

How to get your employees to visit your Enterprise Social Network more often

February 19, 2019

Nice to meet you!



Do you have an enterprise social network (ESN) in your company?

YES

NO

Yammer

Workplace

Hootsuite



What was your objective in setting up this ESN?

Mise en place au niveau global

Informer l'ensemble du personnel pour une meilleure fédération.
Impliquer toutes et tous (pas seulement ceux qui sont au bureau, mais aussi ceux qui sont constamment sur chantier).
Favoriser les échanges, les partages, l'intégration et les rencontres.

Efficiënter berichten plaatsen

De **interactiviteit** tussen de collega's vergroten en de mogelijkheid bieden om zelf via foto- of tekstmateriaal intern over onze lopende projecten, events en dagelijkse activiteiten te communiceren.

Synergie et appartenance

Meilleure visibilité des projets/activités du groupe en Belgique

■ *In my company...*

■ *What I want to get out of this session is ...*



Program of the day

Welcome & introduction

Enterprise social network: what & why?

Internal communication strategy and channel mix

Accompanying users & creating engagement

Break



Role of different actors

Community management & long-term success

Developing your own action plan

Final questions & wrap-up

The end

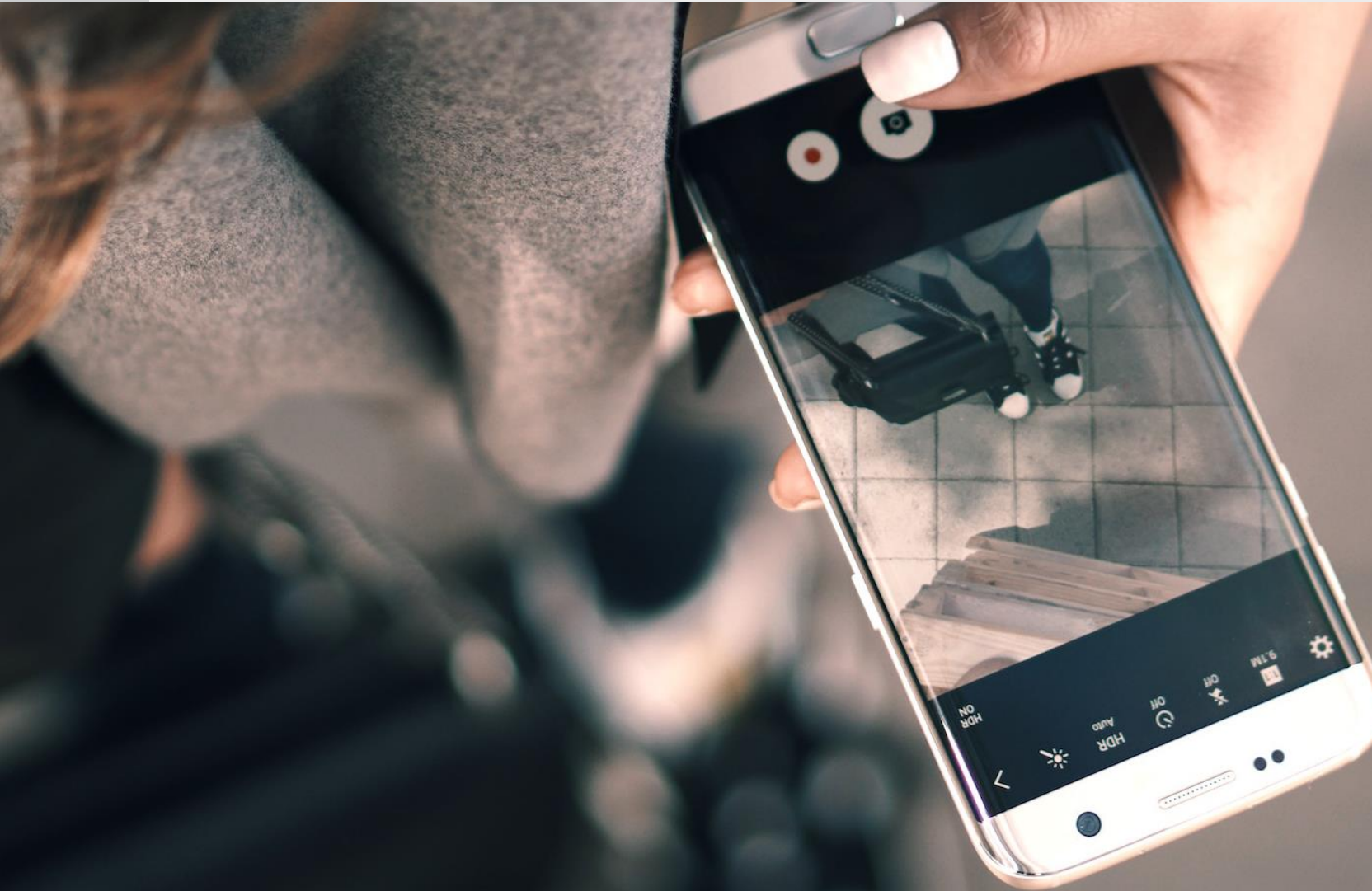


ENTERPRISE SOCIAL NETWORK

WHAT & WHY

1

4 generations working side by side



Baby boomers

Aged 52 - 70



Generation X

Aged 36 - 51



Generation Y

Aged 22 - 35



Generation Z

Aged 7 - 23



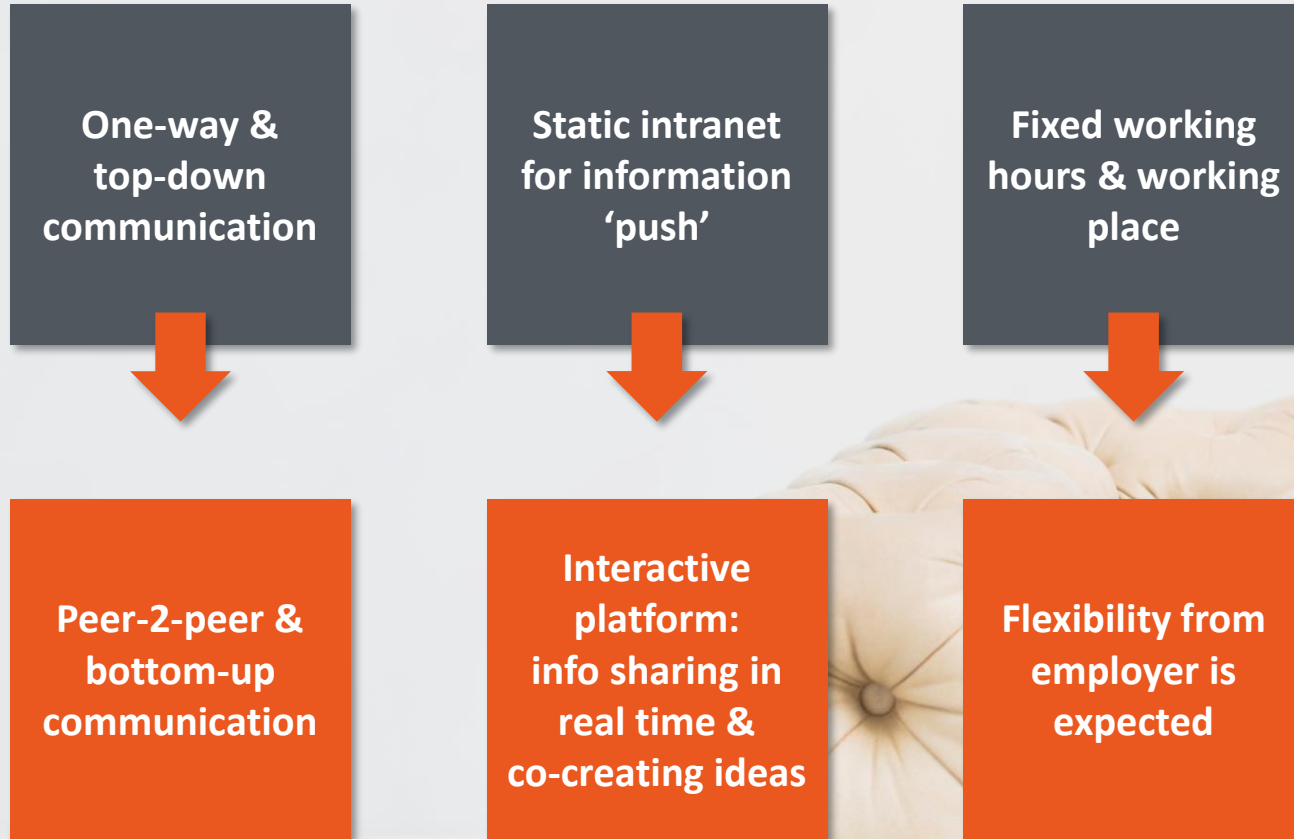
Generation alpha

Aged under 7



???

Evolving needs



Definition of an enterprise social network



Needs & objectives



Sharing
information



Enhancing
collaboration



Searching for
information



Learning from
colleagues



Innovating /
Testing new ideas

Different types of ESN to answer your needs



jive



@workplace



eXo

talkspirit

Travaillez de manière **efficace & conviviale**

DES GROUPES DE TRAVAIL
OU D'INTERÊT POUR
PARTAGER & ÉCHANGER

UN PROFIL POUR
VOUS FAIRE CONNAÎTRE
DE VOS COLLÈGUES

L'ACTU DES GROUPES
DONT VOUS ÊTES MEMBRE
EN TEMPS RÉEL

TROUVEZ LES CONTACTS,
EXPERTISES & GROUPES
DONT VOUS AVEZ BESOIN

UNE BOÎTE DE RÉCEPTION
POUR VOS CONVERSATIONS
PRIVÉES OU À PLUSIEURS

DES RÉPONSES RAPIDES À
VOS QUESTIONS, DES SOLUTIONS
ÉPROUVÉES À VOS PROBLÈMES :
VOS COMMUNAUTÉS
VOUS RÉPONDENT

yammer™

UN RÉSEAU ACCESSIBLE
SUR ORDINATEUR, SMARTPHONE
& TABLETTE

Before you get started...



- Why do you want it?
- What is your underlying need/objective?
- Is there a 'case for change' that implies setting up an ESN?



- Do you have enough resources at your disposal?



- Which (type of) ESN answers your needs?



- How/When do you expect your employees to access the ESN?
- Does everyone have a computer / smartphone / WiFi or 4G access?
- Or will you opt for BYOD?

My notes

My notes

My notes

INTERNAL COMMUNICATION STRATEGY & CHANNEL MIX

2

What are your other internal communication channels/tools?

Newsletter 2x / mois
Mails

Magazine papier 2x an
Réunion personnel 2x an

Intranet, mailings (Safety Flash),
Magazine Inside, Eiffage-app, en alle
communicatiekanalen die onder O365
ressorteren

Intranet, newsletters,
mails

Intranet
Mail
Teams
Bientôt newsletter électronique

Intranet

Digitaal Platform :
groep en per entiteit

What do you want your audience to...





Employees are aware of the initiative and understand it

employee = receiver (passive)

IC = « postman »



Information



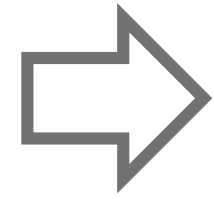
Employees are convinced that the initiative is positive for the company and can help them in their daily work

employee = ambassador

IC = intermediary



Dialogue



Employees take an active role and contribute to the success of the initiative

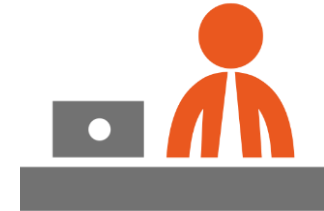
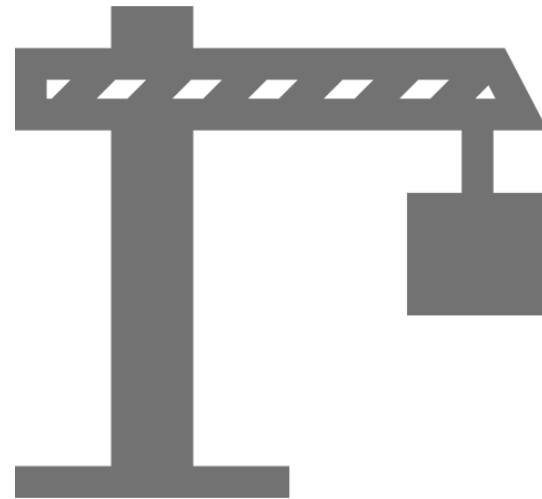
employee = active contributor

IC = moderator and connection facilitator

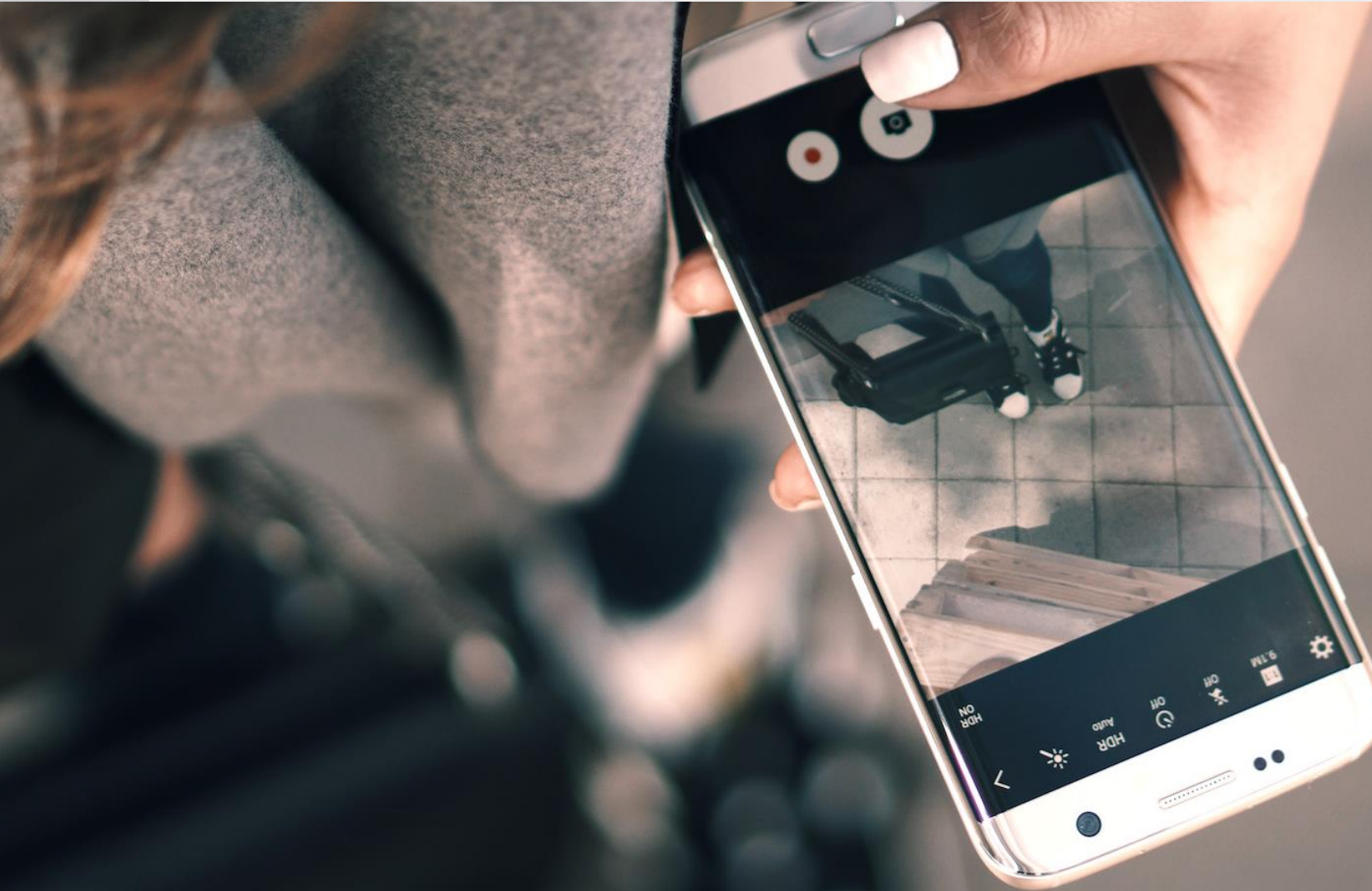


Collaboration

Take into account your employees' working environment



Consider different expectations & needs according to age



Baby boomers
Aged 52 - 70



Generation X
Aged 36 - 51



Generation Y
Aged 22 - 35



Generation Z
Aged 7 - 23



Generation alpha
Aged under 7



???

Positioning of your ESN within your channel mix

3 questions to ask oneself

- Why do we want to launch this tool?
Isn't it just another new tool on top?
 - Does (the objective of) this new tool fit into a larger (business) strategy / desired culture?
 - What is the role of this ESN vs. other channels?
- Define your ESN's positioning and communicate about it.

Laying the foundations for your communication

- Define your key messages
- Structure them in a message map

Next steps

KEY MESSAGES

- Have you developed your key messages?
- What are your key messages?
- Do you use them as red thread for all further communications on the ESN?
- Can you clarify the role & reason to be of your ESN?
- How is your ESN different from any other tools/channels your colleagues are using today? Can you clarify the role of each channel?
- How did/will you tailor your communication to your audience (in terms of message & language used)?

My notes

My notes

My notes

**ACCOMPANYING
USERS
&
CREATING
ENGAGEMENT**

3

Did you accompany employees during its launch (campaign or other)?

YES



NO



Point lors de réunions globales

Have you identified any ambassadors?



Has training been provided for users?

YES

NO

Infosessies met de
groep ambassadeurs

1

9

Have you created a user guide?

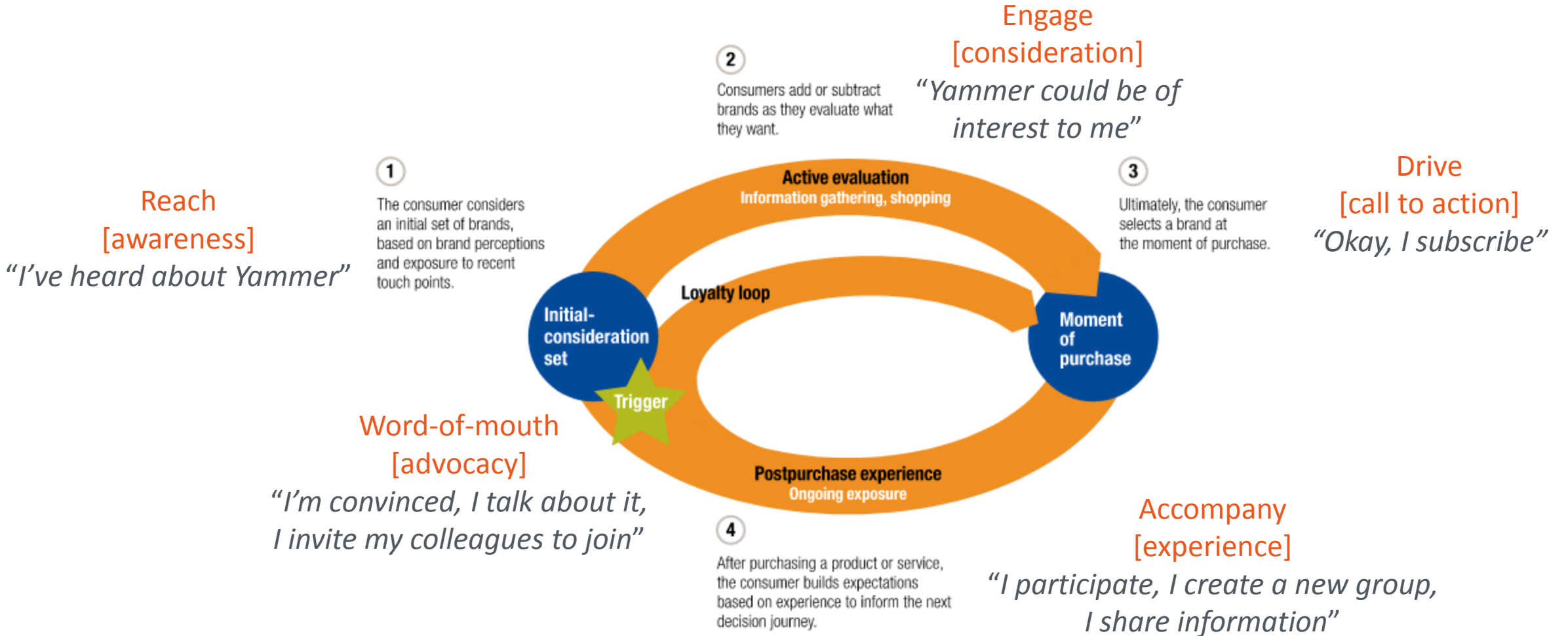
YES

2

NO

8

The consumer decision journey



1. Ensuring access to all employees



Technical requirements

- Wi-Fi access / 4G
- Computer / smartphone / BYOD

2. Preparation is key – Teasing & involving employees to create early engagement

Excitement starts before the launch

- Name contest
- Mascot creation
- Taskforce setup
- ...

Create buzz & excitement

... but manage expectations!

3. Empty disco syndrome – how to avoid it?



4. Accompany your employees to get to know the tool

User guide

Training &
coaching

Terms of
use

4. Accompany your employees to get to know the tool

User guide

- Keep it basic
- What tool to use when?

4. Accompany your employees to get to know the tool

Training & coaching

- Quick win: some tools come with training / webinar / tutorial (e.g. Microsoft)
- Organise a « Lunch & Learn » on a voluntary basis
- Make it interactive & get things done
 - E.g. create their profile together
 - Create a group for educational purposes
- Dedicate a meeting room (temporarily) to the ESN
 - Allow people to come and discover the ESN at their own terms
 - PCs at disposal
 - In a specific theme to make it more attractive: e.g. “the Yammer construction site”
- Separate training for managers and/or team leads
- Coaching the CEO individually
- Consider reverse mentoring to bring different generations closer together

4. Accompany your employees to get to know the tool

Terms of use

- Self-regulation (as much as possible)
- Keep it short & simple
- In line with existing social media policy
- A few do's and don'ts
- Data security & confidentiality

5. Internal campaign

- Cross-channel communication for launching your ESN
- Distribute gadgets & plan initiatives
- Take into account your employees' working environment to reach out to them

- Leadership communication

- Community management from the very start

Next steps

ACCESS

- Do all employees have access to the ESN?
- How will you ensure access to all employees?
- When do you expect them to go online?

PREPARATION & TEASING

- How will you tease your employees when preparing for the launch?
- How will you involve your employees to create (early) engagement?
- How will you avoid the empty disco syndrome? What pilot projects do you have in mind?
- How will you accompany your colleagues in terms of 'education'?
 - Have you developed a user guide? What can you improve?
 - Will you create a user guide? How? What will it look like?
 - What will be the format of the training session? Who will you invite? Do you consider a 'train-the-trainer' format?
 - Have you developed the terms of use? Are they known?

Next steps



CROSS-CHANNEL COMMS

- Through which channels will you communicate on the (re)launch of the ESN?
- Will you include testimonials, video, screenshots, etc.?
- What does the editorial calendar look like?

LEADERSHIP

- How will you convince your CEO of using the ESN on a regular basis?
- How will you coach him/her?
- How will inform managers & team leads of their role?
- What tools will you put at their disposal?

COMMUNITY MANAGEMENT

- Who will take up the role of community management?
- What do you expect to do in terms of community management?

My notes

My notes

My notes

ROLE OF DIFFERENT ACTORS

4

Do you have human resources in charge of managing the ESN?

YES



NO



Gebruikers van Yammer
maken deel uit van
diverse groepen

Key actors (1/2)

Project lead / Community manager



- Ask questions
- Dispatch questions internally
- Facilitate discussions
- Contact group admins to ask if group may be public (instead of private)

CEO



- Lead by example: active role (like, post, share, ...)
- Emphasize importance
- Share vision

Key actors (2/2)

Communication team



- Encourage through storytellers
- Encourage group admins to appoint a back-up
- Close non-active user accounts
- Transfer post
- Add topics / hashtags
- Find information to post on ESN
- Redirect questions
- Encourage employees to put certain info on ESN (instead of sending an email)
- Organise information sessions
- No need to post on the ESN as « IC » but rather encourage others to do so

Who can help you achieve success?

Moderators / Group administrators



- “Guardian” of the right use
- Ask questions
- Dispatch questions internally
- Stimulate use, facilitate discussions
- Welcome new users
- Consider making the group public (instead of private)

Ambassadors



- Early adopters
- Pilot projects
- Facilitate discussions

HR



- Need to be involved
- Ideally included in taskforce

Who can help you achieve success?

Sponsor /
Steering Committee



Managers /
team leads



...

Project sheet - example

Fiche projet Yammer		
Nom du projet pilote		
Photo de profil		
Administrateur du groupe		
Back-up		
Senior leader lié au projet		
Nom du groupe		
Public-cible		
Membres du groupe (+ de quelle direction ?)		
Groupe fermé/ouvert		
Quels difficultés espérez-vous surmonter?		<i>What (specific) business problem(s) will it solve? What is the business value?</i>
KPI		
Message d'introduction (3 lignes max)		
Objectif du groupe		
Mots-clés (#)		
Fonctionnalités/applications souhaités	<ul style="list-style-type: none"> · External network (TBD) · ... 	<i>External networks differ in that they are used to enable collaboration between members of the Home Network and external parties outside of the organization (e.g., customers, suppliers, partners). External parties (with external email addresses) must be invited into or request access to an external network. Upon joining, they can only see content posted specifically to that external network (i.e., they will not have access to another organization's Home Network).</i>
Type de document à partager	<ul style="list-style-type: none"> · Word · Excell · PowerPoint · Vidéo · Fichier audio · Lorsque un collaborateur rejoint le groupe 	

Next steps



- What different actors have you involved in the process yet?
- Who would you add to your action plan?
- Who do you consider *key* actors?
- Does everyone know/understand his/her role?
- How can you encourage them to take up their role more (pro)actively?

My notes

My notes

My notes

**COMMUNITY
MANAGEMENT
&
LONG-TERM SUCCESS**

5

Do you have an idea how many employees are active at ESN? How many employees in total have access to the ESN?

70

60 %

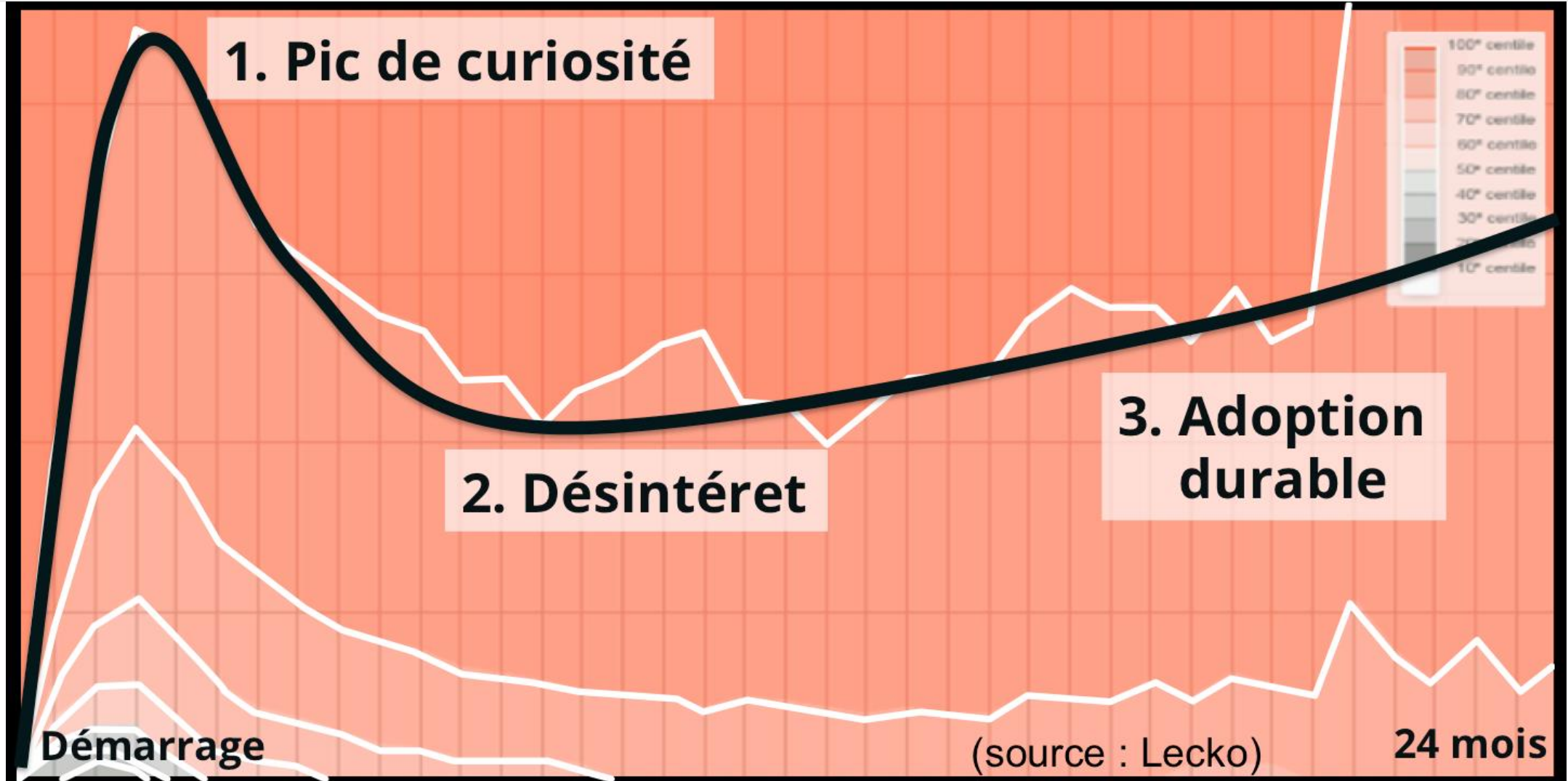
Een hondertal
(opstartfase)

100

170

2000 werknemers op
termijn

ESN adoption curve



Tracking success

- Informal: Ask for feedback when you're in contact with colleagues (from other departments/locations)
- Formal:
 - Set up a framework for regular measurement
 - Start with a zero measurement
 - Some quantitative data are available to the administrator
 - Analyse quantitative and qualitative findings
 - Include the evaluation of your ESN in global analysis of your internal communication channels
- Adapt your communication plan accordingly
- Share successes!

Common pitfalls and fears

- Difficulties activating the CEO
- Employees are not aware of all existing groups
- Need for continuous coaching / encouragement for managers
- Difficult for field staff to understand
- Confusion between the different existing tools / platforms
- Perceived as an internal Facebook
- Self-regulation & social control
- Language

How can you take it a step further?

- Encourage entire communication team to participate
- Cross channel reference (in both directions)
- “Lunch & learns” throughout the company
- Keep motivating key actors like CEO, managers, group admins
- Goes hand in hand with the evolution of the company culture
- Moderators? Community management? Or “let it go”
 - We advise someone to follow up
- Share success stories

Key success factors



- The strategic positioning of the tool responds to the desired culture
- The strategic positioning of the value-added tool in relation to existing tools
- The commitment of top management (like, post, share)
- The commitment of group leaders who keep the group active
- Coordination between Comms - IT – HR
- Resources available for day-to-day management
- Influencers / ambassadors (or "Storytellers")
- The responsiveness of the IT department
- Single sign on and intranet integration
- Community management & very limited guidelines

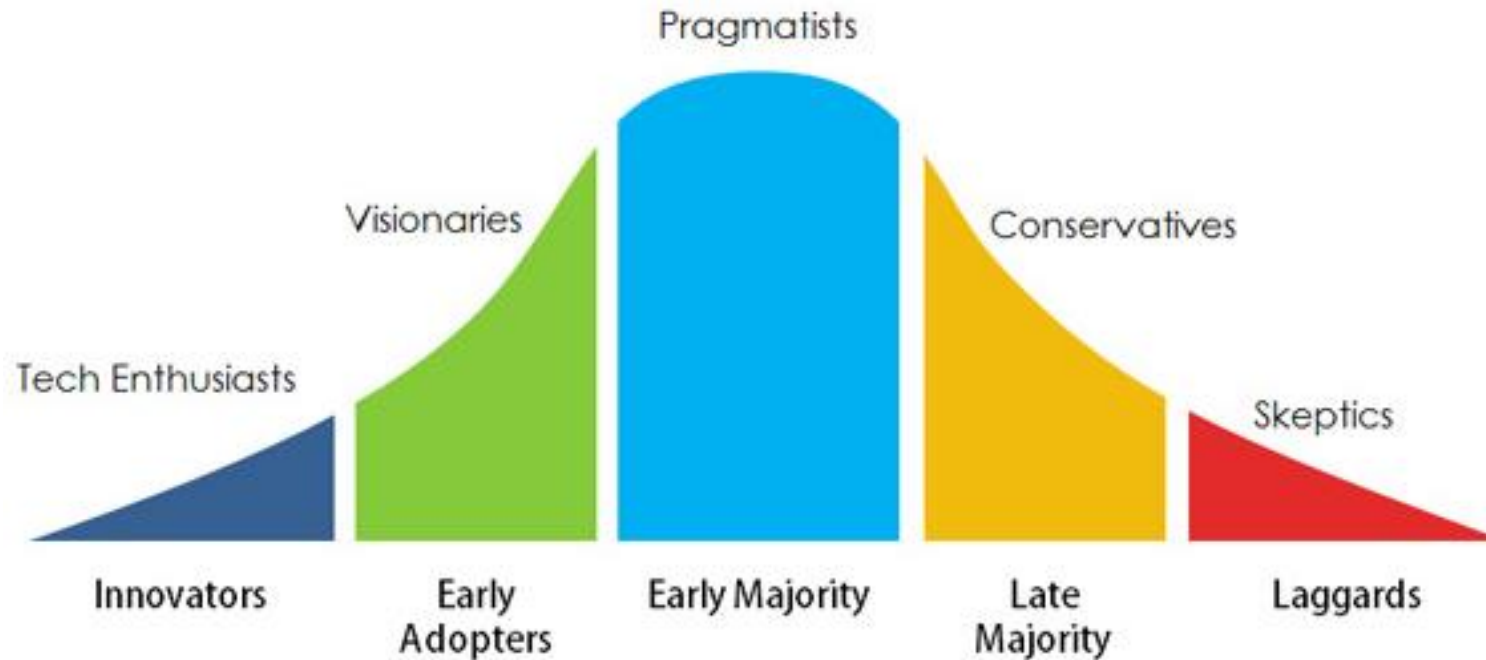
My notes

My notes

My notes

You can't win them all over

Manage (your own) expectations!



DEVELOPING YOUR OWN ACTION PLAN

6

#1 ACTION PLAN – PROJECT SETUP

OBJECTIVES <i>List of goals</i>	TASKS <i>What you need to do to achieve the goals</i>	SUCCESS CRITERIA <i>How you will identify your success</i>	TIME FRAME <i>By when you need to complete the tasks</i>	RESOURCES <i>What or who can help you complete tasks</i>

#2

ACTION PLAN – PREPARING LAUNCH & TEASING

OBJECTIVES <i>List of goals</i>	TASKS <i>What you need to do to achieve the goals</i>	SUCCESS CRITERIA <i>How you will identify your success</i>	TIME FRAME <i>By when you need to complete the tasks</i>	RESOURCES <i>What or who can help you complete tasks</i>

#3

ACTION PLAN – LAUNCH

OBJECTIVES <i>List of goals</i>	TASKS <i>What you need to do to achieve the goals</i>	SUCCESS CRITERIA <i>How you will identify your success</i>	TIME FRAME <i>By when you need to complete the tasks</i>	RESOURCES <i>What or who can help you complete tasks</i>

#4

ACTION PLAN – ROLES & RESPONSIBILITIES

OBJECTIVES <i>List of goals</i>	TASKS <i>What you need to do to achieve the goals</i>	SUCCESS CRITERIA <i>How you will identify your success</i>	TIME FRAME <i>By when you need to complete the tasks</i>	RESOURCES <i>What or who can help you complete tasks</i>

#5 ACTION PLAN – KEEPING IT ALIVE

OBJECTIVES <i>List of goals</i>	TASKS <i>What you need to do to achieve the goals</i>	SUCCESS CRITERIA <i>How you will identify your success</i>	TIME FRAME <i>By when you need to complete the tasks</i>	RESOURCES <i>What or who can help you complete tasks</i>



Thank you!



sophie.damiens@akkanto.com



+32 2 610 10 67



evi.claeys@akkanto.com



+32 2 610 10 49