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Enterprise Social Networks

Beginners' guide

Introduction

Your employees who are socially connected and more involved have the ability to switch up the game at their jobs. They will be more aligned with corporate goals, more engaged and they tend to rise above the rest.

A comprehensive Enterprise Social Network will give any organisation's HR strategy a new competitive edge.

Why opt for an
Enterprise Social Network

1

Foster employee engagement and build interpersonal relationships among employees

2

Promotes innovation internally

3

Receive informal, yet useful feedback on ideas, opinions and achievements

4

Enable employees to get a diverse range of opinions and perspectives from peers before making decisions
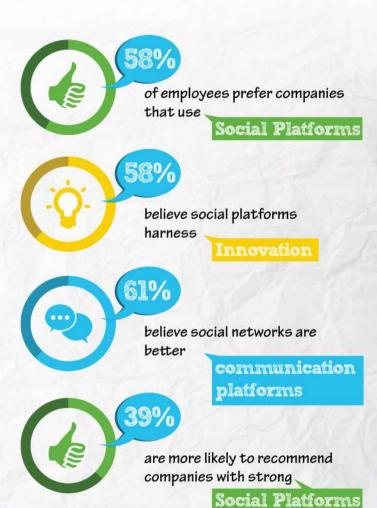
5

Helps with employer branding

6

Leverage knowledge with everyone in the organisation

7

Allows to attract young talent, especially from Digital Natives, Generation Like and Selfie Generation

58%

of employees prefer companies that use

Social Platforms

58%

believe social platforms harness

Innovation

61%

believe social networks are better

communication platforms

39%

are more likely to recommend companies with strong

Social Platforms

How Enterprise Social Networks
add value to businesses

66%

of success comes from top level
Enterprise Social Network
engagement and being active
advocates

New ideas and innovation has increased by **57%**
with Enterprise Social Networks

Improving the effectiveness of
sales and marketing by **84%**

The key elements to a successful
Enterprise Social Network

Culture

It is important to create a culture that emphasises on openness, experimentation and a need for community. Employees should be able to comfortably speak about issues and share knowledge to help others improve.

Analytics

An analytical application must be in place in order to monitor the trends, failures and successes within the organisation. This allows the management to have a complete view of the organisation's performance.

Social

Use of social tools to collaborate and network with other employees. It is a compulsory component that enables to facilitate effective communication.

Technology

A social platform that will enable employees to communicate and collaborate seamlessly and securely.

What can be found in
Enterprise Social Networks

Group discussions

Private and public walls

Posting statuses, articles etc. and "Like" option

Knowledge sharing forums

Work tasks

Polls

YES **NO**

★★★★★

Surveys

Sharing achievements

Blogs

Online meetings

Idea hubs to promote new ideas

Rewarding

Gauging employee moods with artificial intelligence tools

Social analytics to identify trends among employees

- The most active collaborator
- The employee with most likes
- The employee who shares the most number of posts

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For more details on

Enterprise Social Network

http://www.peopleshr.com/peopleshr/index.
php/social-hr

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