

# Organizational communication through social media

Organizational Communication  
30.9.2020



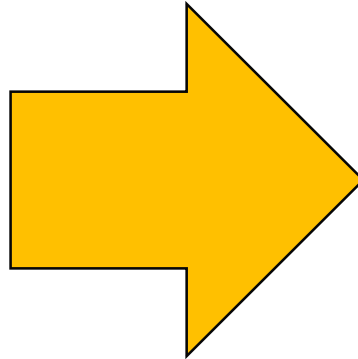
Aalto University  
School of Business

# Agenda

- **Discussing the challenges and benefits of social media in internal communication**
- **Elements of internal social media strategy**

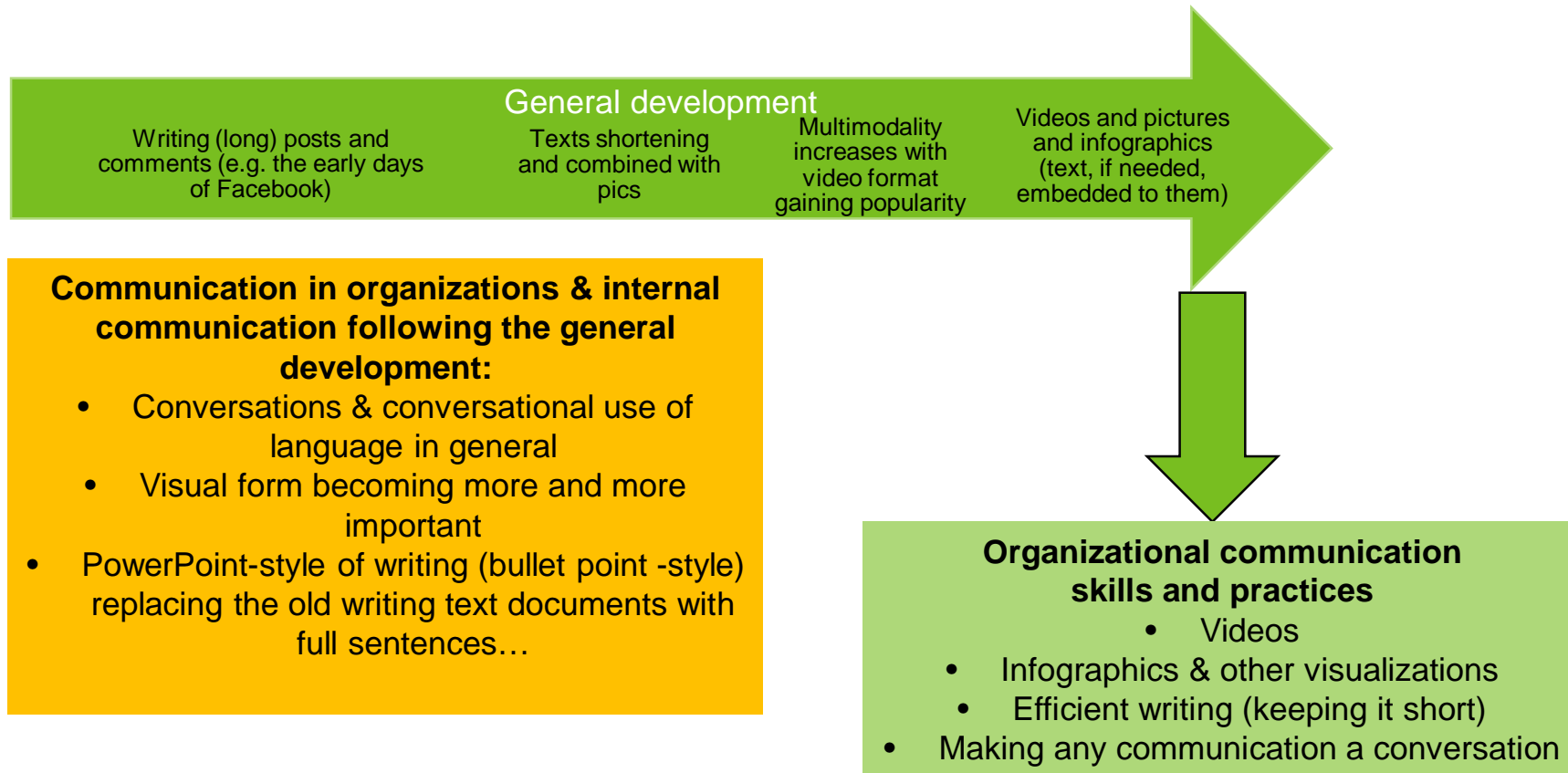
# Development trends in working life

- Working in the company office
- Traditional working hours
- Being in “physical touch” with coworkers
- Collocated teams
- Social media for personal use/personal life



- Working anywhere
- Working anytime
- Being in “digital touch” with coworkers
- Dispersed teams
- Social media an integral part of working life, social media tools and platforms applied in organizations

# Social media use and the changing communication patterns and styles



# Discuss the benefits & challenges of social technologies/social media in company-internal use

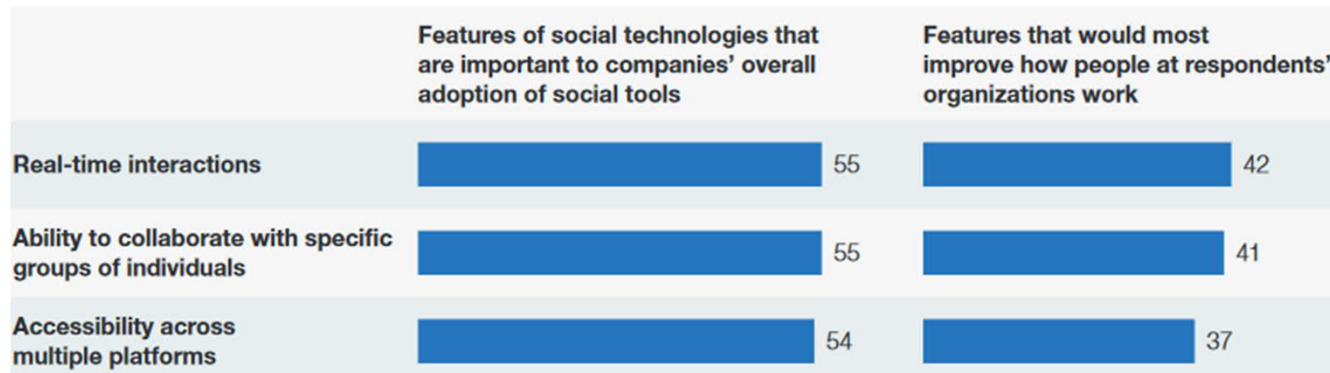
## Three main benefits

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- ...
- ...

## Three main challenges

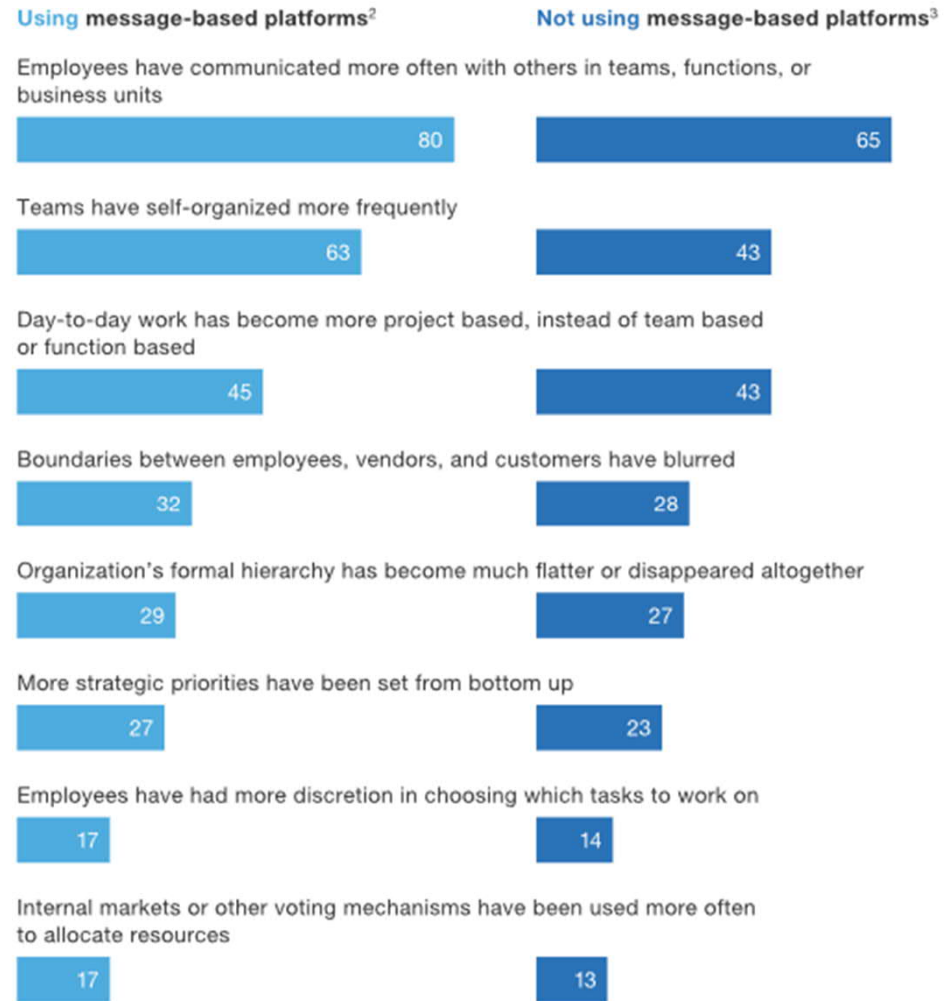
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# Most important features of social technologies (McKinsey survey, 2017)



# Benefits of utilizing message-based platforms

## Some results from McKinsey study (2017)



**What do we need to understand  
about social media in order to  
apply it effectively in  
organizations?**



# Honeycomb model of social media (Kietzmann et al., 2011)

Rationale: to help managers develop a strategy and effectively allocate resources to SM. The aim is to provide managers with functional attributes of SM activities as they seek to understand the employees' engagement needs

## Functional building blocks

- **Sharing:** The extent and qualities to which users exchange, distribute and receive content/information.
- **Presence:** The extent and qualities to which users know if others are available
- **Relationships:** The extent and qualities to which users relate to each other
- **Identities:** The extent and qualities to which users reveal themselves.
- **Conversations:** The extent and qualities to which users communicate with each other.
- **Reputation:** The extent and qualities to which users know the social standing of others and content.
- **Groups:** The extent and qualities to which users may form communities



# Creating an internal social media strategy

**Case.** A medium sized expert organization consisting of some 800 employees, head-quartered in Finland with offices also in Sweden, Estonia, and Poland, is using a plethora of platforms/social technologies in their work & internal communication (e.g. Slack, Asana, Microsoft teams, Zoom, Whatsapp etc.). However, the management has realized that they do not have any “strategy” for their internal communication. They ask you, as a group of management and organizational communication professionals who consult organizations, to provide them with the basic guidelines (and the rationale for these guidelines) for internal social media strategy.

In your group, prepare a one slide presentation that introduces the general guidelines for a successful internal social media strategy. (15 mins.)

Present it to us all as if we would be the management team in the case organization (max. 2 mins. presentation)