Creating an engaging enterprise social network
We wanted to create a more open, democratic, and collaborative working environment

**Our drivers**

1. We needed to have the right channel to reflect the business we wanted to be and the culture we wanted to create

2. Workplace is the back-bone of our internal comms channels and helped replace the 9+ communication platforms we had

3. Ways of working post COVID-19 – With fewer people in offices, we needed to establish means to communicate, engage, manage and collaborate.

**Our journey to empowering our people**

**NOW**

Engaging

**Communication:**
Two-way conversation, business to employee & employee to business

**Structure and culture:**
Open, active engagement

**Where we were**

Informing

**Communication:**
Top-down, business to employee

**Structure and culture:**
More hierarchical, autocratic, siloed

**AIM**

Empowering

**Communication:**
Community-led, employee to employee

**Structure and culture:**
More open, democratic, collaborative. Driving advocacy
Network Expansion Workplace Group

Before we rolled out Workplace we set up our official groups
• News group looked after by the internal comms team
• Virgin Media O2 for the community group
• Groups for each directorate
Network Expansion Workplace group
December 2021

Key Statistics

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<th>USERS</th>
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Two-way Relationships

Two-way Relationships measures how many of the relationships are reciprocated. A high score means strong engagement between people.

Average for whole enterprise: 9%

Mention Index

Percentage of posts with @ mention: 8%

Average for whole enterprise: 17%

Average number of replies for posts that:
- Include @: 4.5
- Exclude @: 0.7

Did you know...
Posts that include an @ mention typically get more replies.
Network Expansion Workplace group
March 2022

Key Statistics

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Two-way Relationships

Two-way Relationships measures how many of the relationships are reciprocated. A high score means strong engagement between people.

- Percentage of posts with @ mention: 16%
- Average for whole enterprise: 21%

Mention Index

- Average number of replies for posts that:
  - Include @: 3.59
  - Exclude @: 2.25

Did you know...
Posts that include an @ mention typically get more replies.
Network Expansion group now

Ian Scott - Bell

Retail Top 100 Influencers. Understanding and bridging the evolving retail landscape, delivering automation.

Just had a knock at my door, opening it my heart sinks as I saw a smiling man from Virgin Media. Tracing myself for the 1st time in your area sales team, I was surprised to find that he didn’t try to sell me anything.

Exhusted, he informed me that they would be installing fibre broadband cabling in my area. He gave me this and said if I was interested in the installation work, to give him a call.

So sales pitch. But a softer approach to show community concern... whilst still implanting the knowledge that their fast broadband will soon be available.

Thought this was a great way to demonstrate empathy, create a personal connection, and set the stage for a return visit in a couple of months.

Good things are coming your way

Tell them what you loved

Tell them what you loved

Julian Holland

What fantastic feedback on our delivery approach within our communities to end the day on a high!

More evidence our Community Lead approach enhances our delivery.

Take a very big and deserved bow Vinous Mittis.

Julian Holland

4 May at 10:48 PM

Great to get out and see the FastTrack dashboard on their journey to identify a more trenching solution. Great to see the likes of Lee Tragallas, Olly James and Virginia Chinnally taking the lead on a critical area for our future expansion.
Thank you

Come and ask me any questions at lunch