

Do you work in bed? Almost a third of Brits do!

Can't sleep? Are you one of the 29% of people who look at e-mails and catch up on work whilst lying in bed? These are the statistics released by Infosecurity Europe who polled 1,000 commuters in London and found that almost a third of people work in bed with 15% tapping away at their computers or smartphones at the same time as their partner. Three quarters of those that work in bed admit to spending more than 30 minutes a day, that's three and half hours a week on work and 22% spend more than two hours a day working in bed – amounting to an extra 14 hours a week.

Claire Sellick, Event Director for Infosecurity Europe said, 'When people cannot sleep the most popular activity was to watch TV (23%), followed by a fifth who start reading a book, a sixth go online and a 10th turn

to social media or check e-mails. Having a cup of tea was the least popular option.'

Infosecurity Europe commissioned a street survey of 1,000 people conducted in London 25th-28th March 2013.

Can British employees be trusted?

One in three British employees spends time on social media or prints private files on company printers instead of working, one in four searches for other employment from the work computer and 12% take company files home...

Safetica, a provider of employee monitoring and data protection software, has commissioned research in the UK – carried out by TNS Omnibus – which would help understand employees' work habits and activities that might have an adverse effect on their productivity and the integrity of their company's data.

The risks that irresponsible use of computers at work brings are two-fold. First there are the obvious work-hours lost and unnecessary costs involved, but there is also the heightened level of potential data security threats. According to a 2011 Ponemon Institute study 63% of company IT staff think that employees' use of social media in the workplace represents a serious security threat to their organization. In addition to that, Verizon's 2010 study showed that 48% of data breaches in 2010 were caused by insiders, while Ponemon Institute's 2012 study has shown that 78% of organizations experienced data breaches as a result of negligent or malicious employees and that 56% of data breach incidents were only discovered accidentally.

So, how did the British employees do? We asked 663 of them a multiple-answer question with two modifiers, to see if knowing that there is a company policy in place changes their attitude. Of all those asked, between 43% and 54% said they do not use a computer in their line of work, but the rest gave the following results.

| Did you ever do the following... | ... knowing it was unrelated to work. | ... knowing it's against company policy. |
|---|---------------------------------------|--|
| I have printed personal files on company printers | 32% | 24% |
| I have used social media (Facebook, Twitter, YouTube) during work hours | 32% | 22% |
| I have browsed for other employment from my work computer | 23% | 16% |
| I have taken company files (Word texts, Excel spread sheets, customer lists, etc) on a CD or USB stick or printed them out and took them home or e-mailed them to my private e-mail | 12% | 7% |

A positive finding of this research is that at least having a policy in place reduces the (admitted) levels of undesirable activities by about one third (and in our research also shows an increase in the number of those that say they haven't done any of these as they do not work with a computer). So even such a small step as explaining to the employees what they can and cannot do in the workplace already has a beneficial effect.

● www.safetica.co.uk

The art of social media



Painting by Brian Frelander

Most artists prefer to paint rather than spend valuable time marketing themselves and using social media, claims Tim Saunders of creativecoverage.co.uk.

'This is the reason why my wife and I established Creative Coverage and now we promote our members and utilise social media on their behalf,' he says. 'We have LinkedIn, Facebook and Twitter accounts, all with growing numbers of followers. But Twitter is by far our most effective means of communication. It enables us to communicate highlights of a day with our members such as press coverage that we've generated, new galleries we're working with, exhibitions or new members that have joined. It's a bit like an online diary; the feed is posted on the homepage of the website playing an integral part in its design. It is very worthwhile for the field that we operate in and the 140 character limit ensures succinct relevant messages.'

MARKETING MASTERY



About the author: Dom Yeadon, e-marketing consultant of 18 years, heads up digital marketing agency TMB in Poole and specialises in increasing revenues through improved marketing communications.

YOU KNOW MORE THAN ME

You are the expert that your team can turn to... in all matters to do with the direction and management of your business.

Because it's your business. Your baby. You're the boss.

But you know it's smart to turn to experts in their own fields for some things: your **dentist** fixes your smile, your **GP** diagnoses and prescribes medication, your **accountant** calculates your P&L, and your **sensei** teaches you how to become a black belt in karate.

So does a good marketing consultant feature in your plans for 2013/14?

If he/she fixes the way your business looks, improves its health, gets good ROIs on marketing campaigns and teaches you how to hone your marketing instincts - that would be a valuable investment in your own success.

Only bring in a marketing consultant who:

- can show you how to increase the results you get from your marketing
- can create new marketing plans, packed with new marketing campaigns that take advantage of the best in digital marketing techniques: email marketing, a dynamic website, mobile marketing, SEO and social media
- can list many successful businesses who bought their expertise over the years

Choose a good marketing consultant to help you achieve your business goals. Being guided by an expert is not only easier but more time efficient and therefore quicker – remember, they've done this before. Successful marketing grows businesses like nothing else can.

So next time you're considering going it alone with your marketing, remember, you wouldn't try to cure yourself of appendicitis would you? You'd want someone who had done it before and was an expert!



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