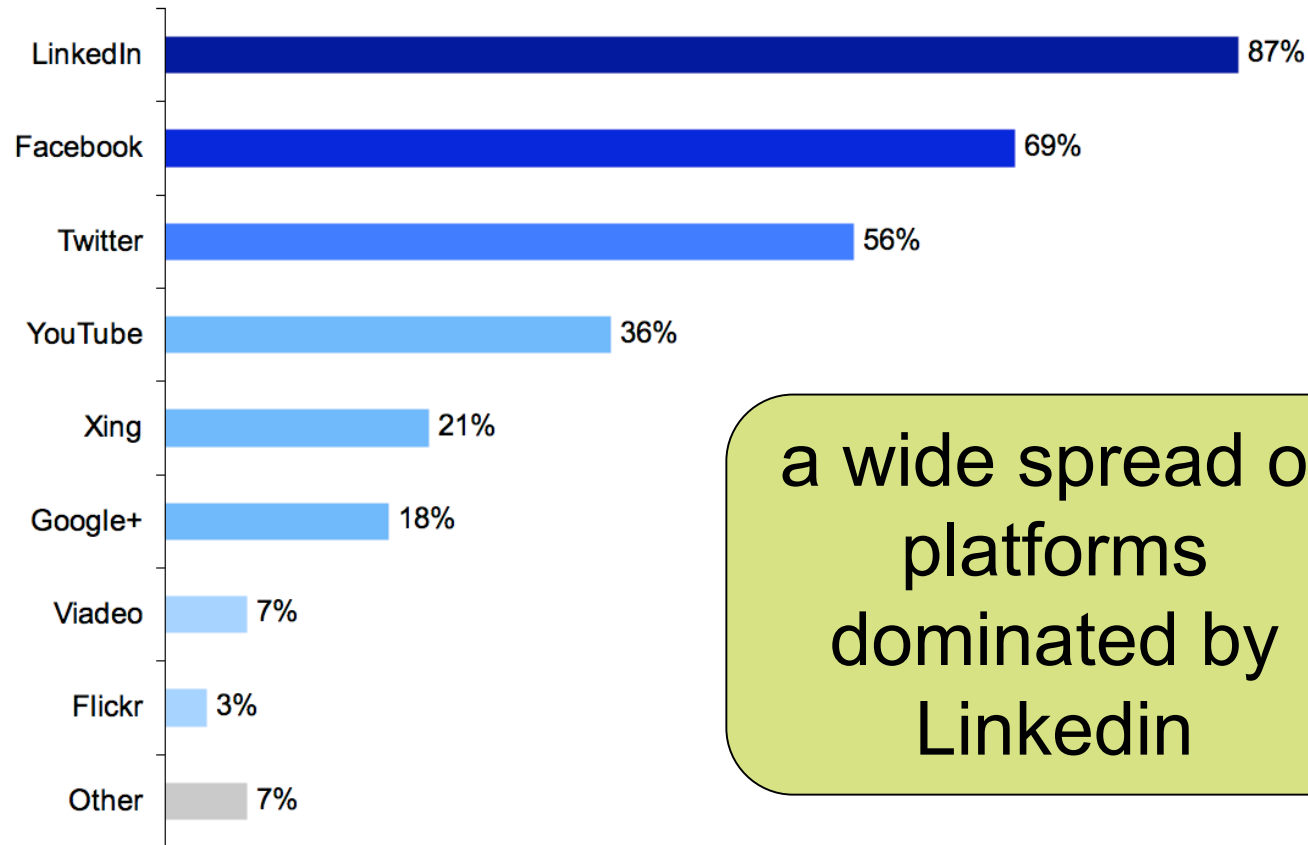
one company
out of three still
is not yet present
on a social
network



Q20. Overall, on a scale of 1 to 5 how would you assess **your company's maturity in the use of social media?** (n=62)

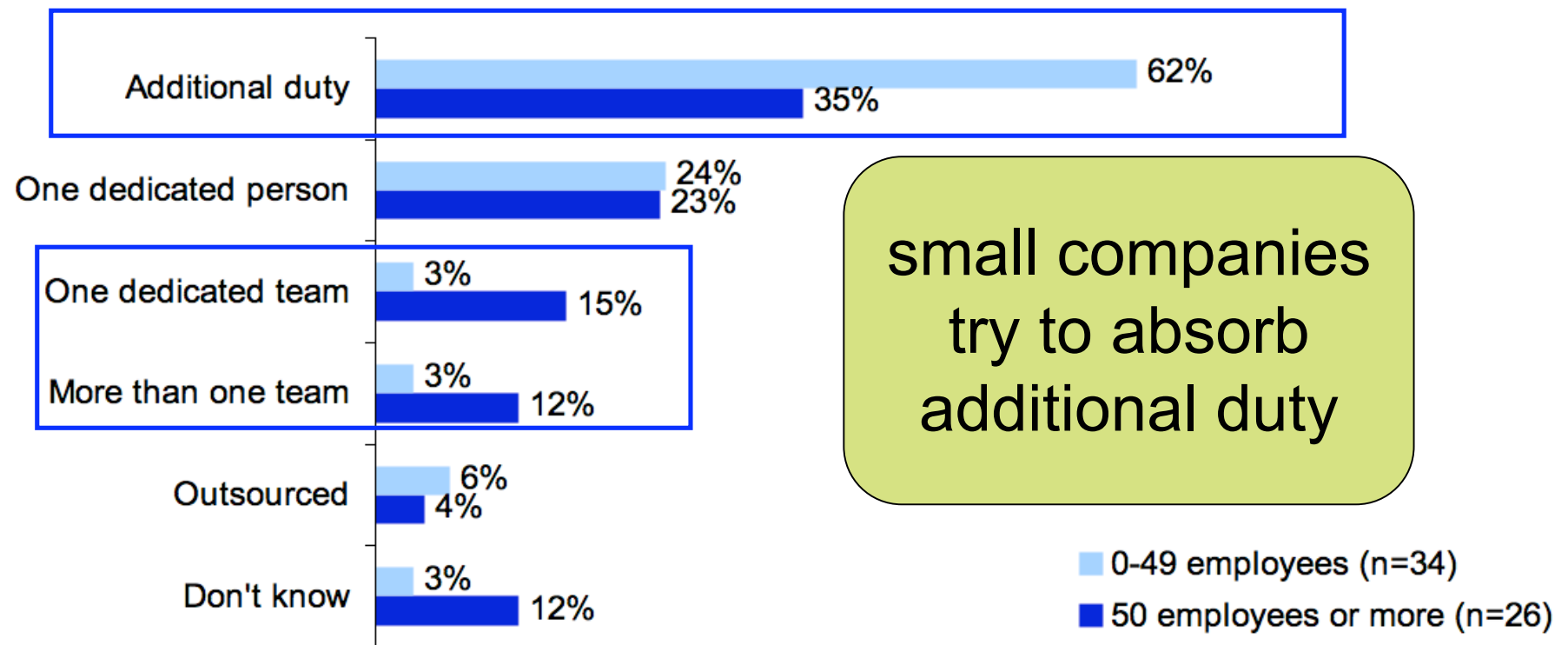


Q10. On **which social media platforms** is your company present? (n=61)



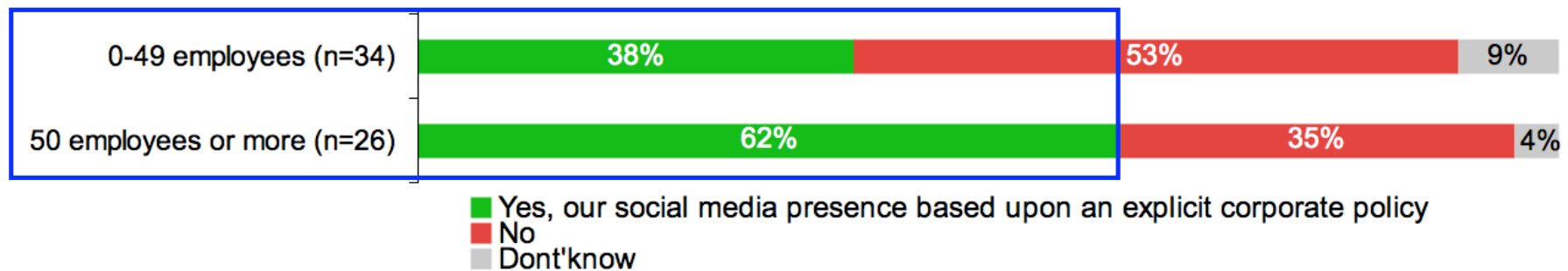
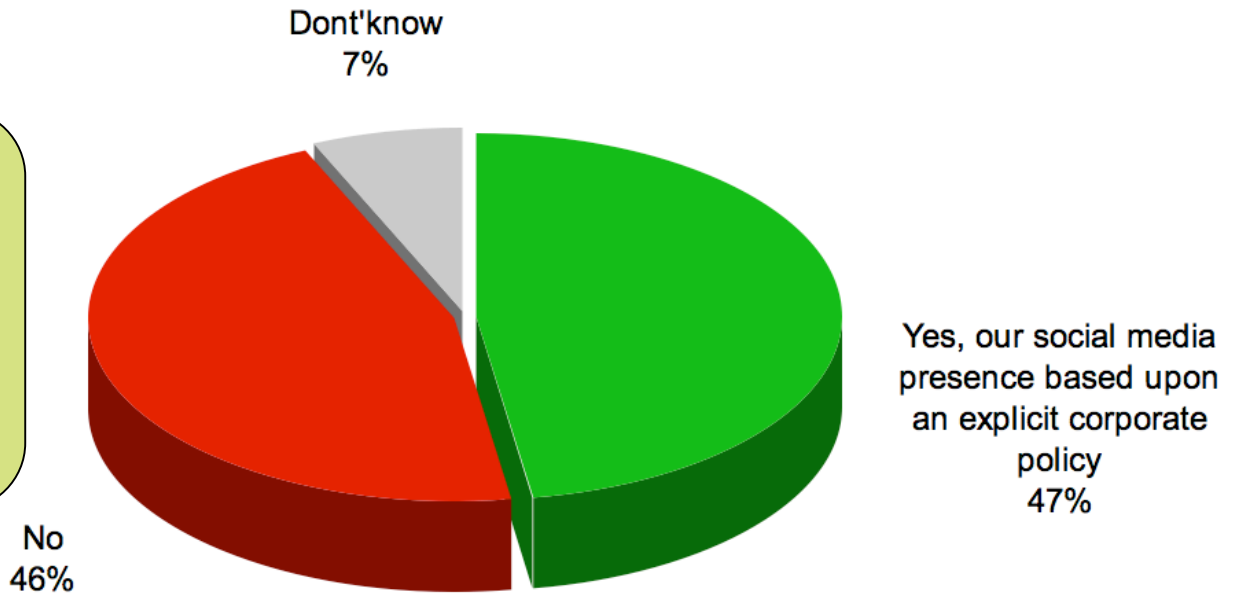
a wide spread of
platforms
dominated by
LinkedIn

Q12. How does your company **manage it's social media presence**? (n=60)



Q13. Is your company's social media presence **based upon an explicit corporate policy**?
(n=61)

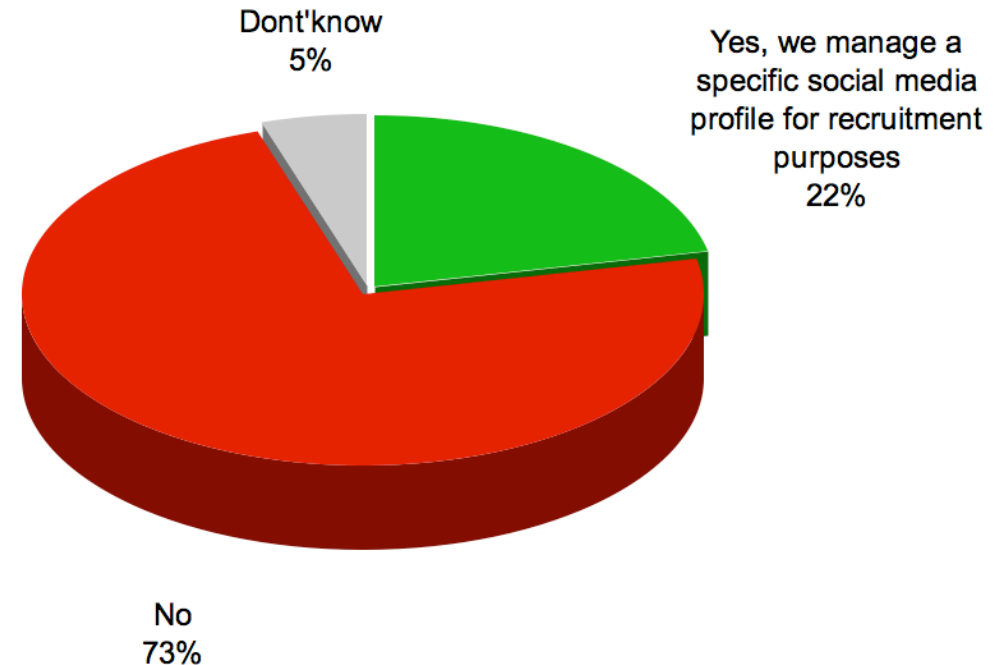
policies still not
standard



part c.)
social media & recruitment

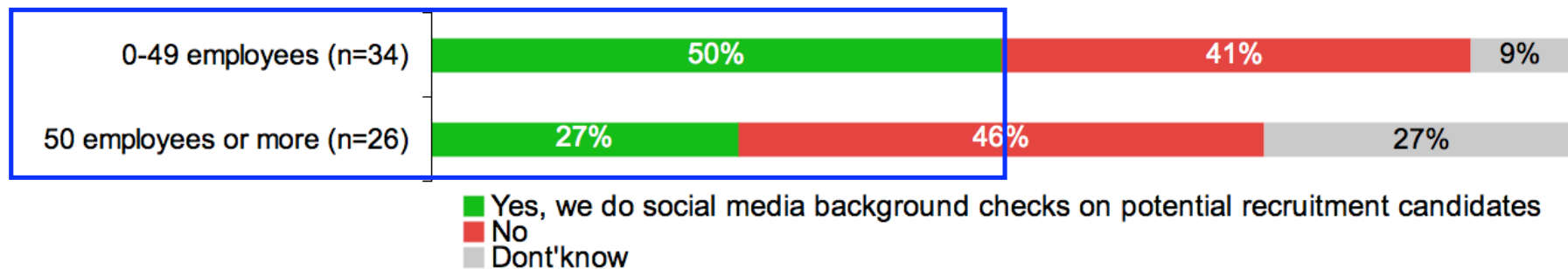
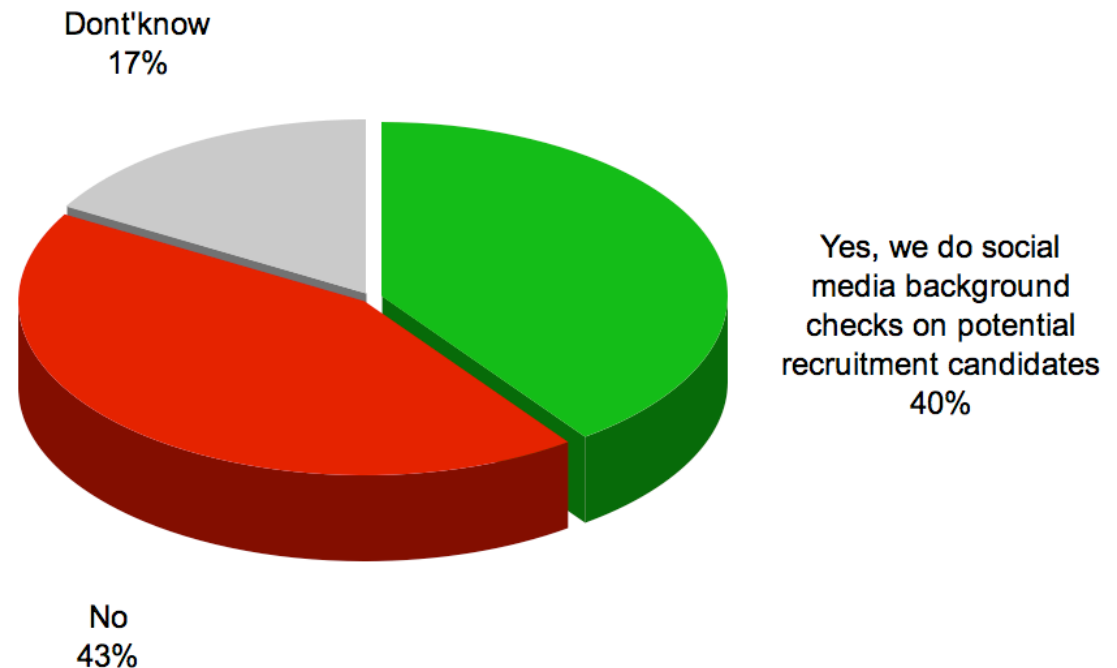
Q16. Does your company manage a **specific social media profile for recruitment purposes?** (n=60)

specific profiles
for recruitment
objectives still
quite low



Q19. Does your company do **social media background checks** on potential recruitment candidates? (n=60)

small companies
seem to be more
intrusive for
background
checks

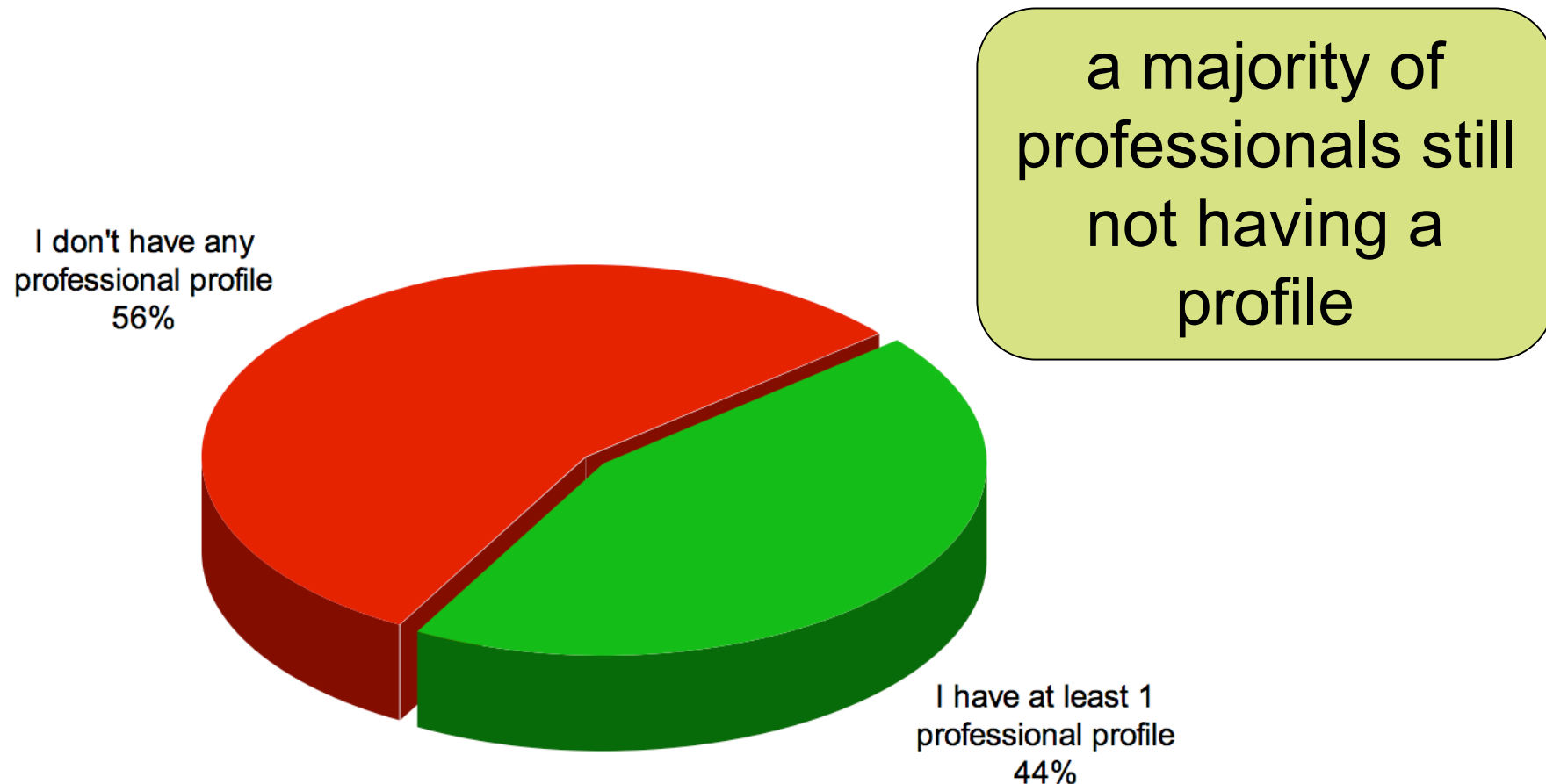


BtoC survey

501 respondents
(441 professionals + 60 students)

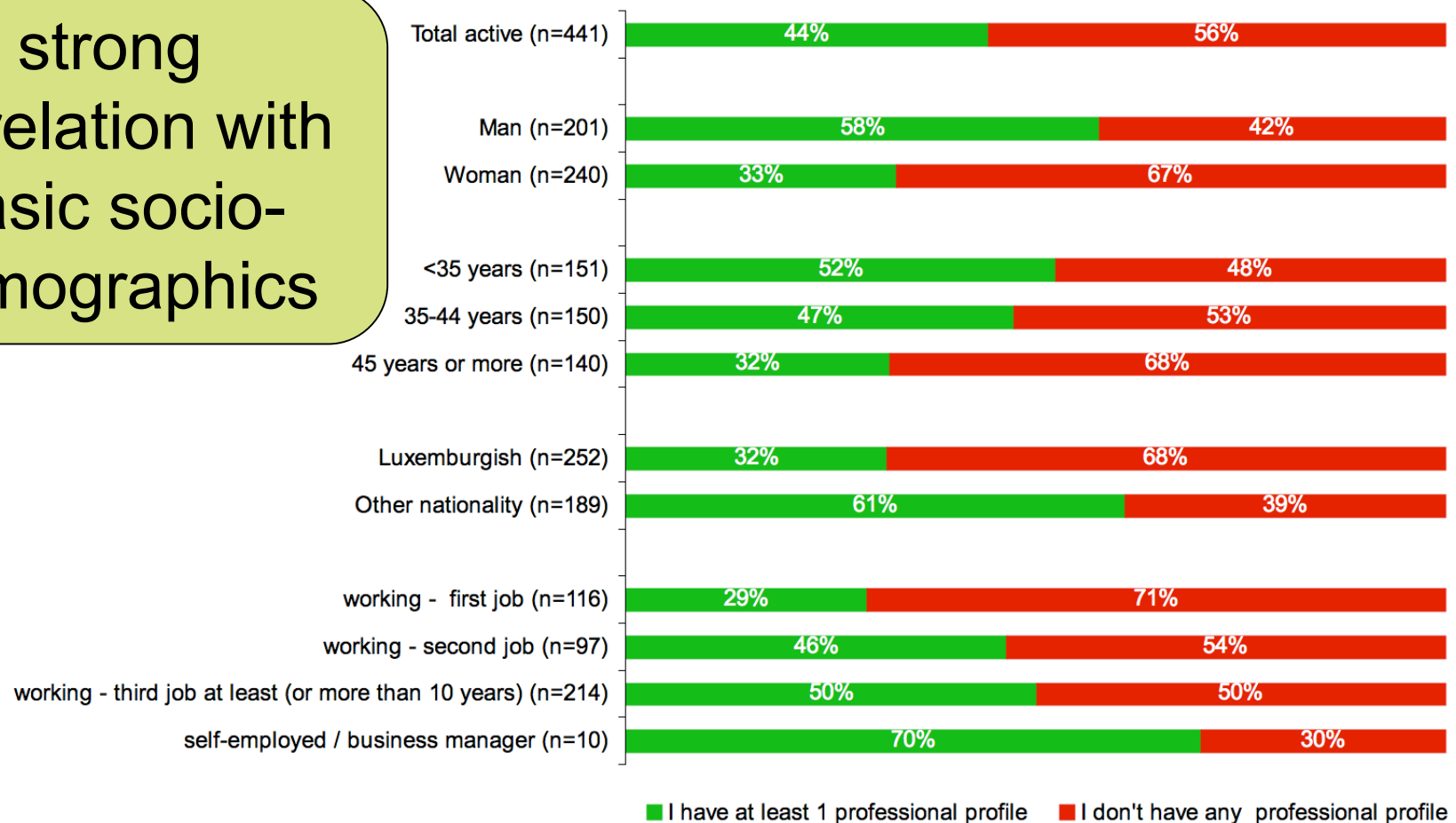
**part a.)
profiles & platforms**

Q101. On which platforms did you **create a professional profile**? (n= 441 professionals)



Q101. On which platforms did you **create a professional profile**? (n= 441 professionals)

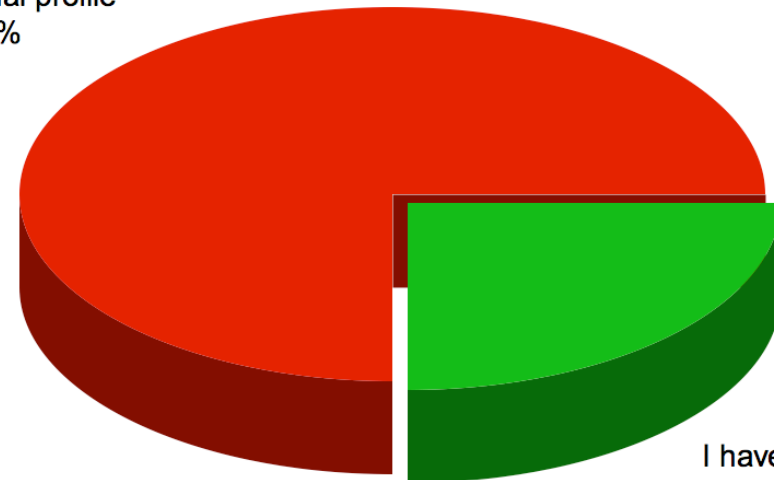
strong
correlation with
basic socio-
demographics



Q101. On which platforms did you **create a professional profile**? (n= 60 students)

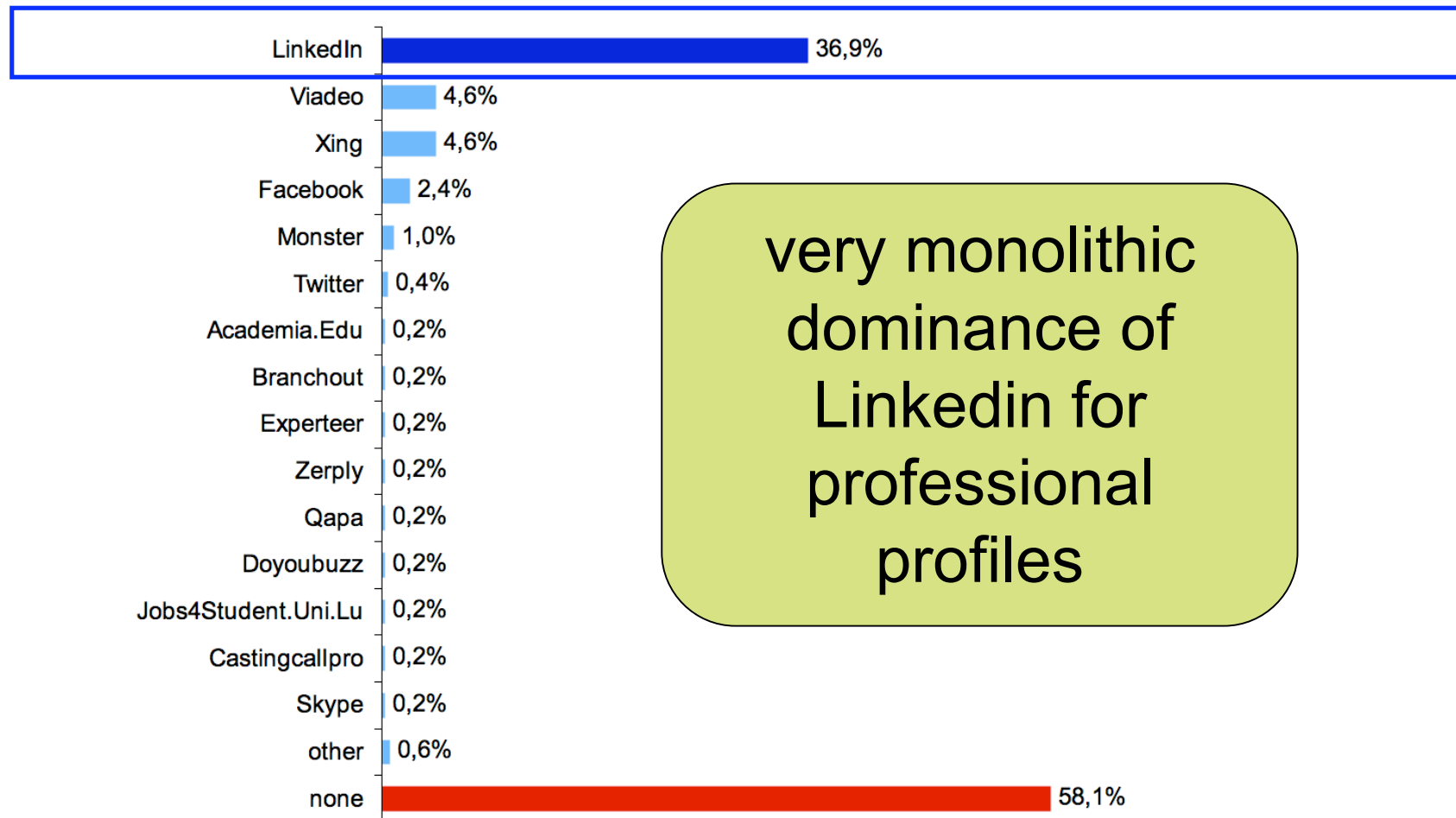
students have
just not arrived
in the world of
professional
networks yet

I don't have any
professional profile
75%



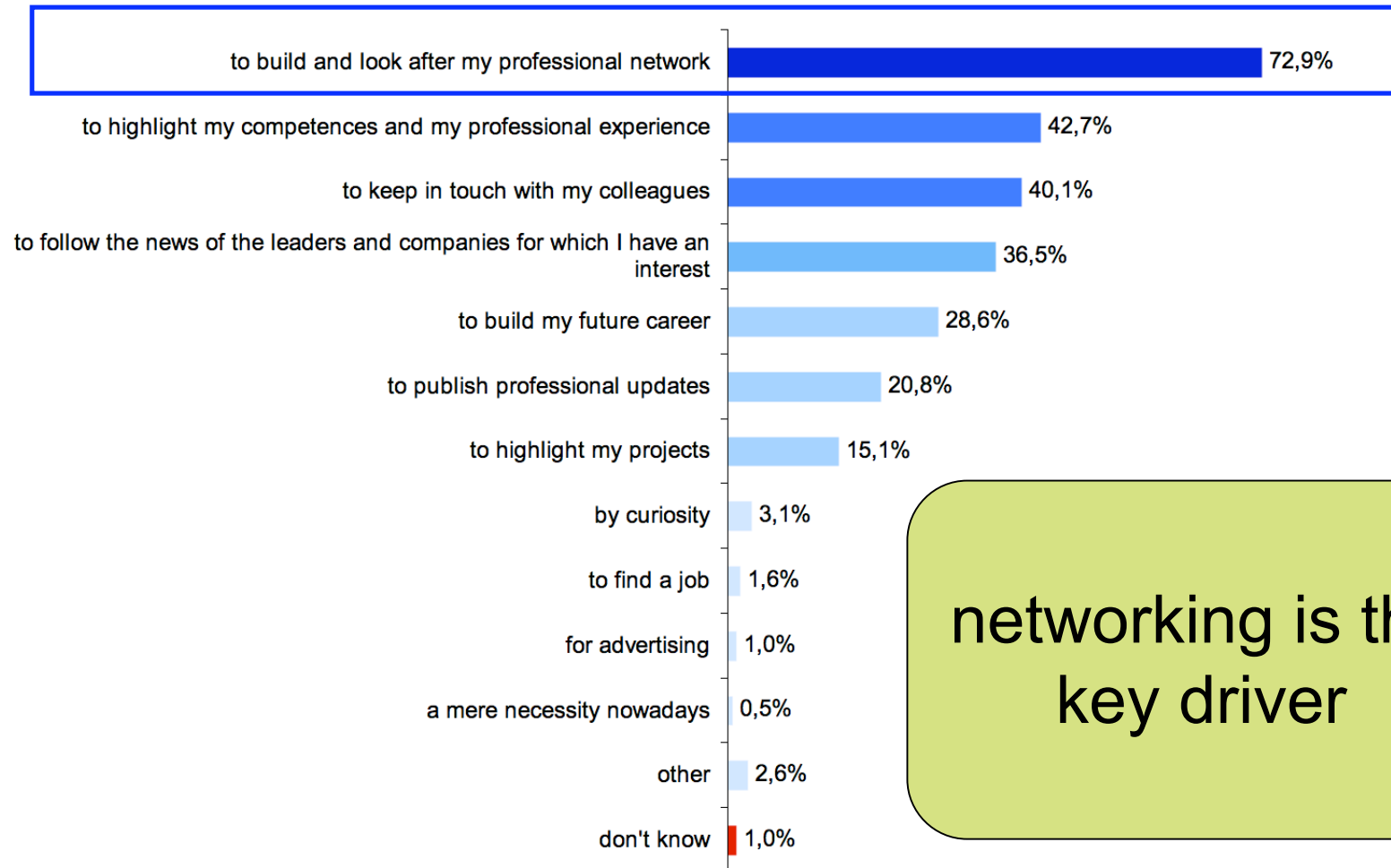
I have at least 1
professional profile
25%

Q101. On **which platforms** did you create a professional profile? (n=501)



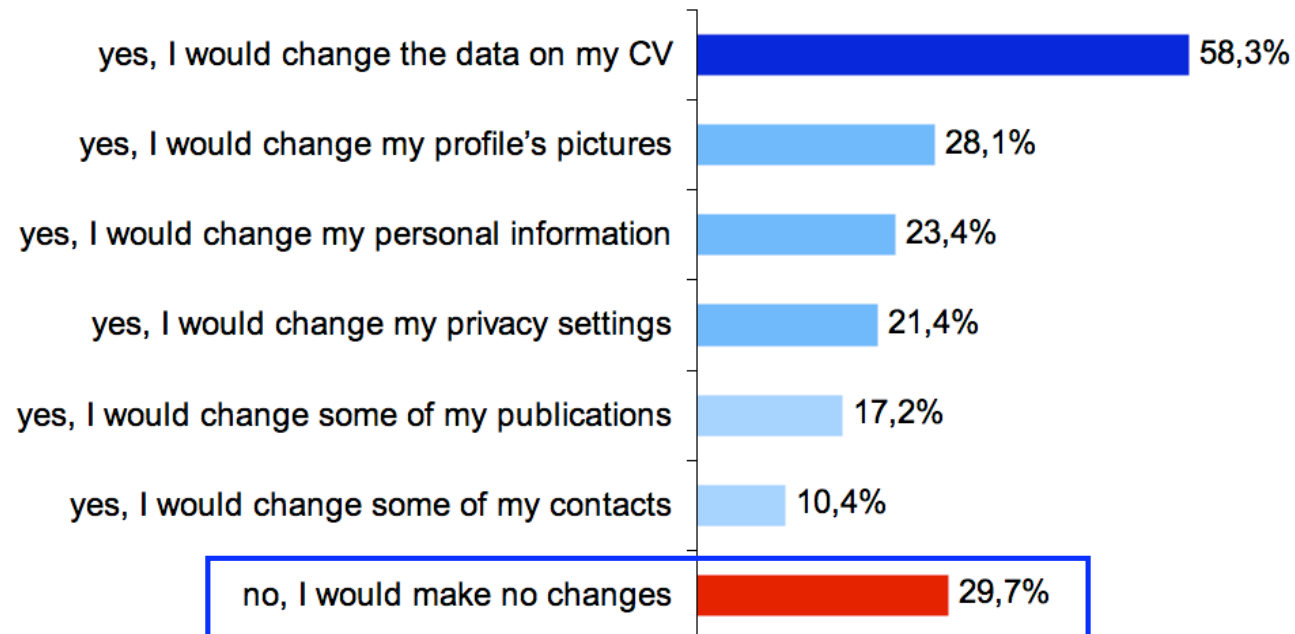
**part b.)
behavior**

Q201. **Why do you have** a professional profile? (n = 192 professionals)



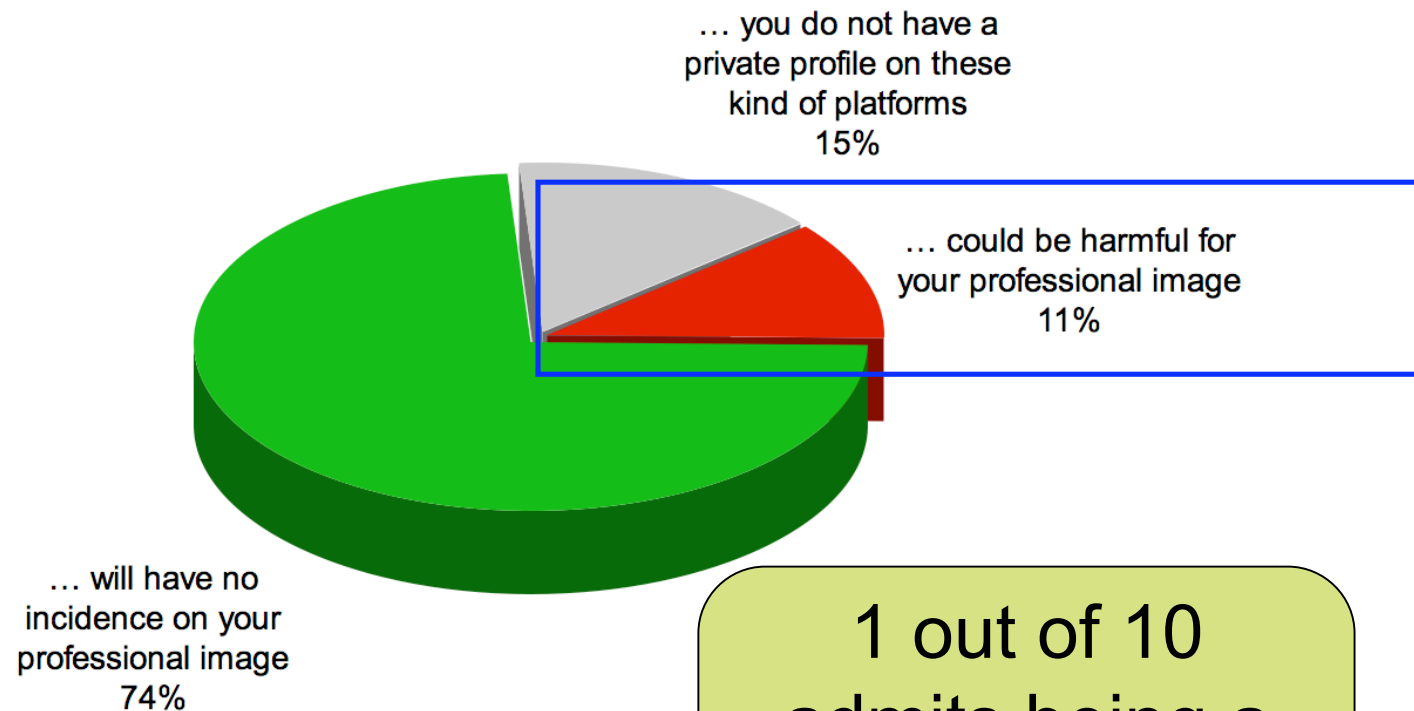
networking is the
key driver

Q301. Imagine that you are now looking for a new job. **Would you make some changes** on your professional profile? (n= 192 professionals)



2 out of 3 professionals would change their profiles in case of a recruitment opportunity

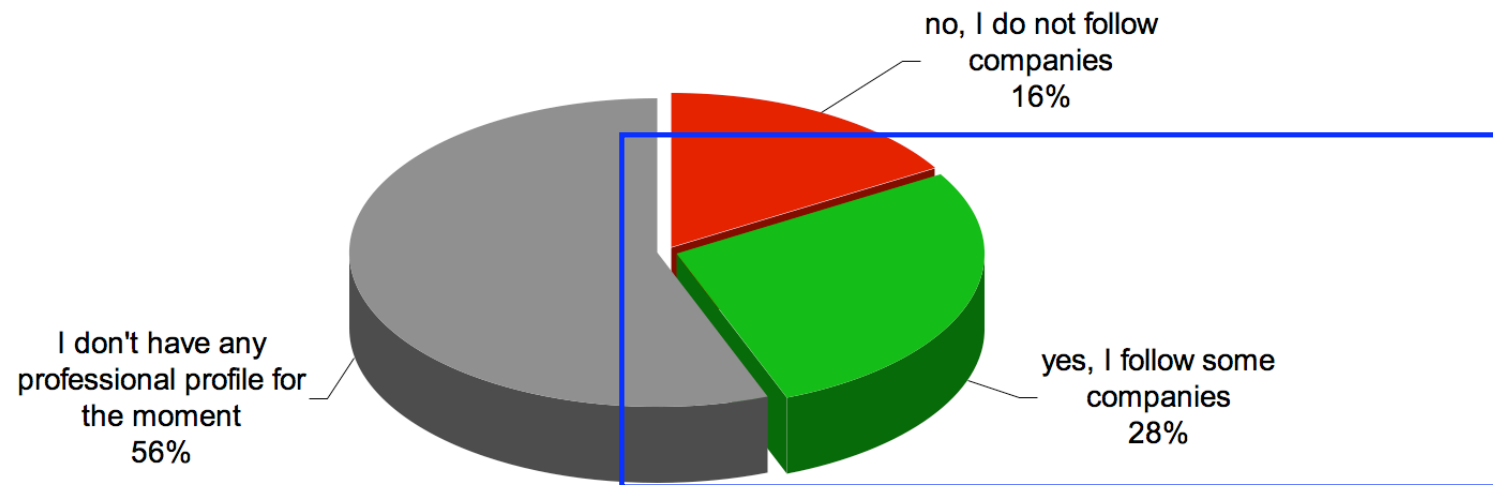
Q302. According to you, your current private profile on a social network like Facebook, Google +, ...: (n= 192 professionals)



1 out of 10
admits being a
clown on other
networks

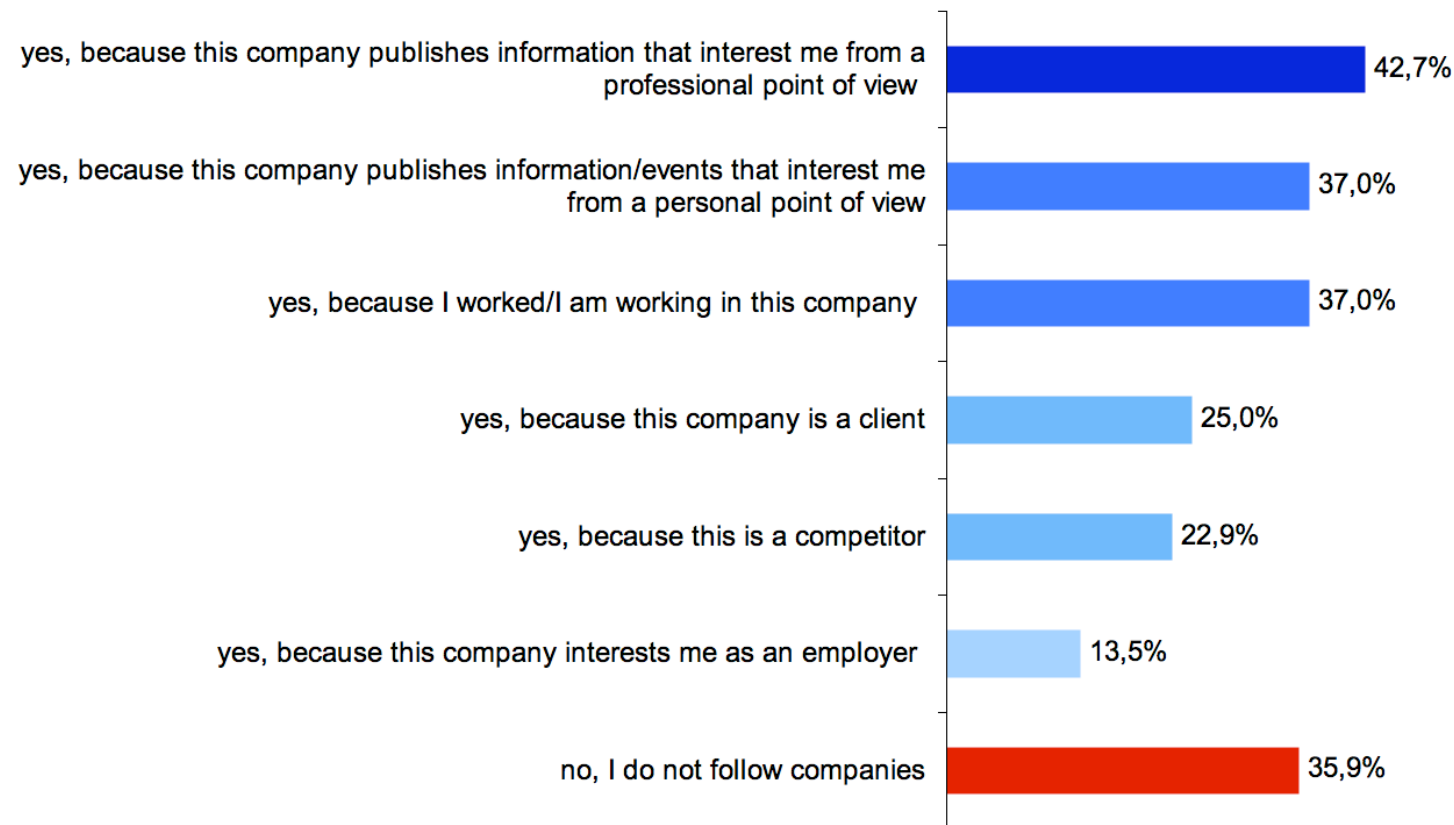
part c.)
followers of companies

Q401. **Do you follow some companies** on platforms like Facebook, LinkedIn, Google +, Twitter, ... ? (n= 192 professionals)

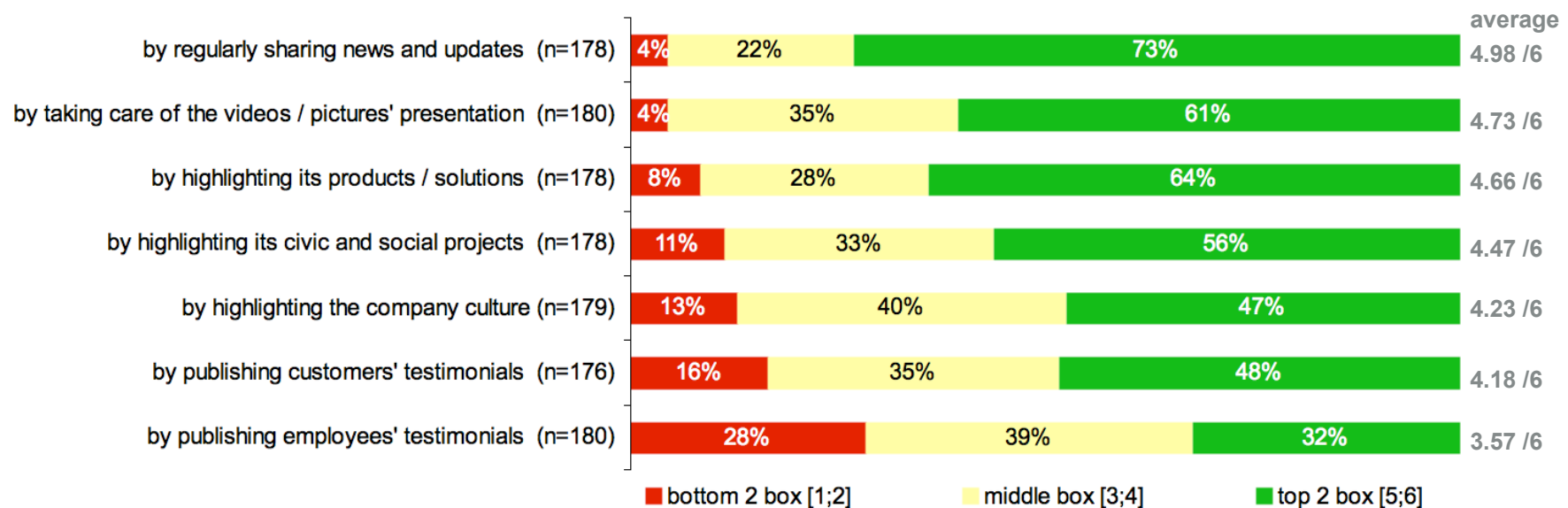


only one out of three
professionals follows
a company

Q401. Do you follow some companies on platforms like Facebook, LinkedIn, Google +, Twitter, ... ? (n= 192 professionals)



Q402. According to you, **how can a company improve its presence on social networks?** (n = 192 professionals)



information push seems to be the main driver