

Harness the Power of Internal Social Media



58%
of employees
would rather work
at a company that
**utilizes social
media tools**



60%
of employees say
use of internal
social media
**demonstrates
innovation**



61%
of employees say
their company's social
media tools make it
**easier to
collaborate**



86%
of employees of companies
effectively employing internal
social media say they would
**encourage others to
work there¹**

Are You Networked for Success?

For more and more companies around the world, internal social media is a powerful tool for delivering bottom-line results. Across every industry and business function, companies are activating internal networks to:

- Recruit, retain and engage employees
- Foster collaboration and enhance productivity
- Enhance product and process innovation
- Break down organizational silos
- Increase speed to market
- Improve executive visibility
- Manage and plan for crises
- Build and support internal brand ambassadors

APCO Worldwide & Gagen MacDonald Can Help

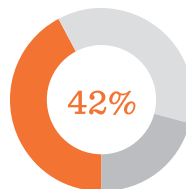
Gagen MacDonald is a pioneer in strategy execution, change management and employee engagement. Our expertise gives us unique insights into the ways social media is profoundly changing the motivations and expectations of employees in every industry.

APCO has been a leader in applying social media to solve business problems since the launch of our online practice 15 years ago. We are a group of technologists and digital strategists deeply schooled in the application of social media best practice.

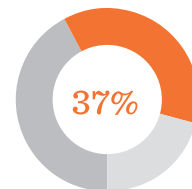
We've brought our complimentary teams together and built a proprietary model for how to best apply ISM to help our clients fully exploit the opportunity social media can bring to their organizations.

The APCO/Gagen ISM Model

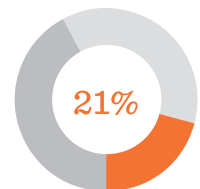
We built a model for shaping ISM programs by analyzing research among U.S. adults working for companies with more than 500 employees. That research revealed 21 discrete attributes which in turn combine to form three major factors that employees look for when deciding whether their company has effective social media internally. Applying the model to our clients' business objectives allows us to shape an ISM roadmap that we know will be effective.



**Quality of
Content**



**Engagement
& Dialogue**



Optimization

¹Source: APCO Worldwide and Gagen MacDonald, Survey on the State of the U.S. Workplace as Viewed by America's Workforce, October 2011.

Delivering Business Results

We also know the impact good ISM can have. Employees working for companies that scored well in our ISM model are:

- 39% more likely to recommend their company's products and services
- 60% more likely to give their company the benefit of the doubt in a crisis
- 67% more likely to purchase the company's stock
- 78% more likely to support government policies their company supports

We're eager to work with you to activate internal social media that delivers those types of results for your organization.

Activate Your Internal Social Media with Gagen MacDonald and APCO Worldwide

Powerful social media strategies start here.

Too often, companies adopt social media impulsively, without a distinct business rationale or an understanding of how employees prefer to engage networking tools. The result is discouragement, waste and ineffectiveness.

Gagen MacDonald and APCO Worldwide use a five-step process to build social media from within, ensuring sustainable change through shared goal-setting, leadership alignment, employee training and measurement of key metrics.

1. Assess

Prioritize your business objectives. To ensure your social media tools are driven by business goals, we help identify and prioritize your objectives—whether you're looking to improve employee retention, boost collaboration, enhance executive visibility, increase speed to innovation or turn your employees into powerful brand ambassadors.

Map your communication. Our experts use proprietary tools to assess your culture, analyze information flow and determine how employees currently engage your intranet or social media tools.

Determine your cultural stance. What does your ideal social media ecosystem look like? What cultural differentiators are you hoping to foster? We help leaders, communicators and technology teams plan for networks that authentically reflect your culture.

2. Align for Design

Identify your perceived issues and actual limitations. With any social media investment, your company faces cultural, psychological, legal, financial and technical limitations. We guide you in assessing your parameters, helping you balance potential risks against projected gains in productivity, collaboration and innovation.

Develop guidelines and metrics for success. The strongest social media platforms establish clear, consistent ground rules for employee engagement. With our knowledge of best practices across several industries, we help you identify solid company guidelines for social media use—and metrics to measure how well your engagement tools are working.

Align leaders around your goals and limits. Our research shows that social media only thrives when executives and leaders embrace and activate a social media culture. We tap into our extensive experience in leadership alignment and training to get senior management buy-in and then create a social networking mindset across business functions.

3. Implement

Choose tools to use. Once you've established your business objectives, design parameters and rules of engagement, we help you identify the most effective tools for your needs—from wikis and microblogs to robust knowledge-sharing and innovation platforms—and help you determine what to build and what to buy.

Execute with excellence. Our team of specialists in design, information architecture, content development, programming and technical integration can help you deliver anything that can't be done in-house. We work closely with IT teams to ensure our efforts are compliant with all internal rules, standards and architectures.

4. Ensure Sustainability

Train for social media literacy. Most companies struggle with significant gaps in capabilities among their social media users. To harness the power of social media and ensure your networking investments are sustainable, we help you implement replicable, enterprise-wide leadership training through our proprietary Digital in the DNA program.

5. Measure and Adjust

Benchmark and measure your progress. Without agreed-to metrics for success, many companies struggle to judge their social media ROI. Through employee engagement focus groups and surveys, linkage analyses, social media diagnostics and business analytics, we help you determine how well you're doing against expectations.

Keep what works, tweak what doesn't. Few things make employees more cynical than a social media platform that no one uses. If your social media isn't meeting your needs, we help troubleshoot challenges and identify cost-effective ways to reactivate your underutilized social media channels.

For More Information

To learn more about how you can activate a winning social media program within your organization, please contact:

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