



American Staffing Association

ASA Workforce Monitor—Summer 2025

Social Media and Careers

Background and Methodology

Methodology

This survey was conducted online within the U.S. by The Harris Poll on behalf of American Staffing Association from April 21 to April 23, 2025, among 2,093 adults ages 18 and older, of whom 1,272 were employed. The sampling precision of Harris online polls is measured by using a Bayesian credible interval.

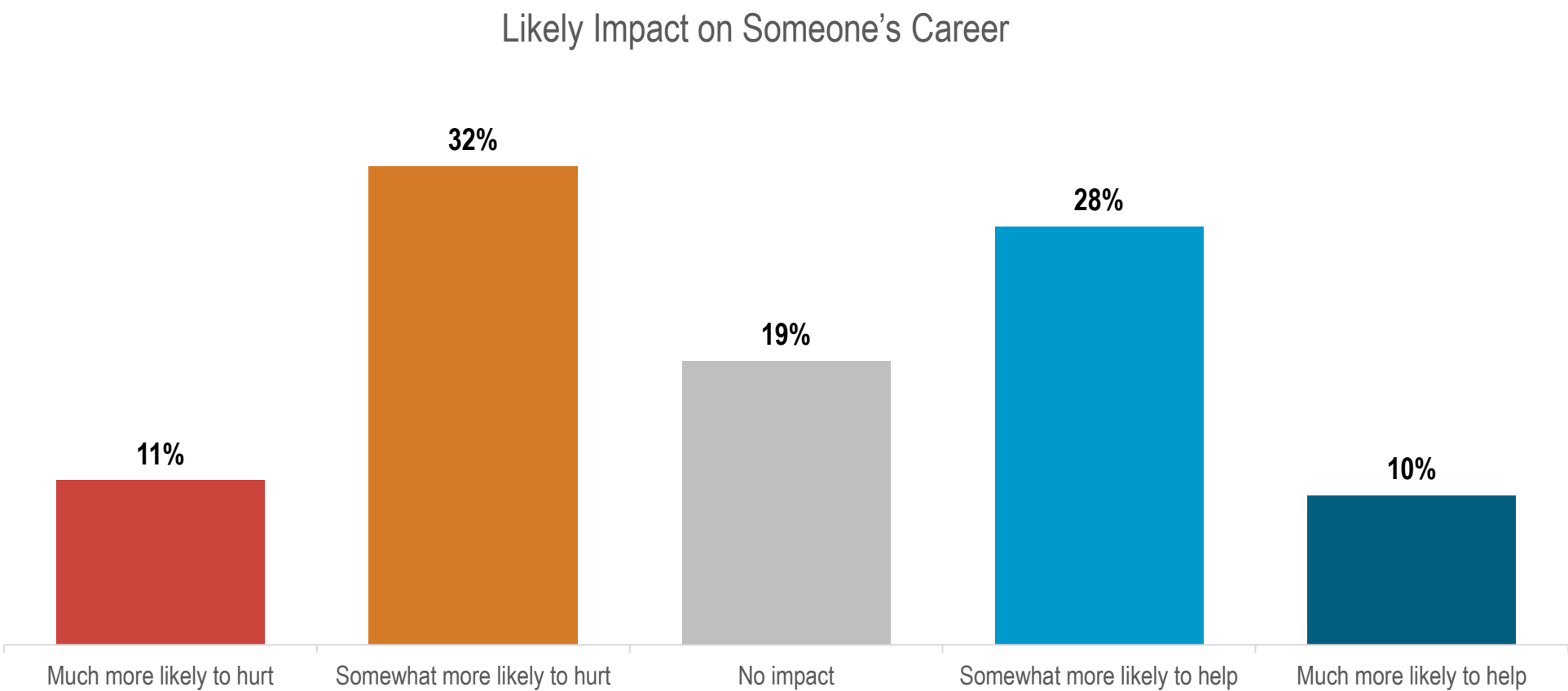
For this study, the sample data are accurate to within ± 2.5 percentage points using a 95% confidence level.

Contact ASA with further questions about the methodology.

Note when reading tables

Circles on data points indicate a statistically significant difference.

U.S. Workers See More Harm Than Good in Social Media’s Potential Impact on a Person’s Career Generally



Q: In your opinion, is an active personal social media presence more likely to help or hurt someone’s career? Base = employed U.S. adults; n=1,272



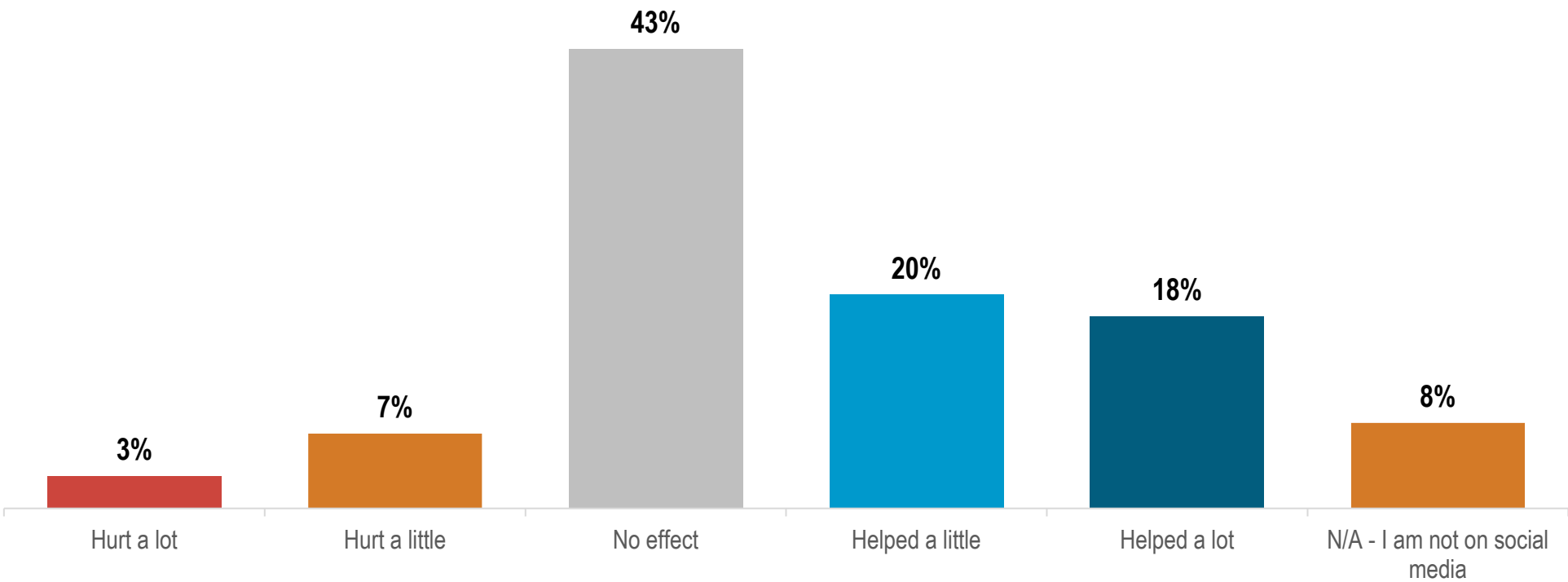
Younger Employed Adults More Likely to Say Social Media Helps Careers

Impact of Social Media Use on a Person's Career

| | Gen Z (18–28) (n=242) | Millennial (29–44) (n=458) | Gen X (45–60) (n=368) | Baby Boomer (61–79) (n=192) |
|------------------------------|--------------------------|-------------------------------|--------------------------|-----------------------------------|
| Hurt (NET) | 38% | 47% | 42% | 48% |
| Much more likely to hurt | 8% | 13% | 12% | 9% |
| Somewhat more likely to hurt | 30% | 34% | 29% | 39% |
| No impact | 11% | 15% | 25% | 29% |
| Somewhat more likely to help | 41% | 23% | 26% | 22% |
| Much more likely to help | 10% | 15% | 7% | 1% |
| Help (NET) | 51% | 38% | 34% | 23% |

Nearly Four in 10 Employed Adults Say Personal Social Media Use Has Helped Their Own Career

How Personal Social Media Use Has Affected Career



Q: How do you feel your personal social media presence has affected your career? Base = Employed U.S. adults; n = 1,272



Younger Workers More Likely to Say Social Media Has Helped or Hurt Their Career

Impact of Social Media Use on Their Own Career

| | Gen Z (18–28) (n=242) | Millennial (29–44) (n=458) | Gen X (45–60) (n=368) | Baby Boomer (61–79) (n=192) |
|-------------------------|--------------------------|-------------------------------|--------------------------|--------------------------------|
| Hurt (NET) | 16% | 14% | 6% | 1% |
| Hurt a lot | 2% | 6% | 2% | <1% |
| Hurt a little | 15% | 8% | 4% | 1% |
| No effect | 23% | 39% | 57% | 59% |
| Helped a little | 32% | 19% | 17% | 14% |
| Helped a lot | 24% | 25% | 11% | 6% |
| Helped (NET) | 56% | 44% | 28% | 20% |
| N/A—not on social media | 5% | 4% | 9% | 20% |