

# The use of Social Networking sites in the Workplace

## Calculating the productivity loss figure

\* Please find below information about how this figure was calculated.

- The 57% of office workers that use social networking sites at work do so for 40 minutes per week =  $40 \times 52$  weeks per year = 2080 minutes per year or 34.67 hours per year on social networking sites at work
- According to the Office of National Statistics £444 is the average weekly wage, which equates to an hourly rate of £11.68 (assuming a 38 hour week)
- $11.68 \times 34.67 = £405.10$  per year per person in lost productivity due to using social networking sites for personal use during office hours
- Therefore the use of social networking sites such as Twitter for personal use is costing UK businesses £1387,563,964.33 (£1.38 billion) per year in lost productivity ( $£405.10 \times (0.57 \times 6,009,233)$  office workers in the UK) = £1387,563,964.331 (£1.38 billion)