We spend 142 minutes on social media per day and some businesses deem it to be an unhealthy distraction which can harm productivity... But what are the real effects of social media in the workplace?

Social media doesn’t make us any less productive
A global survey carried out by Ipsos and Microsoft found that 46% of 10,000 workers said their productivity had greatly or somewhat increased because of social media use in the office. In this case, social media encompassed instant messaging, text messaging, video conferencing, news feeds and social networks. With 70% of us working from home at least one day a week, tools like Slack and Microsoft Teams also help connect us within the workplace.

Social media is good for building internal relationships
Social media can be a brilliant communication tool for collaboration, idea sharing and problem solving amongst colleagues. 82% of employees think that social media improves work relationships and 60% believe it supports decision-making processes. It’s not just for current employees, employers are using social media effectively with 47% using it to fill job postings.

Social media makes you more engaged
Those that engage in online social interactions with co-workers through social media blogs tend to be more motivated and better at coming up with innovative ideas. They also share meaningful work experiences with each other.

Social media isn’t just Facebook, Twitter and LinkedIn...
Whilst Facebook, Twitter and LinkedIn are among the most popular channels, there are other smaller networks like microblogs (Tumblr, Blogger etc) and content communities such as YouTube that allow for ideation in the workplace. Social media isn’t just the apps on our phones, it refers to websites and applications that are designed to allow people to share content quickly, efficiently and in real-time. Blogs also provide an effective platform to self-promote companies and if done right can boost your SEO rankings, which is useful for prospective new business or employees.