



SOCIAL MEDIA FOR INTERNAL COMMUNICATION

SHARING EXPERIENCE, DEVELOPMENT SKILLS

WHAT YOU SHOULD KNOW

- Set up social media groups and pages around **job functions**
- **Encourage** like-minded employees and staff with similar roles to interact and engage
- Develop an open, sharing **culture**
- Make it OK to ask for help and advice
- Overcome problems of **tacit knowledge**
- Use discussions as a resource for staff **training** and professional development

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- Hanze 2.0 – full report

More opinions, case studies and stories at <http://www.opening-up.eu/content/social-media>

Social media networking is all about connecting like-minded people who share common interests. Could work be that unifying theme?

A social media platform provides everything an organisation needs for internal communication. Social media are part of everyday life, so people are ready to opt in. You need no longer rely on employees making an effort to read internal memos – social media pushes messages straight out.

Social media platforms make it easy to set up interest groups among your employees where they can seek advice and share experience. Municipalities employ people for a diverse range of activities, but staff often feel isolated. Perhaps a social worker wants some advice to help them with a difficult client? A quick post to the municipality's social work interest group can set off a discussion as colleagues from across the city share their experiences of similar situations.

Social media can build strong communities with shared values. It is what all employers, public or private, want to see: dedicated staff who are committed to a common cause.

Informal training

When staff share their experience and advice you will see their performance improve. Using Facebook, Twitter, LinkedIn or bespoke platforms integrated into the digital infrastructure of your organisation you can provide continuous professional development and training with minimal investment of resources.

Well curated interest groups and pro-actively managed discussions via social media can often be far more effective than the official CPD programmes. It is so easy to share a link or a helpful post, so you can rapidly build up a valuable resource of information and advice for employees. If your staff follow their interest groups and fellow staff on a regular basis, they will keep up with all the latest developments in their field with minimal effort. Social media makes open communication, CPD and self-reflection part of "business as usual."

Choose your medium in function of your work culture. At the Intercommunal Leiedal in Belgium, Yammer was used as a closed social medium for work related informal communication. After a testing period, the intranet was perceived as a better medium, that fitted the work culture. A redesign of the intranet proved to be the solution for internal communication.



Wouter Degadt



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