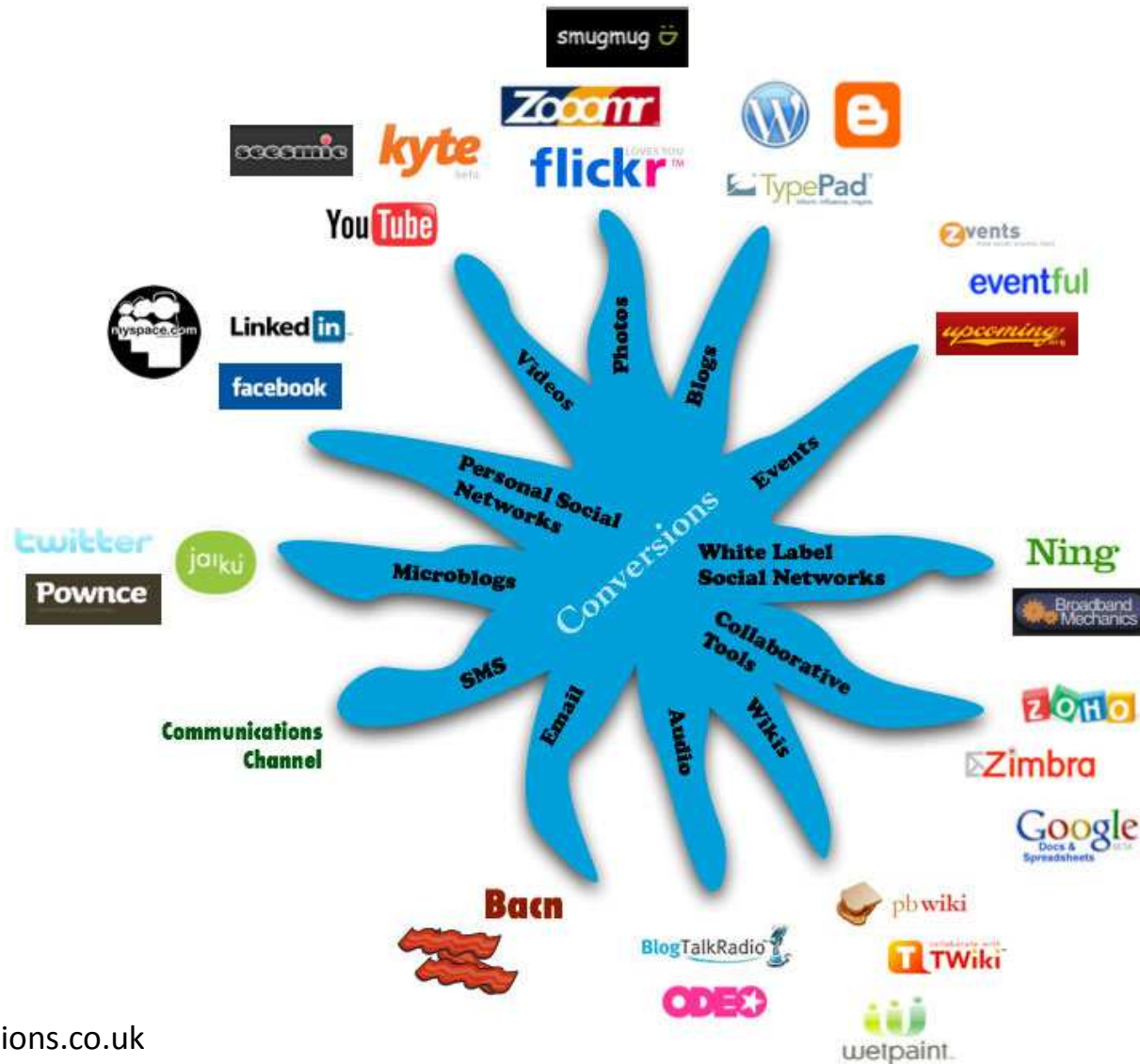


Harnessing the power of social media in the business environment

Prof Dr Dirk Buyens
Vlerick HR day
9 June 2010

A social network = a social structure made of individuals (or organisations) called “nodes”, which are tied (connected) by one or more specific types of interdependency, such as friendship, kinship, common interest, financial exchange, dislike, sexual relationships, or relationships of beliefs, knowledge or prestige.

The Social Networking Starfish is changing the way we interrelate



Source:
www.blog.hrconnexions.co.uk

“We have found that current employees are the most widely used and are by far the most trusted source of information about organisations for candidates. Unfortunately, only 24% of employees actively promote their organisation in the labor market.”

Corporate Leadership Council

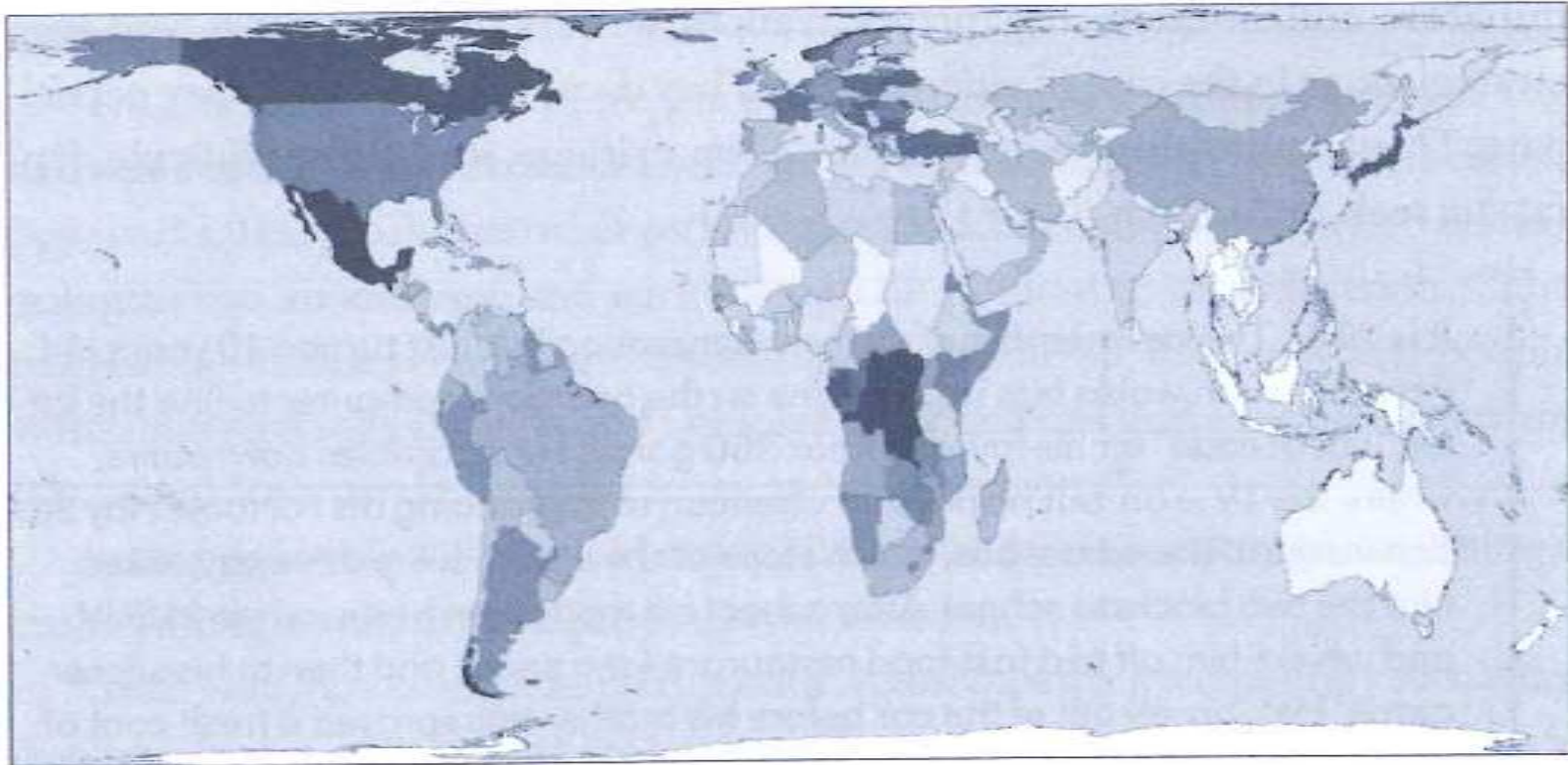
- Does your organisation have a social media strategy?
- Would HR have a code of conduct on the use of social media?
- Would you allow or even stimulate your employees to Twitter, Podcast or Facebook during working hours?
- How do you stimulate within the organisation the idea of setting up “communities for business purposes”?

1. Of the 16 hours that regular internet users spend online a week, 11 hours are spent social networking
2. The average Facebook user has 150 friends
3. The average American has only two close friends, 25% have none

- Employer branding
- Internal and external communication
- Recruitment
- Knowledge management
- Training and development

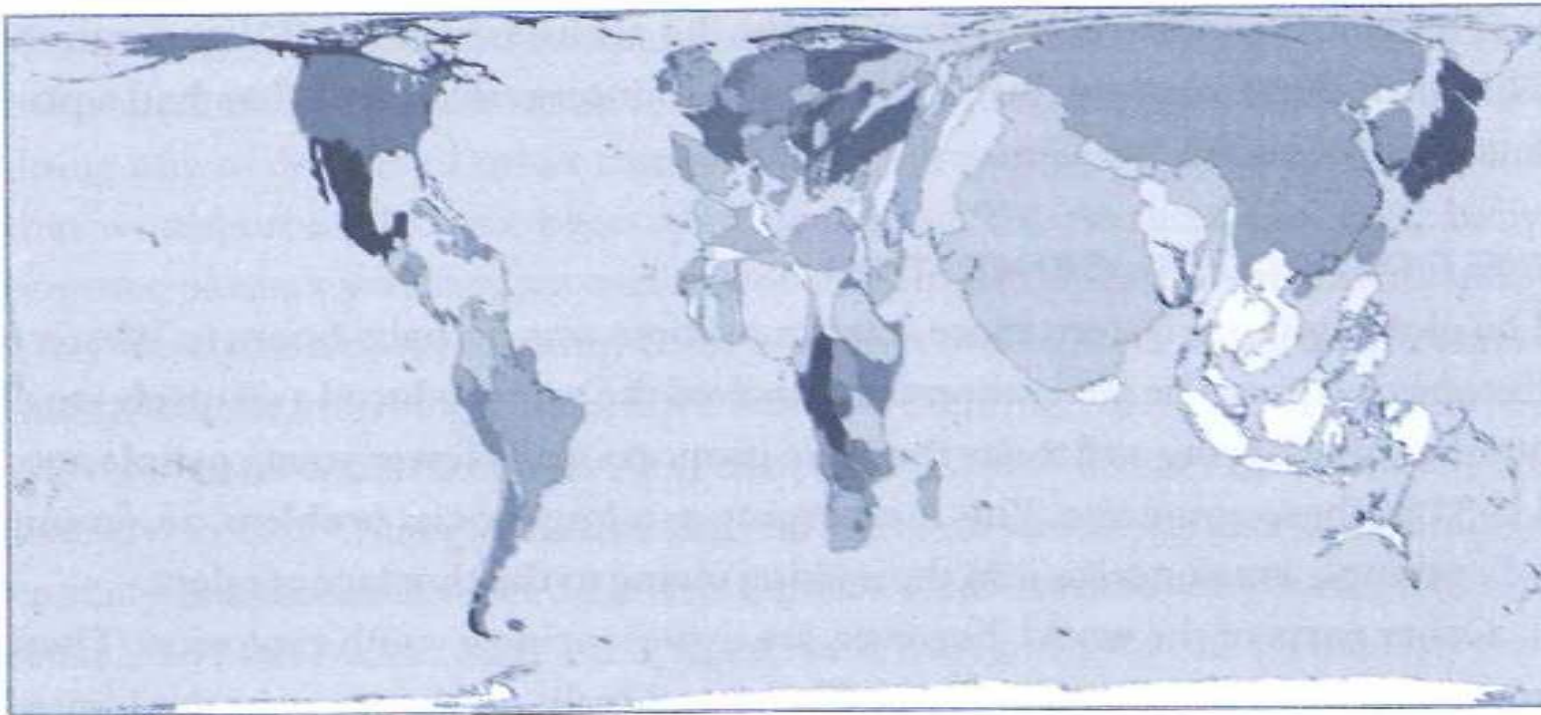
- Rather contradictory research evidence
- The world is split up in “believers” and “non-believers”
- Diverse opinions about the difference between “private” versus “professional” life usage
- One convergence: it is not about a different “channel of communication” but it is about a “different way” of communicating

FIGURE 1.4 THE WORLD ACCORDING TO LANDMASS



Source: www.worldmapper.org

FIGURE 1.5 THE WORLD ACCORDING TO POPULATION:
AGE 15 TO 30



Source: www.worldmapper.org

FIGURE 1.6 THE WORLD ACCORDING TO INTERNET USERS
IN 2008



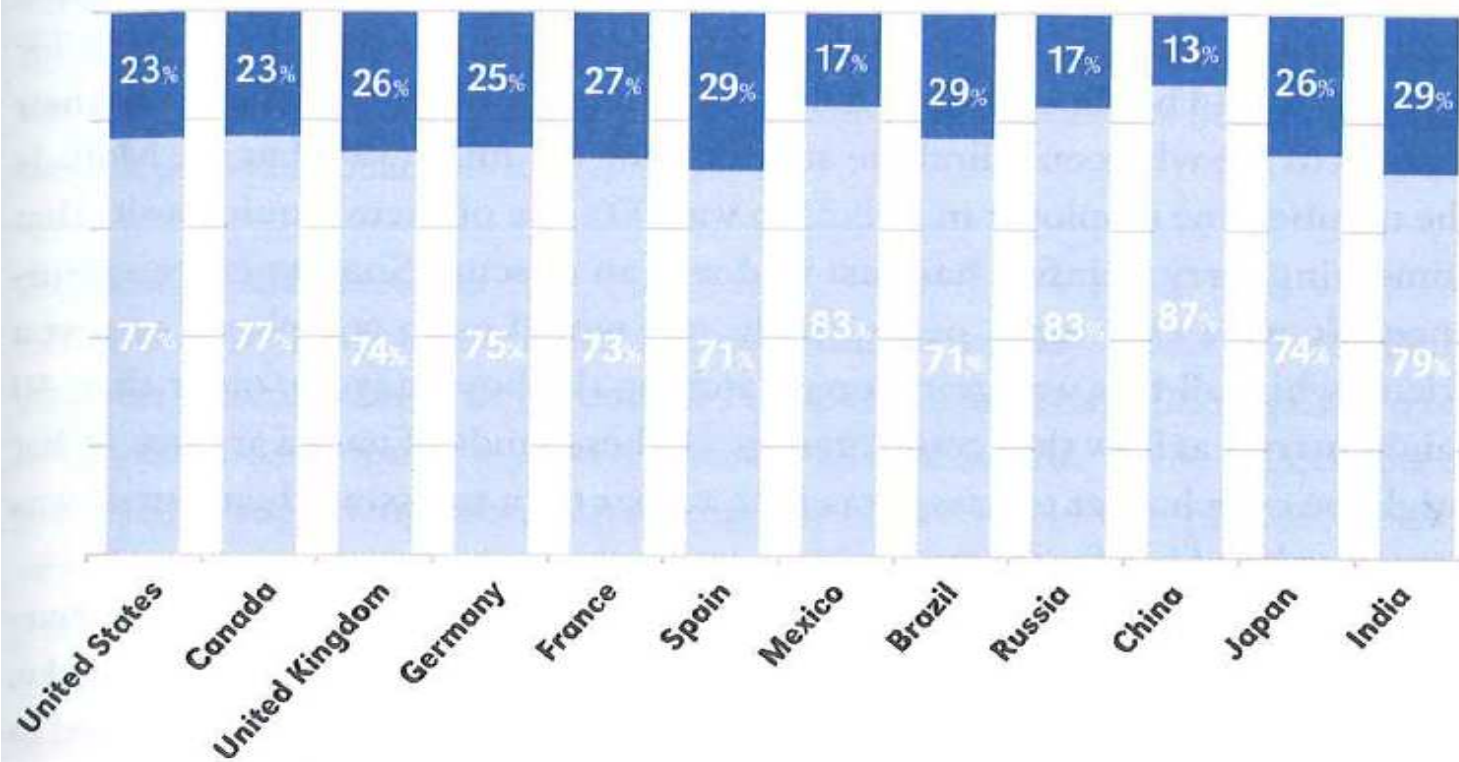
Source: www.worldmapper.org

1. They want freedom in everything they do, from freedom of choice to freedom of expression
2. They love to customise, personalise
3. They are the new scrutinizers
4. They look for corporate integrity and openness when deciding what to buy and where to work
5. The Net Gen wants entertainment and play in their work, education, and social life
6. They are the collaboration and relationship generation
7. The Net Gen has a need for speed – and not just in video games
8. They are the innovators

FIGURE 2.1 NET GENERERS ANSWER THE QUESTION: WOULD YOU RATHER LIVE WITHOUT TV OR INTERNET?

■ Live without television*
 ■ Live without the Internet

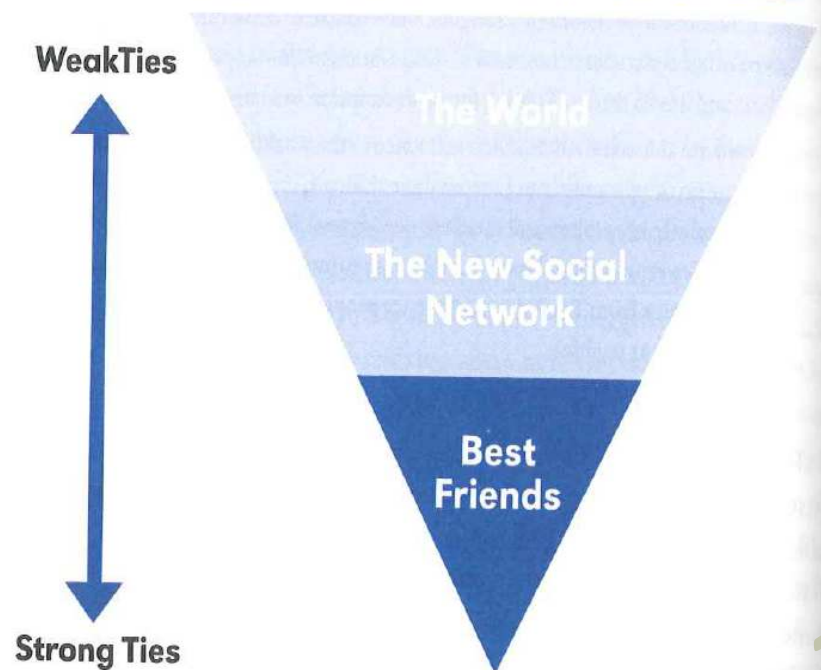
*Significantly higher for Xers/Boomers



Source: *The Net Generation: A Strategic Investigation*, © nGenera, 2008

- “Power to the people: friends are more important than professional reviewers”
- “YourcompanySucks.com” – type websites
- Types of “N-fluence” networks.
 - » Best friends
 - » My social network
 - » The world

FIGURE 7.1 THREE CATEGORIES OF N-FLUENCE NETWORKS



You are not controlling your Employer brand, just check these:



- Don't focus on your customers – engage them
- Don't create products and services – create consumer experiences
- Radically reduce advertising in broadcast media
- Develop a strategy to plug into N-Fluence networks
- Rethink your brand
- Bake integrity into your corporate DNA and marketing campaigns
- Move the Net Generation into the center of your marketing campaigns

4 P's



ABCDE marketing

- Any place
- Brand
- Communication
- Discovery
- Experience

- “The Freedom flip”: Boomers Youth found freedom outside; Net Geners find freedom inside
- Helicopter parents are “HOVERING”

FIGURE 8.3 TYPE OF PARENTAL INVOLVEMENT AS REPORTED BY EMPLOYERS IN 2007



Percentages Reported by Employers

Source: Collegiate Employment Research Institute (2007)

- Some Cie's offer a “freshman orientation” workshop for parents

- Social media will have a huge impact on HR practices
- HR managers will have to become professional virtual networkers and content providers
- The game might change but the rules remain the same: “people want to feel special and unique”
- The “I’d like to invite you to join my network”-strategy will not work
- Targetting to the “segment-of-one” will be the hurdle to take

Join the conversation on
Twitter: #hrday