

Internal Social Media – A Business Driver

More than ever, companies are using Internal Social Media (ISM) to communicate with employees. Is it working? Does it impact the bottom line?

To answer these questions, we surveyed adults in the U.S. who work at companies with more than 500 employees, and built a proprietary model that quantifies how best to shape ISM and its impact on core business drivers.

51%

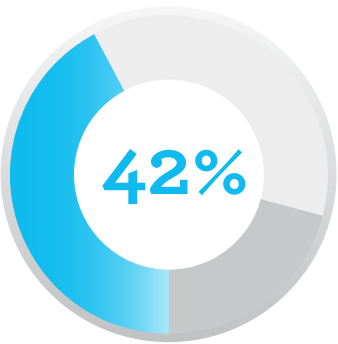
of employees say their
COMPANY EMPLOYS
ISM TOOLS

EXECUTIVE LEADERSHIP
ACCOUNTS FOR
75% OF AN EMPLOYEE'S
PERCEPTION OF
INTERNAL COMMUNICATION

Besides the Intranet,
**THE MOST
USED TOOLS**
are blogs, wikis and
Facebook-like sites

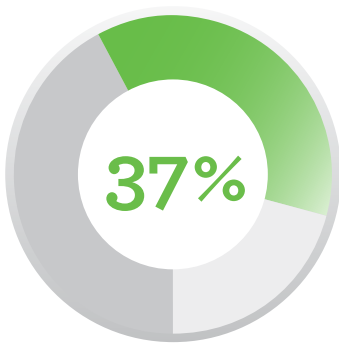
What Employees Really Want

Our ISM effectiveness model isolated 21 discrete attributes that characterize the best programs, which in turn combine to form the three major factors that employees look for when deciding whether their company has effective social media internally.



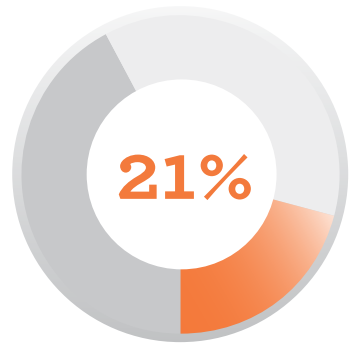
QUALITY OF CONTENT

Social media content is accessible, easy to find, well-integrated, accurate, reliable, shareable, visually appealing, and valuable to an employee and the work that he or she does.



ENGAGEMENT & DIALOGUE

Social media establishes open dialogue with employees, solicits feedback and criticism, invites interaction, and has a visible, active senior leadership presence.



OPTIMIZATION

Social media is targeted to particular users, makes use of trend-setting platforms, has a committed group of ambassadors, and takes risks to try new ways to enhance the user experience.

The Impact of Effective ISM

**RETENTION AND
RECRUITMENT**



58% would prefer to work at a company that uses ISM

86% would refer others for employment

COLLABORATION



61% feel it is easier to collaborate

INNOVATION



60% are likely to feel their company is innovative

REFERRALS



39% more likely to recommend their company's products and services

**SUPPORT
IN A CRISIS**



60% more likely to give their company the benefit of the doubt in a crisis

POLICY SUPPORT



67% more likely to support government policies their company supports

**EMPLOYEE STOCK
PURCHASE**



78% more likely to purchase the company's stock