

How Are Federal Employees Using Social Media in the Workplace?

December 2019



Webinar Speakers

Speakers:

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President
Market Connections



Special Guest:

Casey Dell'Isola


Account Supervisor, Public Relations
REQ



What You'll Learn

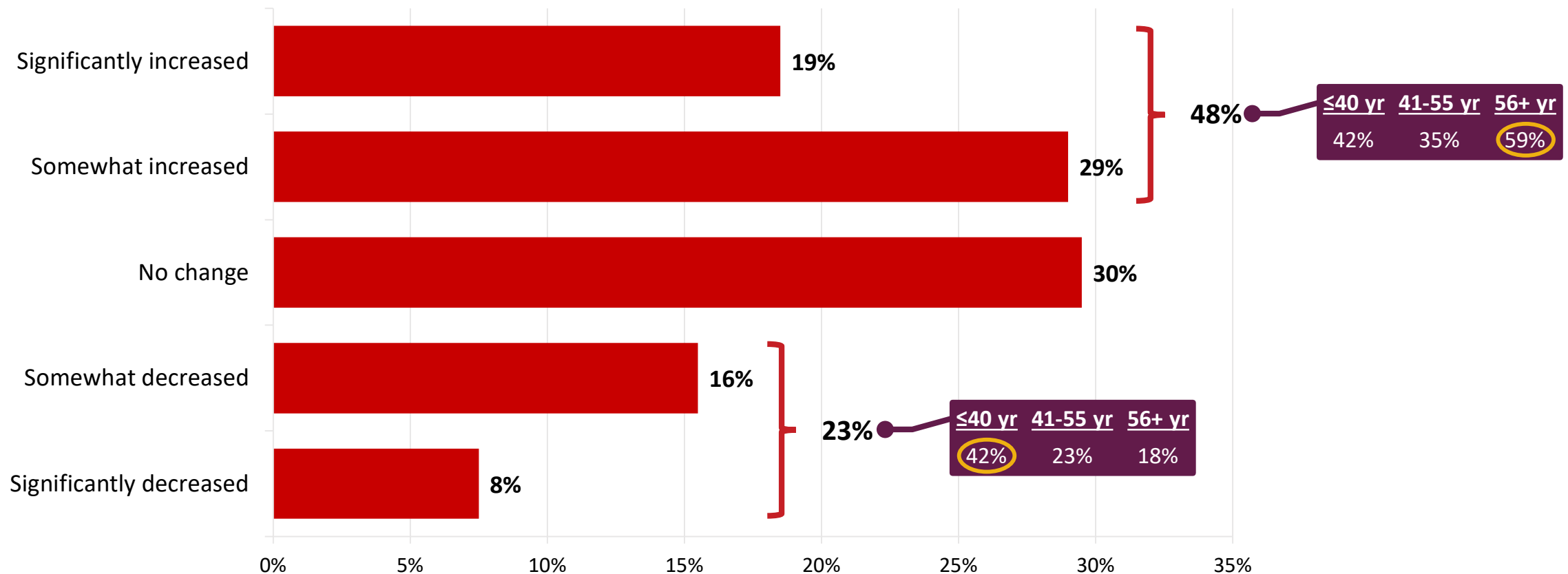


- **Who are they following?**
- **What sites are federal decision-makers visiting most?**
- **Where can they access social media?**
- **When are they spending time on these sites?**
- **How are they using social media for and do they respond to work-related advertising?**



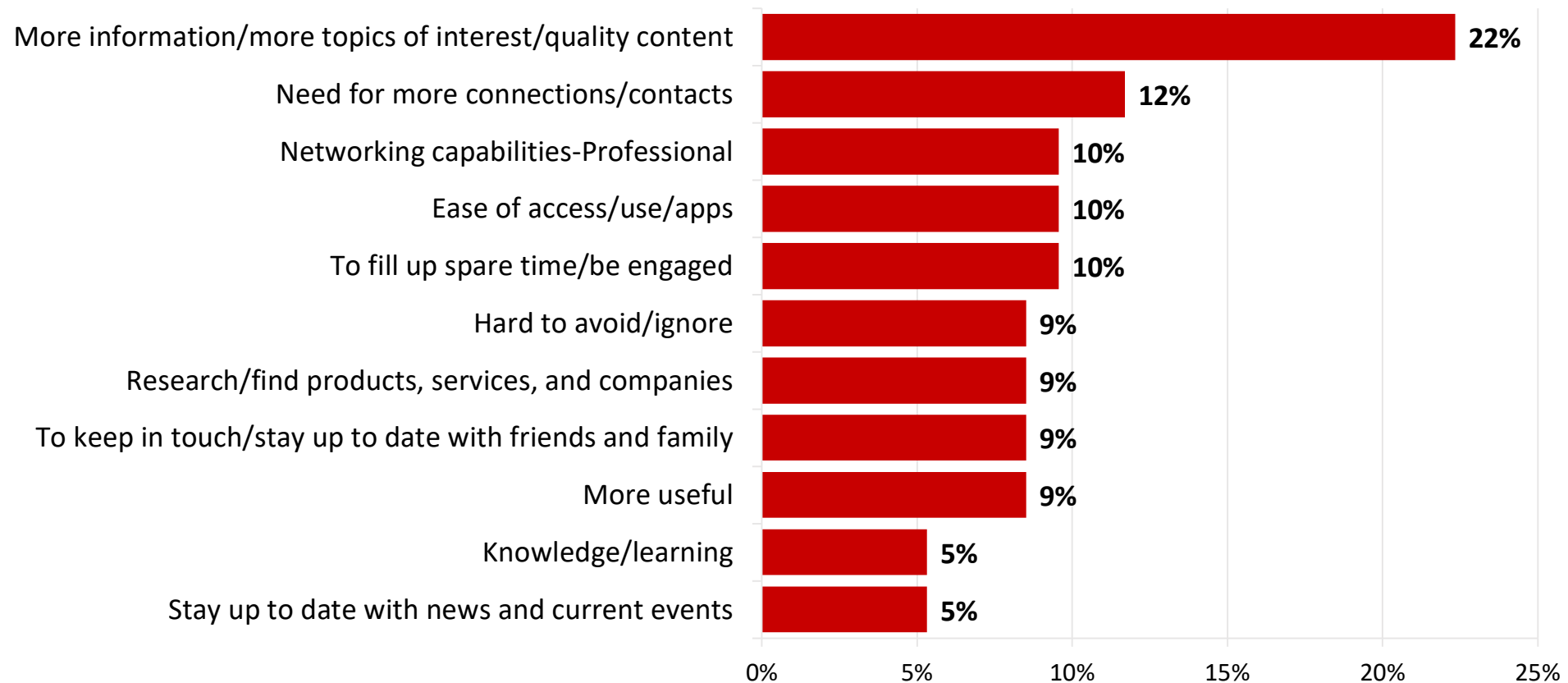
Change in Past 2-3
Years

Net Usage Growth over Past 2-3 Years

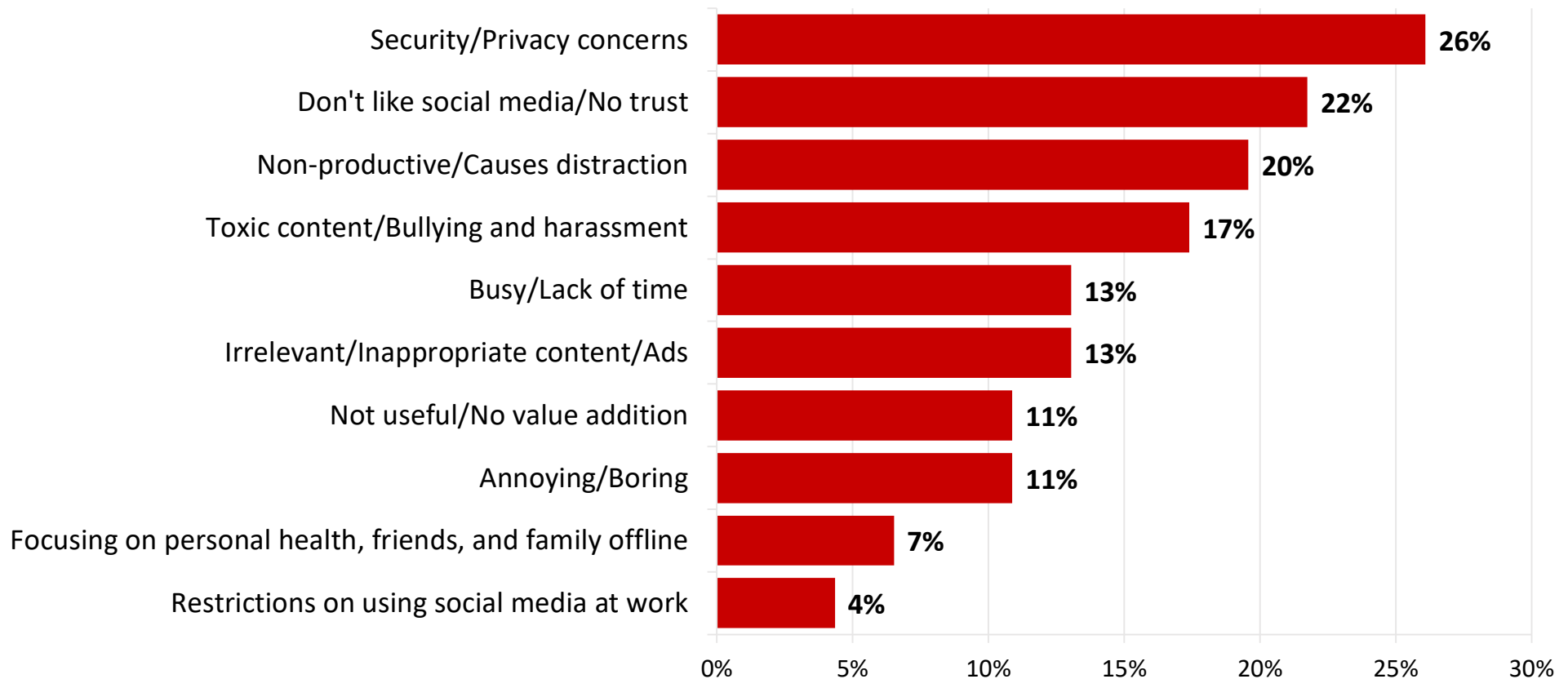


Over the past 2-3 years, to what extent have you increased or decreased your use of social media overall?

Top Reasons for Increased Use



Top Reasons for Decreased Use

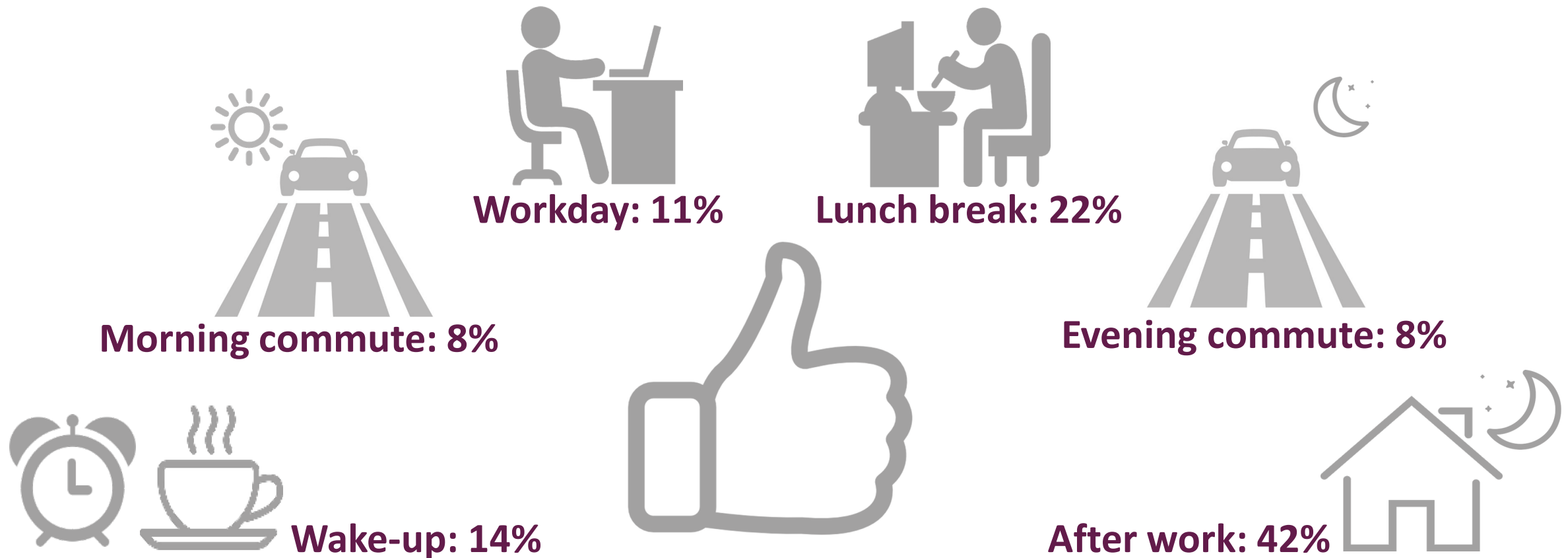


What is at the root of this decrease? (open end)

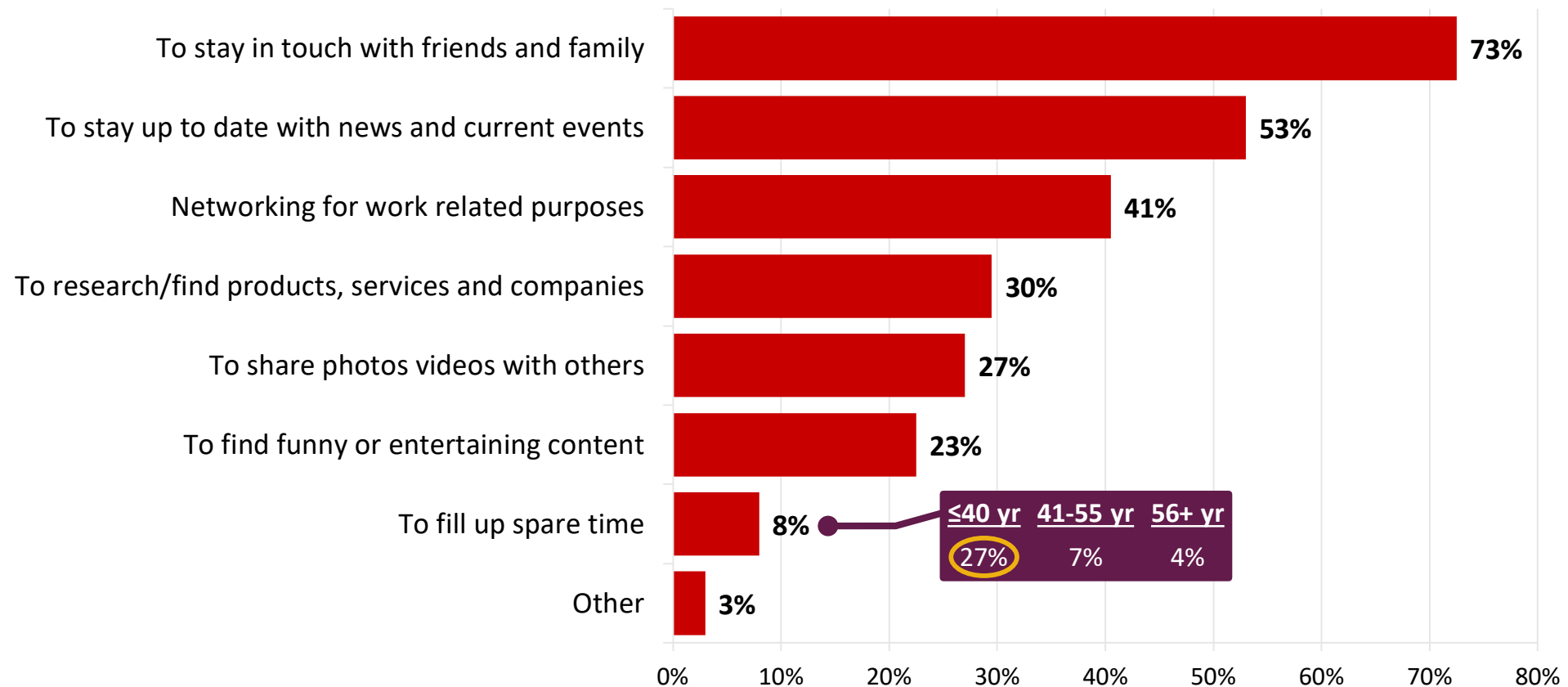


When Feds Use Social Media

When Do Feds Use Social Media?

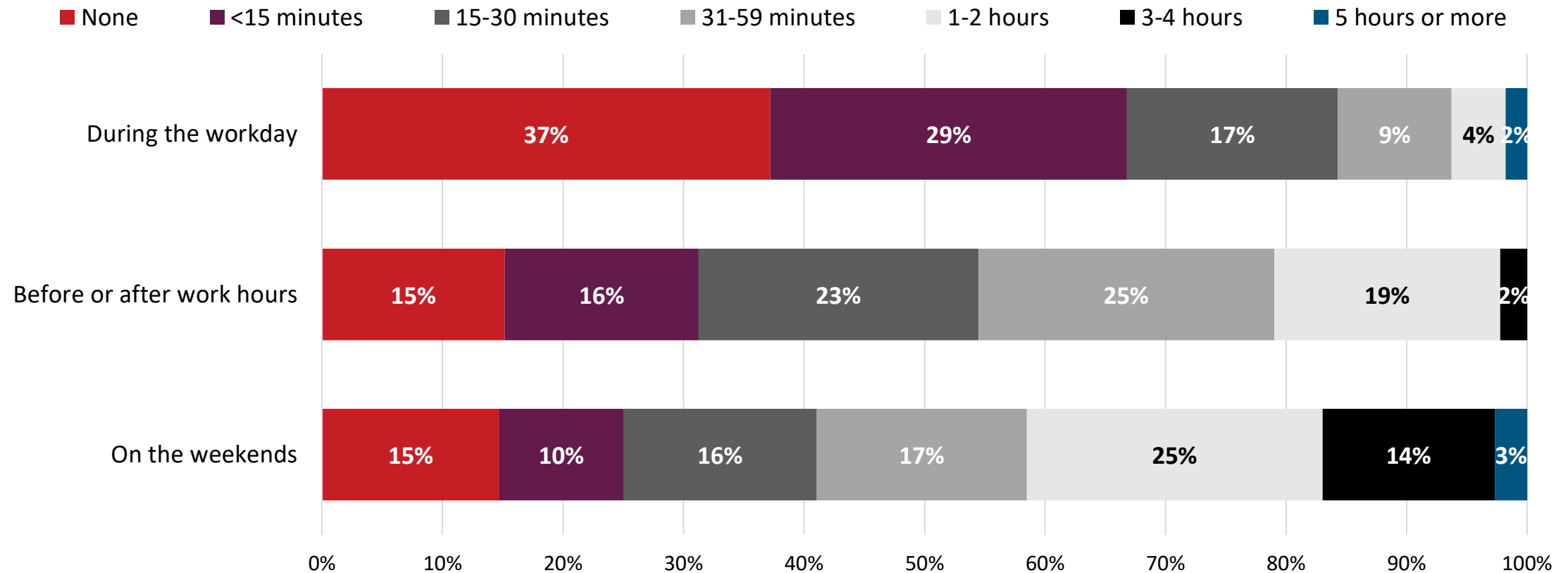


Primary Reasons for Social Media Use



Overall, what are the primary reasons you use social media? (Select top three)

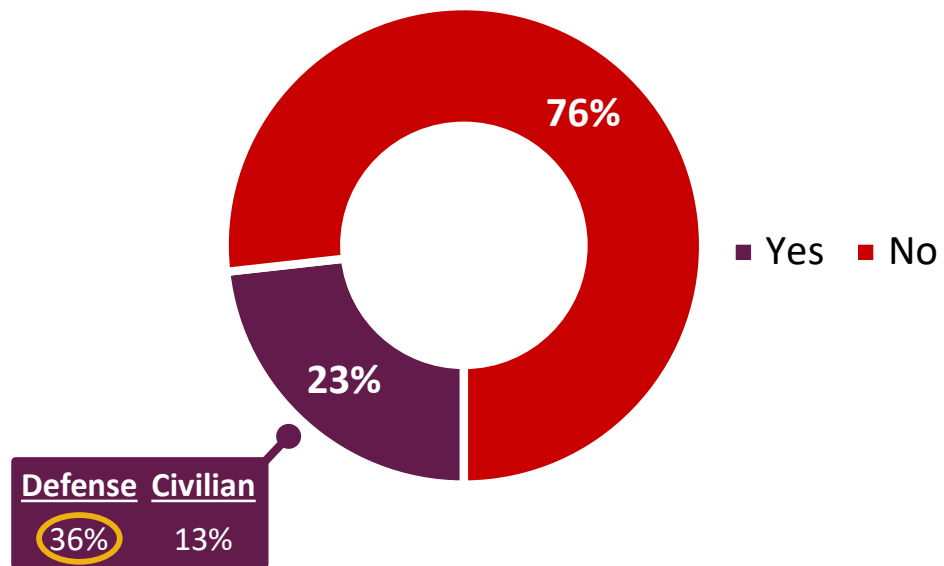
Time Spent Per Day on Social Media



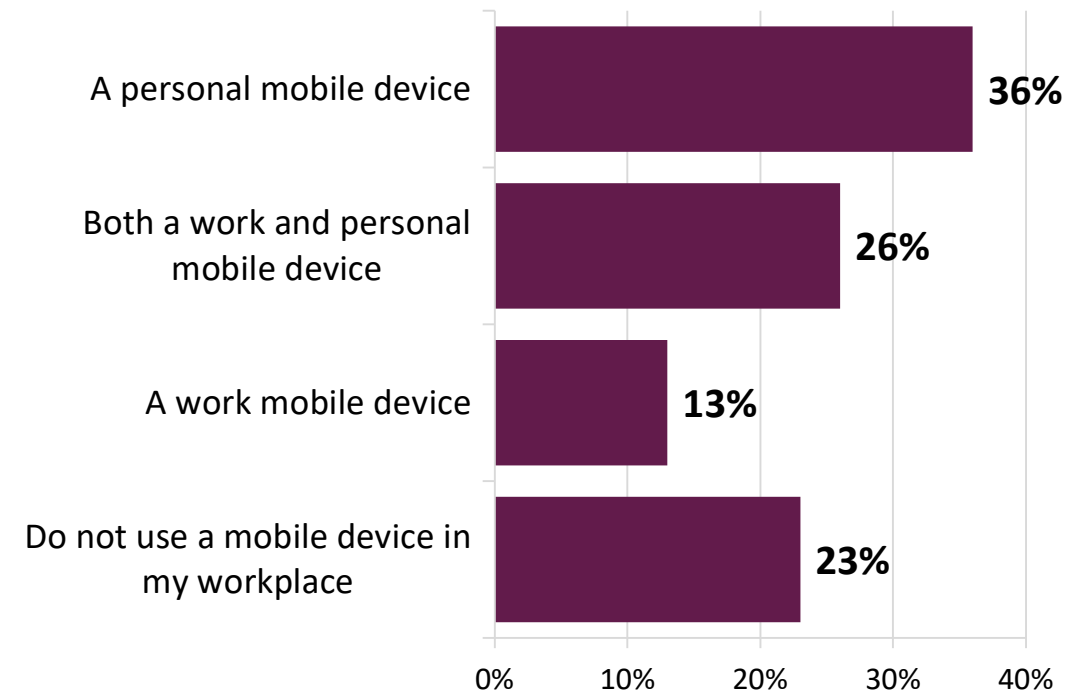
Overall, how much time do you spend per day on social media during your workday, before or after work hours, and on the weekends?

Mobile Devices in the Workplace

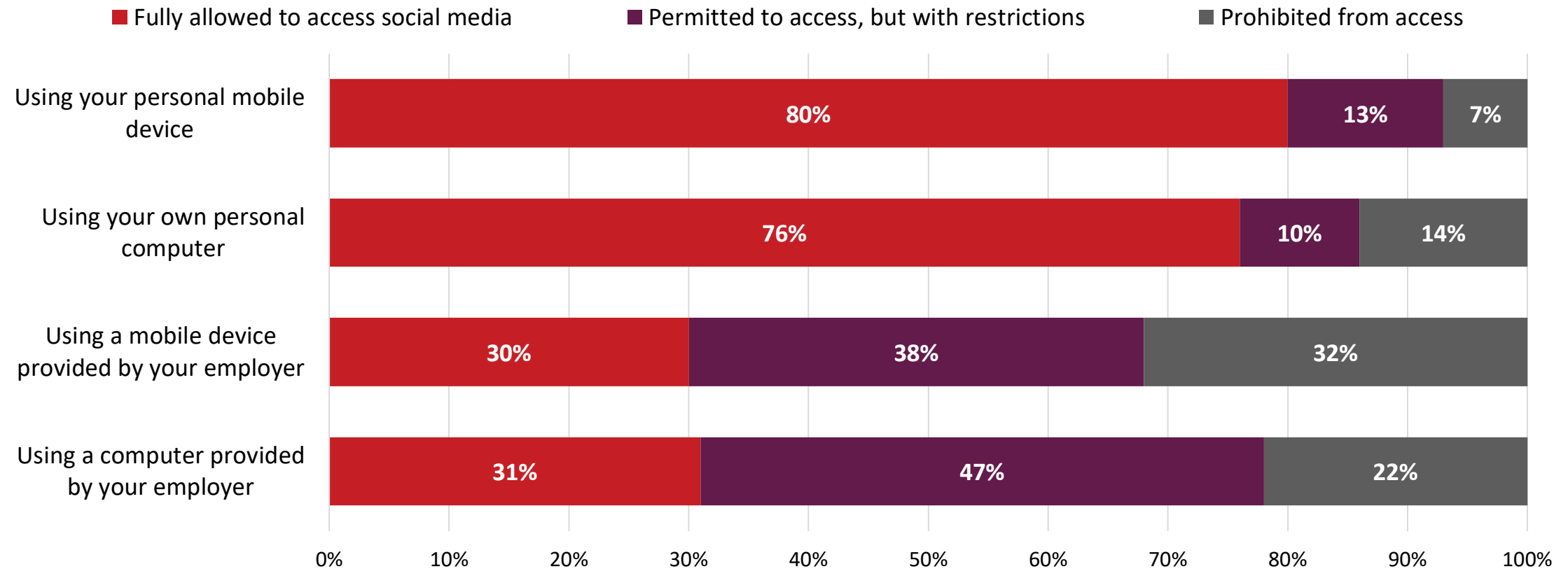
Works in a Secure Space Where Personal Mobile Devices Are Prohibited



Mobile Device Use in the Workplace

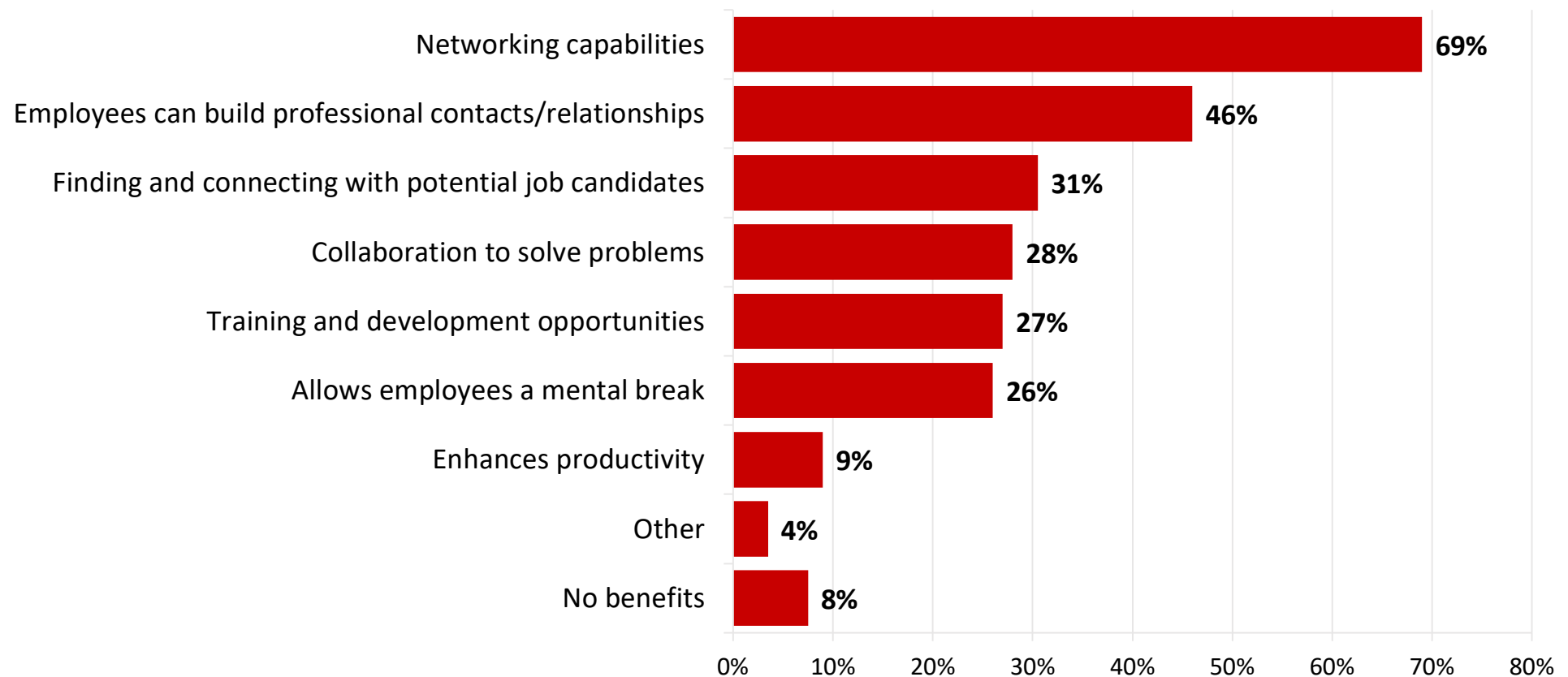


Devices to Access Social Media at Work



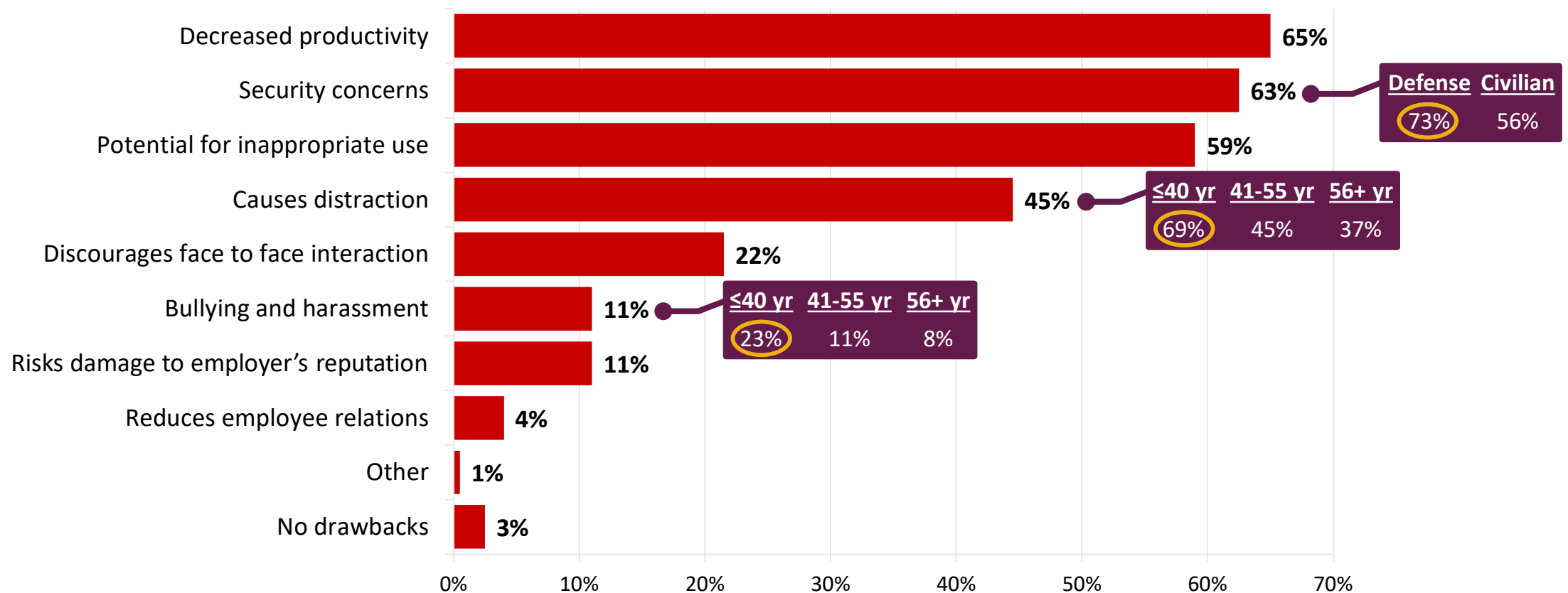
 To what extent are you allowed to access social media using the following devices while at work?

Benefits of Social Media in the Workplace



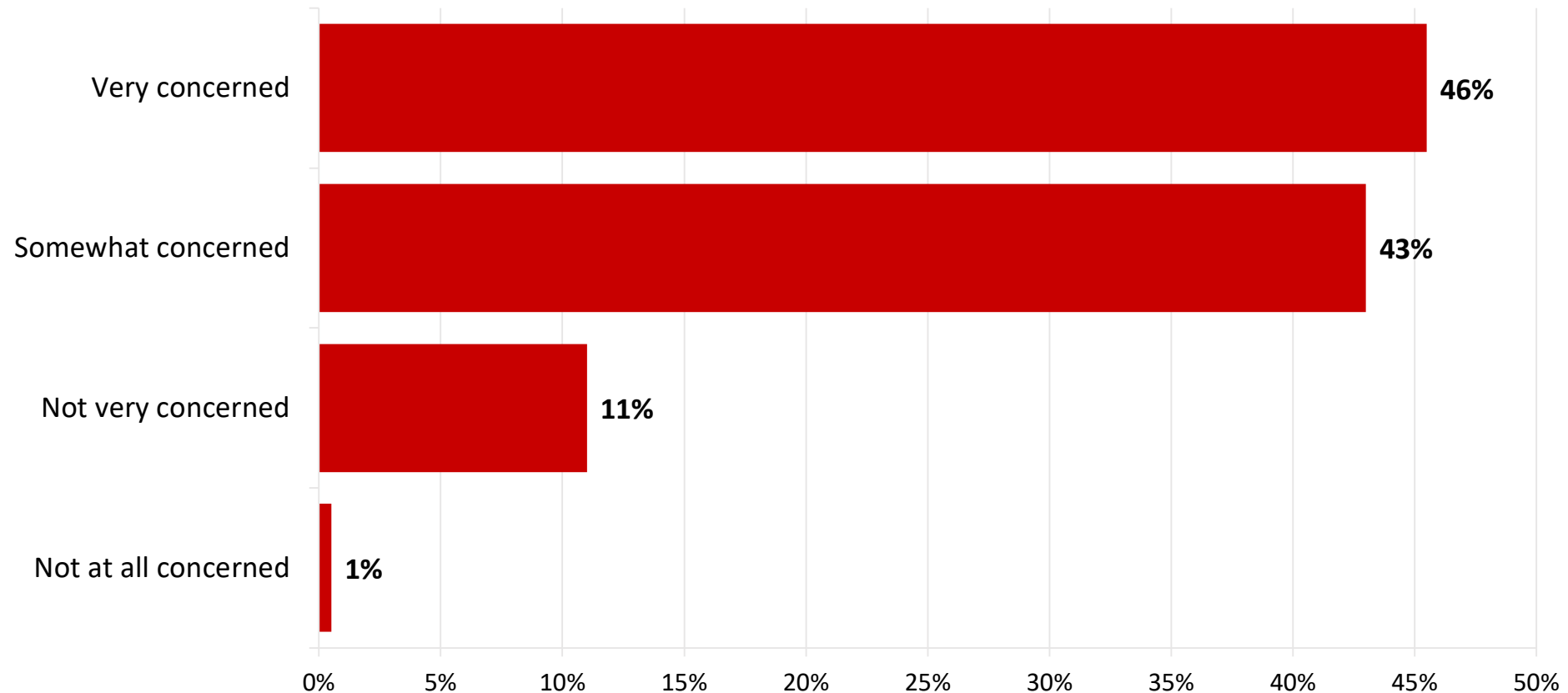
What do you see as the primary benefits of social media in a workplace setting? (Select top 3)

Drawbacks of Social Media in the Workplace




What do you see as the primary drawbacks of social media in a workplace setting? (Select top 3)

Feelings About the Security of Personal Info on Social Media

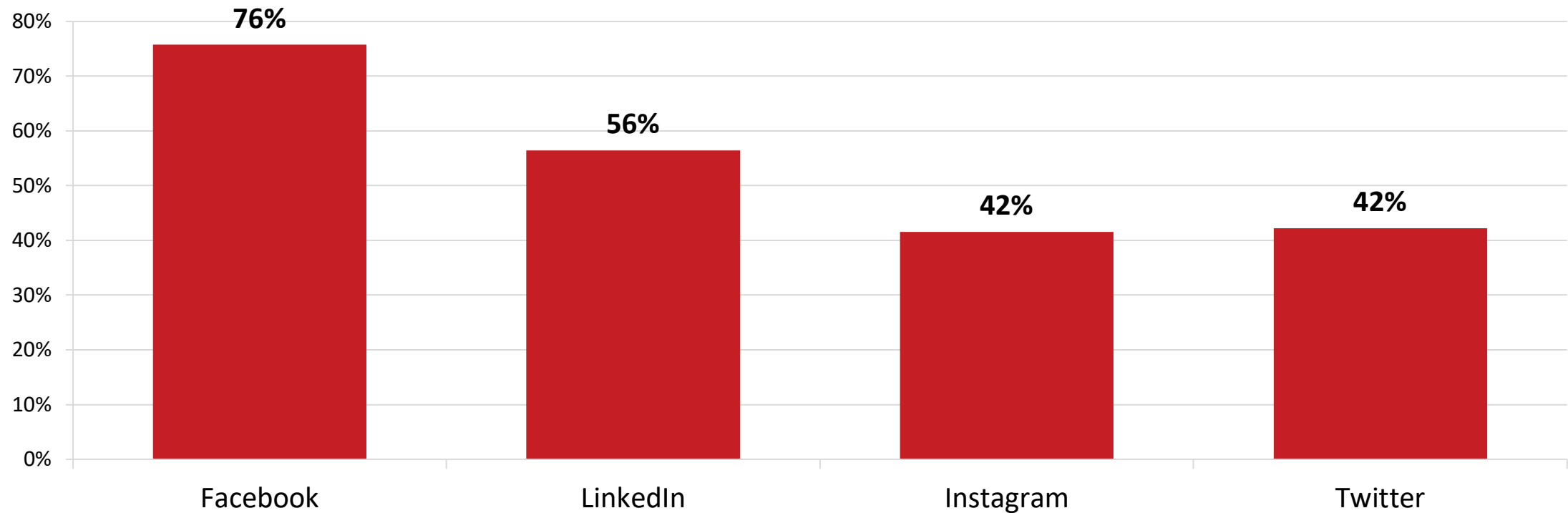


What best describes your feelings about the privacy/security of your personal information on social media?

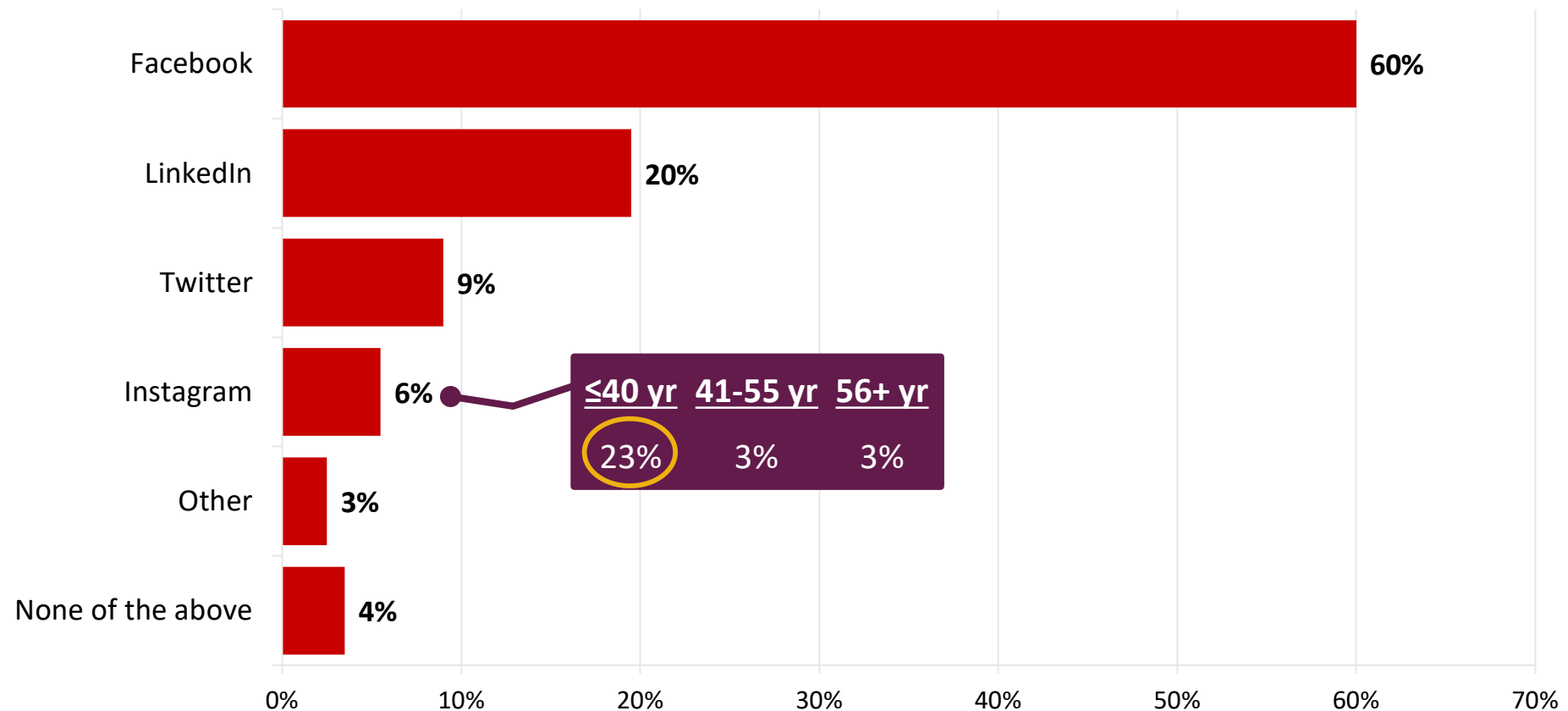


| Where are They
Going and Why?

Federal Workers Top Online Social Sites Used

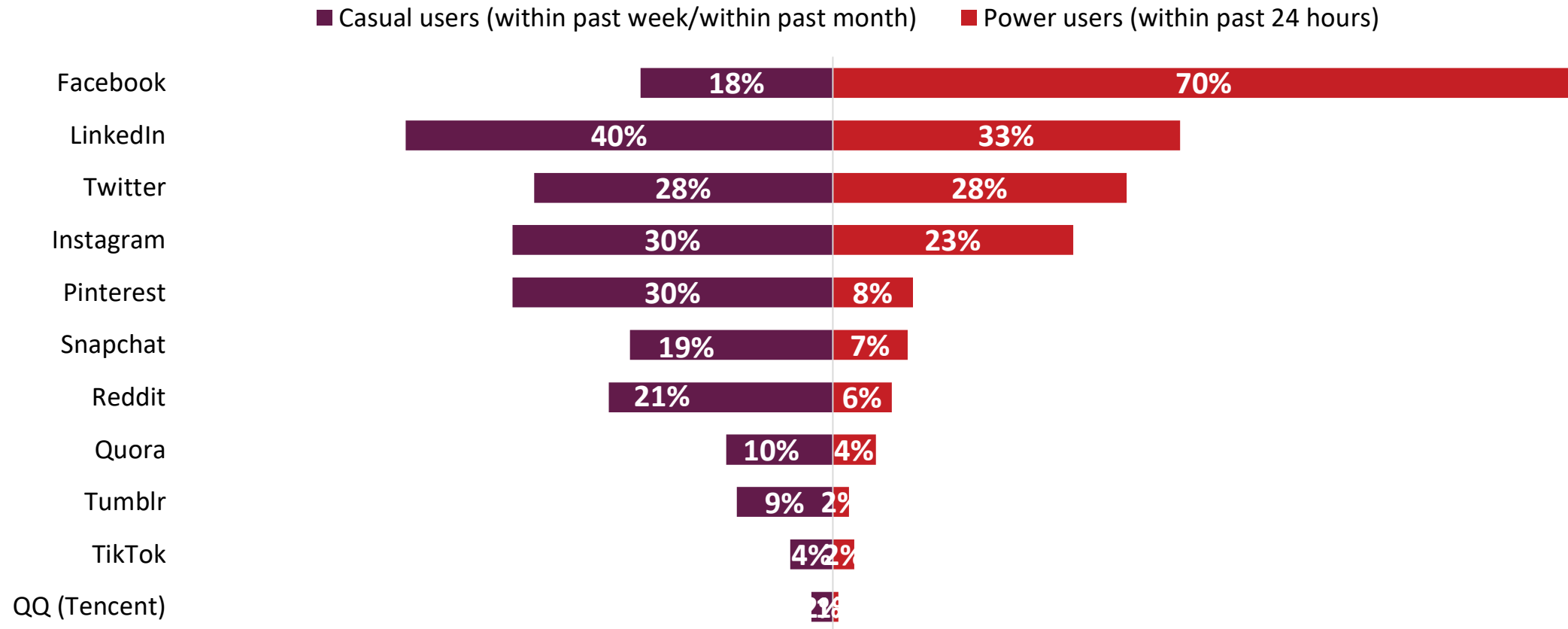


Most Frequently Visited Social Media Site



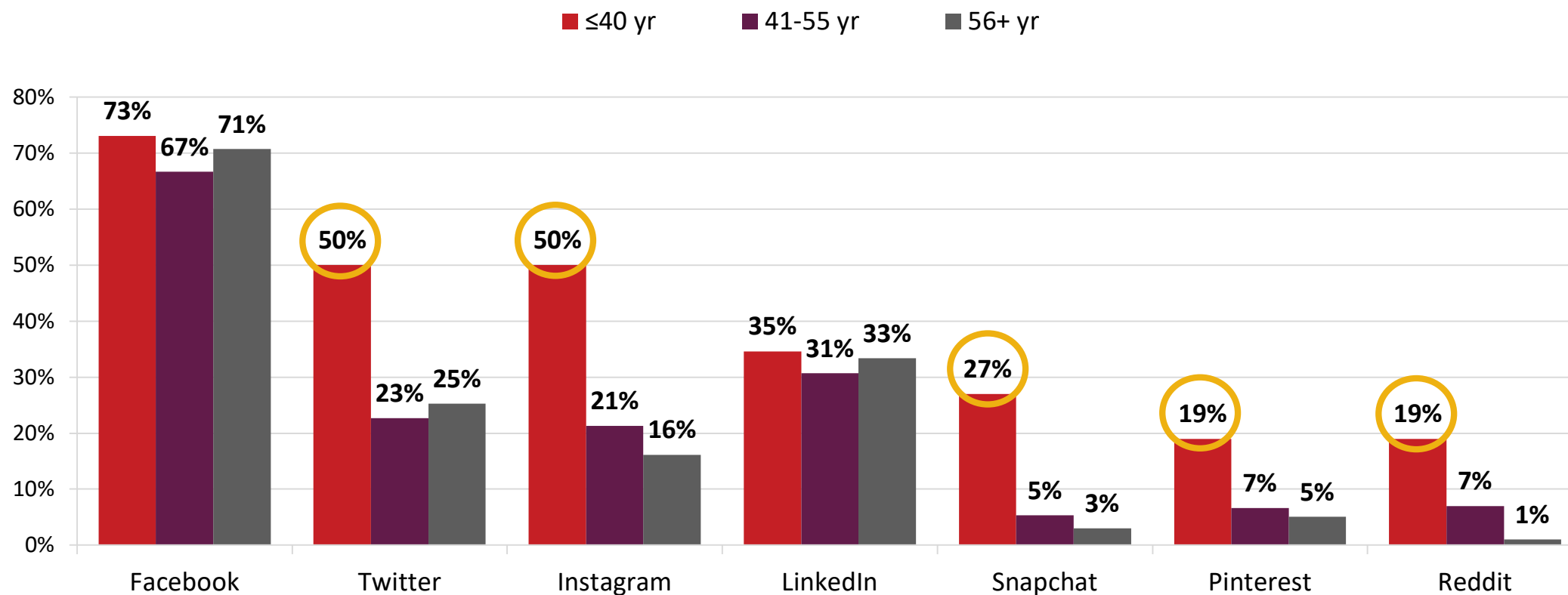
Which site do you most frequently visit while at work or during personal time?

Last Time Social Media Sites Were Accessed



When was the last time you used or accessed the following social media sites?

Those ≤ 40 More Likely to Access Within the Past 24 Hours

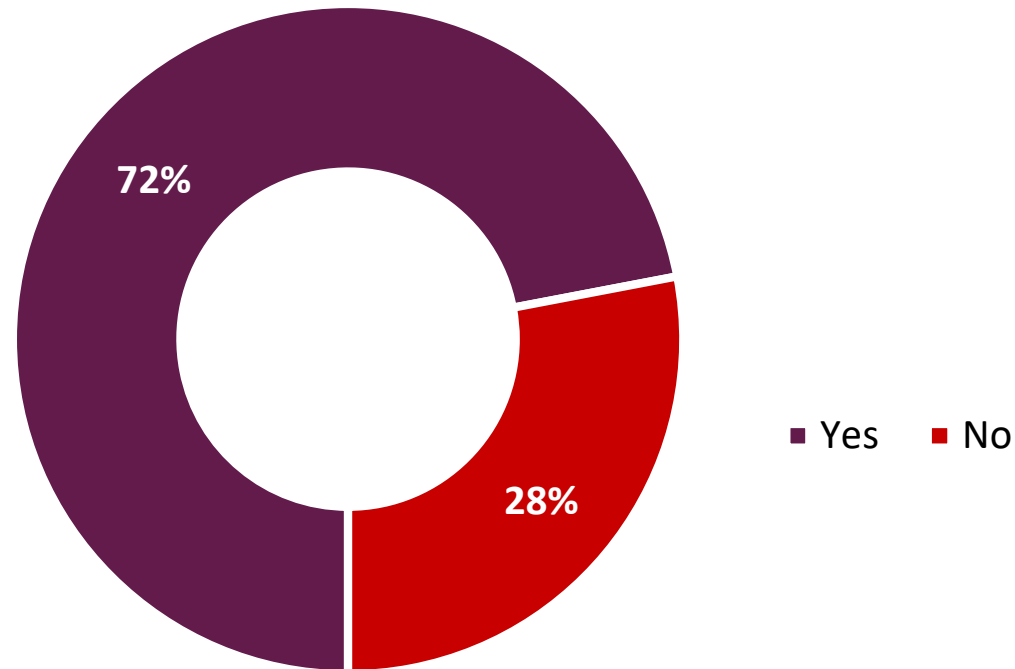


When was the last time you used or accessed the following social media sites?



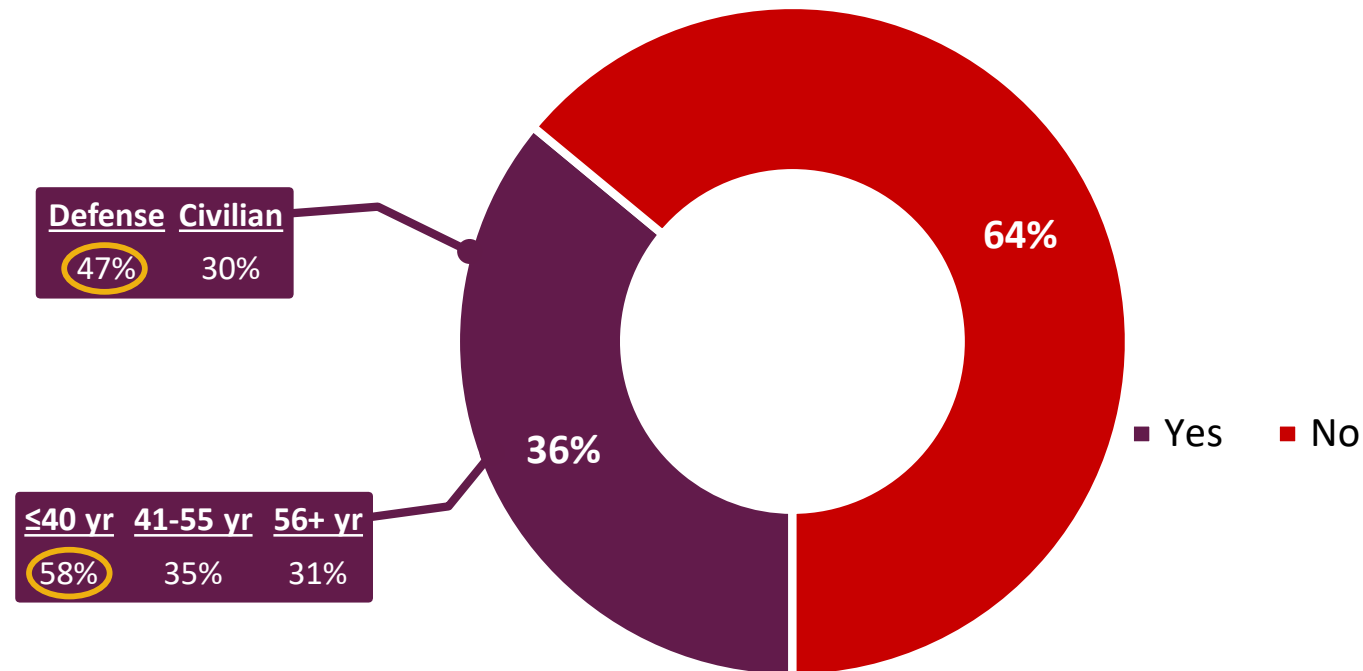
| Social Media for Work

Have you “Friended” Work Colleagues on Personal Social Media Sites?



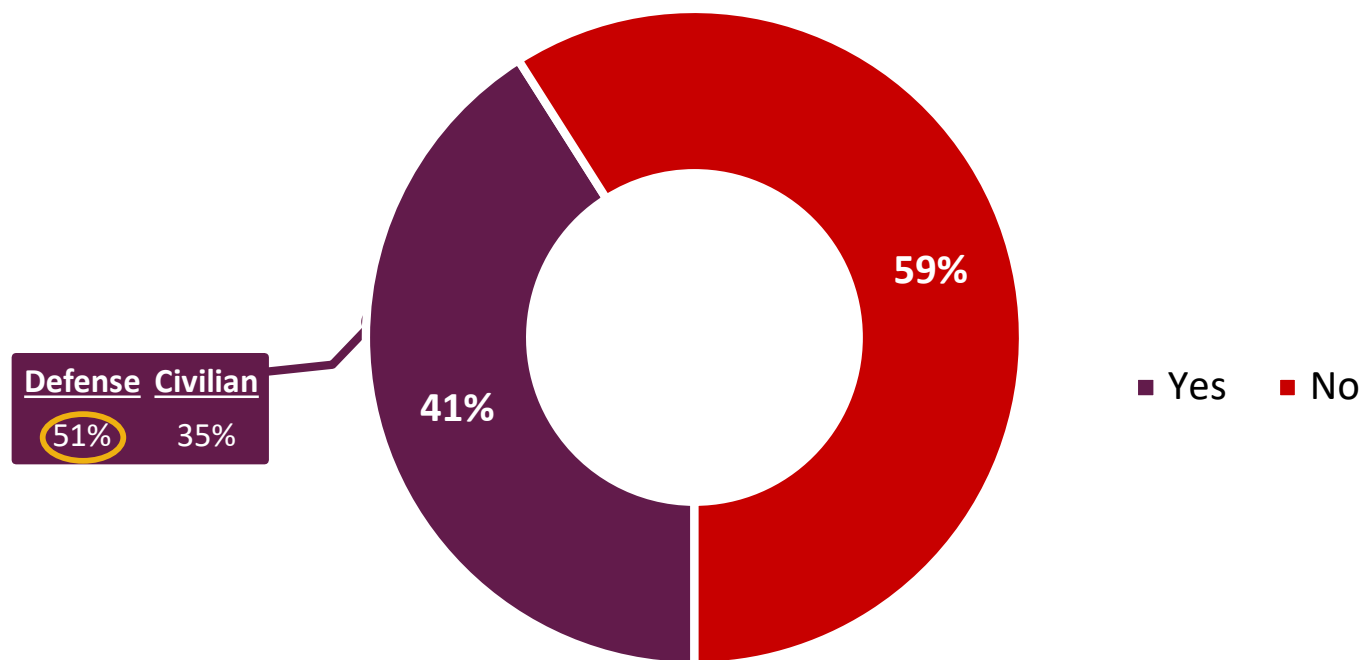
Have you ever “friended” current work colleagues on traditionally personal social media sites like Facebook and Instagram?

Have You Used Personal Social Media to Learn About a Contracting Firm?

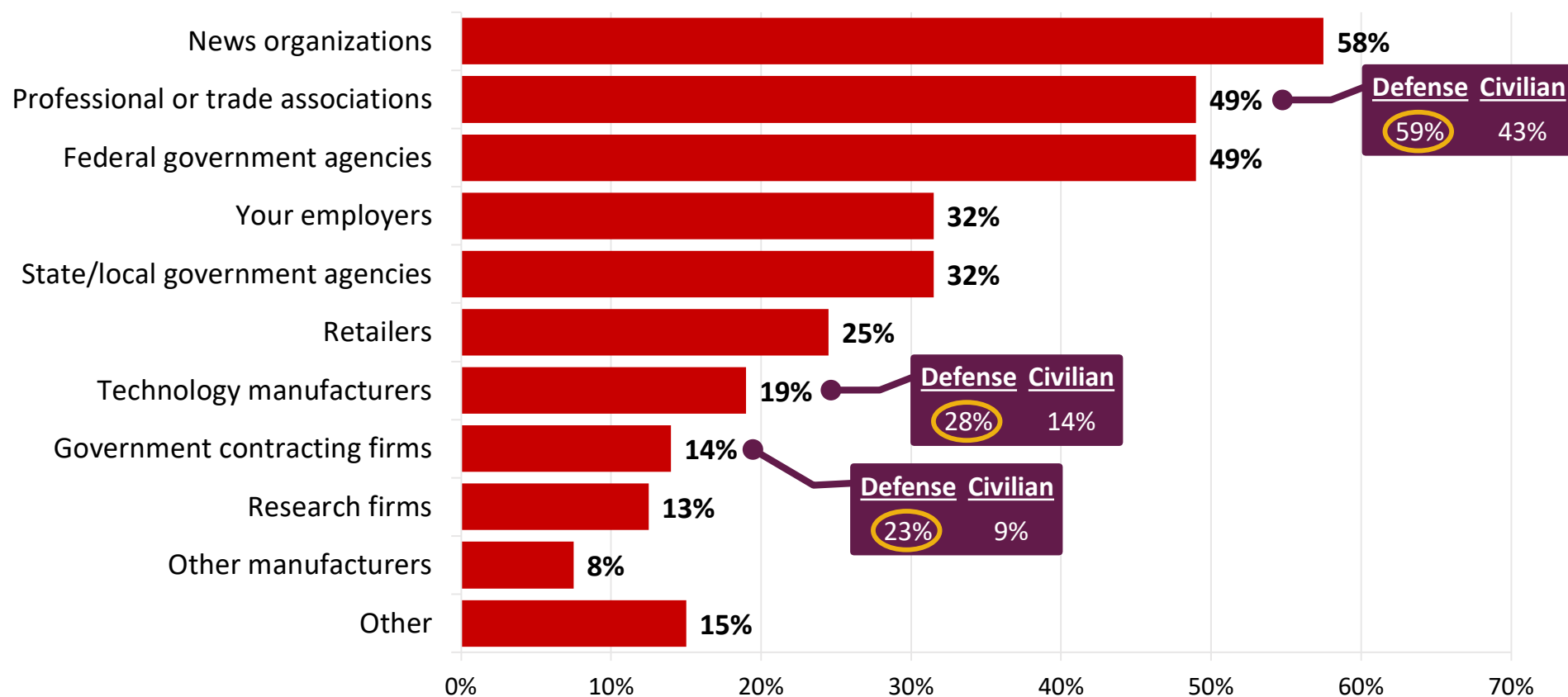


Have you ever used specifically Facebook, Instagram, or Twitter to gain knowledge/learn about a potential contracting firm or vendor?

Have You used Personal Social Media to Learn About Individuals from a Potential Contracting Firm

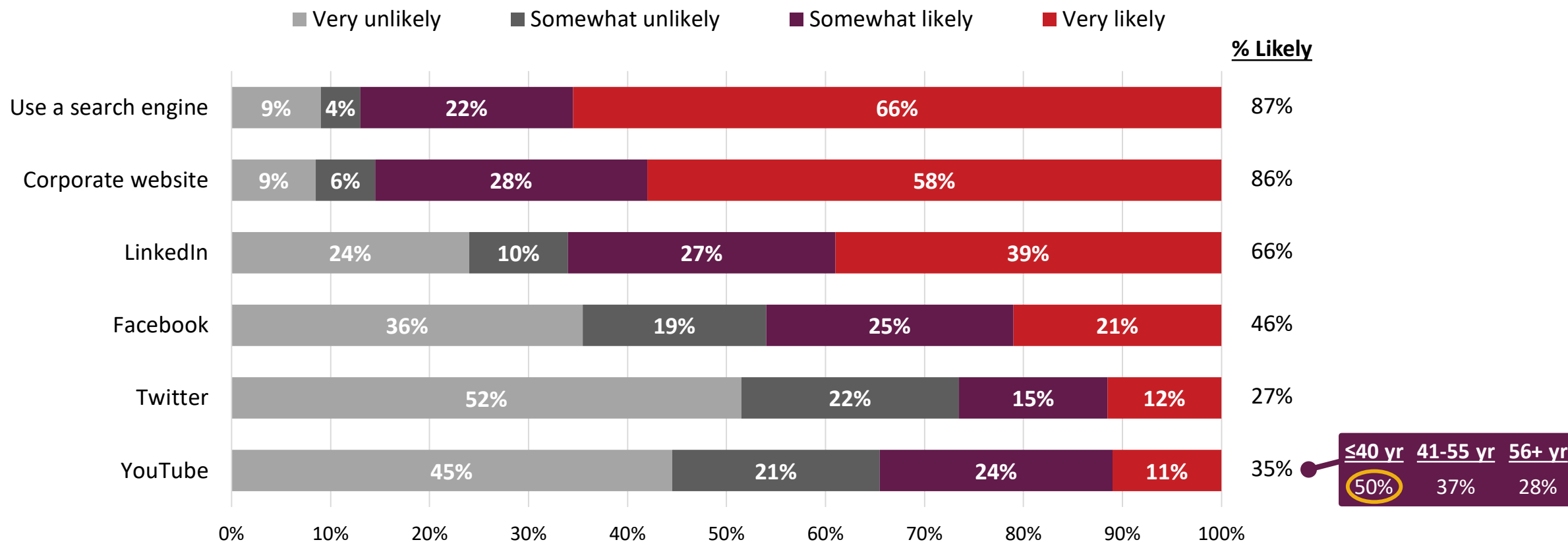


Following on Social Media



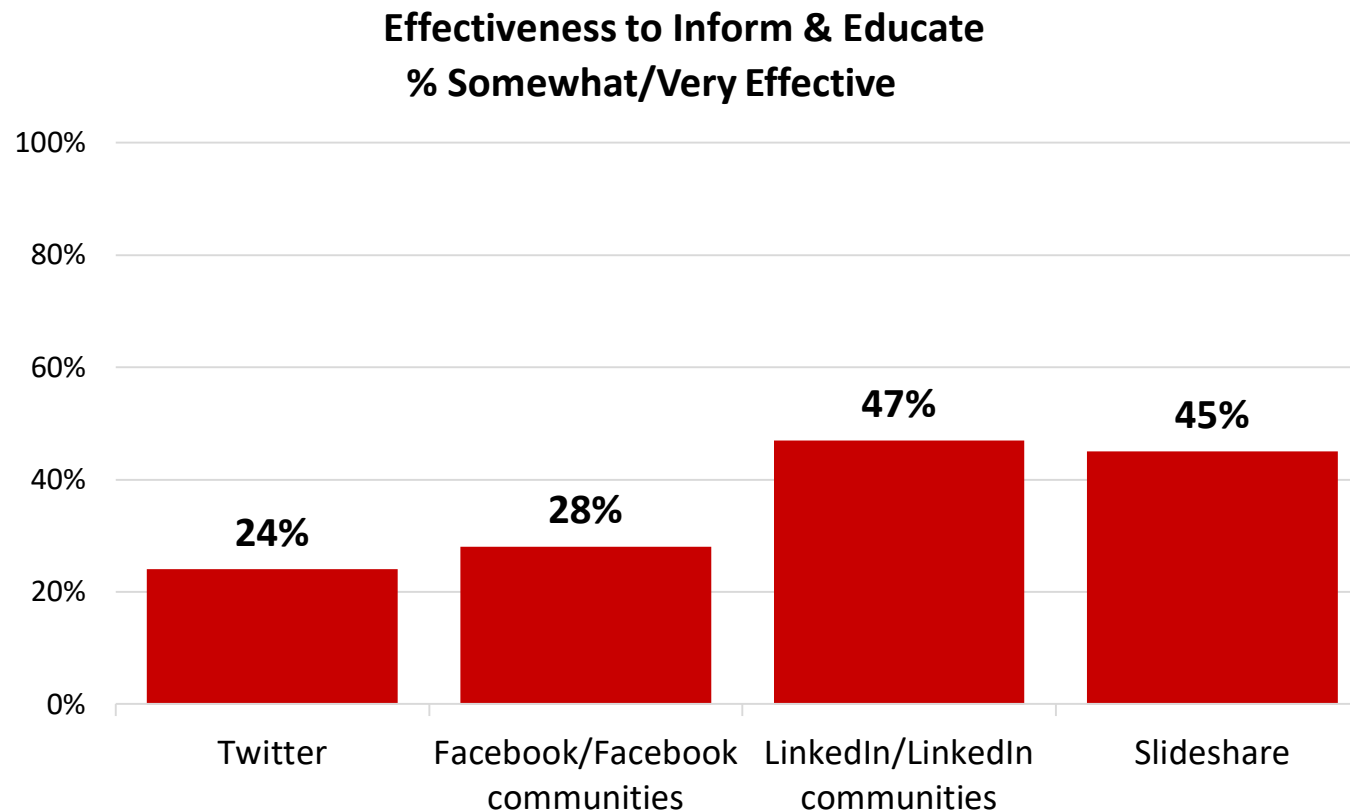
Which of the following do you formally follow on your social media feeds (including LinkedIn, Facebook, Twitter, etc.)? (Select all that apply)

Obtaining Info About a Potential Vendor



Q When reviewing or learning about a potential vendor/partner for work-related purposes, how likely are you to go to the following to perform due diligence and obtain more information?

During the Buying Process



1 in 10



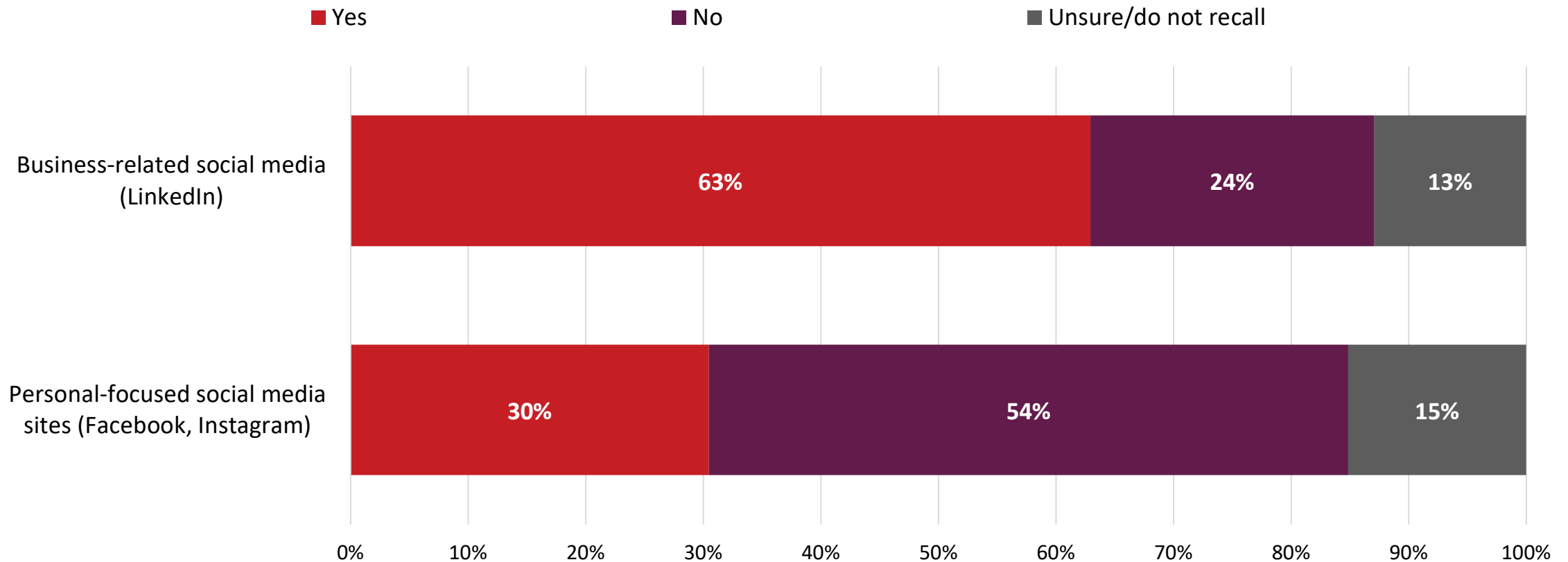
Share work-related online content via social media




Top Motivations to Share

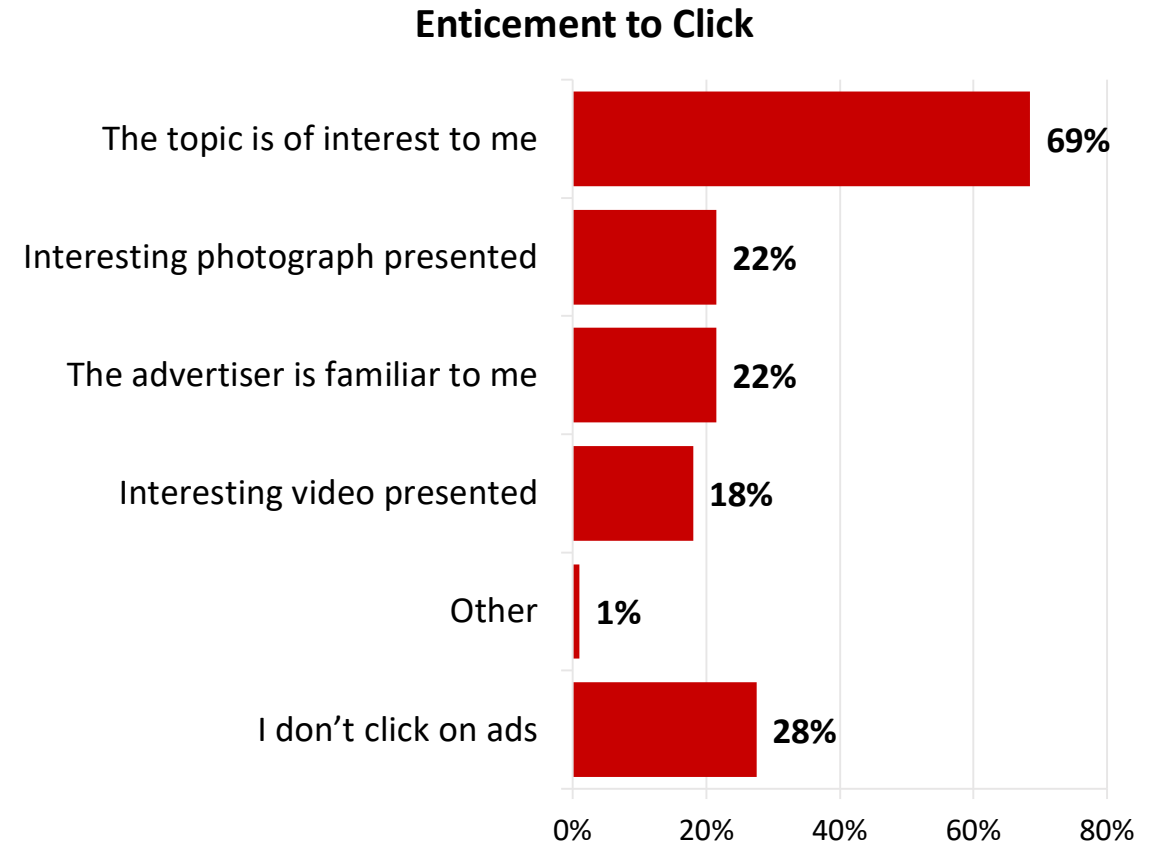
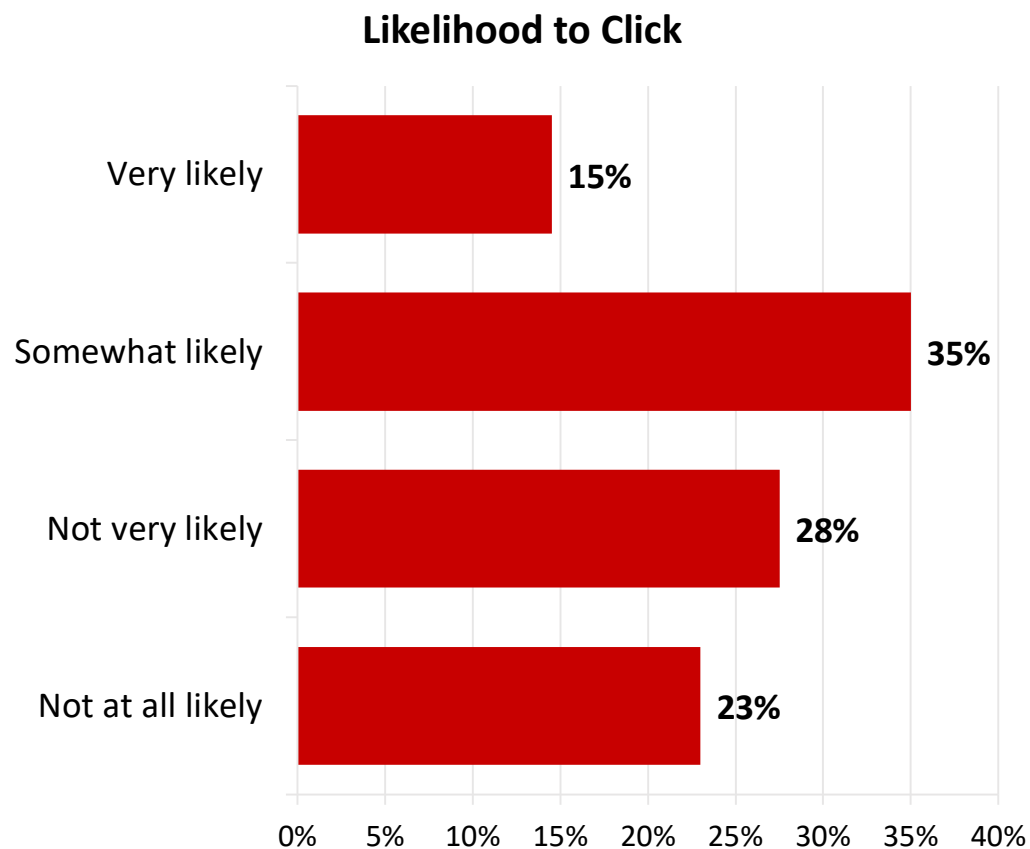
1. Is relevant at a particular point in time
2. Includes valuable data points
3. Contains thought-provoking ideas

Work-Related Ad Recall on Social Media



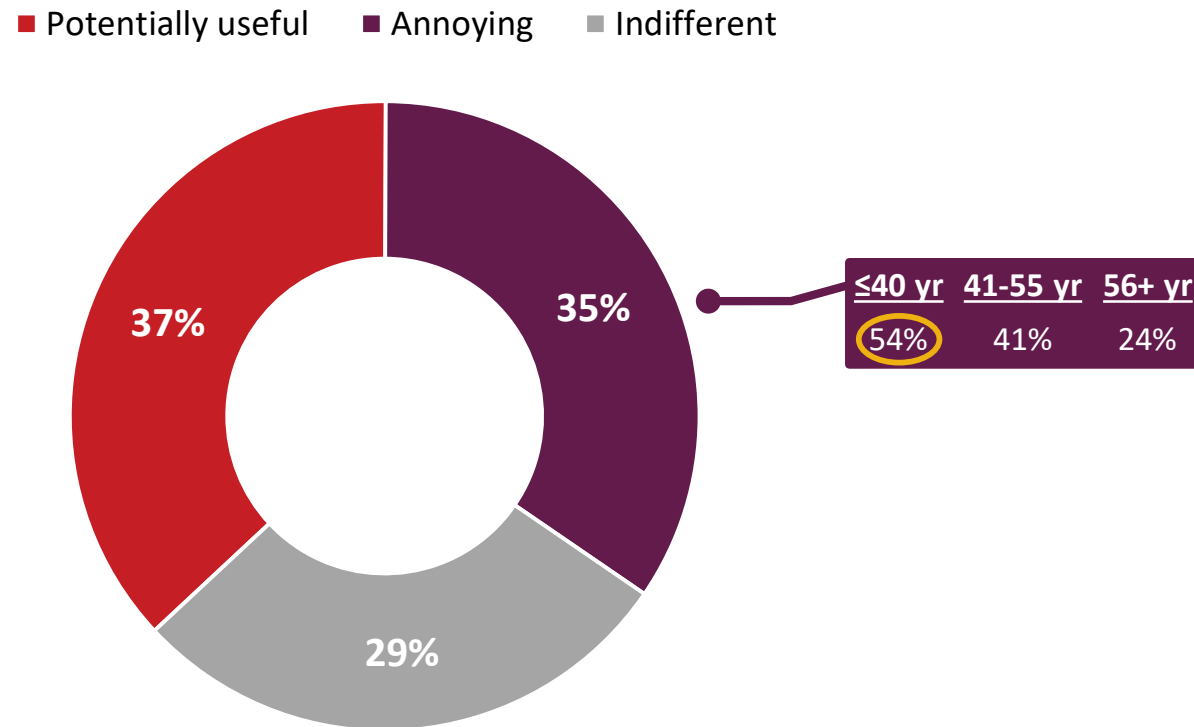
 In the past 7 days, do you recall seeing any work-related ads on either of the following types of social media?

Clicking on Work-Related Ads in Social Media Feed



How likely are you to click on work-related posts/ads that appear in your personal social media feed?
What would entice you to click on a work-related ad in your social media feed?

Attitude Toward Work-Related Ads in Social Media Feed



What is your general attitude toward work-related ads in your social media feed?



| Key Takeaways

Key Takeaways

Feds are just like us. Post when they are most likely to see your updates and with information they want.



- **CONSIDER TIME OF DAY FOR POSTING....**
While we see feds have more access than we originally thought, a majority of time spent is before/after work. Consider high-traffic times for posting updates.
- **...AND WHAT YOU'RE POSTING WHEN**
Feds want information that supports their views and educates. One-quarter note a benefit for training and development and collaboration to solve problems. Be an educator, partner and problem solver.

Key Takeaways

Have a social media policy that ensures all corporate pages are helpful, individuals' feeds don't distract, and your partnerships are leveraged.



- **REVIEW CORPORATE FEEDS AND DISCUSS PERSONAL FEED POLICIES**

Traditionally “personal” social media is being used to research and investigate companies and individuals. An audit of what appears may be necessary when pursuing sensitive contracts, especially in DoD.

- **BASK IN THE HALO OF TRUSTED PARTNERS**

Trade associations and media properties are among the most followed social media sites. They are also among the most trusted as sources of information. Leverage those partnerships to reach your customers.

Key Takeaways

Advertising can take a large chunk of your media purchasing budget. Make smart choices based on where they go and what they want to see.




- **CONSIDER YOUR AUDIENCE AND WHERE THEY'RE GOING**

Feds are frequenting Facebook more than any other social site. Yet twice as many recall work-related ads on LinkedIn over Facebook. Nearly half say they would likely click on a work-related ad. Advertise where they are, not where you hope they are.

- **MAKE SURE YOUR ADVERTISING IS TOPICAL**

Seven out of ten are likely to click on ad that is a topic of interest. This is even more important than some visual components like photos and videos.

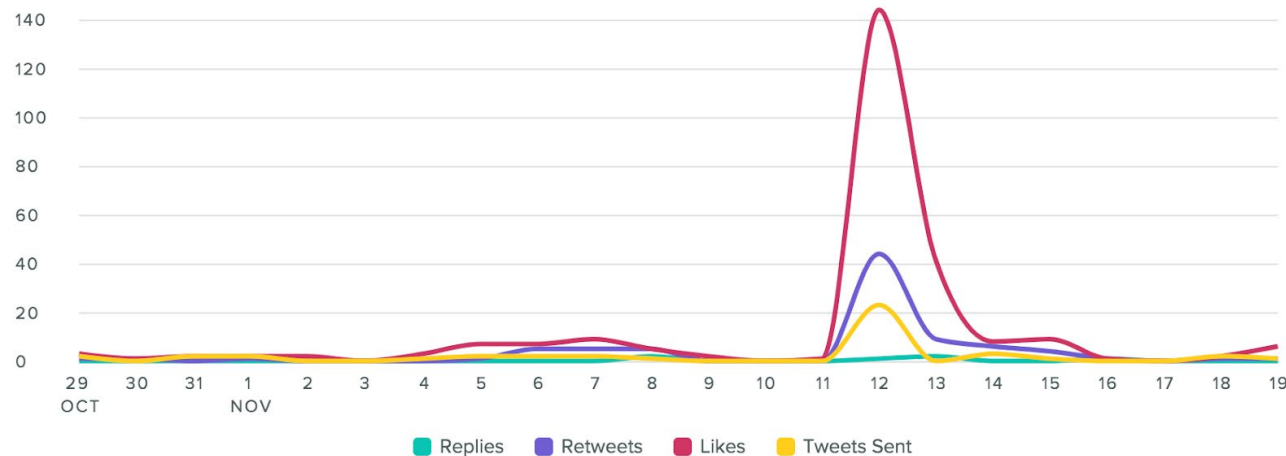


Fireside Chat: | Leveraging Social Media to Reach the Feds

Red Hat 2019 Government Symposium



Engagement count



Red Hat Government
@RedHatGov

#RHGov19 is officially less than one week away! Our very own @davidegts is excited to moderate his panel, 'DevOps Across Government.' where @USCIS' Rob Brown, @DHSgov's Johnny Johnson, and @USDISA's Andrew Malloy join him in discussion.

Register now: bit.ly/2KnxHtJ

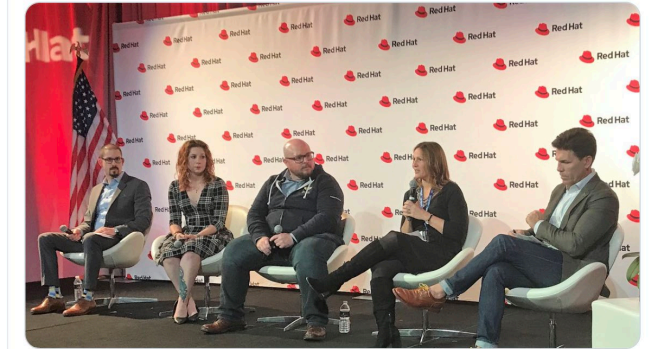


2:52 PM · Nov 6, 2019 · [Twitter Web App](#)

7 Retweets 15 Likes

GSA ✓
@USGSA

"DevSecOps is baked into everything we do at GSA." — Karen Trebon, Lead for GSA's [Code.gov](#), spoke today at the [@RedHatGov](#) Symposium on the culture of collaboration from [#DigitalDisrupters](#). [#RHGov19](#)



1:30 PM · Nov 12, 2019 · [TweetDeck](#)

2 Retweets 11 Likes

Day-of metrics:

- Total engagements: 595
- Increased engagement: 1,309%
*from previous date range
- Organic impressions: 28.9k
- Increased impressions: 1,273%
*from previous date range

The background of the slide features a dark purple overlay on a photograph of classical architecture, specifically the upper portion of columns and a pediment with acanthus leaves. A solid red vertical bar is positioned to the left of the text.

Marketing Resources

Market Connections Studies & Resources

- 2019 Federal Media & Marketing Study Dashboard & Reports
www.marketconnectionsinc.com/fmms2019study/
- 2019 Content Marketing Review: Federal & Beyond
www.marketconnectionsinc.com/cmr2019study/
- Market Connections Federal Central
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Federal Central provides key insights and data to support businesses of all sizes with their federal market strategy. Whether you are looking to access the Federal Media & Marketing dashboard, download additional studies, reports and PulsePolls™ of the federal market or looking for the latest news and trends, this one-stop hub provides you everything you need to hone in on this unique audience.

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Federal Media & Marketing Dashboard

Access to the market's most comprehensive and up-to-date data on the media & marketing habits of federal employees across the country. Login required.



Other Federal Reports & PulsePolls™

Check out Market Connections' surveys, studies and PulsePolls™ around trending topics in the federal market and the contractors who serve them.



Federal Market Blog

Stay up to date on news surrounding the federal market including recent findings, latest contract wins, innovating contractors and Q&As with industry leaders.

REQ Resources



REQ website

www.req.co



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REQ



| Survey

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