

CHECK OUT MY WORK, NOT MY SOCIAL NETWORKING LIFE, PLEASE!

57% OF PEOPLE SAY THERE IS SOMETHING INCRIMINATING ON THEIR SOCIAL NETWORKING PROFILES RIGHT NOW.



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Those vacations . . . birthday bashes at the bar . . . late nights on the town . . . rants . . . political opinions . . . and more. What one comfortably posts on a social network may make a person a lot less comfortable if seen by their boss. Only 43% of people say there is nothing currently incriminating on their profiles, a number that dives to 35% in the seemingly more open APAC countries and rises to 58% in the more guarded North America. With a growing trend towards co-workers and employers checking out colleagues profiles at one time or another (especially before hiring them), should people be more cautious about what they post?

About Ipsos Open Thinking Exchange:

Ipsos Open Thinking Exchange (Ipsos OTX) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Socialogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at ipsosopenthinkingexchange@ipsos.com.

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