

“What’S uP” - Newsletter Winter 2016

Dear former and current interns,

This “What’s uP” newsletter focuses on **social media in corporate contexts**. You can learn about the importance of social media during the **process of applying** to a new company and how deal with them once you are employed. Also, we’ll share with you how to use social media while **doing research** yourself.

Finally, you will find a statistic about how we at **Schlegel und Partner use social media**.

We hope you will enjoy it. A great thanks to our current interns Mai, Yawei, Daniel and Sonja, who contributed to this newsletter.

Sincerely yours,

Schlegel und Partner Team – Your Market Insighters®

Speech is golden

WHAT'S
YOUR
IDEAL
COMPANY



Applicants do extensive research on potential employers. Nowadays, a business without online profiles is simply a one-way street. Accordingly, independent employer review sites such as kununu.de play an increasingly important role.

According to research, open dialog between companies and their employees has been daily business for a long time now. On public platforms, employees share their experiences with the companies they work for. Applicants benefit from such insights. A company's attractiveness increases with the amount of valid information available about it. You haven't submitted your review about Schlegel und Partner, yet? [Have at it!](#)

You are what you show.



Everyone is online these days

- sometimes more, sometimes less. Sometimes as a private person, sometimes in a professional capacity. However, we tend to forget that recruiters also skim social media to gain an impression of current applicants.

Sharing and posting photos, links or news makes you a public person. Be aware of that in case you will be questioned about it in an interview. Naturally, it is nice to know who is sitting in front of you – and it works both ways: You, too, can research companies on social media. This transparency is a win-win.

Join us on facebook



Did you know that we have a Schlegel und Partner facebook Interns Community?

You get to meet former and current interns and you'll find the latest Schlegel und Partner news and information about the „Ambassador Program“. You're not in yet? [Join us!](#)

#marketresearch



As market researchers, a great part of our daily business, besides conducting studies, is to do desk research to prepare for interviews or to collect quantitative data on various topics. For this desk research, twitter or the use of hashtags can be powerful tools for finding the information you need.

Especially when doing research on current political or societal events that might affect certain markets, it is very useful to use twitter or hashtags to get an overview of the different opinions, as these topics usually generate a lot of traffic on social media. Furthermore, hashtags are helpful when looking for specific studies or articles, since publishers tag the respective keywords in order increase their visibility. Thus, next time you are doing research on a specific topic, try using hashtags and benefit from the vastness of social media.

Let's be friends!

When you are new to a company, you can be confronted with the problem of not knowing how to deal with friend requests in corporate contexts.

Some of us certainly have justified reservations about opening our private lives to colleagues or to our bosses, not because we have something to hide but to keep our professional and private lives separate. Furthermore, some requests can even have dangerous consequences for both your private as well as professional lives if the



intention is to gain access to your data and contacts. For these reasons, we came up with some Dos and Don'ts for reacting to friend requests on social media:



Dos

You can say no – but do it politely!

Option 1: An elegant way is to refer to professional accounts such as LinkedIn or Xing and to say that you use Facebook exclusively privately.

Option 2: If you feel like you have to accept a request, you can determine what each contact can see cannot see in your privacy settings – make use of it!

Be professional – think about your decisions!



Don'ts

Simply ignoring the request is impolite!

Don't send a friend request to your boss! If anything, let them initiate the online friendship.

Don't mix up your professional and private lives too much – as the internet doesn't forget.

Don't overthink it too much – there is always option 2!



SuP is connected!

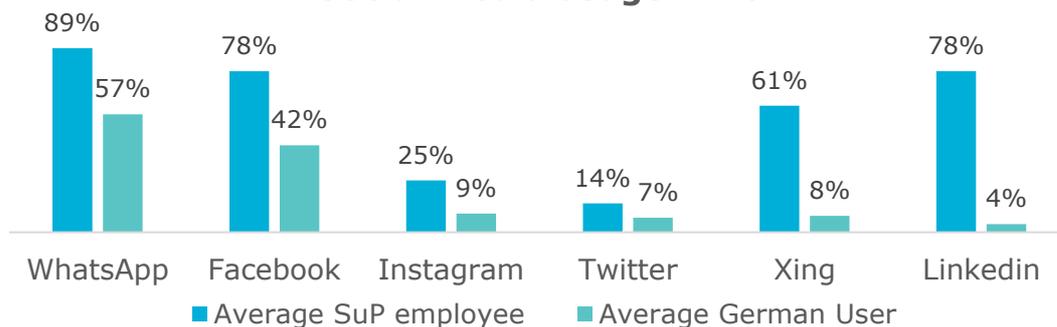
With all the talk about social media, we wondered to what degree Schlegel and Partner uses them. Being curious researchers, we conducted a little study ourselves to learn more.

We found that **100% of participating SuP employees (N=38) use social**

media in general and **76% also use it professionally**. Reading posts, looking at pictures and communicating with our friends turned out to be our favorite things to do on social media. Thus, **SuP employees are passive users**. The thing we do most on social media is **researching contacts professionally**.

After we found out how we use social media, we also wanted to compare ourselves to the average German user:

Social media usage in %



While the average German user spends around 20 minutes on social media per visit, we are a bit more social media addicted and spend at least **25 minutes**, sometimes even up to 120 minutes on a social media session. This also goes for the frequency of use:

Frequency of use: at least on a daily basis in %

