

Social Media is NOT replacing direct communications for senior executives

Submitted by: Western Associates PR

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Senior execs are not shunning social media, but more than 40% in a survey by Not Actively Looking prefer live interaction

LONDON, 21-11-19. Not Actively Looking (NAL) (<https://notactivelylooking.com>) - a career management platform for senior executives, has announced the results of its survey "Is Social media more important to senior executives than it was three years ago?"

The online survey of 450 senior executives was conducted by NAL and looked at their usage patterns of social media. While 84% use social media today more than they did three years ago and close to 70% use social media daily, only 4% rely exclusively on social media for communicating and 41% prefer real life conversations most of the time.

All are members of NAL and typically in the 35-55 age range.

Ninety nine percent have an account with LinkedIn, 63% with Facebook, and 46% with Instagram, the third most popular social media channel. Twitter was in fourth place with 40%.

"There's no fear of the art of face-to-face conversation being lost any time soon," says Orit Reiter, an organisational psychologist. Reiter adds, "Social media has obviously altered people's behaviour in various ways, but while having a presence on LinkedIn or other such platforms is viewed as a necessity, direct communication is viewed not only as a necessity but as a desirable means of communication."

Other findings: 8% use social less than 3 years ago; 6% of respondents rarely use social media; few - 4.5%, - use social media for social purposes; most, 64%, use it for both business and socially, while more than a quarter, 26%, use it for business only.

The majority, 60%, use social media as an observer, rather than as an active contributor (33%).

For a full analysis of the survey, see

<https://notactivelylooking.com/#/content/the-results-of-our-survey-is-social-media-more-important-to-senior-executives-than-it->

For more information, contact support@notactivelylooking.com

About Not Actively Looking

Not Actively Looking is a career management platform for senior executives, including non executive directors - and interim executives, alike. The platform enables the executives to share confidential information about career aspirations and requirements with executive search firms of their choice, as well as offering a wealth of career management resources, and access to selected executive coaches, and other career services. Web: notactivelylooking.com

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Note to the press. For more information please contact Anthony Harling anthony@notactivelylooking.com