

Five Easy Steps to Improving Employee Engagement via Social Media



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Social media is all around us and is likely already a regular part of you and your employees' daily routine. Initially based around personal relationships and professional networks, recently the shift has been toward considering the value that social media platforms can add to your organization, especially through improving employee engagement.

If you or your organization aren't already utilizing the power of social media, here are some easy steps to take which, along with a carefully crafted social media policy to encourage participation rather than restricting employee interactions, can open up your lines of communication to a broader audience, help you be more relevant to your employees, and ultimately increase levels of employee engagement.

1. **Make it easy for employees to connect.** Publish your account names, for example as a tag line in your e-mail signature, or include your CEO/Leadership social media accounts on your company's website. Once the connection is made it's easy for employees to participate and get involved.
2. **Provide content that is easily shareable.** If there is an upcoming event or a positive news story, make it easy for employees to share this through their favorite social media outlets. This could become the ice-breaker needed for an employee to take the first step in growing their network and being part of your organization's social media footprint.
3. **Use existing platforms to your advantage.** Do you know what proportion of your workforce is already active on Facebook? Studies show it's typically over 50%. Find out the most common/popular social media platforms among your employees and go where they already are! Taking Facebook as an example, there is a lot of functionality there for the taking - even before Facebook launches their work specific platform. Facebook groups can allow you to target specific groups - by location, service area, or level. For example, you might set-up an office wide group to communicate upcoming office events, recommended articles, or send out reminders. You can create a forum where people can ask questions or solicit help and support with a particular project. It's all there ready to go.
4. **Blog.** Regular blogs can be a very powerful way of sharing information and encouraging employee contribution. Blogs open the lines of communication across all levels of the organization and help you reach an audience you wouldn't typically reach through traditional bulletin messages or newsletters. Remember you're competing with a barrage of demands on your employees' time so keep it short and meaningful - look to share information and to create conversation.
5. **Finally, if you want engagement - engage!** Engagement is built on employees being fully absorbed and enthusiastic about their work and their organization. Create authentic relationships with employees, be open and honest in your communications, and ensure your employees know that they are the key to your organization's success!

When embedded within a strategically aligned approach to employee engagement such as that outlined in the previous article, these five steps can be a useful tool in creating and sustaining employee engagement in today's constantly connected on-line environment.