

XYZ Announces Social Media Program for Employees

Communication among all employees at XYZ is about to get a much-needed boost.

XYZ President Jane Plane has recently announced the creation of a new social media program that aims to improve both internal communication and marketing initiatives to consumers. The initiative was recommended by a study and report conducted in September by a team of professionals from the Communications and Human Resources departments.

The team found that XYZ can improve employee satisfaction and increase its reputation within the global marketplace by providing employees with the tools and training they need to keep up with new technology and trends. Specifically, the team found that companies that implement social media programs, both internally and externally, have seen an increase in revenue.

"From research, it is clear that organizations using elements of new media are seeing results, particularly

by enabling a sense of two-way communication, exchange of personalized messages, rapid communication and a global reach," said Plane.

The program, which calls for the creation of an employee intranet as well as development of social media initiatives through popular websites like Facebook and Twitter, will help employees develop their own communication skills, stay up-to-date with company initiatives and policies, and communicate with clients on a range of platforms.

Currently, XYZ Company uses SugarCRM as a Customer Relationship Management system, but hasn't extended the software to interface with popular social networking portals due to the increasing concern over ongoing communication issues. By extending this existing platform, XYZ will increase communication internally and externally naturally through a familiar platform.

Moreover, through the addition of a Media Manager role that reports to



both the Communication and Human Resources departments, XYZ will be in a position to efficiently and effectively communicate internally and externally. Most importantly, XYZ will immediately be able to offer existing associates of the company the training necessary to effectively communicate in an organizational setting with peers, clients, customers and potential customers.

"Soon, customers will be able to reach out and interact directly with XYZ representatives on websites like Facebook and Twitter," says Plane. "They will also be able to find information on our products and services on blogs, websites, and other innovative mediums."

Q&A with HR Director Ken Green: How Will You Be Affected?

Social Media



As XYZ moves forward with its new social media initiative over the summer, Ken Brown discusses how the change will help employees make meaningful contributions at XYZ.

Why are we implementing a social media program?

Using social media to improve both internal and external communication is paramount to XYZ's success in the global market. An in-house study found that by implementing this program, we can improve employee morale, cut down on burn-out, and

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XYZ Announces Social Media Program for Employees (Continued)

Plane said the initiative would be a win-win for employees and consumers because it allows the employees to better their work environment while allowing clients to find information virtually instantly.

Members of the Human Relations and Communications department studied trends of XYZ's competitors and realized the company could compete better and capture more of the market through implementation of a social media program. In addition, the team found that employee satisfaction improved at other companies that implemented their own intranet programs as ways to improve employee communication.

In order to implement the program, the team recommended bringing in a Media Manager with experience in developing social media programs for corporations for at least the past five years.

XYZ anticipates bringing a new Media Manager on board in June, with the implementation of the social media program and the intranet system by September. Employees will be trained throughout the summer in using the programs and will be provided with continuous development programs through the intranet once it is implemented.

"I am confident that the hard work of our quality employees at XYZ will

enable us to achieve great results with this new program," said Plane. "I encourage employees to join me in helping to make the transition into this system as seamless as possible."



Q&A with HR Director Ken Green (Continued)

increase revenue (which increases the amount deposited into the employee profit-sharing program) by about \$500,000.

Who will be asked to use social media at XYZ?

All employees will be fully trained for their roles in external communication under the new social media systems. The internal system will be open to all employees to use in order to communicate with each other and find information on professional development of their communication skills.

What type of professional development will employees receive?

In addition to social media training for external communication, employees will also improve their grammar and writing skills to better their quality of work during their time at XYZ and elsewhere. The courses will be designed to help them effectively share ideas with their peers, especially in collaborative projects. Operations in all areas of XYZ will be improved.

Will this cost us anything?

XYZ has budgeted money to hire a Media Manager to help train employees and set up the social media networks. Employees will not be asked to pay or contribute toward required training. Everything will be covered within the set budget.

Will employees be asked to work overtime to train?

At XYZ, we value an appropriate work-life balance. This is why all employees will be trained during normal business hours or during their regular working shifts. Similarly, we expect to additional part-time employees to help with the

workload normally handled by employees who will be training at those times.

How can I obtain more information on the social media program?

The Human Resources Department will have brochures available for pick-up during standard business hours, and employees may also contact the department at (973)-555-1122 with any questions.

In addition, XYZ's Human Resources staff will be holding two information sessions – on Friday, May 20, and on Monday, May 30, both at 1 p.m. in the XYZ Central Conference Room. Employees will have a chance to ask questions, offer suggestions, and provide other input.



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