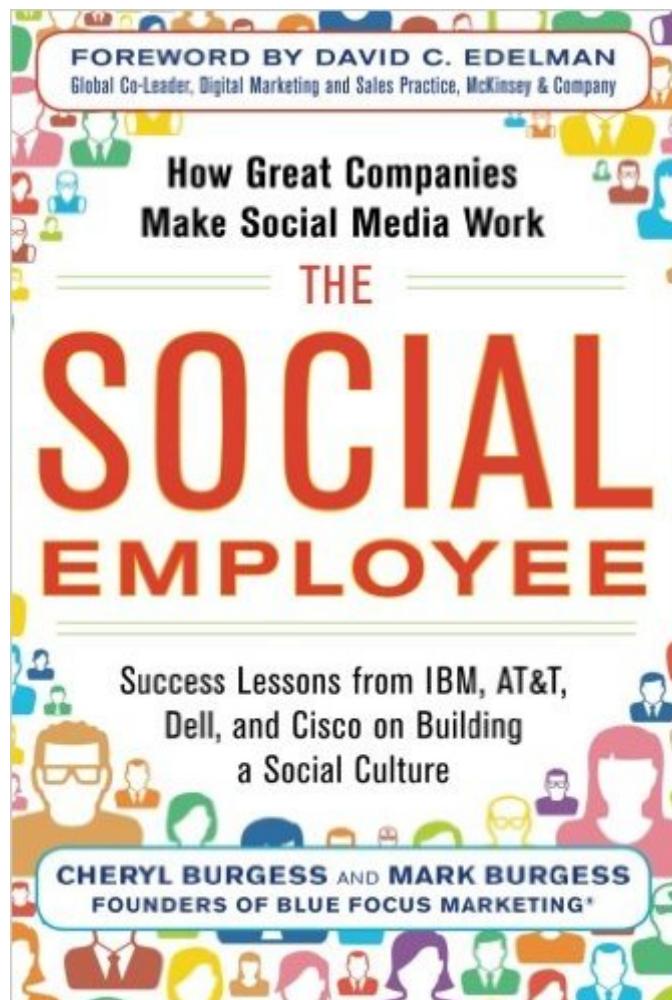


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# The Social Employee: How Great Companies Make Social Media Work



## **Synopsis**

Build a successful SOCIAL BUSINESS by empowering the SOCIAL EMPLOYEE Includes success stories from IBM, AT&T, Dell, Cisco, Southwest Airlines, Adobe, Domo, and Acxiom "Great brands have always started on the inside, but why are companies taking so long to leverage the great opportunities offered by internal social media? . . . The Social Employee lifts the lid on this potential and provides guidance for businesses everywhere." -- JEZ FRAMPTON, Global Chairman and CEO, Interbrand "Get a copy of this book for your whole team and get ready for a surge in measurable social media results!" -- MARI SMITH, author, *The New Relationship Marketing*, and coauthor, *Facebook Marketing* "Practical and insightful, *The Social Employee* is sure to improve your brand-building efforts." -- KEVIN LANE KELLER, E.B. Osborn Professor of Marketing, Tuck School of Business at Dartmouth College, and author, *Strategic Brand Management* "This book will change how you view the workplace and modern connectivity, and inform your view of how social employees are changing how we work and create value in today's networked economy." -- DAVID ARMANO, Managing Director, Edelman Digital Chicago, and contributor to *Harvard Business Review* "The Social Employee makes the compelling argument that most organizations are sadly missing a key opportunity to create a social brand, as well as to build a strong company culture." -- ANN HANDLEY, Chief Content Officer, *MarketingProfs.com*, and coauthor, *Content Rules*

## **Book Information**

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## **Customer Reviews**

If you're dealing with social strategy for your company, you must get this book. With extensive

interviews and case stories about a series of corporations, there are lots and lots of ideas for you to implement in your company that can quickly increase your visibility. The book also shows that much of common social media advice is wrong-headed. Many companies still put social in the hands of Marcom (marketing-communications), a department which is based on the traditional idea of tight control of the branding and messaging. That's nice for a company that still works in the 1960s, but today? When everyone is on Twitter, FB, LinkedIn, Glassdoor, Instagram, Youtube, and dozens of other social sites? It's not just your employees that Marcom has to control. It's also every staffer, incl. the doorman, the cafeteria staff, and so on. And their families. And their kids. How is Marcom going to control a staffer's kid's postings to Vine? I was at an Oracle conference in Silicon Valley a few months ago where a social media strategist proudly told the audience how he worked on a project where the company had 17 blogs, so he eliminated 16 and brought the messaging under control in one blog. He single-handedly destroyed the company's digital presence. Compare that to IBM, where all 433,000 employees have personal pages. Each page which includes space for a blog. 26,000 employees are blogging. They've also arranged themselves in 91,000 communities and posted 623,000 files, which have 9.5 million downloads. IBM employees also share information on 62,000 wikis. They send around 50 million instant messages daily (slightly more than the average teenage daughter).

I have read at least 15 books on ways companies can benefit by adopting social tools, and this is my favorite because it takes an inside out approach, beginning with employees, and how to engage them, in their enlightened self-interest, in going social. Of course many already are, yet this approach shows how to harness the efforts in a companywide mission. In that way this book is an ideal companion to Mark Fidelman's *Socialized! Socialized! How the Most Successful Businesses Harness the Power of Social* (Social Century Series), Brad Martin and Vala Afshar's *The Pursuit of Social Business Excellence*, and Dan Pontefract's *Flat Army: Creating a Connected and Engaged Organization*. Companies could capture a big missed opportunity to optimize their employees' talent to burnish their brand -- and boost esprit de corp. How? By facilitating tighter, smarter teamwork via apt use of social tools. In light of the unsettling Gallup report that, "70% of Americans are unhappy and uninspired at work" this approach should be a wake-up call for top management, suggests Cheryl and Mark Burgess in their new book, *The Social Employee*, a notion that Dan Pontefract has famously spearheaded at Telus.

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