Solution Guide for the Social Enterprise

HUMAN RESOURCES

Real-world ideas for transforming your business through the use of enterprise social networking
As an HR professional, your ultimate goal is to help people to do their best work.

But focusing on productivity is only one part of the picture. You also need to create a corporate culture in which people feel valued and connected to meaningful work at all levels of the organization. To perform at their best, employees need to feel like they are a part of a community.

By unlocking the flow of information and facilitating connections between people and systems, enterprise social networking is helping companies create deeply engaged communities in the workplace.

In this guide, we'll provide you with a few examples of how Socialcast is helping HR teams to engage employees, improve retention, and create high performance organizations.
Onboard New Employees Faster

New employees face a steep learning curve in most companies. The resources and information needed to be successful are often hard to find. Identifying the right people with the right expertise to advance ideas or to solve problems can take even longer.

Onboarding new employees goes far beyond job training. The more important factor in job performance is employee engagement: are employees clear about their role, confident in their ability to perform the work, and knowledgeable about how to navigate the organization?

Socialcast helps new hires to quickly get the “lay of the land.” Even employees who are remote or scattered all over the world can come together in a common place to converse, exchange ideas, and solve problems in a way that is far more effective than email and conference calls.

QUICK TIPS

- Share onboarding documents including policies and how-to's
- Post self-paced learning content that will help new employees get up to speed
- Poll new employees for immediate feedback on the effectiveness of onboarding information and processes
- Create a New Hire Group where new employees can connect and compare notes
Increase Engagement

One of the challenges of today's fast-paced workplace is “information overload.” Employees are often moving between email, meetings, business applications, Intranet sites and the Web to track down information and resources. All too often employees feel disconnected from the goals and objectives of the organization and are unclear on how they fit in or whether their work is making a difference.

Socialcast creates a community that helps connect people to purpose. By making it easier for employees to find the resources and expertise they need to do good work, confidence increases and so does performance. Socialcast gives employees the ability to sort through the clutter and hone in on the most relevant information or find the right subject matter expert.

Recognize outstanding contributors with Thanks
Create Groups to encourage peer-to-peer collaboration, brainstorming, and idea-sharing
Collaborate on projects in real time, using @mentions to engage relevant experts and key stakeholders
Post corporate goals and initiatives and encourage discussion and comments
Bring executives and employees together in a moderated, real-time Town Hall to foster a true “open door” environment

QUICK TIPS

© 2013 VMware, Inc. • Web: socialcast.com • Twitter: @socialcast
Improve Learning & Development

One of the roles of HR is to help employees stay current in their knowledge and skills. Conducting periodic training sessions, or posting learning materials to Microsoft® SharePoint® or wikis are not enough to keep pace with today's fast-moving business environment.

Socialcast puts knowledge at the fingertips of employees in the context of performing their jobs, which results in more effective learning. Members of a group can post links to key content, making learning more accessible and relevant to the task at hand. New hires can connect with each other in groups that are set up to support their common learning needs. Peer relationships can be tapped for on-demand expertise in the context of solving problems. Content created by employees can be easily shared and added to an organization's collective knowledge base.

QUICK TIPS

Create Groups by topic or project for organizing conversations and information in one place
Upload informational materials and use @mentions to engage experts in discussions
Organize reference materials and training with #tags so that content is easily discoverable
Use Town Halls to conduct real-time training sessions with live Q&A
Capture Knowledge

When employees exit or retire, they often leave knowledge gaps that can cripple an organization’s ability to compete and succeed. With many Baby Boomers reaching retirement age, the retention of valuable accumulated knowledge and expertise is becoming an acute problem.

Socialcast facilitates the transfer of knowledge between experts and the rest of the organization. Those with deep expertise based on years of experience can participate in answering questions, or share links to valuable information that new employees might not be aware of. Over time, these answers and insights become a searchable knowledge repository.

Create a Profile and share your areas of expertise and domain knowledge with the rest of the organization

Find and follow experts that can help answer questions and solve problems quickly

Use Thanks to publically recognize those who are adding value to the organization by answering questions or sharing expertise

“Recommendations” point community members to information that has proved most useful or relevant.
Onboard New Employees  
Increase Engagement  
Improve Learning  
Capture Knowledge  
Case Studies

PSI, a global healthcare organization dedicated to improving the health of people in the developing world, wanted to improve communications among 8,500 staff workers located in 69 different countries. Time zone differences, lack of access to high speed Internet connections, a firewalled headquarters, and the limitations of email made communication with employees in the field difficult, especially for time sensitive issues.

Socialcast provides PSI with a communication platform that is accessible anytime, anywhere, on any device, and is easy to use. Socialcast connects geographically dispersed employees with each other, and helps field staff connect with experts to better serve people in need. The ability to communicate in real time makes it easier for field staff to get answers to questions, solve problems, and avoid re-inventing the wheel.

RESULTS:
• Robust profiles allow employees to find those with needed expertise in the field
• Finding the right resources allows field workers to respond faster
• More than 290 groups cover topics ranging from reproductive health to IT issues
• Questions posted in Socialcast get answers from around the world within minutes
• 67% of users say they feel more connected to the global organization

With Socialcast we can maximize the use of everyone’s skills and experience.

Marie-Laura Curie
Deputy Director of Learning and Performance, PSI

© 2013 VMware, Inc.  •  Web: socialcast.com  •  Twitter: @socialcast
Humana delivers cutting edge healthcare products and services to millions of customers. Keeping associates up to speed with the latest news and policies is critically important. Humana sought to develop an informal, internal forum—a place to exchange ideas and best practices within a safe, regulatory-compliant environment.

Socialcast allows Humana employees to collaborate across organizations and business systems. By seamlessly bridging various “silos” of data that exist across Humana's large, extended organization, Socialcast enables Humana to work smarter and faster, while protecting sensitive data through robust privacy and security features.

"Socialcast has helped flatten our organization and democratize information.”

Jeff Ross
Community Manager for Enterprise Social Media, Humana

RESULTS:
- 6,000 posts per week; 22,500 active users
- 500,000 posts since their Socialcast “Buzz” community launched
- Using Socialcast Reach on more than 100 SharePoints sites, important information and content is easier to find
- 1,150 groups have been created to facilitate teamwork and information exchange
- 80% of questions posted to Buzz are answered
SAS, a leading provider of business analytics software and services, knows what it means to be a knowledge-driven organization. Yet even with some of the world’s best technologies at its disposal, the company struggled with getting knowledge from the minds of employees into a shared community where it could be discussed and acted upon for everyone’s benefit.

Their Socialcast community, dubbed “The Hub,” now consolidates employee communications, intellectual property, and time-critical information in a single place. The Hub has become a place for open discussions and for getting questions answered from anyone in the company. It’s a space where SAS’ special corporate culture can thrive.

“"No single group of employees is ever left out of critical conversations or denied access to necessary information."”

Karen Lee,
Sr. Director of Internal Communications, SAS

RESULTS:
• An opt-in community, the “Hub” registered its first 1,000 users in just 10 days
• Today 9,500 of SAS’ roughly 13,000 global employees use Socialcast
• Fast answers to questions from offices around the world
• Near instant responses when employees search for documents
• Improved executive-to-employee communications and connections
Start transforming your business into a social business today.

Start a conversation with your colleagues and executive team. Consider how enterprise social networking can help you create a deeply engaged and higher performing workforce. Then set your course for the future.

Socialcast is helping thousands of companies on the journey to the social enterprise. Let us know how we can help you succeed.

www.socialcast.com