

How to use social media to engage employees

What you'll take away – chapter by chapter

How to use social media to engage employees is a practical guide to help you make the right decisions with your social-media strategy.

From getting started, to overcoming common hurdles and understanding what it really is you want to do with the new technologies available, you'll gain fantastic insight into the first and second-stage implementation of social tools at major organizations. Alongside this is the latest thinking, tips, tools and case studies from practitioners, consultants and experts.

In addition to this practical advice, we also share the findings and analysis from our global survey on social media, completed by over 2,100 corporate communicators.

It's easy to feel overwhelmed with the pace of change and the variety of social-media tools now available. By drawing on the experiences, tips and examples in this report, you can leap forward with your social-media efforts and improve communication and collaboration inside your organization.

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CHAPTER 1: Strategy

Strategy has to be the starting point when it comes to implementing social media. Without a clear idea of what you want to achieve, what you realistically can achieve and what's right or wrong for your organization, you'll encounter endless problems. This chapter is all about getting it right from the start.

What you'll take away:

- The vital questions to ask to guide the appropriate use of tools in your organization.
- How to assess cultural readiness.
- An understanding of the key barriers to using social media and how to overcome them.
- The five key rules to developing an effective social-media strategy.
- Advice on how to integrate social media with existing channels.
- Case studies outlining the strategic goals of social media at organizations like **IBM**, **Dell**, **BT** and **The World Bank**.
- An understanding of how to harness the “social” element of existing tools.

CHAPTER 2: Blogging

One of the most popular social-media tools to date, blogging saw rapid growth in 2006 to the point where two new blogs were created every second. But what does blogging mean for your company? And is “the blogosphere” even relevant to organizations looking to set up internal blogging programs?

What you'll take away:

- Advice on how to create a corporate blogging platform.
- Top tips on corporate blogging from expert and author Debbie Weil.
- An understanding of how to manage the legal and regulatory issues related to blogging.
- Examples of corporate blogging guidelines.
- Case studies showing successful blogging at **Sun Microsystems**, where 10% of the workforce blog publicly, and **The World Bank**, where every article published on the internet encourages two-way dialogue via a blog.
- A look at two pioneering CEO blogs that have proved the value of leadership blogs.
- A guide to the blogging tools and platforms available, including free, open-source and enterprise-standard software resources.

CHAPTER 3: Podcasting and videocasting

Video and audio podcasting takes corporate communication to whole a new level, way beyond the traditional use of print and online comms. In this chapter, we'll explain how and why podcasting can be a valuable tool for your business.

What you'll take away:

- Top tips on creating a podcast strategy.
- Advice on how to get started.
- A guide to getting the best from podcast interviewees.
- Advice on how to use podcasting to drive efficiency.

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- Advice on how to use podcasts for teleconferences.
- Examples of podcasting and videocasting in action, including case studies from **Southampton University** and **IBM**.

CHAPTER 4: RSS

RSS is both the mechanism that drives many social-media tools, and an important tool in its own right. Given its potential to cut down on information overload, RSS is perhaps the single most important of any of the new technologies. In this chapter we look at the statistics supporting RSS use, and share case-study examples of RSS in action at major organizations.

What you'll take away:

- How to educate employees on the value and use of RSS.
- How to use RSS for news feeds at your organization and cut through the noise of corporate communication.
- Advice on how to manage the RSS hype.
- Tips on streamlining corporatewide information feeds.
- A comprehensive list of links and resources for RSS-feed readers.

CHAPTER 5: Online Video

With many organizations having access to high-quality video and production sites, online video may be a technology you're already using. But with the advent of global video-sharing sites such as YouTube in the public domain, the barriers and expectations have come crashing down. The question is: How can your organization maximize its use of online video?

What you'll take away:

- Why the popularity of online video in business is no surprise.
- An understanding of the potential of video on the web.
- Knowledge of how to use video for site navigation.
- Advice on integrating video into corporate blogs.
- An in-depth look at **IBM's** successful YouTube campaign.

CHAPTER 6: Wikis

Made famous by the huge success of the Wikipedia internet site, wikis are increasingly being deployed as the ultimate collaboration and project-development tool. In this chapter you'll get examples of wikis in action, data on their use inside organizations and expert analysis.

What you'll take away:

- Why it's worth taking notice of "the wisdom of crowds".
- Why wikis are not the new intranets – and what else they have to offer.
- The golden rules of developing a wiki.
- Case studies demonstrating wikis in action at **BT**, **IBM** and **ING**.
- A list of free, open-source and enterprise wiki software resources.

CHAPTER 7: Virtual worlds and the 3D web

In 2006, social media was all about blogs. But some experts predict that we'll see the same fever-pitch excitement generated by "virtual worlds" in 2007. Most individuals and organizations have yet to acknowledge applications such as Second Life. But with collaboration cited as one of the main reasons for implementing social-media tools, your organization's venture into virtual reality could be closer than you think.

What you'll take away:

- A clear understanding of why organizations such as **Google, Adidas, IBM, Sun Microsystems** and **Intel**, are investing considerable time and money developing training and collaboration tools to transform the way we work together.
- Insight and opinion on the potential of virtual worlds and the 3D web, from experts and Second Life residents such as Neville Hobson and Lee Hopkins.

CHAPTER 8: Social networking and communities

Social networking is tipped to be a major step forward for organizational efficiency. This chapter looks at how to build your network, collaborate with the right people and go beyond communities of practice. We also share examples of how to engage communities with new technology, including a case study on **BT Group's** corporate version of the wildly successful MySpace.

What you'll take away:

- An understanding of why social media is all about networking.
- Top tips on how to engage communities with new technology.
- Advice on how to explore the business use of MySpace.
- Case studies demonstrating how communities use social-networking technology at **Unilever** and **BT**.

CHAPTER 9: Measurement

Theory and practice related to measuring the business success of social media is still in the early stages, but already some useful ideas and observations have emerged. This chapter gets to grips with some of the thinking and approaches available.

What you'll take away:

- A reality check in terms of the reliability of measurement data for social media.
- An appreciation of the role of anecdotal evidence of success when starting out.
- The context in which to calculate the ROI on blogging – given the low cost involved.
- A guide to calculating the indirect benefits of social media.
- An understanding of why simply starting a conversation can be beneficial for your organization.



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