53% of companies are FAILING to embrace internal social networking tools, new research shows.

KEY POINTS

- 53% of companies are not utilising social network tools within their organisations.
- Crowdoscope is an interactive survey and discussion tool for real-time collective intelligence.

SOCIAL MEDIA

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Over **HALF** of organisations are not taking advantage of the power of social networks within the workplace, leading real-time collective intelligence tool **Crowdoscope** has shown.

The study, conducted in partnership with **The International Association of Business Communicators (IABC)** and the **Employee Engagement Alliance (EEA)** during a recent conference attended by over 80 participants including **GSK**, **Barclaycard** and **Merck**, warns that organisations should ignore internal social networking at their peril.

Michael Silverman, Founder of **Crowdoscope** and **Silverman Research** said 'Organisations need to quickly realise that they must integrate social networking tools into their organisations – or they will end up competing against companies that do. Tools like **Yammer** and **Slack** have ignited within many forward thinking companies, yet some now risk being left behind.'

Lesley Crook, founder of **Working Out Loud in a Network**, who produced the event on behalf of **IABC/EEA** said, 'HR should take more than a passing interest in Enterprise Social Networking (ESN). Part of their role is to attract and retain the right talent, who will expect digital ways of working in a forward thinking company. This is the way talent operates: on Instagram, Facebook, Twitter, Snapchat and other social platforms we've not even heard of yet – with minimal email behaviour.'

Crowdoscope's pioneering technology creates a new way of interacting online. It is a self-organising, visual environment based on the principles of social media that can harness the collective intelligence of large groups of people.

Developed by innovative research agency **Silverman Research**, **Crowdoscope** launched at the beginning of 2016. Based near **Silicon Roundabout** in London's **Tech City**, Silverman Research already works with some of the world's biggest organisations including **Unilever, Penguin Random House, Standard Life, EDF Energy, British Gas** and **Booking.com.**

Michael Silverman said, "We want people to understand the diversity of opinion that exists around **Enterprise Social Networks** and **Crowdoscope** can help by bubbling up the most important comments and themes from multiple perspectives. Traditional polls and discussion forums are becoming outdated in our increasingly connected world and unstructured feedback is growing in prevalence. The solution is to represent discussions as interactive visualisations so that participants are provided with a more engaging and transparent experience. We believe that Crowdoscope is an important tool for anyone who wants to gain insight from group conversations and harness collective intelligence."
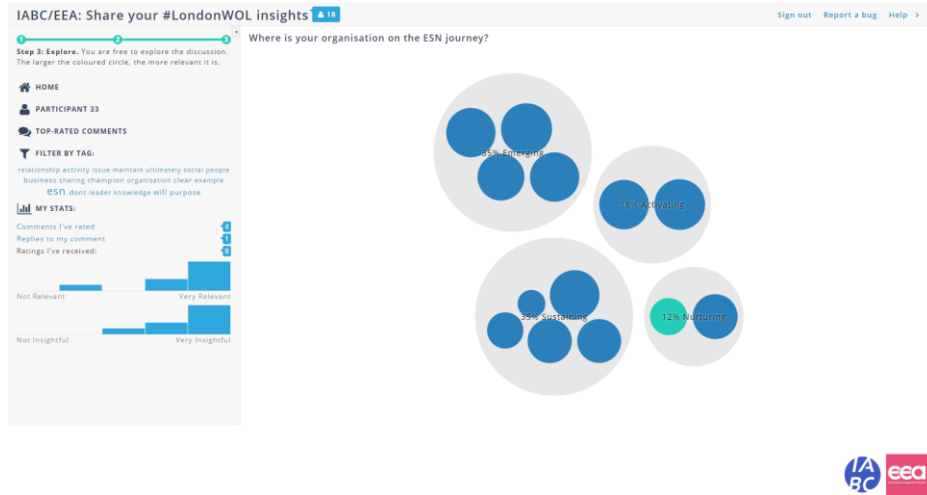
Screenshot of Crowdoscope's Enterprise Social Network study

Editor's Notes

Crowdoscope
Tech start-up founded in Shoreditch 2016. Crowdoscope is a pioneering online survey and discussion tool created by Silverman Research. It is a collective intelligence tool that encourages the sharing and discussion of key topics, allowing participants to shape the topic of conversation through comments, ratings and responses to other user's answers. In this way, Crowdoscope facilitates and encourages key issues and opportunities within a group to be exposed and discussed.

www.crowdoscope.com

Silverman Research
Silverman Research specialises in the development, implementation and analysis of systems that give rise to Social Collective Intelligence: networks of people and computers acting together. Founded by psychologist Michael Silverman in 2010, Silverman Research works with some of the world's biggest organisations to harness the social collective intelligence of employees, customers and consumers.

www.silvermanresearch.com.

The International Association of Business Communicators (IABC)
https://iabcemena.com/uk/event/using-enterprise-social-networks-to-nurture-employee-engagement-and-advocacy/

Employee Engagement Alliance (EEA)
https://www.the-eea.com/about-us

WORKING OUT LOUD IN A NETWORK
http://www.wolan.co.uk/credentials/4589638565?preview=Y