



Connecting professionals with social medial

Experiences and practical tips

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Novay



Connectedness is under pressure



- Professionals are working more and more mobile
- Working at the customer site much of their time
- Even the homebase becomes a flex office
- Not much opportunity to connect with colleagues





Consequences of being less connected

- Not knowing the expertise of your colleagues
- Not knowing who is working on what
- Re-inventing the wheel
- Less engagement
- Less commitment to the organization



Sociale media and connectedness

Social media can be a useful tool for interacting with customers, yet focus in this presentation: possible uses *between professionals*

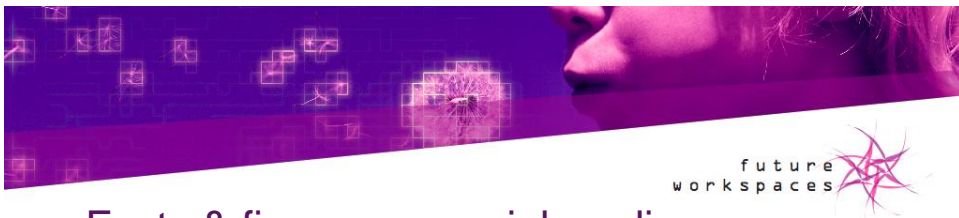
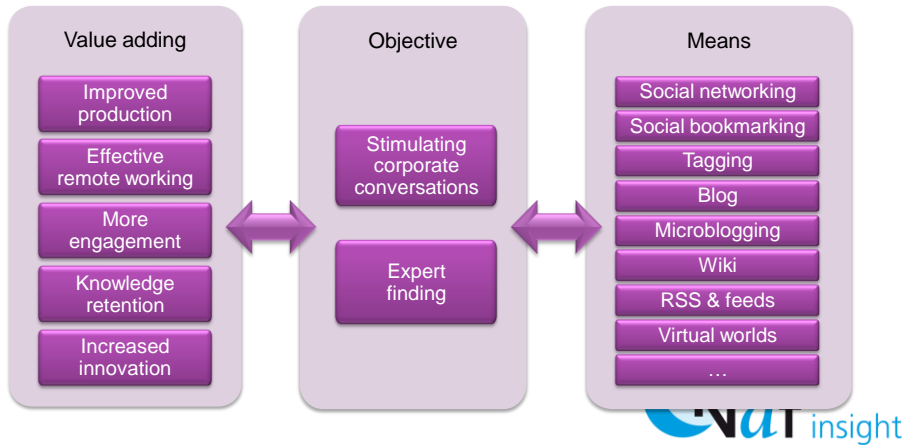


How can social media help to connect colleagues and co-workers?





The social media landscape



Facts & figures on social media inside companies

- Forrester: in 2013 enterprise spending on social media technologies is USD 4.6 billion
- With *Social networking* capturing USD 2 billion

Tool use inside organizations (McKinsey, 2008)	2008	2007
Blogs	34%	21%
RSS	33%	24%
Wikis	32%	24%
Social networking	28%	27%

Forrester 2008: Global Enterprise Web 2.0 Market Forecast: 2007 To 2013, by G. Oliver Young





Perceived barriers and triggers

	Barrier
1	The company doesn't understand the potential financial return (ROI) (28%)
2	Corporate culture doesn't encourage Web 2.0 use (22%)
3	The company doesn't provide enough incentives to adopt or experiment with social media (20%)

McKinsey, 2008: Building the Web 2.0 Enterprise:
McKinsey Global Survey Results



Perceived barriers and triggers

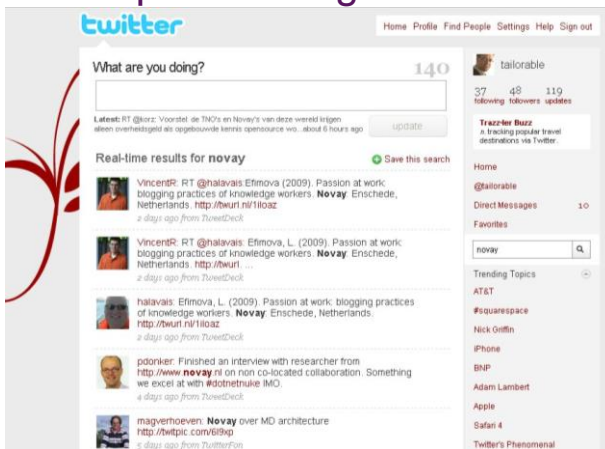
	Trigger
1	Managing knowledge (83%)
2	Fostering collaboration (78%)
3	Enhancing company culture (74%)

McKinsey, 2008: Building the Web 2.0 Enterprise:
McKinsey Global Survey Results





Experimenting with Twitter inside organizations



organizations



Twitter = tool for microblogging

- Microblogging is sending short messages, usually limited to 140 characters, to tell your network what you are doing and how you are feeling
- Only people that have indicated they are interested in your messages receive them
- On the Internet: Twitter, Jaiku, ...
- On the Intranet: Yammer, Confluence, ...





future
workspaces

Merely looking at a stranger's
Twitter or Facebook feed isn't interesting
because it seems like blather.

Follow it for a day, though, and it
begins to feel like a short story;
follow it for a month and it's a novel.

NY Times, September 7th, 2008

Naf insight

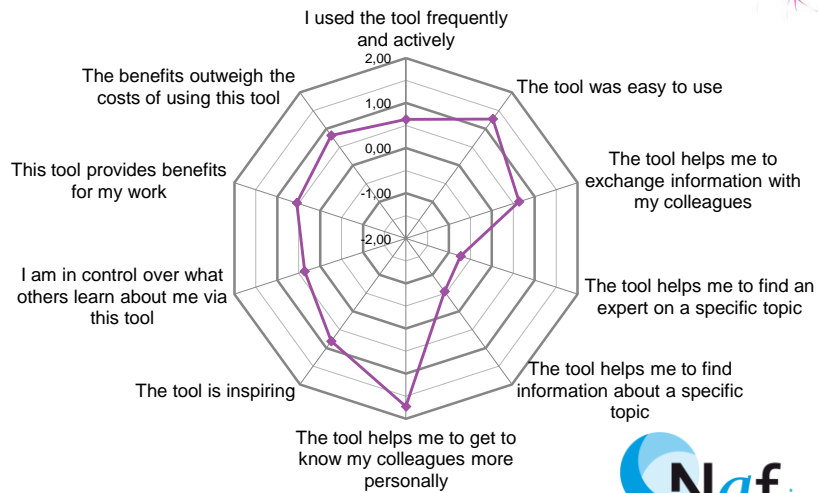


future
workspaces

Experimenting with microblogging inside companies

- 2 organizations
- using Twitter
- 19 people:
 - 5 existing users
 - 14 new to Twitter
- for 2 months
- evaluation





Four important outcomes

1. Microblogging is not for everybody:
Sharing small updates of what you are doing has to match your personality.
50% regularly used the tool.
2. Microblogging helps to get to know your colleagues:
What are their passions, what are they up to?





Four important outcomes

3. For finding information on a specific topic or to discover an expert in a given area, the perceived usefulness was very low.
4. Employees find it hard to make microblogging a part of their normal routines.



Practical tips (organisational point of view)



1. **Set a concrete and preferable measurable objective.**
For instance: 30% less mail CC'ed to the whole team.
2. **Start an experiment.** Get the tools in place and, even more importantly, find out how the new tool could fit the working practices of the team.
3. **Trust your people.**

"Control in social media is like grabbing water: the stronger you grab, the less you hold. There is a right way to retain water, but not by being forceful" – Pauline Ores, IBM

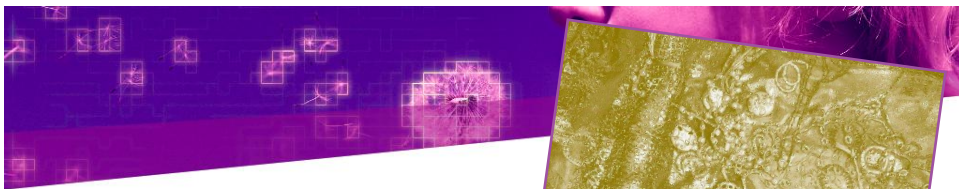




Practical tips (for you personally)



1. **Be yourself.** People want to hear *your* point of view, not the official company position.
2. **Engage in online conversations.** Connect with colleagues – and be discovered by others.
3. **Collect and share experiences** – Swap success stories as well as examples where things did not work as expected. Analyze why this happened and learn from mistakes.



Just released:
Passion at Work –
Blogging practices
of knowledge workers

Lilia Efimova
June 2009, Novay
<http://blog.mathemagenic.com/phd/dissertation/>





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The Future Workspaces (FWS) program
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