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A VERINT Company

WE ARE SOCIAL CREATED INTERNAL SPACE FOR EMPLOYEE COMMUNICATION

We Are Social uses Telligent Community to drive employee communication and collaboration internally.





*I must go down to the seas again, to
the lonely sea and the sky, And all I
ask is a tall ship and a star to steer
her by*

by John Masefield.

Background

We Are Social is an agency specialising in social media that started out in June 2008, but in that short time, they have already done some impressive work with a client list that includes blue-chip names such as eBay, adidas, evian and Jaguar. They've built an international team of over 500 people across nine offices. They have a phenomenally detailed understanding of social media, by recognising that social media is a distinct discipline, and they have been extremely successful at assisting a diverse range of companies with their social media strategies.

Challenge

We Are Social have seen meteoric growth since their inception in 2008. The social media agency has become the fastest-growing outfit in the PRWeek Top 150 UK PR Consultancies for 6 consecutive years and they have become the world's first global social media agency.

We Are Social has grown from two founders sitting round a kitchen table in 2008 to 500 international employees operating out of nine offices across the world. When businesses such as We Are Social reach a certain size, it's not uncommon to run into communication roadblocks. When companies grow, employees are typically spread out across numerous departments and tend to start working in their own silos, focusing on their respective projects. They may have little to no direct contact with others in the company.

Despite this, they want to know what's going on with others in the company, irrespective of their geographical location and have access to the knowledge, experience and ideas of others. Traditional forms of communication such as email and telephone do not offer the type of visibility that companies such as We Are Social require.

Solution

With such rapid growth, We Are Social recognised that they needed to review their internal communication strategy and began to look at solutions that would lead to a knowledge transfer culture that provides improved communication, collaboration and efficiencies throughout the organisation.

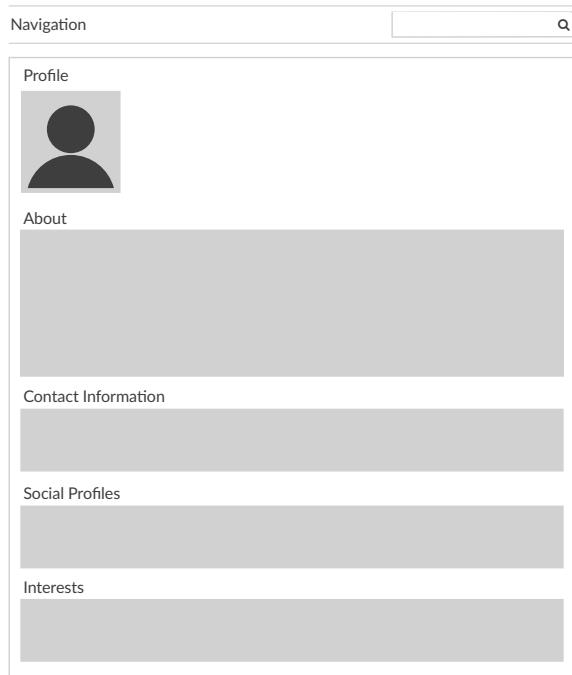
They conducted a thorough analysis of the key providers in this space, which included platforms such as Yammer, JIVE Software and Telligent Community.

We Are Social made a pivotal decision – They would not make a technology led evaluation, rather, they would invest in a platform that met its individual requirements. Although We Are Social does not focus on c# or .net, the business decided that Telligent Community was most suitable for its business needs. This decision was made based on it being both a best of breed solution and it also meeting the majority of their requirements out-of-the-box.

The newly implemented We Are Social community referred to as 'The Ship,' is focused on the ability to:

- Share information and knowledge within global, local and specific 'knowledge' groups
- Find information and knowledge through search, plus site-wide and group activity streams
- Connect with others, ensuring that employees have access to people profiles so that they can search for co-workers with the relevant skill set or expertise
- Collaborating, whether that be through Q&A, discussions, ideation or specific project or client groups

All this while also providing social networking tools including: friending, commenting, liking, rating, notifications, @mentions, hashtags and emoticons. In addition, We Are Social use Telligent Community Analytics to gain an insight into employee engagement. 4 Roads worked closely with the We Are Social design team to ensure that the solution was as close to OOTB as possible and also incorporated some of its own free plugins developed for the Telligent Community platform.



This includes:

Advanced Emoticon Plugin

To insert emoticons into content within Telligent Community, the end-user must place all emoticons in square brackets - [:)]. Once this has been done, it is replaced with code as an <IMG tag.

The Telligent Community advanced emoticon plugin simplifies this arduous process by removing the need for inserting square brackets, and by using a <span tag and CSS to display the images, usability is greatly enhanced.

Telligent Community Video Transcoder

In addition to the 4 Roads plugins, 4 Roads also installed the Telligent Community Video Transcoder. The HTML5 Video Transcoder enables videos of any format to be uploaded to Telligent Community and made playable directly within the browser without using plugins. 4 Roads installed the Transcoder so that We Are Social could play QuickTime videos in a Google Chrome Browser.

While the We Are Social leadership team bought into the benefits of introducing an internal social network, they also recognised the need to engage its people in the process.

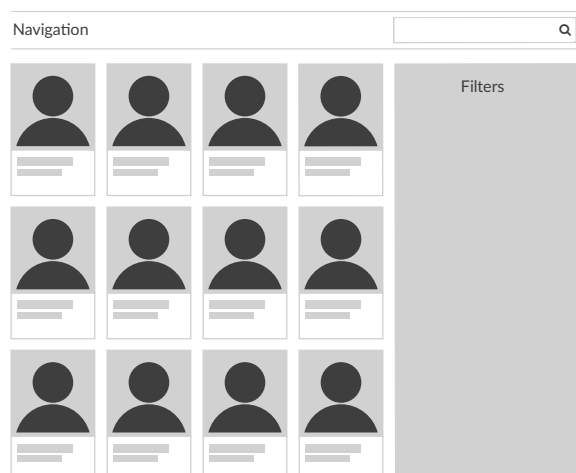
Which is why they invited Shilbrook Associates to advise them on how best to gain engagement and build buy in. Pre-launch there was an active 'task force' to help establish how they would use the platform and to steer its development. Post-launch there is a thriving community of ambassadors, including 'captains' in each office responsible for championing The Ship, increasing engagement and usage, and steering its ongoing evolution.

Results

A rapidly growing company has to achieve many things to fuel continued growth. By keeping all employees motivated, aware and focused on the big picture through effective internal communications, while also giving them a global channel to share their own knowledge and opinions, growth is increasingly possible. With buy in across the organisation, and everyone, including the CEO being present and active on a daily basis, We Are Social's internal community, The Ship, is on course for success.

The Vision

'The Ship' will undoubtedly scale as We Are Social continues to grow and thrive as a business. By listening to their community's feedback, the functionality will be tuned to meet the requirements of their teams, so that they continue to engage with and contribute to their internal community



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