

Businesses risk missing a trick by choosing to ignore social media

Social Media @ Work film highlights findings that 52%¹ of internal communications professionals suggest that their businesses don't have a social media strategy

LONDON, 15th June 2011 – Businesses that fail to adopt strategies for social media run the risk of missing tangible economic benefits that such technologies can bring through engaging with individuals both inside and outside the workplace. The finding forms one of the key conclusions discussed in a new film, launched today, that lifts the lid on the benefits of peer-to-peer business communication.

Despite the burgeoning consumer use of social networking technologies, many businesses have been slow to pick up on the huge benefits that social networking can bring and remain cautious over the adoption of peer-to-peer communication.

The film, entitled, *Social Media @ Work* and co-produced by content creators, Red Sky Vision, and change consultancy, Able and How, highlights the impact that social media is having in the workplace and proposes that those organisations who choose to ignore it are failing to recognise the benefits it can bring and falling behind the businesses where more innovative communication is embraced.

“A significant 74%* of business social media users believe that the technology has blurred the lines between internal and external communication. Therefore, it's important for companies and their staff to be able to reconcile what happens inside the organisation with to what happens everywhere else.

Only then will executives be able to recognise the changes taking place and begin to act on them,” said David Ferrabee, Managing Director, Able and How.

Social media use is still growing massively. Inside companies it remains an untapped resource. The short industry-led film highlights the need for organisations to start

¹ Melcrum 2010

taking steps today, to tackle this growing conversational divide.

“Businesses are dragging their feet in adopting new approaches to internal communications. Only 7%* of business users admit to being able to integrate social media into their wider marketing strategy. So, whole generations of staff are side stepping the organisation to communicate with clients, colleagues, contractors and their peers,” said Robin Block, Director, Red Sky Vision.

Premiering tonight, ‘Social Media @ Work’ distils over fifteen hours of senior executive interviews, content and opinion and provides a unique insight into this radically under-utilised area of communications.

The film will be released and distributed from 15h00 on Friday 17 June 2011. To find out further information about the initiative and to view a short trailer, visit www.redskyvision.com/worksm. You can follow discussions on Twitter at #worksm

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About Red Sky Vision:

Red Sky Vision is an independent content creator for internal corporate communications, responsible for producing compelling video and motion graphics that inform, educate and motivate the workforce. Red Sky Vision offers a suite of consultancy services ranging from idea generation, story-boarding and strategy, through to film production and distribution.

About Able & How:

Able and How is an international management consultancy, bringing together the best minds in change management, human resources management, project management and organisational communications.

Able and How consultants regularly advise major global business and develop strategic recommendations. Our consultants are also very delivery-focused communications professionals. Our experienced team will provide the right mix of great ideas and hands-on delivery.