



## Social Networking in the Enterprise: Networking, or Not Working?

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### Survey Methodology

FaceTime Communications surveyed more than 1,100 prospects, customers and other IT professionals identified through Twitter, Facebook, Plaxo and LinkedIn between May 21 and June 1 to determine attitudes toward securing and managing social networking in the enterprise. 43 percent of respondents represented companies with greater than 1,000 employees.

### Top Line Results

The survey revealed that social networking is widely accepted by IT professionals – as long as it is secure and compliant. Nearly 50 percent of respondents are planning to increase security and management of social networking use within the next year.

### Social Networking at Work

39 percent of IT professionals reported logging into the social networking sites themselves at least once per day, while only 13 percent said they never use sites such as Twitter, Facebook and LinkedIn.

Nearly 40 percent of respondents believe that employees at their companies are using social networking sites between one and five hours per week. Additionally, most believe these employees are using multiple Web 2.0 applications.

Not surprisingly, the types of Web 2.0 applications IT managers believe have business use, and would therefore allow in their organizations, include Web Conferencing, such as WebEx, and Voice over IP, such as Skype.

Social networking applications, LinkedIn, Facebook and Twitter for example, were viewed as having some business value and therefore important to allow on the network by 46 percent of the IT respondents. Also not surprisingly, 73 percent deemed virtual worlds such as Second Life as having no business value. Likewise, 58 percent of IT managers felt the same about IPTV and 45 percent about iTunes.

### IT Concerns and Attitudes about Social Networking

43 percent of IT respondents said they felt that social networking has no measurable business benefit and should be allowed only if it can be secured and controlled, and 31 percent said it is critical to business but must be secure and compliant.

The attitudes about social networking's usefulness are at opposite ends of the spectrum, but the need for security and compliance is consistent. Only 3 percent of respondents said that social networking is critical to business and should be allowed *regardless* of security. Less than 10 percent believed that social networking should be banned in the workplace.

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Malware prevention is seen as an important aspect of securing and managing social networking by 90 percent of respondents, and two-thirds of respondents placed high-importance on controlling which groups or individuals can use social networking on the enterprise network and for how long.

The majority of respondents felt that better employee communication is the primary benefit of social networking and only 12.5 percent felt that social networking presents no benefit to the organization. Respondents ranked the list of benefits as follows:

1. Better employee communications
2. Faster decision times due to collaboration
3. Improved marketing communications
4. Improved customer service and support
5. Lead generation for sales
6. Increased productivity
7. More efficient recruiting
8. Effective analyst relations

### **FaceTime Communications and Web Security**

FaceTime's Unified Security Gateway (USG) is a secure Web gateway appliance that integrates Web 2.0 application detection and control, gateway malware protection and Web filtering with FaceTime's best-in-class IM hygiene and archiving. . With this single point of control, more than 2,100 Web and real-time applications and many thousands of social networking applications can be tracked, monitored and controlled to give organizations complete visibility into all Internet communications, and simplify administration.

With USG, IT administrators can set time of day or usage policies across all applications and view detailed reports to gain complete visibility into employees use of the network – not only in terms of browsing but also specific Web 2.0 usage. This complete visibility and control provides IT with a distinct advantage in managing network resources in addition to securing against inbound malware and putting controls in place to prevent outbound data leakage.

FaceTime is headquartered in Belmont, California. For more information visit <http://www.facetime.com> or call 888-349-FACE. The FaceForward blog, at <http://blog.facetime.com>, offers thoughts and opinions about the changing nature of Internet applications.

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