



FOR IMMEDIATE RELEASE

Social Networking Redefines Landscape for Job Seekers Around the World

Latest Kelly Global Workforce Index™ Report Finds

TROY, Mich. (May 4, 2011) – More than a quarter of people surveyed from around the world are going online in their hunt for work, but many are growing nervous about the potential career fallout from personal content on social networking sites, according to the latest survey results from global workforce solutions leader, Kelly Services® (NASDAQ: KELYA, KELYB).

The findings are part of a new report, *The Evolving Workforce: Social Media/Networking*, based on results of the [Kelly Global Workforce Index](#), which obtained the views of approximately 97,000 people in 30 countries covering the Americas, APAC and EMEA regions from October 2010 through January 2011.

In the survey, respondents were asked a series of questions relating to their use of social networking as an employment tool, including identifying what social networking sites are most frequently used for searching for jobs and by what method they obtained their last job. The survey also sought to identify the impact of social media content on people's careers, and issues regarding the use of social networking within the workplace.

Online job boards have become the dominant source for people to find work, with more than a quarter (26 percent) of respondents using them to secure their most recent job, ahead of other job search tools - word-of-mouth (22 percent), recruitment and staffing companies (17 percent), direct approaches from employers (17 percent), print advertisements (7 percent) and social media sites (1 percent).

Even though a small number of people secured their most recent job through a social networking site, almost a quarter (24 percent) of respondents say they search for work using social networking sites, with the results showing the highest use by Generation X and Baby Boomers.

The results also revealed:

- The most popular social networking sites to find work are Facebook® and LinkedIn®, preferred by 33 percent and 32 percent respectively. A further 23 percent use "other" sites, 10 percent use blogs, and 3 percent use Twitter®.
- Facebook is the overwhelming preference of Generation Y participants, while LinkedIn is favored by Generation X and Baby Boomers.

-more-

- More than a quarter of respondents (26 percent) are worried that material from their social networking page could adversely impact their careers. All generations share concerns about the potential career fallout from social networking content, but Generation Y is the most worried.
- More than a quarter of respondents (28 percent) believe it is essential to be active on social media in order to advance their careers.
- Almost a third of respondents (30 percent) say that their employers have a social media or social networking policy that regulates use at work.
- The vast majority of respondents (68 percent) spend an hour or less each day on social media sites, while 19 percent spend no time at all. Only 13 percent spend an hour or more each day.

For more information about the *Kelly Global Workforce Index* and key regional and generational findings, please visit the Kelly® [Press Room](#) or www.kellyservices.com. Results on the next topic, Drivers of Career Choice/Career Progression will be released in August 2011.

About the Kelly Global Workforce Index™

The [Kelly Global Workforce Index](#) is an annual survey revealing opinions about work and the workplace from a generational viewpoint. Approximately 97,000 people from the Americas, APAC and EMEA responded to the 2011 survey with results published on a quarterly basis. Kelly Services was the recipient of a MarCom Platinum Award in 2010 and a Gold Award in 2009 for the Kelly Global Workforce Index in the Research/Study category.

About Kelly Services®

Kelly Services, Inc. (NASDAQ: [KELYA](#), [KELYB](#)) is a leader in providing workforce solutions. Kelly® offers a comprehensive array of outsourcing and consulting services as well as world-class staffing on a temporary, temporary-to-hire and direct-hire basis. Serving clients around the globe, Kelly provides employment to more than 530,000 employees annually. Revenue in 2010 was \$5 billion. Visit www.kellyservices.com and connect with us on [Facebook®](#), [LinkedIn®](#), and [Twitter®](#).

###

Media Contacts:

Asia Pacific Jaquilin Danker Kelly Services +65 6494 6066 Jaquilin_danker@kellyservices.com.sg	Europe Tamara Achba Kelly Services +41 32 737 1829 Tamara.achba@kellyservices.eu	Americas Kathy Fisher Kelly Services +1 248 244-4909 kathy_fisher@kellyservices.com
---	--	--