

# 4<sup>th</sup> social media world

content- audience- engagement

Employees and brand awareness

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# “this is water”

- “ There are these two young fish swimming along, and they happen to meet an older fish swimming the other way, who nods them and says, “Morning, boys, how’s the water?” And the two young fish swim on for a bit, and then eventually one of them looks over at the other and goes, “What the hell is water?”
- *This is Water by David Foster Wallace*

# bonding through knowing, sharing, creating

- redefine the “go to work” meaning and experience
- encourage knowledge sharing
- nurture a culture of experimentation and creative thinking
- be sociable inside and outside the office

# engaging mobile generations

- cross-generational diversity: beyond “millennials”
- happy “selfies” and connected together: branding one’s uniqueness and capacity to build networks
- hoping for higher morale and retention rates
- Branding: co-creation

# playing it safe in intra-social platforms

- inviting employees to create personal profiles share ideas, or collaboratively work on social platforms to:
  - increase engagement and ownership of the outcome
  - to innovate
  - to invest in the outcome
  - to connect their personal mission with company mission

# solution-makers

- crowd-sourcing their questions, consulting their networks for answers
- beyond the safe walls of organization or intranet platforms
- intrapreneurs vs intranets: letting flourish the entrepreneurial and creative mindset
- experiencing efficiency, trust, space for showing leadership= confidence and engagement might flourish

# internal leaders (can) become social media ambassadors

- rich employees experiences in the physical and social media spaces (can) outreach and get connected more authentically with communities and customers
- Simon Sinek's "Start with Why" is the starting point of your storytelling: why you do what you do? what motivates you? how and what, follow

# what to share

- interests, ideas, generate more ideas
- risks
- solutions
- activities
- backgrounds
- real-life experiences
- knowledge- learnings- expertise
- values
- networks



# acknowledge and act on risks

- data/ identity theft
- virus attacks/ digital fraud
- trolling, negative posts
- time- management
- reputational risks
- social media crisis
- have written policies in place
- participate, engage, fail sometimes, re-learn

# social media engagement is based on trust

social media unleashed the creative and innovation potential when we started trusted the strangers

- trust inside- out
- Trust comes with engagement in social media of all managerial levels

# “what is water?”

- We are all in the social media- social spaces water
- We test the waters
- We find our way to navigate them
- Is opting-out a choice? Really?
- Good swims