

Social Media & Internal Communications: Reap the Rewards, Reduce the Risk

February 10, 2011

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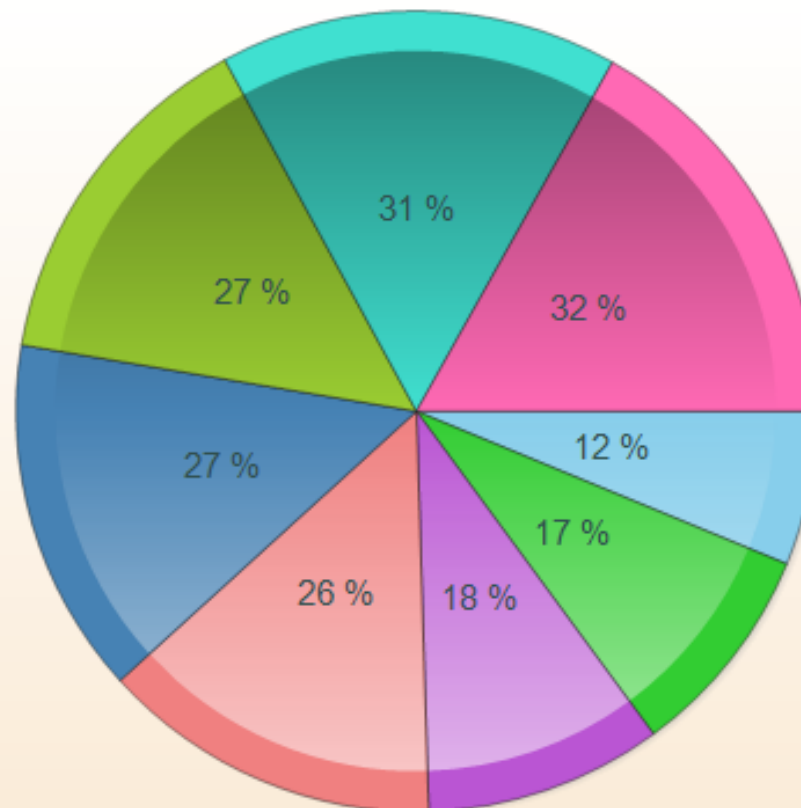
Tremendous opportunity



Risk or Reward?

If you have not implemented Intranet 2.0 tools, what is the greatest challenge or barrier to doing so?

- | | | |
|------------------------|-------------------------------------|----------------------------|
| Identifying technology | Addressing internal policy concerns | IT support |
| Other, please specify | Lack of executive support | Developing a business case |
| Apathy / no interest | Other bigger priorities | |



Prescient 2010 Intranet 2.0 survey

NHL Players: Best Team to Play For?

- Detroit Red Wings (60%)
- Most popular coach
- System for and track record of winning



Career Model: Free agency

- 4.1 years: median years person stays with an organization (U.S. Department of Labour)
- 7 – 10 jobs over course of career

Competing for talent

- Recruiting and retaining qualified staff
- Time to productivity
- Employee engagement
- Knowledge worker productivity

Eliminate the communications gap

- Links social media benefits to business objectives



Discussion Topics

- A framework for evaluating best fit social media technologies
- The business drivers for intranet 2.0
- How technology can help or hinder employee engagement
- How to balance high tech communications with more traditional channels
- How to use storytelling in the digital age
- Key metrics for planning and evaluating success

Prescient Digital Media

- We build highly effective websites & intranets



Insidedge

- We facilitate conversations and translate business strategies into language employees can *understand* and *act upon*



“Consumer-grade” technology



1 engineer for every 1.1 million users

No help desk

47%

Spent less than \$10,000 on social intranet technology (Prescient 2010 Intranet 2.0 survey)

Demographic Shifts

- 50% of the workforce are millenials
- “I absolutely buy that Millennials have different technology habits and preferences than us older workers. In short, they consider enterprise 2.0 the no-brainer default rather than something scary and weird. But that's about the biggest difference I see.”
 - Source: Andrew McAfee

Demographic preferences

Millennials	Gen Y	Boomers	Veterans
Pre 1946	1946-1964	1965-1979	1980-1999
66 –	47-65	32-46	12-31

Demographic preferences

"My employer does a GOOD JOB COMMUNICATING with me and other employees of MY GENERATION."

Millennials	Gen Y	Boomers	Veterans
18% agree	31% agree	43% agree	51% agree

Demographic preferences

"Social media and networks are important to me in the workplace."

Millennials	Gen Y	Boomers	Veterans
64% agree	46% agree	45% agree	27% agree

Growth of Knowledge Workers

- 75% of workforce in healthcare and education are knowledge workers
 - Wages account for 18% of GDP in United States
 - Premium of 55% to 75% versus those who perform production or transactional tasks
- Measure by quality and quantity of interactions
 - Source: McKinsey

Sure, communicating at work has changed



And you feel it's time to go "2.0"

- People seem to dig your intranet
- The CEO is hip to it – she's on Facebook ...
- Employees already are building their own wikis and team sites
- Everybody else is doing it
- Plus, we got a lot we need to say!



That's all good, but keep
this in mind:



While
technology
offers new
ways to share
info



It doesn't
increase the
capacity to
receive info



So you should
proceed with
caution – and a
plan



SAME ROAD. NEW RULES.

... sort of

Same Road

Employees need certain information to do their jobs

Employees want to share their opinions & be heard

Managers are the most credible communicators

People want information in different ways

New Rules

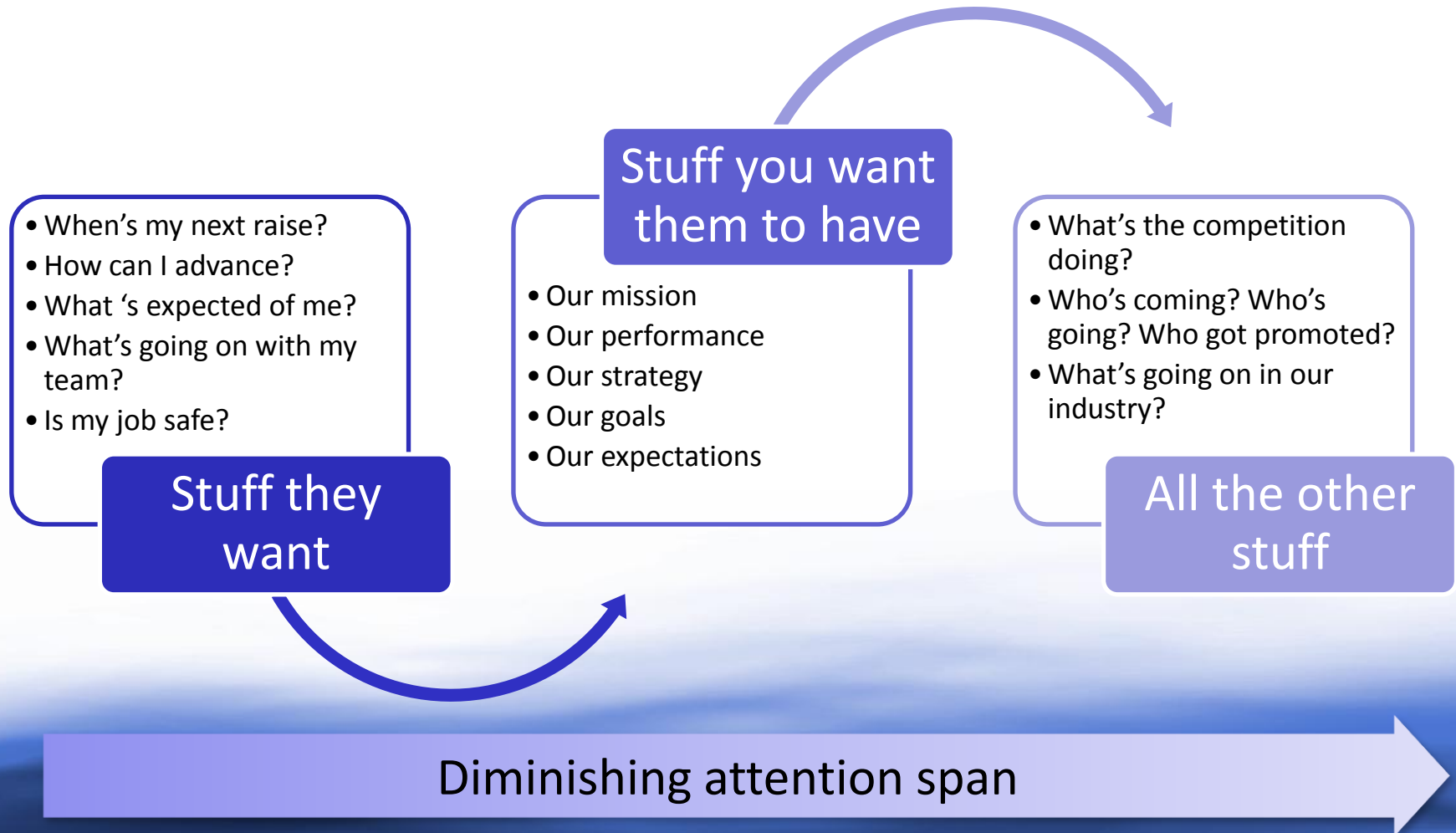
▶ We must have discipline to prioritize information

▶ New tools make it easier to give employees a voice

▶ Easier to equip managers as communicators – do it!

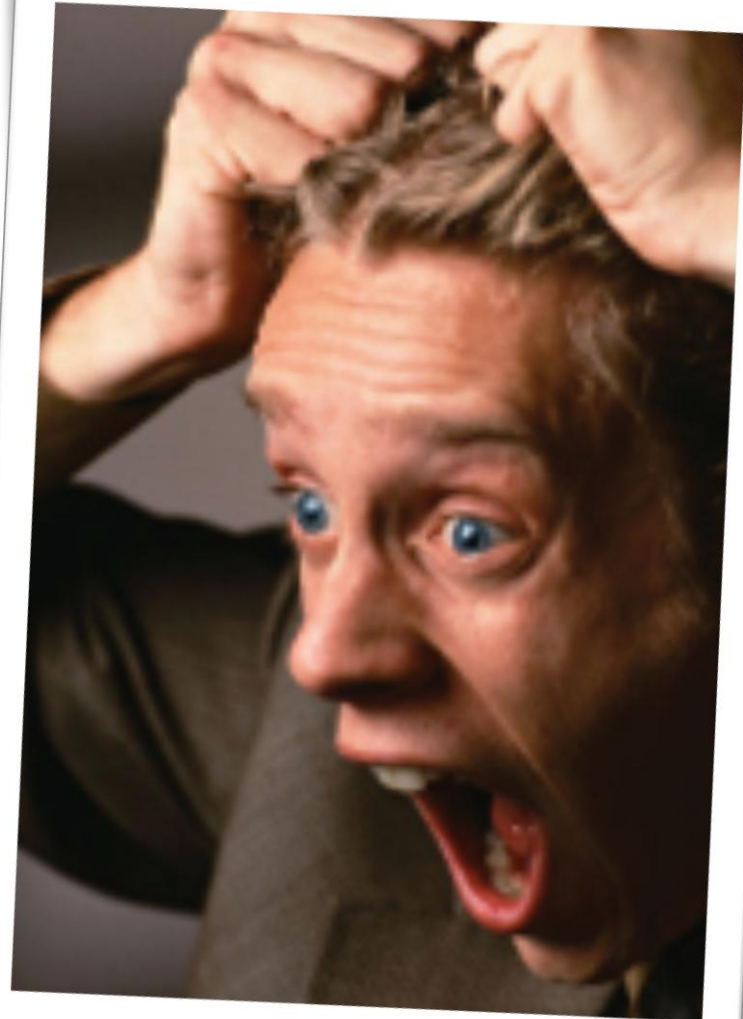
▶ Use all the tools at your disposal ... wisely

Think how people filter info

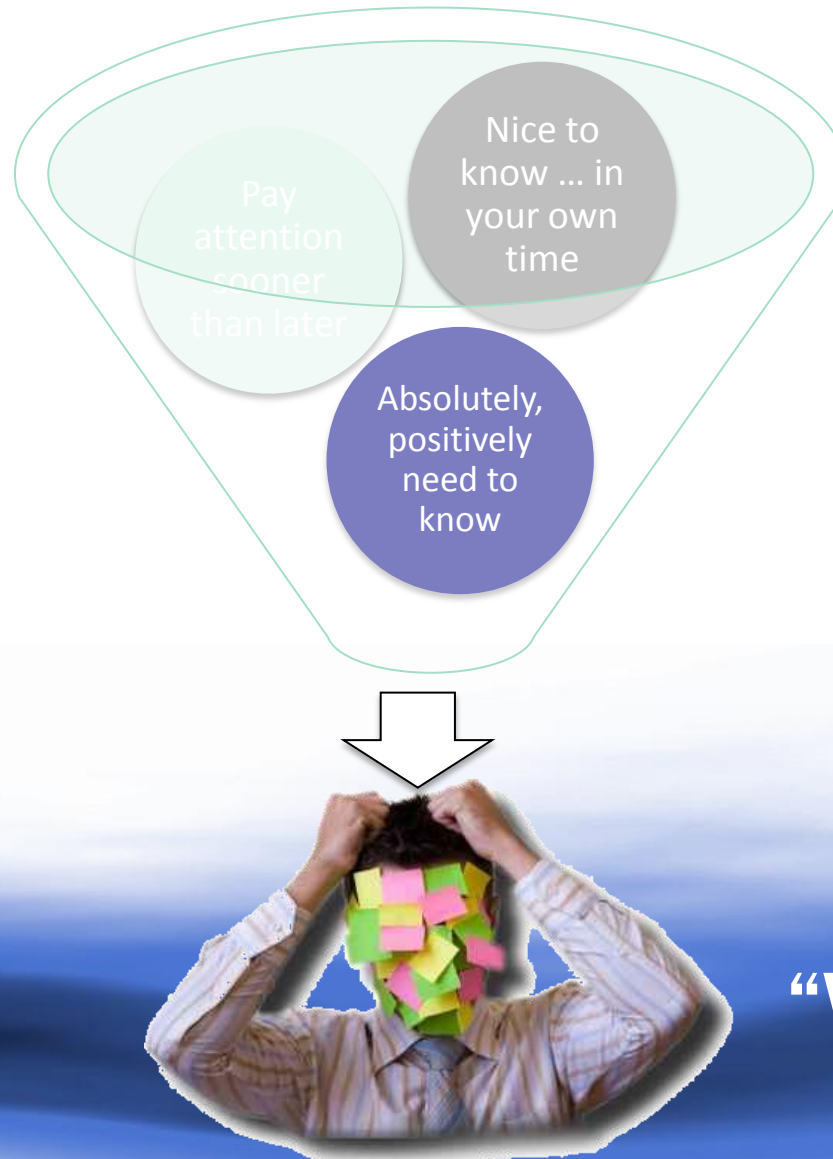


Are you piling on?

- Read this email!
- Go to that meeting!
- Take this training course!
- Dial into this call!
- Fill out those forms!
- Check out this blog!
- Respond to this survey!



Instead, help people sort it out



“What Matters?”

The new communicator



From the content *creator* to the content *curator*

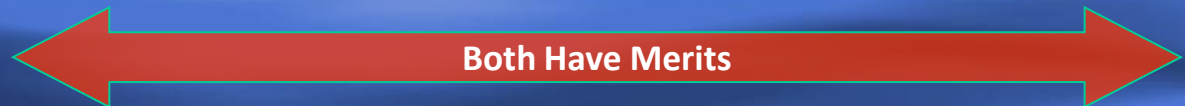
What kind of communicator will your company be?



"2.0" communications defined



Voice	Executives, Managers	Employees
Basis	Executive agenda	Understanding of employee needs & wants
Employee Involvement	Structured	Spontaneous
Process	Top-down, two-way second	Two-way, always
Corporate Posture	Go out to employees	Invite employees in
Tools	Meetings, newsletters, static intranet pages	Blogs, wikis, dialog-creating media





High tech shouldn't replace high touch

- New channels and technologies can allow for more tailored, two-way discussions with employees
- Don't just repurpose offline materials
- Integration works: digital channels are most effective in concert with offline media and in-person interaction
- Don't let automation replace interaction!



Face-to-face is still critical

"Face-to-face communications is important to me in the workplace."

Millennials	Gen Y	Boomers	Veterans
63% agree	66% agree	70% agree	74% agree

So ... 2.0 or not 2.0?

Things to consider:

- Are my employees online at work?
To what degree?
- Who are my employees? Young?
Aging? Blue or white collar?
Retirees? New hires? Families?
- Am I reaching all of my audiences?



So... 2.0 or not 2.0?



- How many languages do my employees speak?
- What will my employees need to do with the information I provide them?
- Have I asked my people what they want?
- What is my budget? What are my existing resources?
- What's the appetite for change?

Going 2.0? Some stuff we believe



1

Set ground rules.

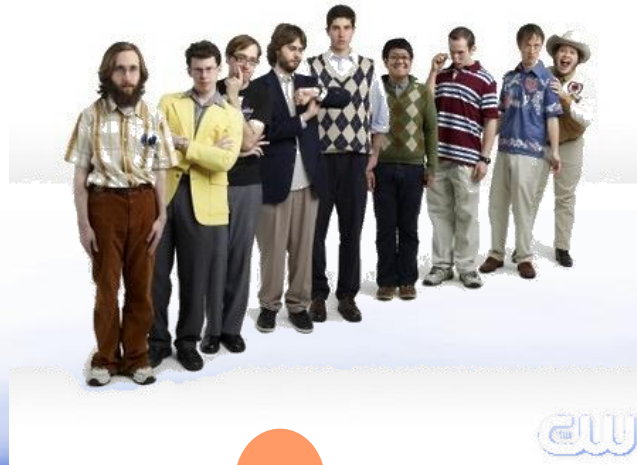
2

Listen!



3

Partner with IT.



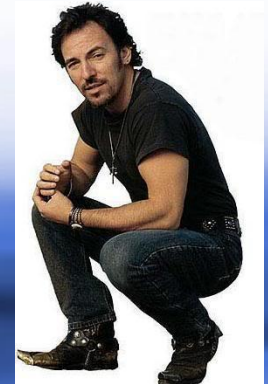
5

Retain some old school.



4

Get the boss on board.



Case Study: Major CPG

- The case for change:
 - Increasing globality
 - Mergers and acquisitions
 - A changing employee demographic
 - Employee demand + aggressive strategy
- Built use cases based on functional business drivers, employee personas
- Developed the business “story”

Case Study: Major CPG



WORK SMARTER



CONNECT
WITH SUBJECT
MATTER EXPERTS



FIND AND SHARE
RELEVANT
INFORMATION



MAKE DECISIONS
FASTER



COLLABORATE
WITH
COLLEAGUES




SAVE RESOURCES




ENCOURAGE
TEAMWORK

Case Study: Major CPG

Connections



Welcome **Steve Austin**


Find People 

My Profile **Connections**



Interaction Streams Ideas Communities Socialpedia Blogs Social Research

Post


Attach document, photos or videos ☐ Post to Facebook, Twitter, Lorem Ipsum





John Smith : In a meeting with offshore team

Comment   Delete


Jan 09, 2011 12:00 pm



Preethi : Process follow up meeting with Sathish Kings


Comment   Delete

Jan 06, 2011 1:00 pm





Eric Shaffer : Good meeting to start the year


Jan 08, 2011 8:00 am






John Smith : In a meeting with offshore team

Comment   Delete

Jan 03, 2011 3:00 pm



Christen Labs : New year bash at the office was fun – memories

Getting Started


Lorem Ipsum is simply dummy text of the printing and typesetting industry.

Lorem Ipsum is simply dummy text of the printing and typesetting industry.


Add Communities

Add


Recommended Colleagues




Prabhakar, Marri
(Contractor)




Prabhakar, Marri
(Contractor)




Prabhakar, Marri
(Contractor)



Ramakrishnan, Sundar
(Contractor)



Ramakrishnan, Sundar
(Contractor)



Ramakrishnan, Sundar
(Contractor)

Strictly Confidential

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Not For Distribution

Case Study: Chemical giant

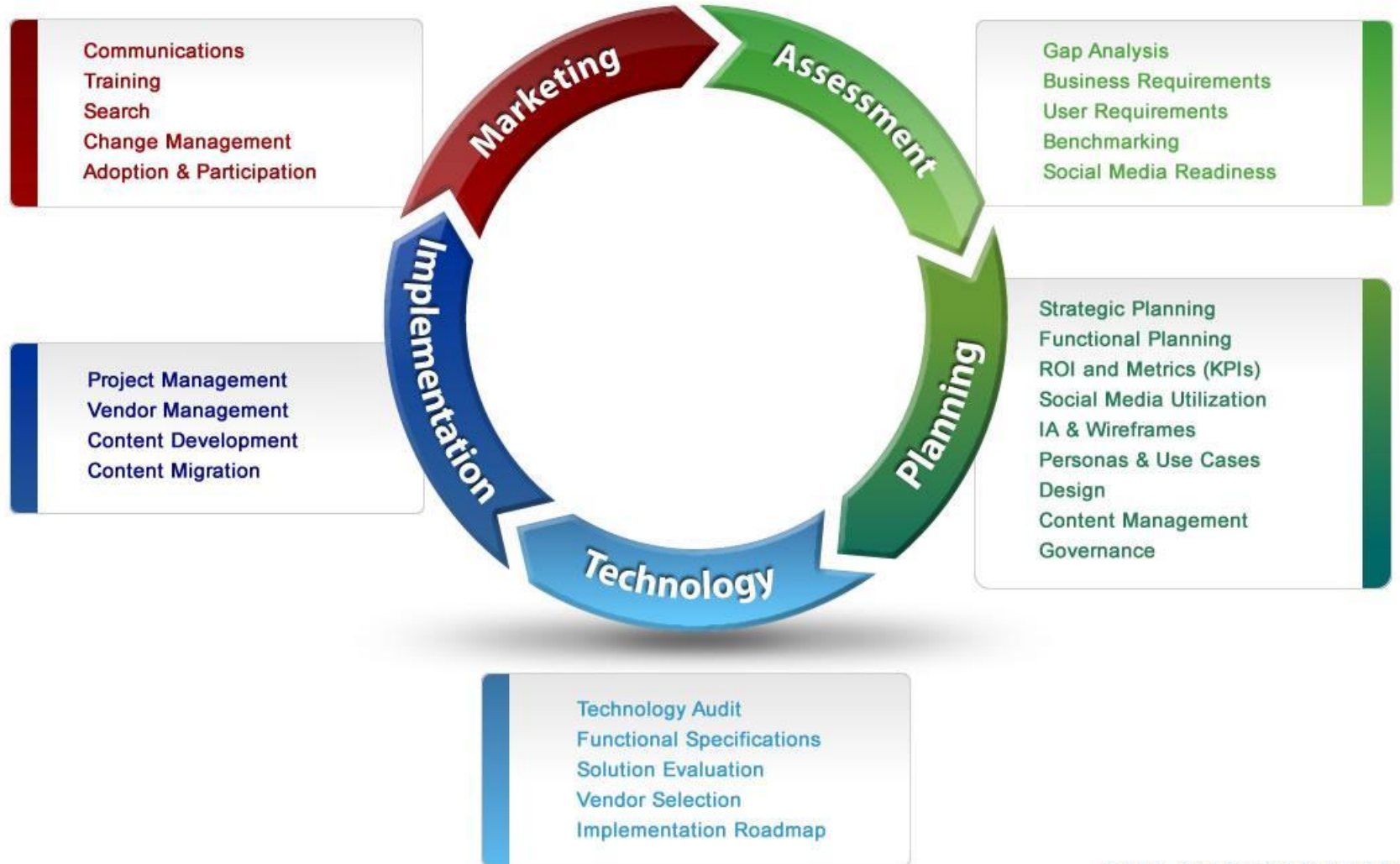
- 46,000 employees across the globe
- Internal survey results showed a desire for more collaboration with senior leaders
- The objectives:
 - Broaden the reach of management messages to employees
 - Engage employees in the strategic dialogue

Case Study: Chemical giant

- The result: a social community lead by the CEO
 - More than 13,000 employees (nearly 30 percent of the total employee population) visit the site weekly
 - 35 percent of employee posts relate to a new topic other than the posting topic, demonstrating a true, two-way dialogue



Project Methodology



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Eliminate the communications gap



Consumers want to:

- Keep informed of what friends are doing and thinking
- Easily tap into their opinions and advice
- Mobilize them for events and causes
- Control what others can see and know about me
- Tailor the platform with extensions and applications
- Tag videos and postings that other people should see, filtering out the noise
- Know which sources and Web sites friends use

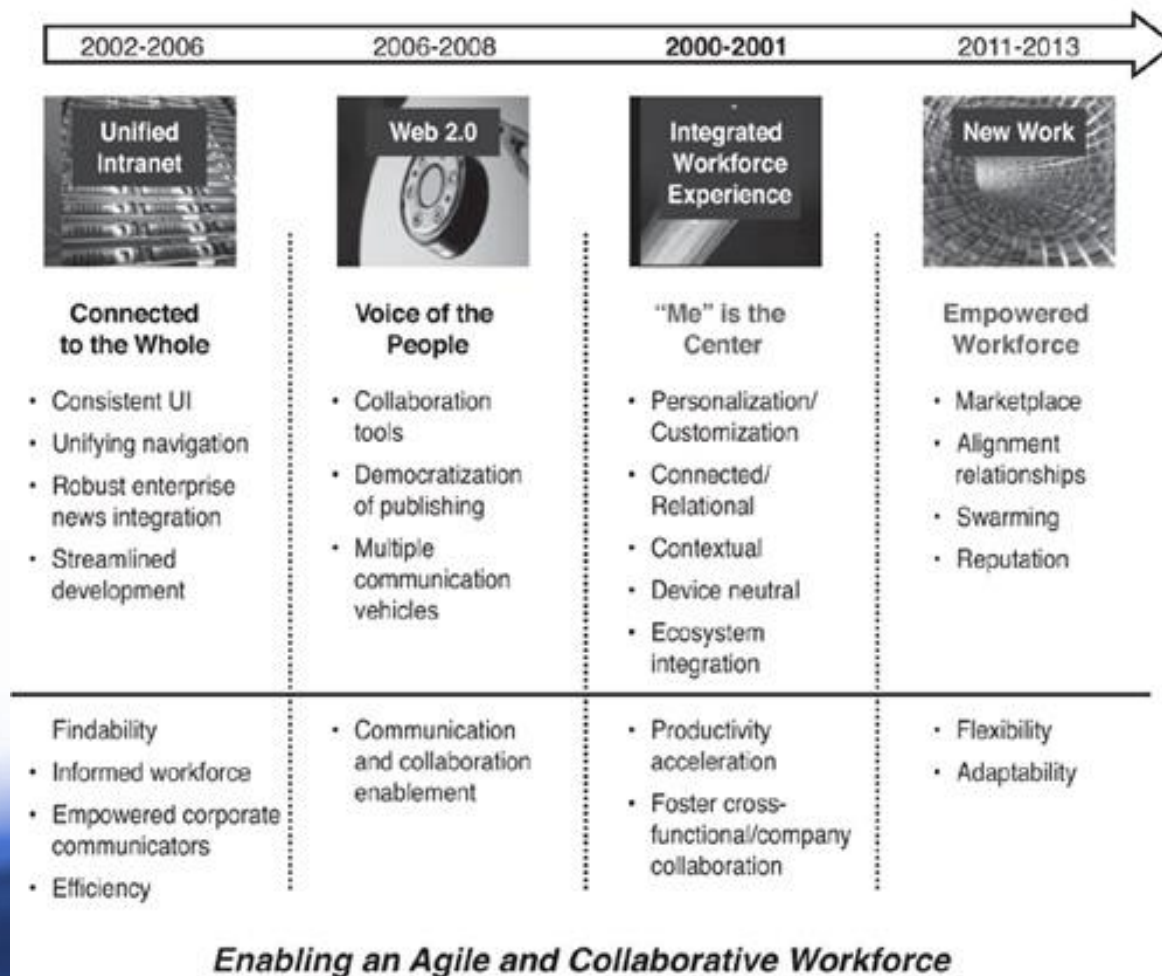
Business users want to:

- Keep informed of what colleagues are doing and thinking
- Easily tap into their opinions and advice
- Mobilize them for events and projects
- Control what others can see and know about me
- Tailor the platform with extensions and applications
- Tag documents and postings that other people should see, filtering out the noise
- Know which sources and Web sites colleagues use

Source: Gartner

Develop an overarching plan

Cisco's Intranet Evolution

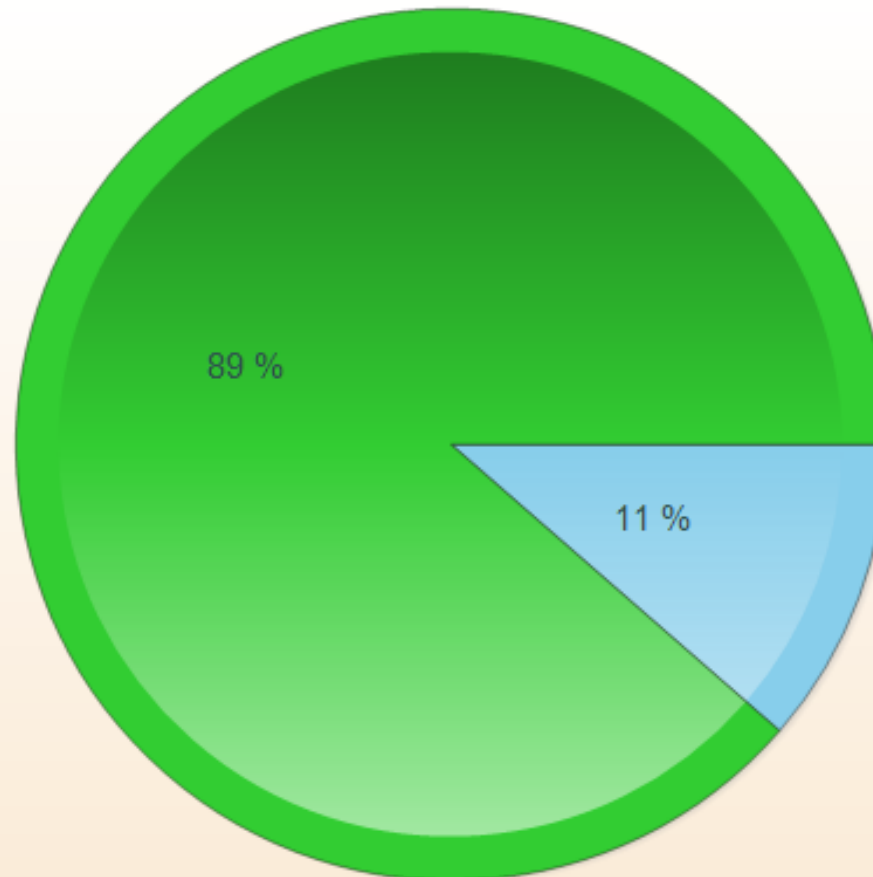


Web 2.0 @ Cisco:
The Evolution

Start measuring!

Have you measured the return on investment (ROI) of any of your Intranet 2.0 tools?

☐ Yes ☒ No ☐ Additional Comment



Prescient 2010 Intranet 2.0 survey

Metrics & Measurement

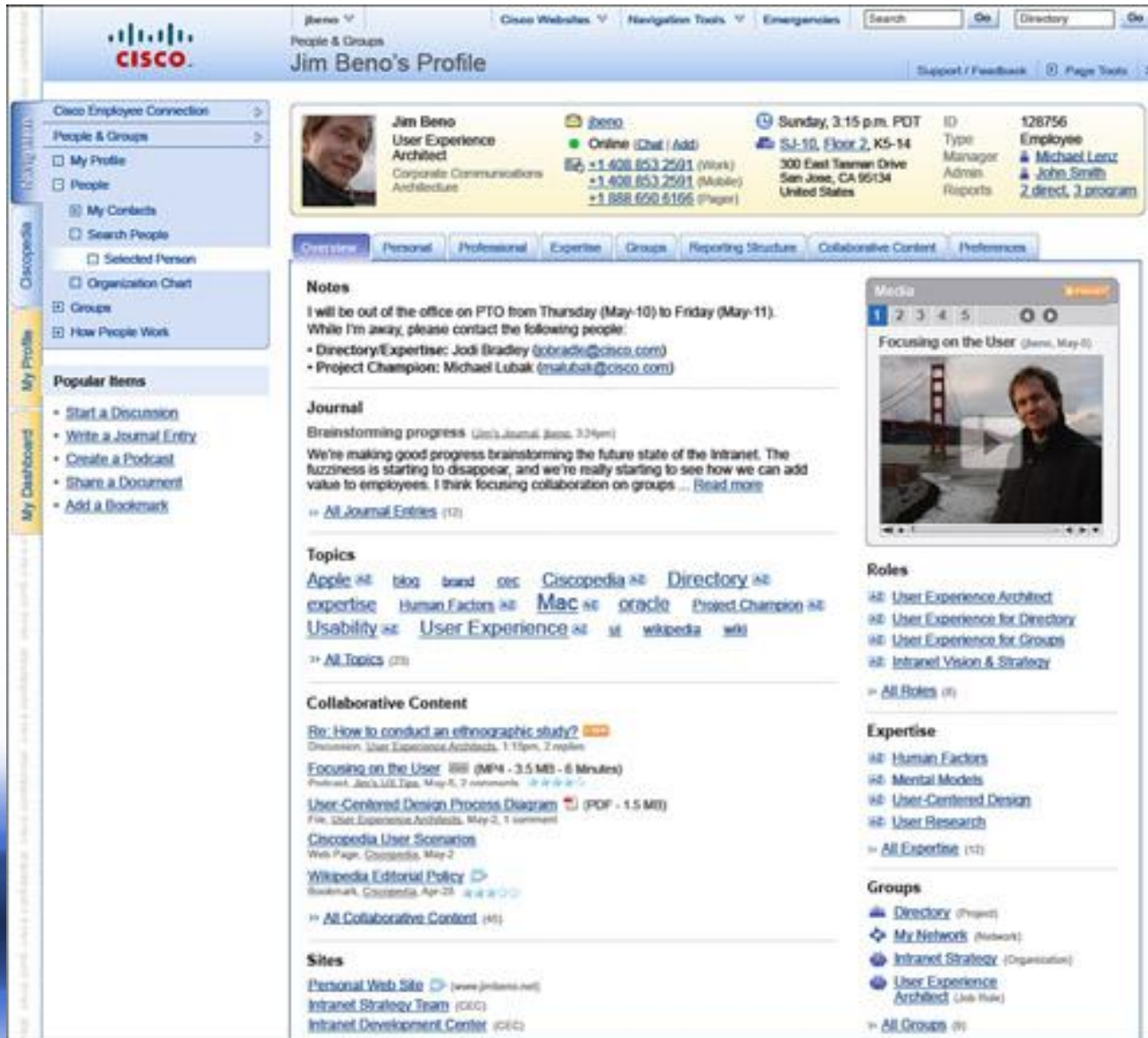
Activity & engagement

- Members
- Posts/threads
- Comments or ideas
- Tags, votes, bookmarks
- Active profiles
- Post frequency/density

Business value

- Productivity
- Knowledge sharing
- Engagement
- Consistent messaging
- Tools to do their job
- Interaction with content

Knowledge worker productivity



The screenshot displays the Cisco People & Groups intranet profile for Jim Beno. The interface includes a top navigation bar with the Cisco logo, user name, and search tools. A left sidebar contains navigation links for 'Cisco Employee Connection', 'People & Groups', 'My Profile', 'People', 'My Contacts', 'Search People', 'Selected Person', 'Organization Chart', 'Groups', 'How People Work', 'My Dashboard', and 'My Profile'. The main content area is titled 'Jim Beno's Profile' and features a profile picture, contact information, and a summary of his role as a User Experience Architect. Below this, there are tabs for 'Overview', 'Personal', 'Professional', 'Expertise', 'Groups', 'Reporting Structure', 'Collaborative Content', and 'Preferences'. The 'Overview' tab is active, showing a 'Notes' section with a PTO announcement, a 'Journal' section with a post about intranet brainstorming, a 'Topics' section with links to various topics like Apple, Cisco, and User Experience, a 'Collaborative Content' section with links to documents and videos, and a 'Sites' section with links to the Personal Web Site, Intranet Strategy Team, and Intranet Development Center. On the right side, there is a 'Media' section with a photo of Jim Beno, a 'Roles' section listing his various roles, an 'Expertise' section listing his areas of expertise, and a 'Groups' section listing the groups he is a member of.

CISCO People & Groups Jim Beno's Profile

Jim Beno
User Experience Architect
Corporate Communications Architect

Online (Chat / Add)
+1 408 653 2501 (Work)
+1 408 653 2501 (Mobile)
+1 888 690 6166 (Pager)

Sunday, 3:15 p.m. PDT
SJ-10, Floor 2, K5-14
300 East Tasman Drive
San Jose, CA 95134
United States

ID: 128756
Type: Employee
Manager: Michael Lenz
Admin: John Smith
Reports: 2 direct, 3 program

Notes
I will be out of the office on PTO from Thursday (May-10) to Friday (May-11). While I'm away, please contact the following people:
• Directory/Expertise: Jodi Bradley (jbradley@cisco.com)
• Project Champion: Michael Lubak (mlubak@cisco.com)

Journal
Brainstorming progress (Jim's Journal: Beno, 3:24pm)
We're making good progress brainstorming the future state of the intranet. The fuzziness is starting to disappear, and we're really starting to see how we can add value to employees. I think focusing collaboration on groups ... [Read more](#)
All Journal Entries (12)

Topics
[Apple](#) [blog](#) [brand](#) [csc](#) [Ciscopedia](#) [Directory](#) [expertise](#) [Human Factors](#) [Mac](#) [oracle](#) [Project Champion](#) [Usability](#) [User Experience](#) [wiki](#)
All Topics (23)

Collaborative Content
[Be: How to conduct an ethnographic study?](#) (Document, User Experience Architects, 1:15pm, 2 replies)
[Focusing on the User](#) (MP4 - 3.5 MB - 6 Minutes)
Podcast, Jim's Life Tips, May-8, 2 comments
[User-Centered Design Process Diagram](#) (PDF - 1.5 MB)
File, User Experience Architects, May-2, 1 comment
[Ciscopedia User Scenarios](#)
Web Page, Ciscopedia, May-2
[Wikipedia Editorial Policy](#)
Bookmark, Ciscopedia, Apr-23
All Collaborative Content (46)

Sites
[Personal Web Site](#) (www.jimbeno.net)
[Intranet Strategy Team](#) (CSC)
[Intranet Development Center](#) (CSC)

Media
Focusing on the User (Jim, May-10)

Roles
• User Experience Architect
• User Experience for Directory
• User Experience for Groups
• Intranet Vision & Strategy
All Roles (4)

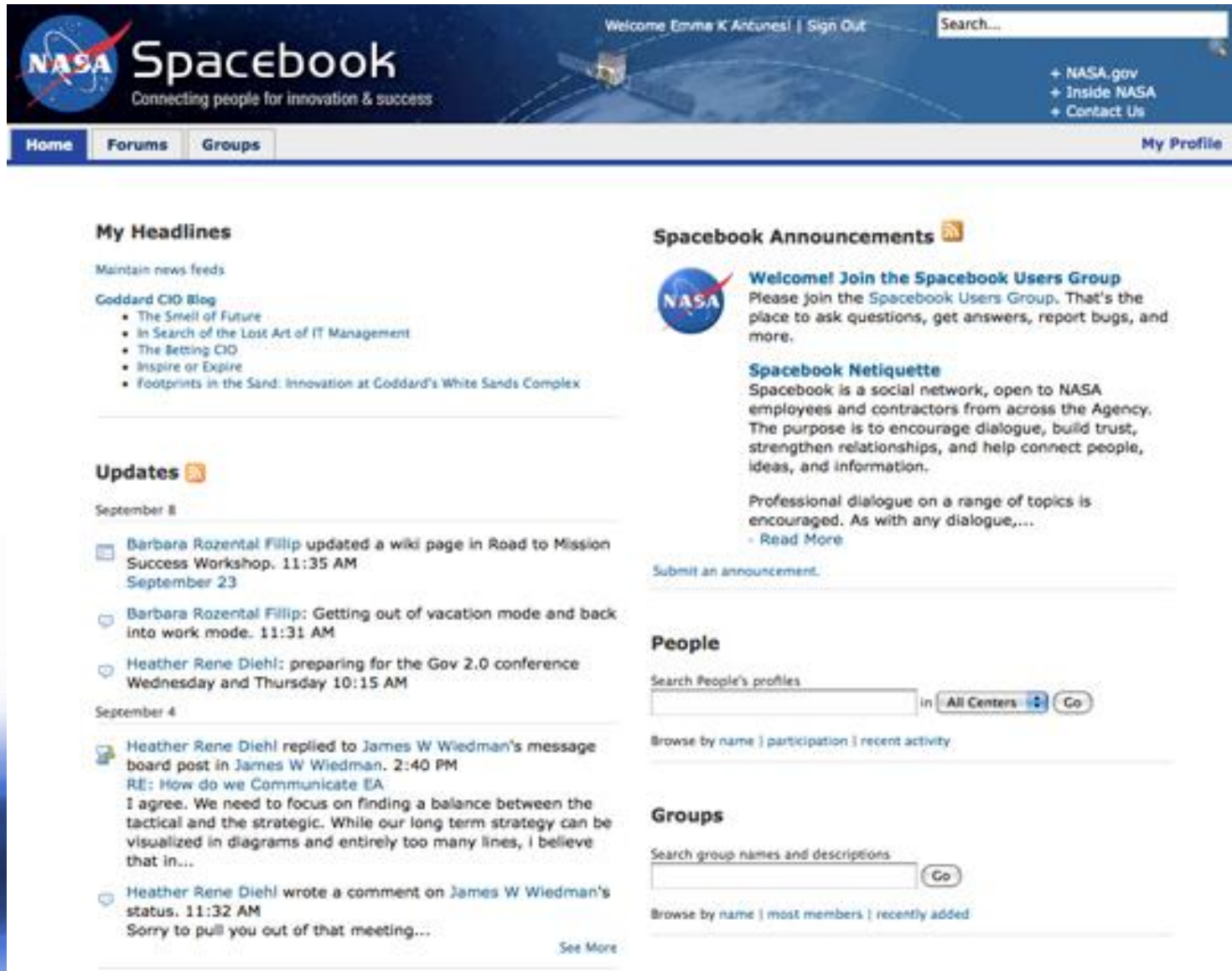
Expertise
• Human Factors
• Mental Models
• User-Centered Design
• User Research
All Expertise (12)

Groups
• Directory (Project)
• My Network (Network)
• Intranet Strategy (Organization)
• User Experience Architect (Job Role)
All Groups (6)

U.S. Government Lost & Found

- \$15.4 billion lost to poor knowledge worker productivity
 - Average Federal Government employee loses 1 hour per day looking for information
 - 44%: not knowing what information is available is a big problem
 - Source: MeriTalk

Improved Collaboration



The screenshot shows the NASA Spacebook website. The header features the NASA logo, the word "Spacebook", and the tagline "Connecting people for innovation & success". A navigation bar includes links for Home, Forums, Groups, and My Profile. A search bar is located in the top right corner. The main content area is divided into three sections: My Headlines, Updates, and Spacebook Announcements. The My Headlines section lists news feeds from the Goddard CIO Blog. The Updates section shows a list of recent posts from users like Barbara Rozental Filip and Heather Rene Diehl. The Spacebook Announcements section includes a welcome message for new users, a link to the Spacebook Users Group, and a section on Spacebook Netiquette.

NASA Spacebook
Connecting people for innovation & success

Welcome Emma K Antunes! | Sign Out

Search...

+ NASA.gov
+ Inside NASA
+ Contact Us

Home Forums Groups My Profile

My Headlines

Maintain news feeds

Goddard CIO Blog

- The Smell of Future
- In Search of the Lost Art of IT Management
- The Betting CIO
- Inspire or Expire
- Footprints in the Sand: Innovation at Goddard's White Sands Complex

Updates

September 8

- Barbara Rozental Filip updated a wiki page in Road to Mission Success Workshop. 11:35 AM
September 23
- Barbara Rozental Filip: Getting out of vacation mode and back into work mode. 11:31 AM
- Heather Rene Diehl: preparing for the Gov 2.0 conference Wednesday and Thursday 10:15 AM

September 4

- Heather Rene Diehl replied to James W Wiedman's message board post in James W Wiedman. 2:40 PM
RE: How do we Communicate EA
I agree. We need to focus on finding a balance between the tactical and the strategic. While our long term strategy can be visualized in diagrams and entirely too many lines, I believe that in...
- Heather Rene Diehl wrote a comment on James W Wiedman's status. 11:32 AM
Sorry to pull you out of that meeting...

See More

Spacebook Announcements

Welcome! Join the Spacebook Users Group
Please join the Spacebook Users Group. That's the place to ask questions, get answers, report bugs, and more.

Spacebook Netiquette
Spacebook is a social network, open to NASA employees and contractors from across the Agency. The purpose is to encourage dialogue, build trust, strengthen relationships, and help connect people, ideas, and information.

Professional dialogue on a range of topics is encouraged. As with any dialogue,...

[Read More](#)

[Submit an announcement.](#)

People

Search People's profiles

in [All Centers](#) [Go](#)

[Browse by name](#) | [participation](#) | [recent activity](#)

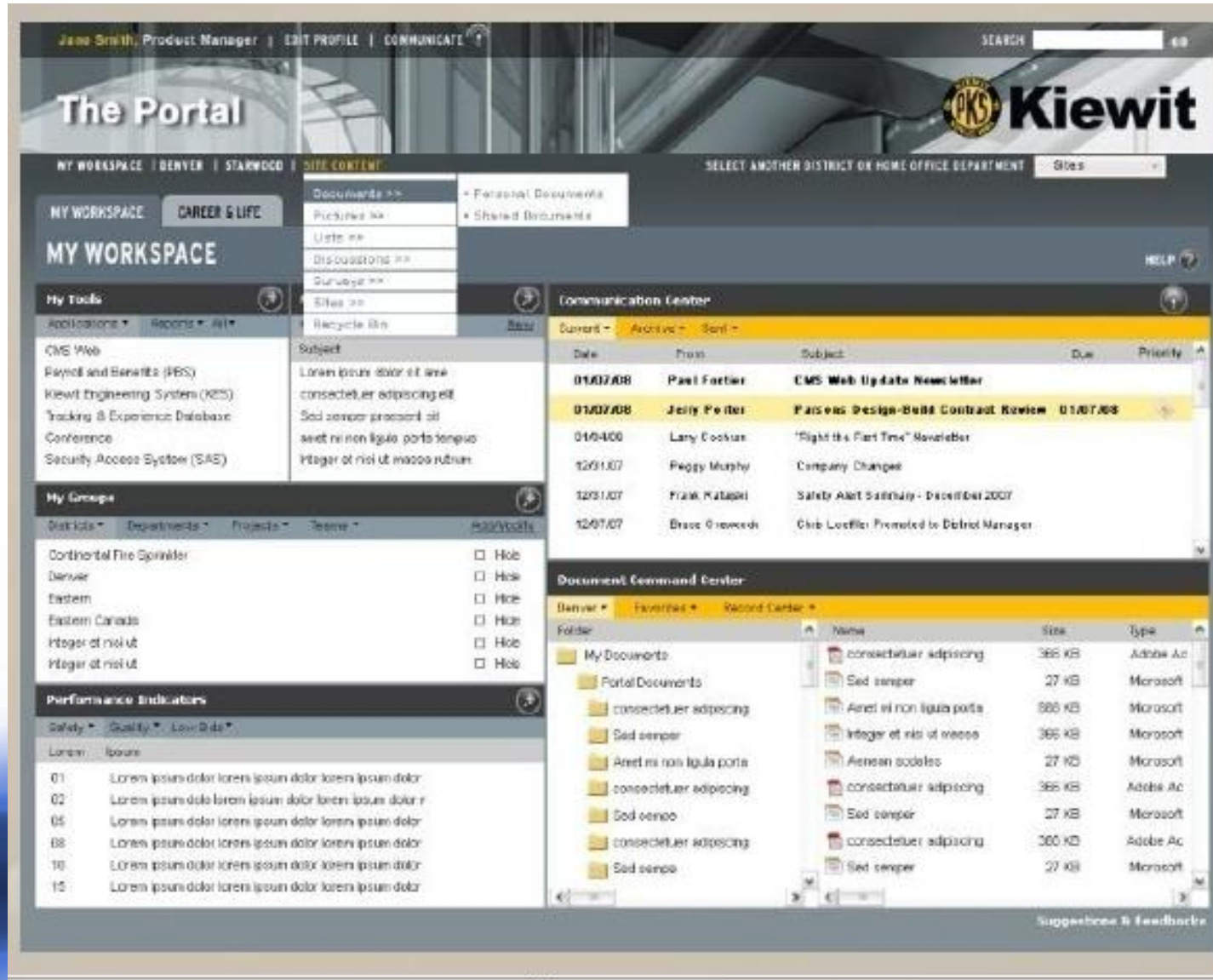
Groups

Search group names and descriptions

[Go](#)

[Browse by name](#) | [most members](#) | [recently added](#)

Knowledge worker productivity



The screenshot displays the 'The Portal' web application for Kiewit. The interface is divided into several sections:

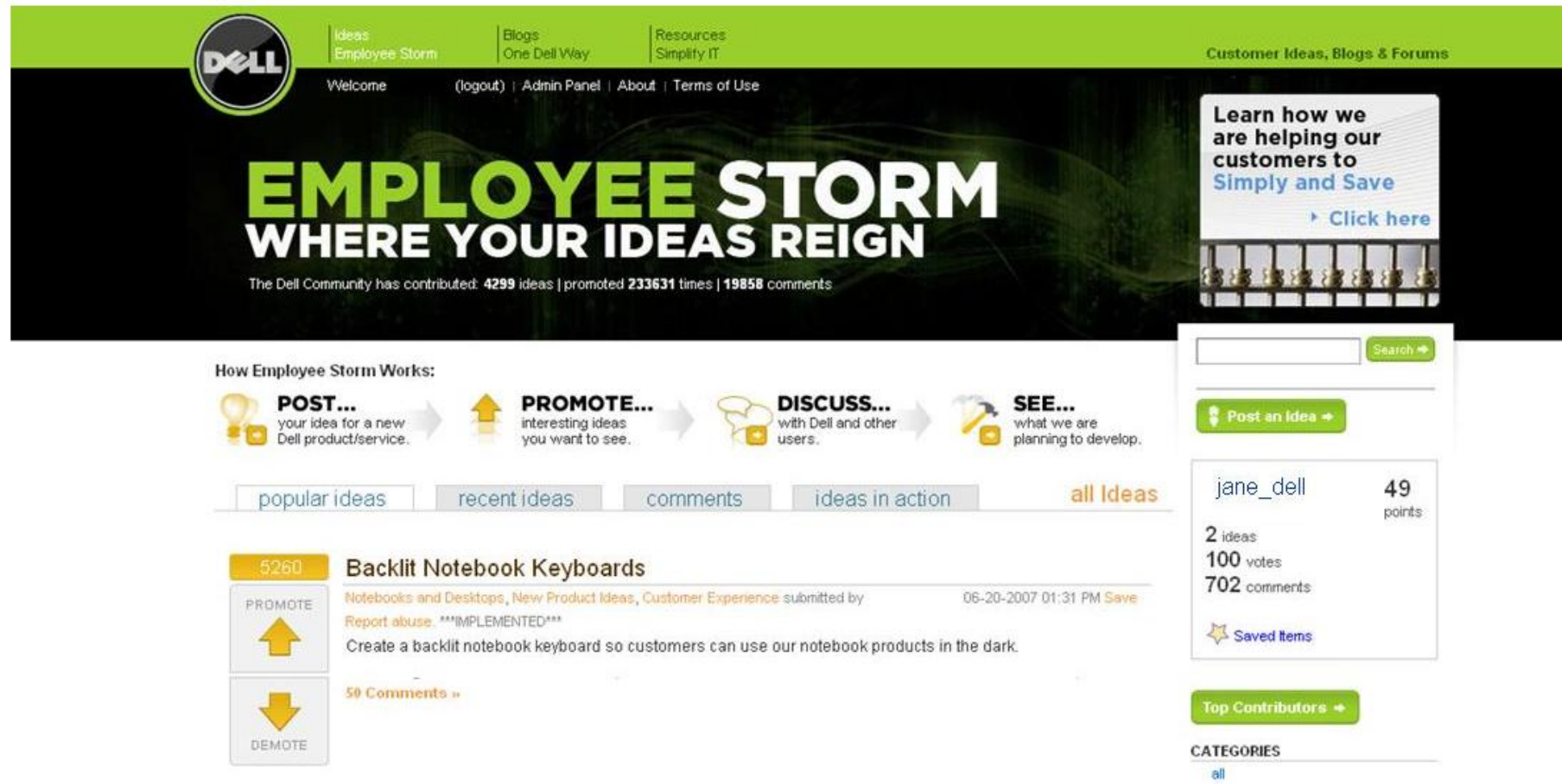
- Header:** Includes the user name 'Jane Smith, Product Manager', links for 'EDIT PROFILE' and 'COMMUNICATE', a search bar, and the Kiewit logo.
- Navigation:** Features tabs for 'MY WORKSPACE', 'CAREER & LIFE', and 'SITE CONTENT'. Below these are links for 'Documents', 'Pictures', 'Lists', 'Discussions', 'Surveys', and 'Sites'.
- My Tools:** Lists various applications including CMS Web, Payroll and Benefits (PES), Kiewit Engineering System (KES), Tracking & Experience Database, Conference, and Security Access System (SAS).
- My Groups:** Displays a list of groups with checkboxes for 'Hide' or 'Show', including Continental Fire Sprinkler, Denver, Eastern, Eastern Canada, Integer of risk ut, and Integer of risk ut.
- Performance Indicators:** Shows a table with columns for 'Safety', 'Quality', and 'Low Risk', with rows of data.
- Communication Center:** A table listing messages with columns for Date, From, Subject, Due, and Priority. Messages include 'CMS Web Update Newsletter', 'Parsons Design-Build Contract Review', 'Right the First Time Newsletter', 'Company Changes', 'Safety Alert Safety - December 2007', and 'Chris Loeffler Promoted to District Manager'.
- Document Command Center:** A table showing document folders and files with columns for Name, Size, and Type. Folders include 'My Documents', 'Portal Documents', and 'consectetur adipiscing'. Files include 'consectetur adipiscing', 'Sed semper', 'Amet mi non ligula porta', 'Integer of risk ut massa', 'Aenean sodales', 'consectetur adipiscing', 'Sed semper', 'consectetur adipiscing', and 'Sed semper'.

Source:
Consejo

Do you know?

- Percentage of knowledge workers
- Workplace demographics
- Culture/hierarchy/executive communications
- Employee engagement levels
- Current usage of social media
- Current use of intranet/alternatives
- Current and future business challenges

Start active conversations



The screenshot shows the Dell Employee Storm website. The header is green with the Dell logo and navigation links: Ideas Employee Storm, Blogs One Dell Way, and Resources Simplify IT. A secondary navigation bar includes Welcome, (logout), Admin Panel, About, and Terms of Use. The main banner features the text "EMPLOYEE STORM WHERE YOUR IDEAS REIGN" and a statistic: "The Dell Community has contributed: 4299 ideas | promoted 233631 times | 19858 comments". A sidebar on the right promotes a campaign to help customers "Simply and Save" with a "Click here" link. Below the banner, a section titled "How Employee Storm Works:" illustrates a four-step process: POST... (submit an idea), PROMOTE... (upvote), DISCUSS... (comment), and SEE... (view results). Navigation tabs include popular ideas, recent ideas, comments, ideas in action, and all Ideas. The main content area displays a post titled "Backlit Notebook Keyboards" with a "PROMOTE" button (up arrow) and a "DEMOTE" button (down arrow). The post text describes a request for a backlit keyboard and notes it has been implemented. A "50 Comments" link is visible. On the right, a user profile for "jane_dell" shows 49 points, 2 ideas, 100 votes, and 702 comments, along with a "Saved Items" link and a "Top Contributors" button. A "CATEGORIES" section at the bottom right shows "all".

DELL Ideas Employee Storm Blogs One Dell Way Resources Simplify IT Customer Ideas, Blogs & Forums

Welcome (logout) | Admin Panel | About | Terms of Use

EMPLOYEE STORM

WHERE YOUR IDEAS REIGN

The Dell Community has contributed: 4299 ideas | promoted 233631 times | 19858 comments

Learn how we are helping our customers to Simply and Save
[Click here](#)

How Employee Storm Works:

POST...
your idea for a new Dell product/service.

PROMOTE...
interesting ideas you want to see.

DISCUSS...
with Dell and other users.

SEE...
what we are planning to develop.

popular ideas recent ideas comments ideas in action all Ideas

5260 **Backlit Notebook Keyboards**

Notebooks and Desktops, New Product Ideas, Customer Experience submitted by 06-20-2007 01:31 PM [Save](#)

[Report abuse.](#) ***IMPLEMENTED***

Create a backlit notebook keyboard so customers can use our notebook products in the dark.

[50 Comments »](#)

[Post an Idea](#)

jane_dell 49 points

2 ideas
100 votes
702 comments

[Saved Items](#)

[Top Contributors](#)

CATEGORIES
all

Motivated to contribute

- Only 34% of employees have never contributed content or have done so infrequently
 - 91% of organizations that have Intranet 2.0 tools have had employees contribute content to the tools (at the very least, infrequently)
- 30% of organizations have employees that contribute content on a daily basis (or multiple times per day)

Prescient 2010 Intranet 2.0 survey

Listen and respond



The screenshot displays the iNex Blog for Sergio Chaia. The header features the iNex logo and navigation links for Home, Comitê, and FAQ. A large banner image shows Sergio Chaia smiling, with the text "Blog SERGIO CHAIA" overlaid. Below the banner, a green sidebar contains a bio: "Nascido em Belo Horizonte há 46 anos, Sergio Chaia é casado e tem um filho, Lucas, de oito anos. É graduado em administração de empresas e pós-graduado em Marketing e Finanças pela Fundação Getúlio Vargas. Ao longo de sua carreira passou por empresas como Pfizer, Makro, Pepsico, KFC e Sodexo Pass e desde janeiro de 2007 é presidente da Nextel Brasil. Adora futebol, ler e meditar e busca um estilo de liderança fora do convencional, integrado à sua espiritualidade." The main content area has a search bar and a section titled "Um espaço de todos" with a date of "Escrito em: 01/11/2010" and a category of "Blog". Below this is a large image of a question mark. The right sidebar shows "Comentários 12" with two comments. The first comment, by Andréia Moura, dated 25/10/2010, discusses the Stanley example and the importance of listening. The second comment, by Luciano, dated 25/10/2010, discusses motivation and the importance of listening to the RH (Human Resources) department.

iNex Home Comitê FAQ

Blog
SERGIO CHAIA

Nascido em Belo Horizonte há 46 anos, Sergio Chaia é casado e tem um filho, Lucas, de oito anos.

É graduado em administração de empresas e pós-graduado em Marketing e Finanças pela Fundação Getúlio Vargas. Ao longo de sua carreira passou por empresas como Pfizer, Makro, Pepsico, KFC e Sodexo Pass e desde janeiro de 2007 é presidente da Nextel Brasil.

Adora futebol, ler e meditar e busca um estilo de liderança fora do convencional, integrado à sua espiritualidade.

Busca
Busca

Um espaço de todos

Escrito em: 01/11/2010 Categoria: [Blog](#)

iNex tags: viagens, pessoas

Comentários 12

25/10/2010 Postado por: **Andréia Moura**

O Stanley é um exemplo de competência e determinação! Quando nos colocamos no lugar do outro, a convivência e o relacionamento com o próximo fica melhor, seja ele no ambiente de trabalho ou no relacionamento familiar. Nossas atitudes fazem a diferença para ter um ambiente agradável com os outros.

Oi Andréia
Acredito que se colocar no lugar do outro é o primeiro passo para uma grande transformação interior. Conseguimos analisar as situações do nosso cotidiano com mais clareza e podemos tomar decisões mais acertadas. É, sem dúvida, uma ótima iniciativa!
Obrigado pela sua participação.
Abracos, Sergio.

25/10/2010 Postado por: **Luciano**


Sergio boa tarde!

Acredito que motivação é algo intrínseco ao ser humano, o que podemos fazer é muitas vezes despertar este elo que liga o ser humano a ele mesmo, através muitas vezes de atitudes simples que se tomam complexas no ambiente corporativo, que é saber ouvir, possibilitando muitos vezes ao RH que cumpra uma das mais sublimes funções que muitas vezes é esquecida, que o ato de cuidar do seu bem mais precioso que são as pessoas.

Temos que muitas vezes tirar o RH do alpendre, para que idéias sejam partilhada e difundidas.

Diante de um mercado corporativo cada vez mais globalizado, gostaria de saber do Stanley

Return on participation



Work

Where ideas work

Search this site:
Ministry Intranet Search
-- Ministry Intranets --

News | Our Organization | Your Career | HR | Forms & Tools | Library & Reference | Executive Corner

Blogs

Ongoing observations on what's happening in the BC Public Service.

Smart vs. Hard

Posted: May 5, 2010 - 8:00am by Allan Seckel

There was an interesting piece in the Globe and Mail on Monday, April 26 under the "Monday Morning Manager" banner. This is a weekly section of the paper that highlights managerial and leadership concepts. It is a bit of a miscellany, but there are occasional gems. The particular piece was about [goal setting](#).

Tags: Blog, Leadership, Executive blog
18 comments [Read more](#)

The Carrot Is Mightier Than the Stick

Posted: April 29, 2010 - 7:59am by Allan Seckel

One of our corporate values is accountability. This is an important principle. As our common purpose is to provide to the public the services and infrastructure they need to succeed in their communities, we need to be responsive and accountable to that public.

Tags: Blog, Accountability, Values, Executive blog
5 comments [Read more](#)


What Would Wait Do?

Posted: April 22, 2010 - 8:00am by Allan Seckel

It was interesting to see the marked difference in the number of comments (they plummeted) after a blog post that was more like an email announcement than a conversation. I have heard that some people thought that perhaps my last posting was written by someone else. I assure you I did write it, and I wrote it because I think the message about volunteers is important. But I don't want this to become too much of a monologue. I especially want to provoke thoughtful comments. But now for something more conversational.

Tags: Blog, Values, Executive blog
21 comments [Read more](#)

Executive Blogs



Allan Seckel, Head of the BC Public Service

Other Public Service Blogs

[Where ideas work 2010](#)

Improving Lives

Posted: April 15, 2010 - 8:00am by Allan Seckel

I have received some excellent comments on my first two posts. I intend to return to some of those comments and ideas in future posts. But, since next week is [National Volunteer Week](#), I want to take this opportunity to celebrate the many people in the public service who spend a part of their valuable time volunteering in the community.

Tags: Blog, Green, Volunteer, Executive blog
6 comments [Read more](#)

Thoughts on Disneyland and Service

Posted: April 7, 2010 - 5:00pm by Allan Seckel

Thank you to those who commented on my first blog post. You have given me some good ideas for future posts, including the encouragement to add video and other media as part of this forum. I'll take those suggestions to heart.

Tags: Blog, Service, Values, Executive blog
43 comments [Read more](#)

A Good Dose of Trepidation

Posted: April 1, 2010 - 2:00pm by Allan Seckel

Welcome to my blog. I have to admit to a good dose of trepidation as I embark down this path. I worry that I really don't have enough to say to be a regular correspondent. Or at least not enough interesting things to say.

But I'm told that you, the reader, can help. Help by making this a dialogue, not merely a monologue. Help by commenting on what I write. Help by suggesting topics.

Tags: Blog, Social media, Executive blog
90 comments [Read more](#)

News
Announcements & events
Corporate news
Videos
gov.bc.ca
Site features
Calendar
Contact Us

Our Organization
Our plan & values
Who we are
About @Work
Your voice
Being green
Health & wellness
Key Initiatives

Your Career
Orientation
Learning & career development
Performance & recognition
Jobs & hiring

HR
Pay & benefits
Flexible benefits
Flexible work options
Leave
Retirement & pension
HR Policies
Employment conditions & agreements
HR contacts

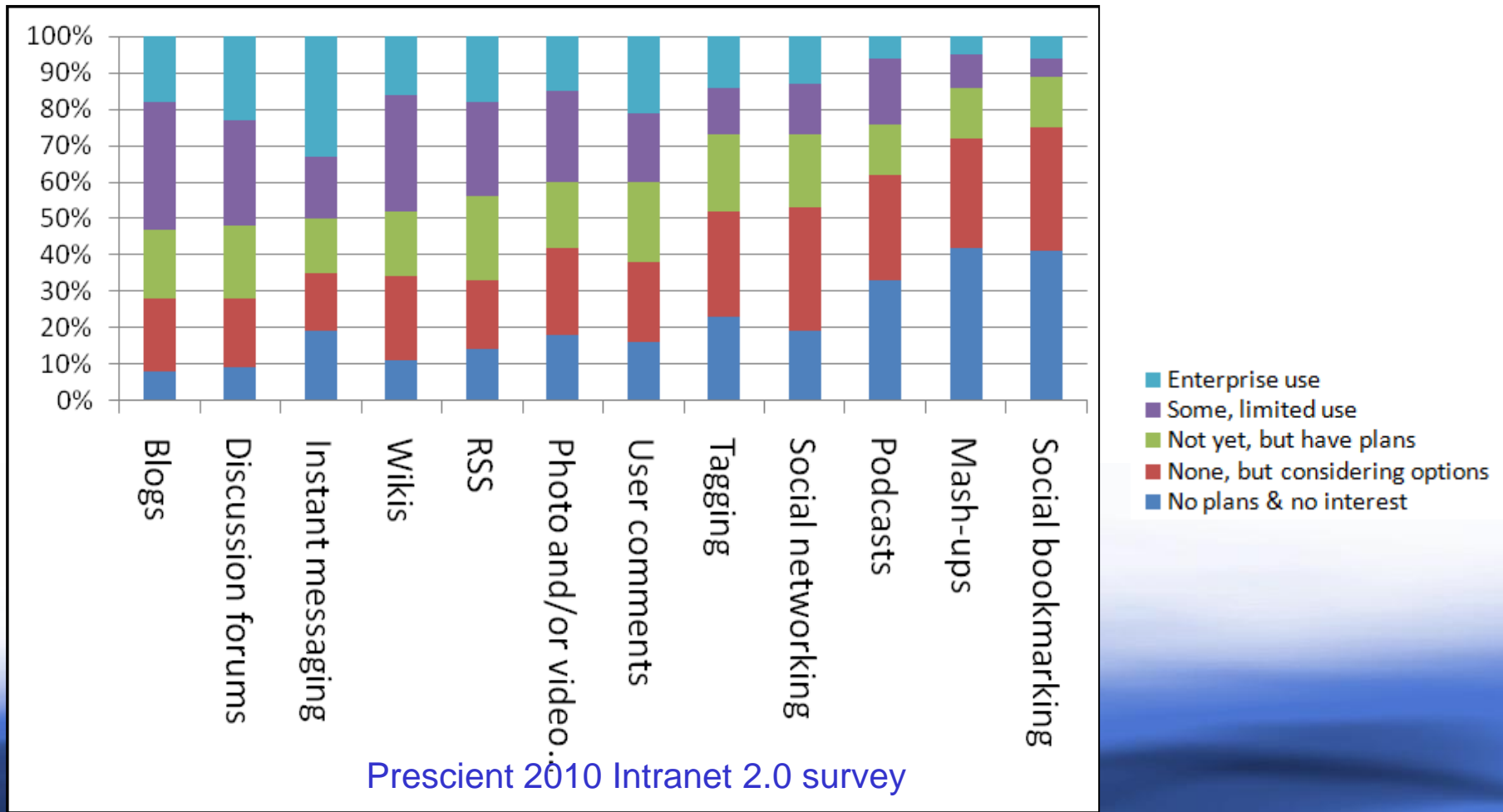
Forms & Tools
Forms
Tools
Online Store & ordering
@ Your Service
Project Management
Toolbox
Other intranets

Library & Reference
Core policies & related info
Technical tips
Bridge
gov.bc.ca links
Libraries
Wikilumbia

Executive Corner
Messages from the Head of the Public Service
Executive profiles
Executive blogs

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Choose your tools



Intranet 2.0 Tools

Tools	Description	Website	Applications				
			Blogs	Communities	Discussion Forums	Instant Messaging	Masl
Adenin	WCMS	www.adenin.com	X	X	X		
Alfresco Share	WCMS	www.alfresco.com	X		X	x	
Atlassian Confluence	WCMS	www.atlassian.com	X	X	X		
ANB Software	WCMS	www.anbsoftware.co.uk					
Awareness		www.awarenessnetworks.com					
Basecamp		www.basecamphq.com		X	X		
Blogger		www.blogger.com	X				
Bloglines		www.bloglines.com					
Central Desktop	WCMS	www.centraldesktop.com					
Lotus Connections/ IBM Quickr		www.ibm.com/quickr					
ConnectBeam	WCMS	www.connectbeam.com					
Cubeless		www.cubeless.com	X	X	X		
Doodle		www.doodle.com					
Google Docs		www.google.com					
Google Sites		www.google.com					
Google Wave		www.google.com		X	X	X	
GoTo Meeting		www.gotomeeting.com			X	X	
igloo	WCMS	www.iglosoftware.com	X	X	X		
Interact Intranet	WCMS	www.interact-intranet.co.uk	X			X	
Intranet Connections	WCMS	www.intranetconnections.com	X		X		
Intranet Dashboard	WCMS	www.intranetdashboard.com					
Jive Clearspace		www.jivesoftware.com	X	X			
Lotus Connections/ IBM Quickr		www.ibm.com/quickr	X	X	X		
Liferay	WCMS	www.liferay.com	X	X	X	X	
Lithium Social CRM		www.lithium.com					
MediaWiki		www.mediawiki.org	X				
Movable Type	WCMS	www.movabletype.com	X				
Mzinga OmniSocial		www.mzinga.com	X	X	X		
Neborhood		www.neborhood.com	X	X	X		
Ning		www.ning.com	X	X	X	X	
Open Source							
Drupal	WCMS	www.drupal.org					
Feng		www.fengoffice.com					

Technology selection tip

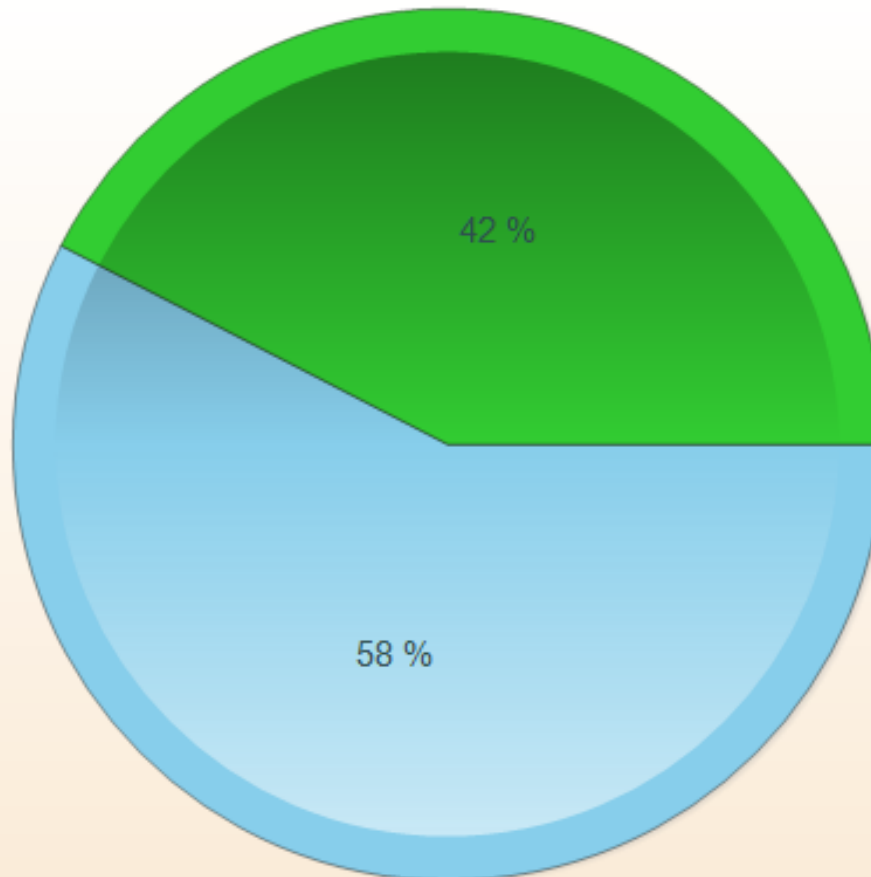
- “I have better tools in my living room than you give me at work.”
- Find the hidden IT department



Build your model

Does your organization have user content governance, standards or policies?

☐ Yes ☐ No ☐ Additional Comment




Prescient 2010 Intranet 2.0 survey

Must have

- Ownership structure (organization chart)
- Roles and responsibilities of owners, direct reports, content and application owners
- Decision making process and procedures
- Policies and standards

Mitigate risk: policies



[main page](#) [discussion](#) [edit](#) [history](#) [protect](#) [delete](#) [move](#) [unwatch](#)

Welcome to **Intelpedia**,

the Intel encyclopedia that anyone can edit.

5,835 articles... have you created any?

- Acronyms
- BKMs
- Codenames
- Intel History
- DTSpedia
- SAPedia
- Software

navigation

- Use Policy
- Main Page
- Community portal
- Recent changes
- Random page
- Help
- Circuit
- Intel Acronyms

search

toolbox

- What links here
- Related changes
- Upload file
- Special pages
- Printable version
- Permanent link

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Featured article

This is some placeholder text for an article in the [Wall Street Journal](#). Josh Bancroft needed to make a screenshot, so he replaced what was here with this text. If you're reading this in the WSJ, and email me at joshua.bancroft@intel.com, you'll get a cookie, and a warm feeling in your heart!

In the news

- "Processor" added to Intel brand names
- Intel #39, down from #24, on Wired's 10th Annual Wired 40 List but good tag line: "Don't mess with smart, wealthy paranoids."
- Apple launches Dual Quad Core Mac Pro, an 8 core Mac: Got Threads?



50 Years Ago...

Intel's foundings go farther back than 1968. Intel founders Gordon Moore and Robert Noyce left Shockley Semiconductor along with 6 others, to form Fairchild Semiconductor in 1957. These eight men were known as the 'Traitorous Eight' and would later go on to found Intel, among other business.

Did you know...

If you are using Intelpedia, and find that the information is lacking in any

Reap the rewards: provide training



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Intel Social Media Guidelines

These are the official guidelines for social media at Intel. If you're an Intel employee or contractor creating or contributing to blogs, wikis, social networks, virtual worlds, or any other kind of social media both on and off intel.com—these guidelines are for you. We expect all who participate in social media on behalf of Intel to be trained, to understand and to follow these guidelines. Failure to do so could put your future participation at risk. These guidelines will continually evolve as new technologies and social networking tools emerge—so check back once in awhile to make sure you're up to date.

When You Engage

Emerging platforms for online collaboration are fundamentally changing the way we work, offering new ways to engage with customers, colleagues, and the world at large. It's a new model for interaction and we believe social computing can help you to build stronger, more successful business relationships. And it's a way for you to take part in global conversations related to the work we are doing at Intel and the things we care about.

If you participate in social media, please follow these guiding principles:

- » Stick to your area of expertise and provide unique, individual perspectives on what's going on at Intel and in the world.
- » Post meaningful, respectful comments—in other words, no spam and no remarks that are off-topic or offensive.
- » Always pause and think before posting. That said, reply to comments in a timely manner, when a response is appropriate.
- » Respect proprietary information and content, and confidentiality.
- » When disagreeing with others' opinions, keep it appropriate and polite.
- » Know and follow the [Intel Code of Conduct](#) and the [Intel Privacy Policy](#)

Rules of Engagement

[back to top ^](#)

Information on this Page

- » [When You Engage](#)
- » [Rules of Engagement](#)
- » [Contractors & Endorsements](#)
- » [Moderation Guidelines](#)

Training benefits

- Intel's Digital IQ training program
 - "We created Digital IQ to raise all boats and to up-level our sales and marketing employees' skills and understandings of this dynamic digital marketing world. ... [T]he program is open to all global employees who wish to expand their understandings of digital and emerging media."
 - Source: Bryan Rhoads, Senior Digital Strategist at Intel (Harvard Business Review)

Who's responsible?



The screenshot shows the @Work BC Public Service intranet homepage. The header features the BC Public Service logo and the tagline "Where ideas work". A search bar is located in the top right corner. The main navigation bar includes links for News, Our Organization, Your Career, HR, Forms & Tools, Library & Reference, and Executive Corner. The central content area is divided into several sections: "Top News Story" featuring "Tool Time" (a story about collaboration tools like LiveMeeting and OneNote), "You Can't Live Without Nursing" (a story about nurses in the BC Public Service), "Build a Wiki, Bust a Silo" (a story about working better together across silos), and "Working Away From Work - What to Know" (a story about working outside the workplace). Below the main content area are four columns of links and news: "More News" (Premier's Awards), "Wikilumbia" (Legal Services Branch), "Poll" (Working Outside), and "Do More" (Discussion forum, Videos, Spark). At the bottom, there are sections for "Key Initiatives" (WES Response Rate Tracker, Premier's Awards), "Blogs" (Smart vs. Hard, The Carrot Is Mightier Than the Stick), and "Events | Announcements" (May calendar).

BRITISH COLUMBIA
BC Public Service

Where ideas work

Search this site:

Ministry Intranet Search
-- Ministry Intranets --

News Our Organization Your Career HR Forms & Tools Library & Reference Executive Corner

Top News Story

Tool Time
Sometime in the last year some new collaboration tools showed up on your desktop. That's right, LiveMeeting, Groove, Communicator and OneNote. They're called collaboration tools because they help to reduce or eliminate many of the barriers that have made it difficult to collaborate...

More >>

You Can't Live Without Nursing
Did you know we have nurses in the BC Public Service? Some of them focus specifically on us. They...

Build a Wiki, Bust a Silo
There's a lot of talk in our organization about working better together across silos. It...

Working Away From Work - What to Know
When you work outside the workplace - whether at home, a hotel or your favourite java spot...

More News

Premier's Awards - Do the Webcast Wave
The regional Premier's Awards ceremonies were a virtual bonanza of broadcasts this year...

★★★★★
Post a Comment

Rated Discussed Viewed

- > Welcome to the New @Work
- > 2009/10 Premier's Awards: Interior Region Winners
- > Tool Time

Wikilumbia

Legal Services Branch - L@w Matters
Legal Services Branch - L@w Matters

★★★★★
Post a comment

Rated Discussed Viewed

- > FAQ about the new @Work site
- > Ways we can use Wikis in Government
- > BC Stats

Poll

Working Outside
Working remotely is a fantastic opportunity for some employees. While we know it doesn't work for everyone, it does allow the public service...

More

- > What about WES?
- > Knowledge Is Power
- > Environmental Pet Peeves
- > New vs. Existing Users
- > Cutting Costs

Do More

Discussion forum

- > May 15th Come Play for Rene Dance and Silent Auction Fundraiser
- > Big Bike for Heart & Stroke

Videos: Watch @Work TV
Contribute: Give us feedback

Spark

- > Find Ideas
- > Latest Blog
- > Register

Key Initiatives

WES Response Rate Tracker
Monitor survey response rates by ministry or organization and branch.

Premier's Awards
Celebrating excellence in the Public

Blogs

- > **Smart vs. Hard**
There was an interesting piece in the Globe and Mail on Monday, April 26 under the "Monday... May 5 2010 - 8:00am
- > **The Carrot Is Mightier Than the Stick**
One of our corporate values is accountability. This

Events | Announcements

May


S	M	T	W	T	F	S
---	---	---	---	---	---	---

Community Manager

- The community selected 2 bloggers after a call-out
- 7 people submitted samples
- Community Manager spoke with each one
- Community Manager their posts
- Bloggers agreed to align with the Terms of Use for the site, and to try to write at least once a week


Know your locus of control


● Dan Latendre ▾ 171 Messages

Inside the 

Search

HOME LIBRARY BLOGS EVENTS WIKI PHOTOS FORUMS ROOMS STAFF

ROOMS >  Marketing

 Blogs Documents Forums Gallery Wiki Events

Marketing

Welcome to the Marketing Team Room - the place where all the magic happens. Marketing staff use this community to collaborate, share and work together on lead generation, event planning, competitive analysis, collateral, branding & more.

<< October 2010 >>

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Oct 25

Analyst Briefing - OVUM

Monday 9:30am • Export

Oct 25

Analyst Briefing - Forrester


Monday 1pm • Export

Oct 29

Analyst Briefing - Gartner





Friday, October 29 10am → 10:30am • Export

View All >


 Quick Links

- > Analyst Directory
- > Analyst Presentation
- > BP - Briefing an analyst
- > Conference bridge numbers
- > Corporate Presentation




Marketing Documents

Title
 Campaigns
 Communications
 Market Reports
 Public & Analyst Relations

Today's Contributions


-  **Marketing - Weekly Project Updates** (Version Added) 3 hours ago
By Jill Skene | Marketing


Yesterday's Updates


-  **Directory - Press Listing** (Version Added) 25 hours ago
By Stephen Rahal | Marketing
-  **Directory - Press Listing** (Version Added) 27 hours ago
By Chris Willard | Marketing
-  **Directory Listing - Website Directories** (Version Added) 29 hours ago
By Jill Skene | Marketing

Team Members

Communicate, connect and collaborate with staff from the marketing team.

**Alicia Sanchez**
fighting visual disease
[Send Message](#) | [Connect with Alicia](#)

**Jill Skene**
C'est l'hallowe'en!
[Send Message](#) | [Remove Contact](#)

**Stephen Rahal**
IGLOO Now On Wikipedia!
[Send Message](#) | [Remove Contact](#)

Marketing News

Blog and news articles by the Marketing team.

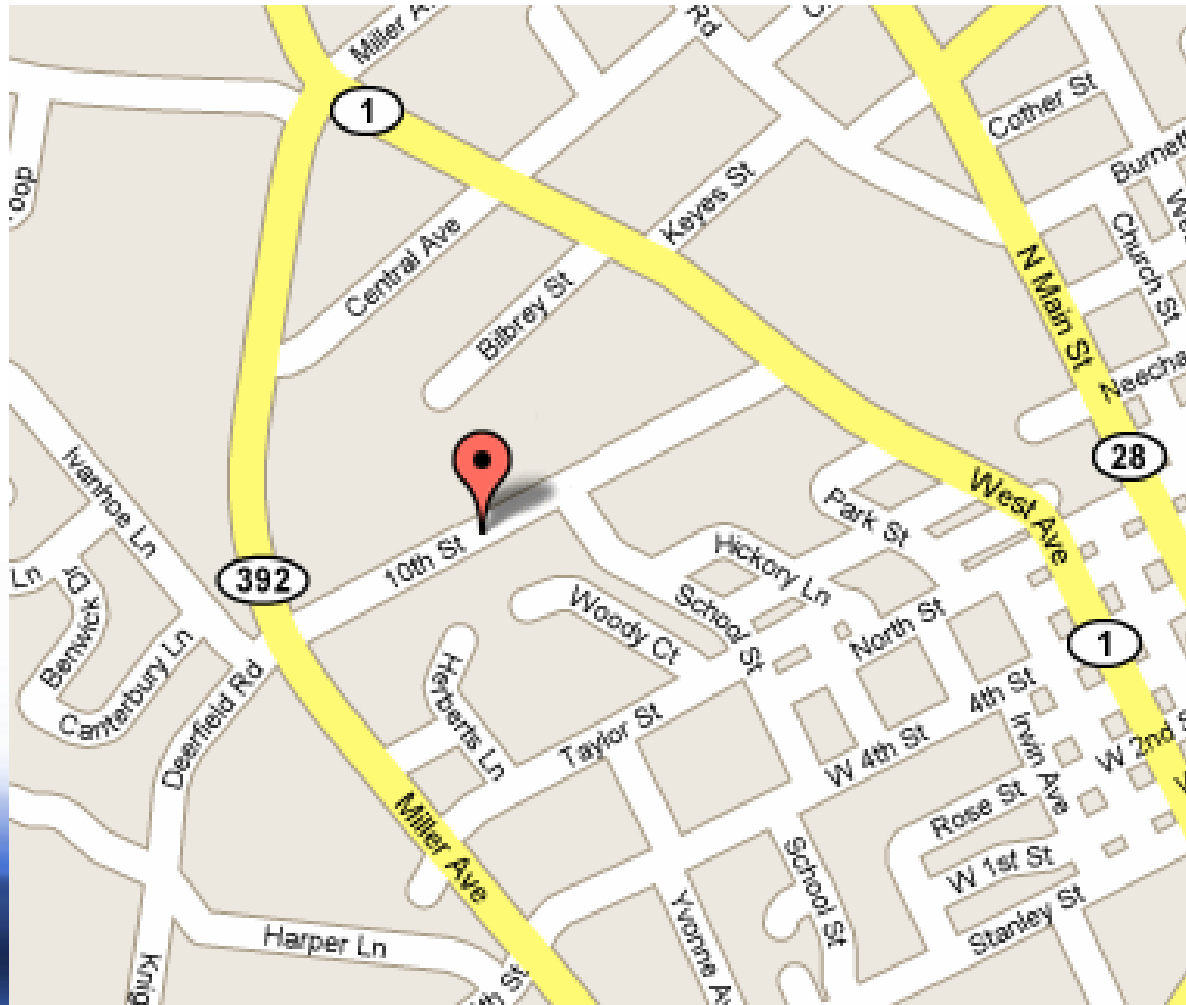
October 15, 2010
Free Community and Web Traffic Update
Jill Skene

Strictly Confidential

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Not For Distribution

Pick a street





Intranet 2.0

Rise of the Social Intranet:

Full Results of the Intranet 2.0 Global Study 2010

www.PrescientDigital.com

By: Toby Ward
From: Prescient Digital Media
Date: September 2010

Q & A

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www.Twitter.com/Intranet2

www.Communexions.com

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www.insidedge.net



Checklist

- ☐ **Eliminate the communications gap.** One-third of respondents to Prescient's Intranet 2.0 study cite lack of executive support as the main barrier to implementing the technology. Make sure you put the benefits of social media in the context of the specific benefits your organization can realize from a social intranet.
- ☐ **Develop an overarching plan.** The social intranet is a process, not an event. Guide your evolution with a documented plan that includes a measurable strategy, defined governance model, policies and training.
- ☐ **Start measuring.** Only 11% of respondents to Prescient's survey measure the ROI of their intranet 2.0 activity. There are numerous metrics that will provide insight on activity, engagement and business value. Gather and act upon this data.
- ☐ **Boost knowledge worker productivity.** The social intranet delivers significant value to employees who deliver value to the organization through knowledge work. Make sure you know the percentage of knowledge workers among your employees, your workplace demographics and current use of social media.
- ☐ **Deliver return on participation.** Thirty percent of organizations have employees who contribute content on a daily basis. Make sure they see return on their participation by listening and acting upon their good ideas.
- ☐ **Establish the rules.** You likely already have an existing policy on external social networks – use the same one to govern internal media. Publicize your guidelines and stick to them.
- ☐ **Listen!** Take in what business leaders and knowledge workers want and need, build use cases, and make choices based on that input.
- ☐ **Partner with IT.** Introducing internal social networks is not a “build it and they will come” project – work closely with IT so they understand your strategic objectives, and you understand their technology goals – and limitations.
- ☐ **Retain some old school.** Don't usher in social media at the expense of other valuable communication tools. High tech should never replace high touch.
- ☐ **Get the boss on board.** Senior leader endorsement builds success. Consider having your CEO become the flagship user of the tools.



Download today's presentation deck at: www.prescientdigital.com/downloads



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About Prescient Digital Media

Prescient Digital Media is a Toronto-based group of senior intranet and Internet consultants that provide strategic Internet and intranet consulting, planning and communications services to organizations of all sizes. Our clients include: Amgen, CBC, CIBC, HSBC, Liberty Mutual, Manulife Financial, MasterCard, Nintendo, Pepsi, RBC Financial Group, TD, and more than 100 others. Prescient's focus includes the assessment, planning, technology selection, content and launch of intranets, websites, and web-based tools.



@intranet2

www.prescientdigital.com



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About Insidedge

Insidedge is a team of employee communications specialists who wed the rigor of management consulting, the science of research and the art of marketing communication into a strategic package that fosters employee commitment and motivates employee performance. With offices in Chicago, New York and London, Insidedge has worked with such global organizations as Kraft Foods, The Dow Chemical Company, McDonalds, Covidien and CA, among others.



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