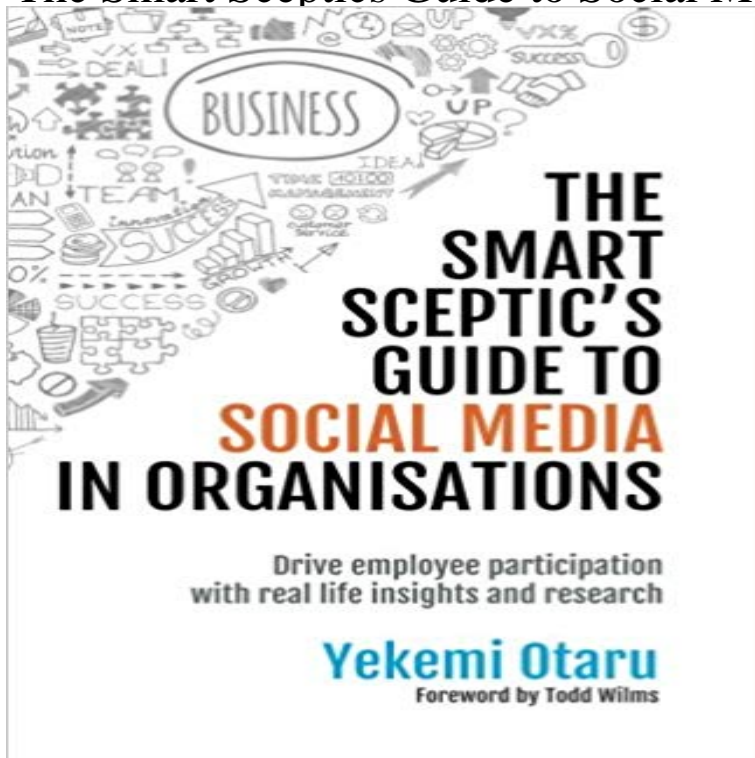


The Smart Sceptics Guide to Social Media in Organisations



If you are considering employee advocacy for your organisation but you are not sure how to sustain the participation of your employees on social media, this book offers a three-step framework developed through research and real life examples. This framework is focussed on participation and will enable you to: 1. Understand the influence of corporate environments on employee participation; 2. Ensure there is visible and communicated affirmation and support for employees such that they buy into your advocacy programmes; 3. Embark on purposeful analysis and social media experimentation to understand the current state of your organisation and to identify future requirements that enable employee participation; 4. Sustain participation through employee training, support and influential leadership. Yekemi combines her engineering and Mba (Distinction) degrees for a unique perspective. She has held senior engineering and marketing roles in four international technology companies including Schlumberger and General Electric. She has over ten years experience and currently leads the creation and implementation of global strategic marketing initiatives for software products at Lr Senergy. An avid blogger and previous speaker at Society of Petroleum Engineers Young Professionals Simplified Series, she is passionate about employee advocacy and personal branding. Yekemi lives in Aberdeenshire, Scotland with her husband and two children.

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