

TRACKING TRENDS

FAKE NEWS

WHAT DO WE KNOW ABOUT IT?

80.3%

BELIEVED FAKE NEWS IS DRIVEN
PRIMARILY BY SOCIAL MEDIA



21.4%

ADMITTED THEIR ORGANIZATION
& REPUTATION WERE AFFECTED
BY FAKE NEWS

81.8%

PAID ATTENTION TO THE
DEBATE ABOUT FAKE NEWS

19.0%

THOUGHT FAKE NEWS WAS
RELEVANT TO THEIR DAILY
COMMUNICATION WORK



WHEN THERE IS A NEED TO IDENTIFY FAKE NEWS, HOW DO ORGANIZATIONS RESPOND?

- 42.6% RELIED ON INDIVIDUAL COMPETENCIES AND EXPERIENCES.
- 26.5% IMPLEMENTED AND FOLLOWED FORMAL GUIDELINES.
- 13.0% WERE WORKING ON PLANS.
- 9.8% INSTALLED SPECIFIC TECHNOLOGIES OR SYSTEMS.

TOP 3 ISSUES FOR PUBLIC RELATIONS & COMMUNICATION MANAGEMENT WITHIN THE NEXT THREE YEARS:

1. Building and maintaining trust (**49.6%**)
2. Coping with the digital evolution and social media (**38.4%**)
3. Dealing with the demand for more transparency and active audiences (**31.3%**)

UNSATISFIED & STRESSED: THE KNOWN GENDER GAP

FEMALE PROFESSIONALS REPORTED A MUCH LOWER LEVEL OF SATISFACTION WITH THEIR JOB, PARTICULARLY IN FOUR WAYS:

1. My tasks are less interesting and challenging
2. The job does not have a high status
3. The salary is inadequate
4. The career opportunities are less promising

WHY ALL THE STRESS AND WHAT DO WE KNOW ABOUT IT?

- Multiple factors contributed to these stress levels at work
- Females and males see stress differently
 - i. Two factors significantly affected females' stress level:
low salary & minimal growth or advancement opportunities
 - ii. One factor stood out for males: *constant availability outside working time*

DEMOGRAPHICS:
1,020 PROFESSIONALS COMPLETED THIS SURVEY

 - 50% MALE
 - 50% FEMALE

 - 25% FROM CANADA
 - 75% FROM U.S.

A
G
E

<36	27.0%
37-45	21.8%
46-55	23.2%
>56	28.0%

E
X
P

<5 YRS	17.6%
6-10 YRS	18.5%
11-15 YRS	13.8%
16-20 YRS	16.3%
>20 YRS	33.7%

MANAGING SOCIAL MEDIA AS A PRO:

TURN GENDER GAPS
INTO ADVANTAGES



FEMALES AND MALES HOLD DIFFERENT SOCIAL MEDIA KNOWLEDGE AND SKILL SETS

FEMALES ARE GOOD AT:

- Identifying social media trends (55.7%)
- Delivering messages via social media (68.8%)
- Setting up social media platforms (51.2%)

MALES ARE GOOD AT:

- Understanding the legal framework for social media (38.0%)
- Using algorithms to run analytics (35.7%)

(Note: The percentages indicate the number of females or males who selected "high" and "very high" on the 5-point Likert-type scale.)