Use of board portals and social media
FROM DIRECTOR COMPENSATION AND BOARD PRACTICES: 2013 EDITION

Tablets and electronic portals designed specifically for directors have rapidly made their way into the boardroom. While directors also have become more accustomed to the use of social media, the vast majority of companies do not have a formal policy to regulate it.

**Use of Board Portals, by Company Size**

- **Annual Revenue**
  - $20 billion and over (n=31): 64.5%
  - $10-19.9 billion (n=31): 41.3%
  - $5-9.9 billion (n=39): 71.8%
  - $1-4.9 billion (n=80): 60.0%
  - $500-999 million (n=37): 43.2%
  - $100-499 million (n=32): 46.9%
  - Under $100 million (n=31): 19.4%

- **Asset Value**
  - $100 billion and over (n=7): 85.7%
  - $25-99 billion (n=10): 60.0%
  - $10-24.9 billion (n=13): 53.8%
  - $1-9.9 billion (n=38): 63.2%
  - Under $1 billion (n=7): 71.4%

**Use of Social Media by Directors, by Industry**

- **Manufacturing** (n=154)
  - The policy regulates the situations and ways in which the use is permitted: 88.3%
  - The policy prohibits the use of social media: 5.2%
  - No policy: 6.5%

- **Financial Services** (n=75)
  - The policy regulates the situations and ways in which the use is permitted: 80.0%
  - The policy prohibits the use of social media: 14.7%
  - No policy: 5.3%

- **Nonfinancial Services** (n=126)
  - The policy regulates the situations and ways in which the use is permitted: 92.1%
  - The policy prohibits the use of social media: 7.1%
  - No policy: 0.8%


**Why it matters...**
- Some board portals enable easier communication and collaboration with fellow board members. As their workloads and responsibilities continue to expand, directors may value more efficient ways to access relevant company information.
- In choosing the right technology, companies should fully address data security concerns. With today’s easy access to social media outlets, danger may just be around the corner.

For more information on this and other 150 governance practices, download Director Compensation and Board Practices: 2013 Edition at: www.conference-board.org/boardpractices or contact Matteo Tonello at matteo.tonello@conference-board.org