

C-Suite Survey - Executive Summary

June 25, 2014 – This 35th edition of the C-Suite Quarterly survey, conducted on behalf of KPMG; published and broadcast by the *Globe and Mail's Report on Business* and BNN, was conducted by telephone with 129 C-level executives from ROB 1000 companies between June 4th and June 24th, 2014. This quarter's survey dealt with adoption of social media and online strategies by Canadian business, as well as forecasts for the economy and business over the next year.

Many companies are active in the social media sphere, especially services sector businesses.

- A substantial number of executives say their companies are active in social media with official corporate accounts Facebook or Twitter.
 - 51% of companies have a Twitter account; 43% on Facebook; 40% on LinkedIn.
 - Two thirds of service sector companies have a Twitter account and most have a Facebook account.
 - 47% said it plays a very or somewhat important role in their communications and marketing.
 - About half intend to increase their social media initiatives: these are again mostly larger employers and those in the services sector.
- Most executives agreed social media is a cost-effective communications & marketing tool.

But few are enthusiastic

- Only 23% said it substantially changes how they market or communicates.
- Just over half believe that the value of social media to businesses is overrated.
- 53% of those using social media said it's not helping their bottom line.
- Many – about half – admit they know little about social media.
- But many more executives believe social media presents a reputational risk for companies. This is the one thing that executives seemed most certain about on this topic.

Best uses of social media

- Most of the C-Suite believes that social media is most helpful for: professional search, networking, vetting job applicants and their companies' brands and PR.
- They were less likely to say social media is helpful for following business news, investor relations or media relations.

One in Three Companies Dedicate Budget to Social Media

- ❑ A third of companies have dedicated budget and resources to social media. Among services companies and also larger businesses, it's a majority that have done so.
- ❑ And a third of companies have shifted marketing budget from paid media to social media. Again, among, most have shifted budget to social media. On average, companies that have shifted budgets have moved 20% of their media budget to social media.

Executives' Personal Social Media Use

- ❑ 57% of executives have their own social media accounts set up in their name.
- ❑ Among all executives surveyed, 53% are on LinkedIn, 38% are on Facebook, 25% on Twitter.
- ❑ Most with social media accounts are using their accounts for personal/social reasons but somewhat more said they use their accounts for professional networking. They were far less likely to say they use their personal accounts to promote their companies.
- ❑ The majority post to their accounts only occasionally (seldom) or never. Few (4%) post to their accounts every day. None admitted to posting to their accounts more than once a day.
- ❑ Very few companies encourage social media use at work but most are neutral about their employees' use of social media on company time. Only 3 in 10 employers actively discourage social media use by employees at work.

The Economy

- ❑ Forecasts for the Canadian economy has improved only slightly this quarter. The vast majority expect only slow growth for the economy.
- ❑ Again this quarter, forecasts are slightly more favourable about growth in the US.
- ❑ When it comes to their own businesses, companies are again only slightly changed from last quarter: 32% expect strong growth, 52% expect moderate growth.
 - Among resources companies, more are reporting strong growth this quarter than last, but a significant number still report serious concern: 17% expect their companies to decline over the next 12 mos.

More detailed information and a presentation of this quarter's findings is from Gandalfgroup.ca .