

What's in a name?

Findings from a joint research project between Rachel Miller of All Things IC and simply-communicate into internal social media use inside organisations

September 2013

Full commentary and infographic can be found at:
<http://www.simply-communicate.com/news/survey-s-results-what-you-call-internal-social-media> and <http://www.allthingsic.com/collaboration/>

Summary of findings

Collaboration is the most popular term to describe social media inside organisations, knowledge sharing is the main reason for introducing it and 70% of comms pros say their companies have welcomed, not blocked, internal social media.

Background

From August – September 2003, 109 communications professionals completed the survey: 70% came from private sector, 28% public sector and 2% charity. Most of the questions were multiple choice, so some of the totals equal more than 100 per cent to reflect this.

The research aimed to explore language use around social media inside organisations, which has been evolving in recent years, and to highlight the experiences of internal communication professionals today.

What does your organisation call internal social media?

Collaboration (42%)
Enterprise social network (31%)
Internal social media (22%)
Social media (18%)
No specific name (18%)
Social network (15%)
Digital (16%)
Information sharing (9%)
Knowledge management (8%)

Do you have to avoid using the word 'social'?
No (85%), Yes (15%)

What internal social media channels are you using in your company?

Intranet (80%)
Enterprise social network (62%)
Collaboration sites (59%)
Instant messaging (58%)
Blogs (56%)
Polls (37%)
Streaming audio or video (27%)
Wikis (24%)
Video sharing site/channel (23%)
Apps (16%)
Podcasts (11%)
SMS (11%)
Other (3%) (e.g. Google hangout)

Reasons for introducing internal social media:

Improving knowledge (76%)
Connecting employees with each other (74%)
Breaking down silos (55%)
Driving conversations (52%)
Reducing time employees spend looking for info (31%)
Providing real-time information (28%),
To keep up-to-date (28%)
Because employees expect it (25%)
To reduce costs (13%)

Information flow: top-down/hierarchical (46%),
silos (40%) open and transparent (26%),
bottom-up and top-down (24%)

How mature are your social media plans?

Just started thinking about it (28%)
Launched a platform/tools (24%)
Working well in pockets of the org (19%)
Have selected a platform (12%)
Part of the way we do business & communicate (12%)
Fully embedded in the company (6%)

Who manages your internal social media?

Communications department (57%)
Joint effort (33%)
IT (20%)
Marketing (11%)
HR (10%)
Other (8%)
CEO (6%)
Whole business (6%)

Has any part of your organisation blocked the idea of internal social media?

No (70%)
Yes (28%)

Do you have a social media policy?

Yes (80%)
No (20%)

Length of social media policy:

Less than a page (17%)
1-2 pages (37%)
2-5 pages (21%)
Longer than 10 pages (3%)
Not published (17%)

What does your organisation call internal social media inside your company?

42%
SAID

"COLLABORATION"



Does your company welcome or block social media?

70%
WELCOMES



28%
BLOCKS

Why are you introducing social media?

76%
SAID

"TO IMPROVE KNOWLEDGE SHARING"



Are you getting effective results?

25%
SAID

YES

40%
SAID

NO



Is your social strategy aligned with your business one?

58%
SAID

NO

42%
SAID

YES



Are your internal and external social media efforts aligned?

24%
SAID

YES

75%
SAID

NO



Is your social strategy aligned with your business one?

Yes (42%)

Not sure (27%)

No, not aligned (11%)

No explicit business strategy (3%)

17% of respondents don't have a social strategy

Are your internal and external social media efforts/teams/messages aligned?

Yes (24%)

No (37%)

Starting to be (39%)

How difficult has internal social media been to implement?

Better than expected (17%)

What we expected (66%)

Worse than expected (17%)

Do you think you are getting effective results from internal social media in your organisation?

Yes, all the time (5%)

Yes, most of the time (20%)

Yes, some of the time (28%)

No, barely scratched the surface (41%)

No, not at all (6%)

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"The spur to build these platforms has been technology with the arrival of new tools like SharePoint 2013, Jive and Yammer. Now we have to put technology second and consider company culture first. What these results show us is that there is no one size fits all when it comes to social. All companies will become social in their own way" - Marc Wright, Founder and Publisher of simply-communicate

"The velocity of change in this area is unprecedented and internal communication professionals are working hard to create, manage and open up different ways for employees to communicate and have two-way conversations. These results show how adaptable and versatile practitioners need to be. Effective communication offers opportunities to think differently inside organisations and find ways to inspire and engage employees" - Rachel Miller, Internal communication and social media strategist and Director at All Things IC.

Rachel Miller
All Things IC
@AllthingsIC
www.allthingsic.com

Marc Wright
simply-communicate
@simplycomm
www.simply-communicate.com

allthingsIC


simply-**communicate**.com