

Social Media as Catalyst for Change Management

Social media can be used for internal marketing to change employee behavior

Successful companies have social media technologies to influence employees and changing organization culture. Accenture suggests six steps to accelerate and manage change.

1. **Building collaborative culture:** Real time sharing of experiences to foster innovation through blogs, presence on Facebook, Yammer, Twitter, etc. USTRANSCOM launched executive blogs, Q&A blog on company Intranet and public account on Facebook and Twitter to flatten organization hierarchy and drive cultural shift

Internal marketing is the process of motivating and empowering the employees of a company to work as a team for the overall wellbeing of the customers and thereby the company itself. This is actually the core to success of a company. A harmonized effort within the company is an utmost necessity to provide customers with services at a desired level.

2. **Establishing two-way communication:** Participation of management in social media and addressing pain points. One global resource company posts 2,000 messages on Yammer every month
3. **Workforce engagement in learning experiences:** Enabling employees to deliver personalized learning experiences. Live web meetings and telepresence unite diverse teams for a common learning experience
4. **Forming knowledge networks:** To locate people, content and expertise, and to centralize and share knowledge on Twitter, Yammer and Facebook. North American bank formed in two months 400 communities, 100 personal blogs, and 5000 users
5. **Employee ownership:** Continuous feedback enhances internal loyalty and ownership of change initiatives. US bank leveraged crowd sourcing to tap workforce ideas for better customer service
6. **Continuous monitoring of change program:** Social media tools provide timely information about acceptance of change.

Topic	Course
Internal Marketing : Delivering customer values and satisfaction: Unit: 2.8	Marketing Management

Source: Mohsin Ghafour, Trinity Martin and Elizabeth S. Choo; *Six Ways Social Media Technologies Can Accelerate Large-Scale Change*, Accenture, Outlook Point of View, January 2012, No.1)