

Leveraging Social Media to Boost Employee Engagement©



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Who do you look up to?



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How do you feel about Social Media?



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Suggested Road Map


- Engagement (3 words to describe)



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Suggested Road Map

- Engagement (3 words to describe)
- What is social media / case for
- What is engagement
- Social media for:
 - Listening
 - Learning/engaging
 - Organizing / leading
- Taking S.T.O.C.K.
- Action!



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Process

Same ol' same ol'

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Process


- Resource package
- Action / reflection
- Suffering ...



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Process


YES to ...



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What is Social Media?

Definitions



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What is Social Media?

Social + Media



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Why Social Media?

- some background
- types of users
- why it's essential
- excuses, fear & overwhelm
- how the internet is transforming learning



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Why Social Media?



Social Media Platform	Approximate No of Users
Facebook	1.11 billion
LinkedIn	200 million
YouTube	More than 1 billion unique users/month
Twitter	500 million

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Why Social Media?

> 2.4 billion internet users




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Why Social Media?

Lee-Anne's	Social	Media	Use
Newsletter	2006	Facebook	2009
LinkedIn	2008	RPS blog	2009
Twitter	2009	Youtube	2009
Flickr	2009	Life Lenses™ blog	2010

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Why Social Media?



Category of User	Type of Use
Creators	<i>Publish content</i>
Critics	<i>Comment on content</i>
Collectors	<i>Vote on or rate critics' opinions</i>
Joiners	<i>Sign up to a particular site and read content</i>
Spectators	<i>Don't sign up but will access the websites to gather information</i>
Inactives	<i>Don't participate in any Social Media activity</i>

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Why Social Media?

3 reasons why social media is essential

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Why Social Media?

3 reasons why social media is essential

1. It lasts

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Why Social Media?

3 reasons why social media is essential

1. It lasts

2. It spreads

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Why Social Media?

what fun - since the end of February the www.101friends.ca newsletter has been read in approximately 100 countries around the world! thanks for your interest in our work :)



Why Social Media?

3 reasons why social media is essential

1. It lasts
2. It spreads
3. It lets you be found



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Why Social Media?

Social Media & the internet is revolutionizing learning & our ability to engage



Why Social Media?

Engagement is NOT a lecture:

the notes of the lecturer go to the notes of the student without going through the brain of either

(Don Tapscott)



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Why Social Media?

Moving from sage from the stage to a guide from the side (Allison King)



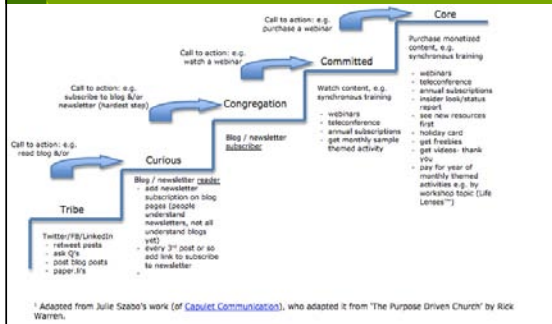
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What is engagement overall?

I know what is expected of me at work.
I have the materials and equipment I need to do my work right.
At work, I have the opportunity to do what I do best every day.
In the last seven days, I have received recognition or praise for doing good work.
My supervisor, or someone at work, seems to care about me as a person.
There is someone at work who encourages my development.
At work, my opinions seem to count.
The mission or purpose of my organization makes me feel my job is important.
My associates or fellow employees are committed to doing quality work.
I have a best friend at work.
In the last six months, someone at work has talked to me about my progress.
This last year, I have had opportunities at work to learn and grow.

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What is engagement overall?



What is engagement from your employees point of view?

Type of Engagement	Direction	Level of Engagement
Listening	You ← stakeholder	Low
Building awareness	You → stakeholder	Medium
Collaborating	You ↔ stakeholder	High

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What is engagement from your point of view?

You choose ...



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Social Media Tools

- For listening
- For learning & engaging
- For organizing & leading



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Social Media Tools for Listening

Search grader & Marketing grader

search.grader.com & marketing.grader.com



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Social Media Tools for Listening

Google key words

What's the difference between 'discount brokerage' & 'online trading' & 'online trades'?



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Social Media Tools for Listening

Google key words

14,000 vs 500,000
monthly searches!

172% difference



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Social Media Tools for Listening

Google key words

<https://adwords.google.com/>



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Social Media Tools for Listening

Google alerts

www.google.com/alerts

Humour in the
Workplace Awards

What the @)#\$*@\$#?????



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Social Media Tools

- For listening
- For learning & engaging
- For organizing & leading



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Social Media Tools for Learning & Engaging


Time for a Treasure Hunt



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Social Media Tools for Learning & Engaging

Time for a Poll



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Social Media Tools for Learning & Engaging

Time for a cloud (or 2)



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[illegible]

Social Media Tools

- For listening
- For learning & engaging
- For organizing & leading



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-

Social Media Tools for Organizing & Leading

Why do we need organizational tools?

Amount of information (online & offline) is increasing more than ____% every year



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Social Media Tools for Organizing & Leading

Why do we need organizational tools?

Amount of information (online & offline) is increasing more than **65%** every year
(IDC survey, sponsored by Xerox)



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Social Media Tools for Organizing & Leading

Why do we need organizational tools?

People spend up to ____% of their time dealing with consequences of info overload



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Social Media Tools for Organizing & Leading

Why do we need organizational tools?

People spend up to **26%** of their time dealing with consequences of info overload



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Social Media Tools for Organizing & Leading

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Social Media Tools for Organizing & Leading

Google docs

<https://docs.google.com/>



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Social Media Tools for Organizing & Leading

Compfight

<https://compfight.com/>



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Social Media Tools for Organizing & Leading

Delicious

Customized deliciousness ...

Delicious.com/rpsinc/socialmedia




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Taking S.T.O.C.K.

Stakeholders

- Political, professional, personal
- Multiple
- Diverse
- Parsing – end user, partners, key influencers



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Taking S.T.O.C.K.

T

echnology

- Wi-Fi
- Locked doors

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Taking S.T.O.C.K.

O

rganizational Culture

- Bureaucracy
- Slow to adopt ICT
- Concern for rigour
- Amazing brand/profile
- Ability to convene

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Taking S.T.O.C.K.

C

ontinuum - Who's your Roman? Your Liam?

Roman →

← Liam

Taking S.T.O.C.K.

C

ontinuum –

Email fatigue	↔	Energized
Low confidence	↔	Confidently competent
Skeptics	↔	Cheerleaders

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Taking S.T.O.C.K.

K

ey Stakeholders

Content expertise
Social media expertise



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Leveraging Social Media to Boost Employee Engagement©

- What's your key action step?



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Who do you look up to?



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- Resource package: leave your card
- More resources:
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