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News Story

Social networking costs UK businesses dearly

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By Mike Jones

Use of Twitter and other social networks by employees at work is costing UK businesses £1.38billion a year in lost productivity.

More than half (57%) of those surveyed by IT services and technology company Morse said that they used social networking sites during the working day for personal use.

On average those people were spending 40 minutes on these sites each week, equating to just under a full working week being wasted each year by employees using social networking sites at work.

The time wasted could even be higher as the research also revealed that on average office workers think that their colleagues spend nearly an hour (59 mins) each day at work on social networking sites. This clearly shows the productivity strain that such online behaviour is having on businesses.

"The popularity of social networking sites such as Twitter and Facebook has grown considerably over the last couple of years, however with it has come the temptation to visit such sites during office hours. When it comes to an office environment the use of these sites is clearly becoming a productivity black hole," said Philip Wicks, consultant at Morse.

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Posted By Nicholas Lakeland - Silverman Sherliker LLP on Tuesday 27th October 2009 12:10:19

Employers need to think a little bit more laterally and look at where social networking can add value to their business. Whilst I agree that a degree of control is required so as to ensure that employees actually do their work there is a lot to be gained from encouraging employees to exploit all the business opportunities which social networking can bring. We certainly find that we gain work through our use of such sites.