
WHAT CAN THE FACEBOOK MODEL DO FOR YOUR ENTERPRISE?

Notes from the meeting

These are the activities that Facebook supports for which people want a similar platform internally, for use of employees, trusted partners and customers with differing levels of permissions for what can be shared with distinct groups inside the organization, and different levels of external contacts:

- Create communities of interest
- Support photographs and visuals to draw people in
- Organize content by project areas
- Automatic notification when new activity or information has been posted
- Provide a simple way to exchange immediate and helpful information; retained for re-use
- Provision for groups of interest
- Provision for creation of profiles and “experience” sharing
- Easy way to share what I am working on now

Possible “enterprise appropriate” tools, which are similar:

- (Constant Contact) just acquired [NutShellMail](#). NutShell mail allows you to manage your Facebook wall and status (among other social media like Twitter and LinkedIn) directly from your email inbox.
- wanted to bring up www.cubetree.com
- <http://elgg.org/> platform has been used to build MITRE’s Handshake; there are provisions for partners like the other FFRDCs to participate with select permissions.
- At Genzyme, scientists in informatics group and their internal partners use something called [Science Connect](#) to build community exchanges within the company, leveraging the employee directory

Commentary:

We use SharePoint and adopted the Profile option but can’t get people to put their profiles up, even though they claim that is what they want

The lack of “news feed” or posting alert for Profiles in SharePoint seems to be a missing component – people need to be prodded when something is added or changes

People don’t like the way our platform or tool works – won’t vest time to get familiar and comfortable with it, so adoption is a big problem

<http://traction.tractionsoftware.com/traction/permalink/Blog931>

There needs to be genuine passion and interest around the activity or project for which a social sharing platform is established – people need to use it and “push” content to it on a regular basis, and others need to seek out that content (pull) and react to it to sustain activity.

Suggested effort/activity to stimulate adoption:

1. You need enough stuff to make it interesting and valuable. Begin by putting stuff there that employees can’t find anywhere else. (e.g. answers to common work related questions)
2. Get and publish success stories, testimonials of work activities done well, “shout-outs.”
3. Prepare for the effort to be very long term because it takes time to get a critical mass using and contributing a significant amount of critical content

4. Don't become the resource for finding content that exists in the platform repository; make them go there themselves
5. Fill the stadium with enough desirable content to make it worthwhile to visit.
6. Get management to use it to communicate to the organization in ways that they do not share that information anywhere else.
7. Get management to adopt the policy that before you begin any new project you must reach out and talk to one other person in the organization about some aspect of the project – just make a connection with another.