

Your Company is Socially Engaged, But Do Your Employees Even Know?

By Ryan Scott

Another year, another grim report on employee engagement. Gallup's 2013 "State of the Global Workplace Report" reveals that only 13% of employees are engaged at work.

That abysmal number is undoubtedly related to the fact that, according to a different study, only 42% of employees know their organization's vision, mission, and values. That same report found that management transparency is the top factor when determining employee happiness.

Amongst other business "fails" resulting from this sort of a wide engagement gap, unengaged employees do not create engaged customers. As your company's best brand ambassadors, your employees need to feel continually connected to the best vision of what your business can be in order to convey those principles to the world at large. The ideals that you pursue with your corporate philanthropy are an important part of this ongoing conversation with your employees.

So how are you conducting this conversation? And are your employees even listening?

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If you're like many companies, your corporate communications focuses on your community far more than your employees. And when you do talk to your employees, you're relying more on email and company intranets than the social media platforms where your employees are actually "living."

A recent report by LinkedIn and Altimeter Group found that a majority of engaged employees - 54% - read content by their company through social media. The study, which focused on the behaviors of companies that were found to be the best at engaging their employees, concluded that the top performing companies build relationships with their employees through social media and leverage their core values to empower their employees to be brand ambassadors. "It all begins with authentic, meaningful engagement and content," the report noted.

Other highlights of the report reveal:

- Employees are far more engaged and optimistic at top socially engaged companies: 52% versus 41%.
- 40% of engaged employees cite their company's social media communication as the source for keeping informed on important news
- 38% of engaged employees are more likely to share relevant company content with coworkers and customers when the company shares content in social media.
- 20% of employees are more likely to feel inspired based on how companies use social media to engage with them.
- Socially engaged employees are more likely to feel proud about the leadership of their company.
- Socially engaged employees are not just connected to those in their own department, they also expand their networks to include other employees, customers, and prospects.
- A full 59% of engaged employees use social media to build relationships within the company.

Further, social media engagement contributes to a competitive advantage, with the most engaged companies prevailing in the never-ending battle to recruit and retain top talent.

It's clear that social media is critical to creating and increasing employee engagement. What's equally clear is that a company's philanthropic work can play a starring role in its conversations with employees on social media.

A company's corporate social responsibility activities should be at the forefront of its employee relationships and the dialogue that keeps those relationships energized. Whether social media is leveraged to discuss the causes that are important to the company's leaders and employees; share employee stories about volunteering and giving; congratulate winners of a company's crowdfunding events; promote upcoming community events; address the ways in which the company's people have made a difference in the causes they care about – and chart the ongoing goals they're setting for themselves; philanthropy can be a connector, uniter and pillar of engagement. But only if your employees understand and participate in your CSR efforts.

Empowering and inspiring your employees isn't optional anymore, so make sure you're communicating in ways that are being heard by your most important demographic.

Read more at <http://www.business2community.com/non-profit-marketing/company-socially-engaged-employees-even-know-01002148#cCrMi4dZ7hoqYqV7.99>

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