
New Media and Internal Communications

Engaging your employees

Absorb - Adapt - Apply

Perspectives and Discussion

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Session covers...

- Learning Objectives
 - Key Points
 - Case Study
 - Debriefing: Benefits and Concerns
 - Closing thoughts...
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Learning Objectives

- Understand the subject
 - Learn Importance of and tips on Internal Communication
 - Consider merits of and concerns with New Media and Internal Communication
 - Get started!
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A recipe for success

“To me, the blog concept is about three things: Frequency, Brevity, and Personality.”

Evan Williams (creator of Blogger)

Tim Berners-Lee

The Web is “an information space through which people can communicate, but communicate in a special way: communicate by sharing their knowledge in a pool. The idea **was not** just that it should be a browsing medium. The idea **was** that everybody would be putting their ideas in, as well as taking them out.”

Tim Berners-Lee, talk at MIT Laboratory for Computer Science (LCS) 35th Anniversary celebrations, April 14, 1999 www.w3.org/1999/04/13-tlb.html

The world is changing....

- Information to Influence
- Democratization of information
- Employee engagement
- Demonstrating ROI
- Globalization
- Information overload
- Personalization

Source: 2006 Macro trends in Internal Communications – Stromberg Consulting

Where is New Media aimed?



Source: Edelman 2006

Who is using New Media internally?

- Roughly one-third of leading organizations use blogs.
 - Of these, one-third are aimed exclusively at internal audiences.
- Slightly more than one-third of leading organizations use podcasts.
- Slightly more than ten percent of leading organizations use wiki technology.

- **Source: Edelman 2006**

New Media Advantages

- Internal expertise and information sharing
 - Knowledge best shared through a system that notifies users of new content
 - Email notification replaced by RSS
- Blogs and RSS aggregators the answer
 - Easy for each group member to store and share content
 - Keeps group members coming back, easy to find out when new content is available
 - Encourages others to share
 - Perceived openness

“Need people willing to share information to get people to use blogs, wikis and other collaborative systems”

Thumb rules...

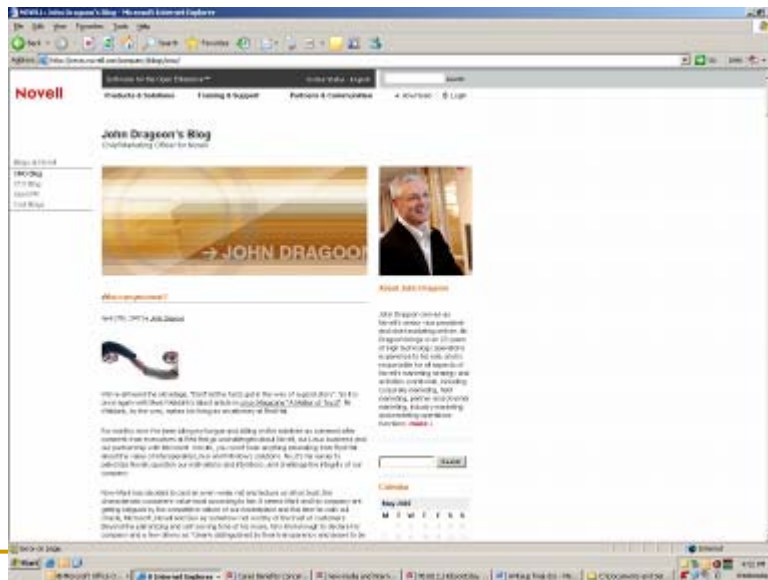
- We cannot control information...even though we like in an information/knowledge economy
 - Collaboration and sharing is a human issue – not technology!
 - Basic unit is the individual - not a process, department or even a team. Work with the least common denominator in mind.
 - Collaboration and information sharing must not be a chore
 - Bottom-up motivation not top-down imposition
 - Immediate benefit to individuals
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Are you factoring in information overload and personalization?

- RSS: Really Simple Syndication
 - Serve information to their desktops
 - RSS readers
 - Replace email notification, internal news feeds
 - Newsgator (Outlook integration)
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Is your senior management clued in?

- Blog
- Podcasting
- Webcasting
- On the floor engagement



Can you Wiki your internal documentation?

- Wiki: a collaborative Web site set up to allow user editing and adding of content
 - ideal for collaborative documents created by many
 - Web Collaborator, Wiki 2.0, MediaWiki, Social Text

- Accountability
- Transparency
- Trust
- Engagement



Are you tapping your citizen journalists?

- Tap your internal writers
- Build a genuine community
- Thought leadership in your industry/profession via employees
- Make knowledge management easier
- Test new ideas with them



Are you Socially Networking?

- Are you conversing with your communities of practice?
- Are you testing your products, services, campaigns with them?
- Do you really need a organization-wide survey on new media?



New Media Internal Communications Starter-Pack

- Search Technorati for subjects and mentions of your organization
 - Share the internal strategy with stakeholders
 - Identify the appropriate channels
 - Institute policies for electronic media usage
 - Replace e-mail with an internal blog and get the conversation started
 - Engage communities of practice on the intranet and offline
 - Wiki your intranet pages as test case. Make employees accountable for content
 - Conduct new media appreciation sessions
 - Have measurement mechanisms like rate a page, popular pages etc to weed out good content
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Closing thoughts...

- Don't be afraid to experiment
- Be flexible
- Get feedback from users
- Don't get frustrated
- Start small, make a beginning

Absorb - Adapt - Apply

Resources

- Disney Presentation at O'Reilly Emerging Technology Conference, February 9-12, 2004
 - New Frontiers in Employee Communications 2006, Edelman Change and Employee Engagement and PeopleMetrics
 - Tools for Social Media, www.ragan.com, 2006
 - Internal Marketing: How Universities Are Missing the Point People, Chato Hazelbaker, Marketing Director, Crown College, 2005
 - 2006 Macro trends in Internal Communications – Stromberg Consulting
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