



## **Social networking doesn't always lead to less work**

■ It's hardly surprising that UK companies are banning access to social networking sites such as Facebook at work ('UK bosses toughest in Europe on using social networks', Personneltoday.com, 9 September).

Web 2.0 is highly addictive precisely because of the many innovative ways of communicating and entertaining. However, companies have failed to realise what will happen if they restrict internet access on PCs; employees will instead resort to using their mobiles to keep in touch with friends.

While each company has to set its own policies to suit its work ethic and employee productivity, the advantages afforded by the mobile environment, such as internet access, shouldn't be overlooked.

Generally, people will

connect to social networks from a phone for a purpose, not just to kill time or surf randomly.

Giving people the option to connect with their social life while on the go might even lead to a more productive workforce.

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