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SOCIAL NETWORKING CHANGING THE LANDSCAPE FOR SOUTH AFRICAN JOB SEEKERS, KELLY GLOBAL WORKFORCE INDEX™ FINDS

(9 May 2011) – Almost one-in-four people surveyed from South Africa are using social media in their hunt for work, but many are growing nervous about the potential career fallout from personal content on social networking sites.

This is according to the Kelly Global Workforce Index™, a survey from global workforce solutions leader Kelly Services® containing the views of approximately 97 000 people in 30 countries including the opinions of more than 1 000 South Africans thanks to the collaboration of JSE-listed employment services provider the Kelly Group. The two companies signed a global partnering agreement in June last year.

The survey shows 29 percent of respondents secured their most recent position through “word-of-mouth” referrals, the leading source of jobs ahead of recruitment/staffing firms, used by 26 percent, followed by direct approaches from employers (20 percent), print advertisements (10 percent), online job postings (8 percent), “other” methods (5 percent), and social media sites (1 percent).

Even though a small percentage of people actually secured their most recent job through social networking, 24 percent are scouring social media sites, such as Facebook®, LinkedIn® and Twitter®, seeking job openings or promotions.

The survey, conducted from October 2010 through January 2011, shows that while social media is active as an employment tool, so too is apprehension about the damage it can have on careers. More than a quarter of respondents admit to deliberately editing content on their social networking pages to avoid career problems.

“The use of social media in finding work is becoming more common because it allows people to target exactly the job they want, and even the organisation where they want to work,” says Tracey Czakan, Kelly Group sales and marketing director. “Candidates and employers are becoming more adept in using this medium, which will see it grow and evolve as a means to find work and advance careers.”

Results of the survey in South Africa show:

- Facebook is the most popular social media site for Gen Y (aged 18-29) and Gen X (aged 30-47) respondents to look for work, but blogs and other specialist sites are preferred by Baby Boomers (aged 48-65).
- 25 percent of respondents say they are worried that material from their social networking sites could adversely impact their careers.
- 50 percent of Gen Y respondents say it’s essential to be active on social media in order to advance their careers, but only 39 percent of Gen X and 19 percent of Baby Boomers feel the same way.
- 50 percent of respondents say their employers have social networking policies that regulate use at work.
- Industries where employees are most active in online conversations include Oil/Gas, Education, Transport/Distribution, and Utilities.
- Those most active in searching for jobs online are in Kwazulu Natal, where 29 percent use social networking to seek work, followed by Western Cape (26 percent), Eastern Cape and Gauteng (both 23 percent).

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And despite the rise in popularity of social networking, the vast majority of respondents (68 percent) spend an hour or less per day on social media sites, while 24 percent spend no time at all. Only 8 percent spend an hour or more each day.

“It’s clear that social networking is changing the way that people seek out work and engage in conversations about work opportunities. Like any new technology, people are learning that there are positives and negatives, and they need to be careful that they are tapping into the best elements of the Internet when their careers are involved,” says Czakan.

Background information:

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. Analysis of the 2011 data was conducted by Echo Research. 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 the Kelly Group

Kelly Group Limited, which is listed on the Johannesburg Securities Exchange in the Support Services – Business Training and Employment Agencies sector, is the parent company of a group of businesses engaged in the provision of comprehensive employment services, skills development and outsourced solutions. In June 2010, the Kelly Group signed a global partnering agreement with Kelly Services, Inc, in terms of which both companies will make their services available to clients outside the other’s traditional geographic footprint and will collaborate together on certain global projects. Visit www.kellygroup.co.za.

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](#), & [Twitter](#).

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