

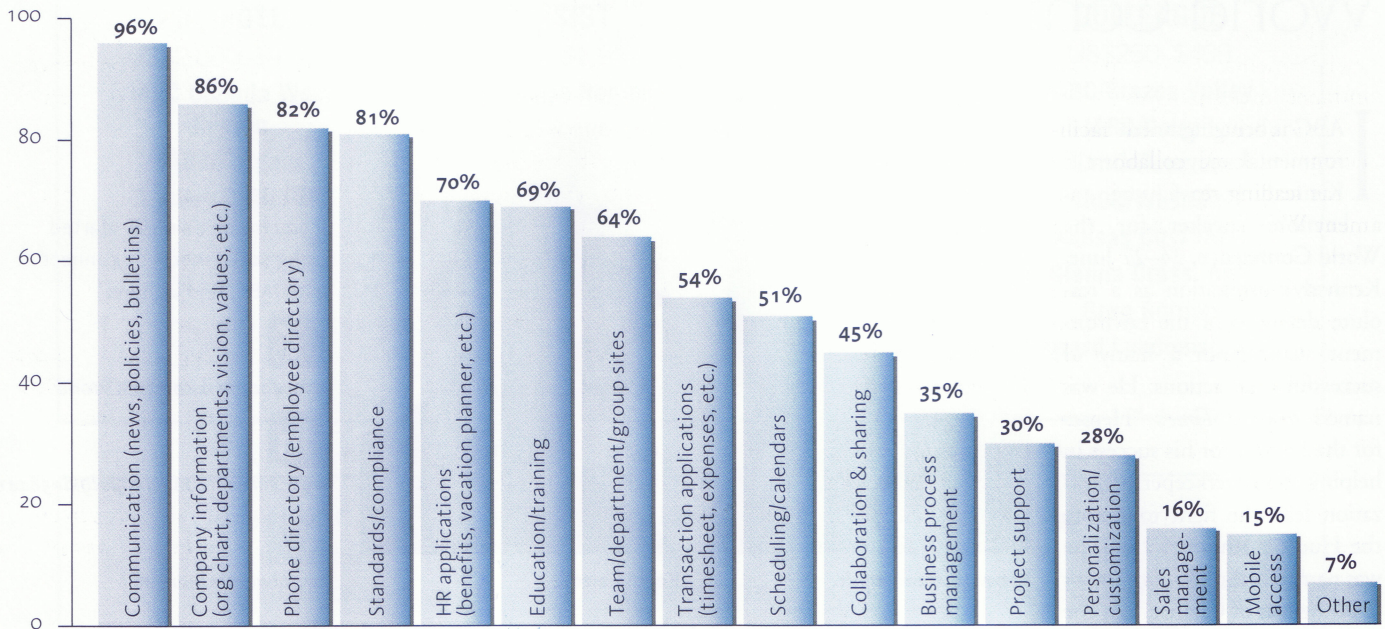
New study highlights internal social media use

According to a recent study by IABC and Prescient Digital Media, social media tools are now present on most corporate

intranets, with 61 percent of companies reporting at least one social media tool available to some or all employees. The most popular Web 2.0 tools are blogs (75 percent), discussion forums

(65 percent), instant messaging (63 percent) and wikis (61 percent), while social networking for employees and microblogging are on the rise at 43 percent and 42 percent, respectively.

Intranet content: The 2011 *Social Intranet Study* found that traditional corporate communication information dominates most intranets.



ABCs: The class of 2011

Congratulations to the more than 100 communication professionals who earned the Accredited Business Communicator credential last year.

- Liza Aboud, IABC/BC
- Tracy Adams, IABC/Toronto
- Erin Agelakopoulos, IABC/DC Metro
- Janet Annesley, IABC/Calgary
- Heath Applebaum, IABC/Toronto
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- Shannon O’Dea Dawson, IABC/Newfoundland and Labrador
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- Donald Egle, IABC/Richmond
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- Catherine Fiset, IABC/Montreal
- Stacey Flowers, IABC/Toronto
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- Eileen Gaughan, IABC/New York
- Kate Gaylord, IABC/Columbus
- Jennifer Gillard, IABC/Toronto
- Berta Gomez, IABC/Calgary
- Gayle Goodman, IABC/Dallas
- Damon Gross, IABC/Phoenix
- Carla Guest, IABC/Toronto
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- Tracy Harlow, IABC/Tulsa
- Jessica Hauser, IABC/Minnesota
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- Rebecca Hudson, IABC/Columbus
- Julianne Jack, IABC/Regina
- Jennifer Jordon, IABC/Dallas
- Mindy Kantor, IABC/Tampa Bay
- Vita Kernel, IABC/Slovenia
- Ray Kettenbach, IABC/Calgary
- Shannon Kidd, IABC/BC
- Richard Kies, IABC/Saskatoon
- Janice Kitta, IABC/Colorado
- Leanna Korevaar, IABC/Calgary
- Rajeev Kumar, IABC/India West

The *Social Intranet Study*, conducted in 2011, examined social media use on corporate intranets by employees and executives. The more than 1,400 respondents represented organizations of different sizes in a diverse range of industries around the world. The results reveal a rapid adoption of social media on corporate intranets in the past year.

Respondents named facilitating employee collaboration as the leading reason to implement Web 2.0 technologies in their intranet (78 percent), followed closely by increasing employee engagement (75 percent). Of organizations that do not have at least one social media tool on their intranet, 18 percent cite lack of executive support as the primary barrier to implementation, and the same number (18 percent) cite other, bigger priorities that prevent implementation.

Other survey findings include the following:

Intranet content

Traditional corporate communication information dominates most intranets:

- 96 percent of intranets include communication information such as news and policies.
- 86 percent have company information such as organizational charts, company vision, values, etc.
- 82 percent have employee directories.
- 81 percent feature standards and compliance information.
- 70 percent have HR applications.

Technology

The survey also explored technology platforms and found that Microsoft continues to dominate the intranet 2.0 market.

- 55 percent of organizations

with intranet 2.0 tools use Microsoft SharePoint.

- WordPress and Facebook (employee groups) are becoming popular social intranet products and are currently used in 23 percent and 22 percent, respectively, of organizations with at least one social media tool.

Chief contributors

Not surprisingly, communication staff are the biggest social media contributors (79 percent of organizations with intranet 2.0 tools have communication staff as regular contributors), followed closely by HR (57 percent), marketing (51 percent) and IT (49 percent).

See more survey results and charts and download the complete report at <http://bit.ly/intranetstudy>.

iabc by the numbers

850 Number of entries received for the 2011 Gold Quill Awards

105 Number of members who got accredited in 2011

1,258 Number of attendees at the 2011 World Conference, held for the first time in San Diego, California

4,700 Number of views for the free one-hour webinars offered to members via Thomson Reuters in 2011

70 Percentage of chapters that have taken advantage of IABC's free web hosting service

347 Number of corporate member packages (25 percent of IABC members are part of a corporate package)

Marie Legault, IABC/Montreal

Cara Forester Leitwein, IABC/
Columbus

Melanie Lightfoot, IABC/Regina

Paul Lindsley, IABC/Nashville

Julie Ludwig, IABC/Colorado

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