



Facebook and MySpace are *popular social networking sites on the Internet. Millions of people visit these websites and they make millions of dollars from **advertising**. People use social networking sites to make friends and now some businesses are asking employees to use them for work. For example, the company Serena Software employs nearly 1,000 people. Everyone reads the company news on Facebook and the site also helps internal communication because Serena Software

employees work in different parts of the world so one employee in California can quickly contact another in the Sydney office and build a closer working relationship. The company also believes they can *create better teams between the twenty-nine offices in fourteen different countries by using social networking sites.

Social networking sites are good for your profits because you can *network with clients and



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tell them about new products. Human Resources departments also use the sites to help them find out about new employees and recruit them. The sites can also allow more employees to work from home or from any location. Some companies also have lower travel costs because they use the sites for international meetings. **Not all companies want employees to visit these sites for two reasons. Firstly, employees might contact friends and plan their social lives during working hours.**

Secondly, many companies believe there

are security problems – you can get computer viruses from the sites and you might not want all your company information available for everyone to read online. But many businesses now believe there are more advantages than disadvantages. As one business owner said, ‘If you don’t understand the importance of social networking in the business world today, you won’t have a business in the future.

Derived from Business Result Pre Intermediate Handouts

1. Facebook and My Space are the most popular web site
2. There are many people
3. Serena is the name of the company
4. There are 1000 thousand employees
5. Serena has also a software
6. There are fourteen countries and 29 offices
7. Social networking is also a method
8. Recruitment through social networking is a method



9. Having the chance to work from anywhere is a thing
10. Lower travel costs are one of the important reasons
11. There are also some companies
12. Security and discipline problems are the reasons
13. To sum up, there are both advantages and disadvantages of using social networking