



## Food Professionals and Social Networking Survey – Results 5 April 2011

### Background:

Poll was sent to over 200 hand – picked Food Manufacturing Professionals, ranging from Managing Directors of food manufacturing companies, UK grocery retailers, interims on assignment and other likeminded people working in the sector. Put simply, we wanted to ascertain usage of social networking media amongst food manufacturing professionals in order that we may better meet the needs of our clients and candidates. We had a higher than usual response, with around 45% completing it.

I have put my own random thoughts underneath each result, you may like to email me yours [scott@hutchinsonconsultancy.co.uk](mailto:scott@hutchinsonconsultancy.co.uk)

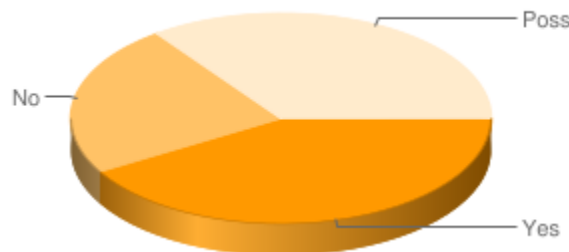
### Question One – Which one of the following social networking sites have you used the most in a business capacity? (Twitter, Facebook, Linked in, None)



	Response %
Twitter	1.3%
Facebook	1.3%
Linked In	84.4%
None	13%

*We kind of knew before the results that the dominant response was going to be "Linked In" but we wanted to see if Twitter etc were catching up. Judging by the response, they are not.*

### Question Two – In the last five years has online networking assisted you in achieving any of your business goals?

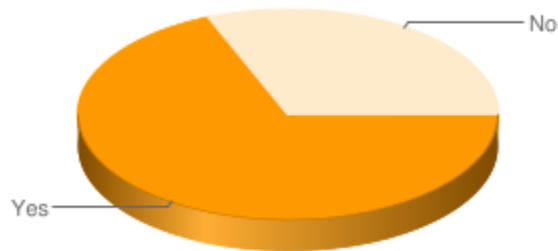




	Response %
<b>Yes</b>	<b>41.6%</b>
<b>No</b>	<b>23.4%</b>
<b>Possibly (it may have done without me knowing it)</b>	<b>35.1%</b>

Ok the “possibly” is a bit ambiguous but we felt it was relevant to insert it as a question. It is clear from these results that online networking is assisting at least half the respondents in achieving their business goals.

**Question Three – have you ever been approached by a Headhunter or Interim Provider via the medium of social networking?**



	Response %
<b>Yes</b>	<b>68.8%</b>
<b>No</b>	<b>31.2%</b>

Not sure if this means Headhunters & Providers are getting more lazy or if it is a genuine embrace of technology.

**Question Four – Do you think that social networking will ever replace “The Human Touch” in the context of purchasing services such as those provided by Interim Managers and Consultants?**

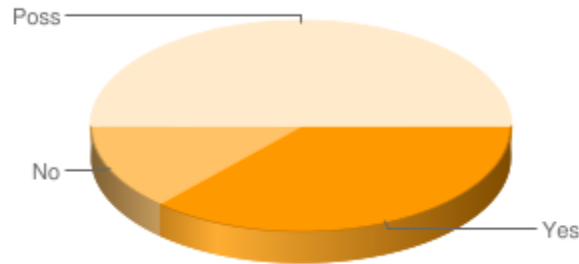


	Response %
<b>Yes</b>	<b>7.7%</b>
<b>No</b>	<b>92.3%</b>

Ten years ago I was told that the internet would kill my business,, three years ago I was told it would be Linked In. Still waiting.



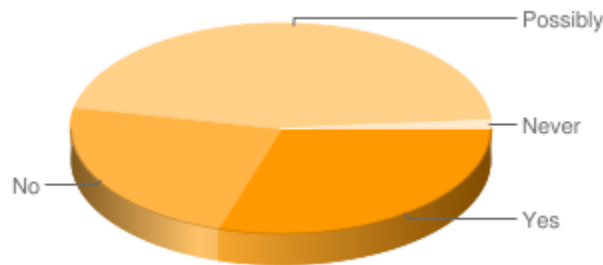
**Question Five – Would you personally use a current social networking site to secure a role for yourself?**



	Response %
<b>Yes</b>	<b>36.8%</b>
<b>No</b>	<b>13.2%</b>
<b>Possibly</b>	<b>50%</b>

*Again "possibly" is key here, people are being open minded.*

**Question Six – Would you personally use a current social networking site as one of your tools to recruit a member of staff?**



	Response %
<b>Yes</b>	<b>29.9%</b>
<b>No</b>	<b>23.4%</b>
<b>Possibly</b>	<b>45.5%</b>
<b>Never</b>	<b>1.3%</b>

*Surprising amount of flat "no" answers here*



**Question Seven – Finally, do you have a “smart phone” namely a mobile communication device that acts as an extension of your work (typically a Blackberry, iPhone etc)**



	Response %
<b>Yes</b>	<b>69.7%</b>
<b>No</b>	<b>30.3%</b>

*Personally quite pleasantly surprised about this, I thought we all were addicted to our emails etc.*

## **About Hutchinson Consultancy**

Hutchinson Consultancy are one of the leading providers of interim managers to the food industry and part of a group that has recruited for 74 out of the top 100 food companies in the UK (Its Food 2008). In 2010 Hutchinson were runners up in an independent poll of over fifty national interim management providers to ascertain "best service" (InterimJobsNet).

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