Solution Guide for the Social Enterprise

INTERNAL COMMUNICATIONS

Real-world ideas for transforming your business through the use of enterprise social networking

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Solutions for Internal Communications

Improve the flow of internal communication and help teams work better together with an Enterprise Social Network.

By reducing dependence on email and making it easier to connect people who have questions with those who have answers, enterprise social networking has enormous potential to raise the productivity of today's knowledge economy.

Yet many communications professionals are still cautious. Social technologies require a cultural shift toward openness that can raise questions. Will social networking in the workplace be a distraction? Will it pose a threat to sensitive company intelligence? Will it require lots of training and oversight?

In this guide, we'll provide you with a few examples of how companies are using Socialcast to support internal communications in transformational ways.

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Keep Employees Up to Date

Broadcasting important company communications through email is not always effective. As the volume of email increases, it gets more difficult for employees to keep up with important corporate communications.

With Socialcast, people can post key messages and announcements within the company’s Activity Stream. Communication is available to everyone at the same time, regardless of physical location. Unlike email, communication within Socialcast enables immediate feedback and real-time conversation, helping executives diffuse rumors, managers clarify information and human resources notify employees of policy changes.

- Create a private, invitation-only group to brainstorm and discuss confidential topics
- Create groups to facilitate communications with specific audiences
- Crowd-source feedback on strategic initiatives from employees
- Communicate new policies or organizational updates to the entire company
- Bring executives and employees together in a moderated, real-time Town Hall
- Broadcast crisis communications quickly, in one voice, to minimize business impact
Align Executives and Employees

In a constantly changing market landscape, executives need to stay aligned with employees. Lengthy email updates or quarterly conference calls are ineffective and rarely result in a better-informed workforce. Companies need a true “open door” environment to foster strategic alignment, direct communication, and deeper engagement.

Socialcast Town Hall brings executives and employees together in a moderated, real-time conversation inside the Socialcast community. Town Hall lets executives schedule a company-wide, moderator-optional virtual meeting, providing a context-rich forum for questions and answers. Executives can communicate corporate goals or objectives and address questions or concerns in a timely and transparent way, giving employees a better sense of engagement and understanding.
Open Lines of Communication

Think of a company as a network in which every employee, system, and business process is interconnected. Socialcast serves as the central nervous system that unifies the flow of information and ideas across the entire enterprise. Each employee finds up-to-the-moment data within the context of their work, eliminating wasted hours filing and retrieving the many bits of information that arrive in various digital inboxes every day.

Socialcast fundamentally changes how companies do business, unlocking the value of vast amounts of institutional knowledge by making it easily and instantly available to team members within the flow of work.
3M is a global products company that depends on its ability to innovate. However, with research and development labs scattered across the globe, creativity faced the risk of becoming isolated. 3M believed that if they could improve the flow of communication among remote labs, they could solve problems collectively, post ideas, and find answers to questions.

The 3M Socialcast community helps employees keep in touch with their colleagues, no matter where they are based in the organization. Communication flows more easily, while Socialcast security and privacy features ensure the safety of 3M’s intellectual property. Through Socialcast, 3M has created the experience of working in “one big lab” where employees can collaborate as easily as turning to a trusted colleague down the hall to ask a question.

“...It’s as if you could just turn the corner and ask a colleague a question.”

John Woodworth
3M's Tech Forum Chair-elect and Head of IT Lab Collaboration

RESULTS:
- 3M's Socialcast community surfaces information lab teams need
- Making information more accessible helps to solve problems in real-time
- 3,000 community members after the first year and growing
- Easy to use as part of daily workflows, with very little training time required
- Socialcast dashboard enables managers to identify influencers and experts
SAS is a leader in the business intelligence market. SAS executives use their Socialcast platform to increase transparency when communicating with employees.

In a recent company-wide update by CEO Jim Goodnight, Socialcast provided a forum for employees to ask questions directly to the activity stream during the presentation. Dr. Goodnight was able to answer many questions on the spot, creating a direct and open exchange of information, something that is very difficult to achieve in traditional broadcast communications.

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

Karen Lee
Sr. Director of Communications, SAS

RESULTS:
- An opt-in community, the Hub registered its first 1,000 users in just 10 days
- Today 8,500 of SAS’ roughly 12,000 global employees use the Hub
- Fast answers to questions from offices around the world
- Near instant responses when employees search for documents
- Improved executive-to-employee communications and connections

VIEW CASE STUDY
FactSet is a rapidly growing provider of information and analytics for the financial services industry, with a reputation for world-class client service. FactSet needed a way to bring new employees up to speed quickly to maintain consistency in service levels and to preserve the company’s coveted corporate culture.

Socialcast has become a place where FactSet employees share knowledge that had previously been distributed via email or scattered on wikis and Intranet pages. Socialcast creates a hub of corporate and cultural knowledge that lets FactSet take advantage of the collective skills and experiences of the entire company, making a smart company much smarter.

“...The greatest benefit is that everyone has the advantage of the collective knowledge of our entire company.”

Meredith Binder
Head of Global Marketing, Factset

RESULTS:
- 25% increase in intra-department and intra-office collaboration
- What’s important stays top of mind by posting “top three” most interesting conversations weekly
- Socialcast groups enable account teams to share breaking news on customer situations
- Executives use Socialcast to track business-critical information in real time
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 open up lines of communication, and create new levels of collaboration and exchange. 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