

Status Update: Executives Rank Facebook First

Survey Reveals Preferred Social Media Platforms Among Creative Managers and Workers

TORONTO, Sept. 5, 2017 /CNW/ - Whether for business or pleasure, Facebook reigns supreme among managers and employees, according to new research from staffing firm The Creative Group. When asked which social media platform they would choose if limited to one for both professional and personal use, the top response among advertising and marketing executives (44 per cent) and workers (58 per cent) was Facebook. LinkedIn came in second, cited by 17 per cent of creative managers and 13 per cent of professionals.

As for business opportunities, advertising and marketing executives said Facebook will be the most important social media site for advertising and marketing in the coming year. They predict social messaging (33 per cent) and video (28 per cent) trends will have the biggest impact on their advertising and marketing strategy.

Advertising and marketing executives and workers were asked, **"If you had to limit yourself to only one social media platform for your professional and personal use, which of the following would it be?"**

	Executives	Workers
Facebook	44%	58%
LinkedIn	17%	13%
Twitter	11%	6%
Instagram	9%	7%
Pinterest	7%	4%
YouTube	5%	8%
Snapchat	1%	1%
Other/don't know	<u>5%</u>	<u>3%</u>
	99%*	100%

**Responses do not total 100 per cent due to rounding.*

View an [infographic of the full survey findings](#)

"Social media platforms are ever-evolving, and companies must keep tabs on the online preferences of their target audiences to determine how best to engage with and appeal to them," said Deborah Bottineau, senior regional manager of The Creative Group. "Employers should leverage the digital expertise of professionals who can identify new and popular social tools, and use them to drive brand awareness and improve customer experiences."

Bottineau added, "Tapping the insights of social media consultants or freelancers can be a great way for companies to fill knowledge gaps on their teams, and ensure advertising and marketing initiatives are supported and successful."

Additional findings:

- If limited to one social media site, Instagram was the second-most popular response among workers ages 18 to 34 (13 per cent), while it was LinkedIn for those ages 35 to 54 (16 per cent) and 55 or older (15 per cent).
- Instagram and LinkedIn tied for second as the preferred social media site among female workers (10 per cent each), while LinkedIn (15 per cent) and YouTube (11 per cent) ranked second and third among males.
- Advertising executives ranked Instagram as the second-most important social media site for businesses in the coming year, while marketing executives listed Twitter.

About the Research

The surveys were developed by The Creative Group and conducted by independent research firms. They include responses from more than 400 U.S. advertising and marketing executives, and more than 1,000 U.S. workers 18 years or older and employed in office environments.

About The Creative Group

The Creative Group (TCG) specializes in connecting interactive, design, marketing, advertising and public relations talent with the best companies on a project, contract-to-hire and full-time basis. For more information, including job-hunting services, candidate portfolios and TCG's [blog](#), visit roberthalf.ca/creativegroup. Follow us at roberthalf.ca/blog and [@RobertHalf_CAN](#) on Twitter for additional workplace news and hiring trends.

SOURCE The Creative Group

For further information: Naz Araghian, 416.865.2140, naz.araghian@roberthalf.com

<https://press.roberthalf.ca/2017-09-05-Status-Update-Executives-Rank-Facebook-First>