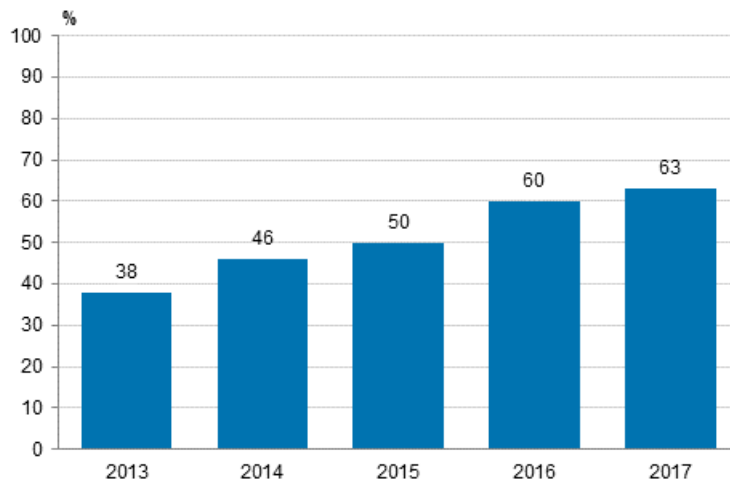


Use of information technology in enterprises 2017

Enterprises use social media extensively

Sixty-three per cent of enterprises use social media. The number of enterprises that use social media has increased by 25 percentage points in the past four years. These data derive from Statistics Finland's survey on information technology in enterprises.

Use of social media in 2013 to 2017, share of enterprises with at least ten employees



By industry, social media is most commonly used in information and communication activities by 95 per cent of enterprises, and least commonly in construction enterprises (42%). Among the smallest enterprises, with 10 to 19 employees, social media was used by 58 per cent, and among the largest enterprises, with more than 100 employees, by 86 per cent.

Social media has become a worthwhile recruitment channel as 53 per cent of enterprises that use social media, use it for recruitment. The clearly most common purpose of use for social media was to improve the enterprise's image or market products, by 89 per cent of enterprises that used social media. Responding to customer opinions, reviews or questions on social media was also a very common purpose of use, in 58 per cent of these enterprises. Utilisation of social media seems to be quite versatile in enterprises.

These data were collected with an inquiry in spring 2017 and they apply to enterprises with at least ten employees.

Contents

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Source: Use of Information Technology in Enterprises 2017, Statistics Finland