

How to Use Internal Influencers at Work and Measure Engagement on Social Media

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Customer Insights and Global innovation Lead

1. Champion Innovation

- ✓ Crowdsourcing
- ✓ Design Thinking
- ✓ Design to Value
- ✓ E2E Innovation Lectures,
Columbia University
- ✓ Product Development,
Launched 2000+ Products,
Team up to 50 Talent

2. Change Management

- ✓ Culture change
- ✓ Diversity and Inclusion
- ✓ Sustainability



3. Optimize Processes

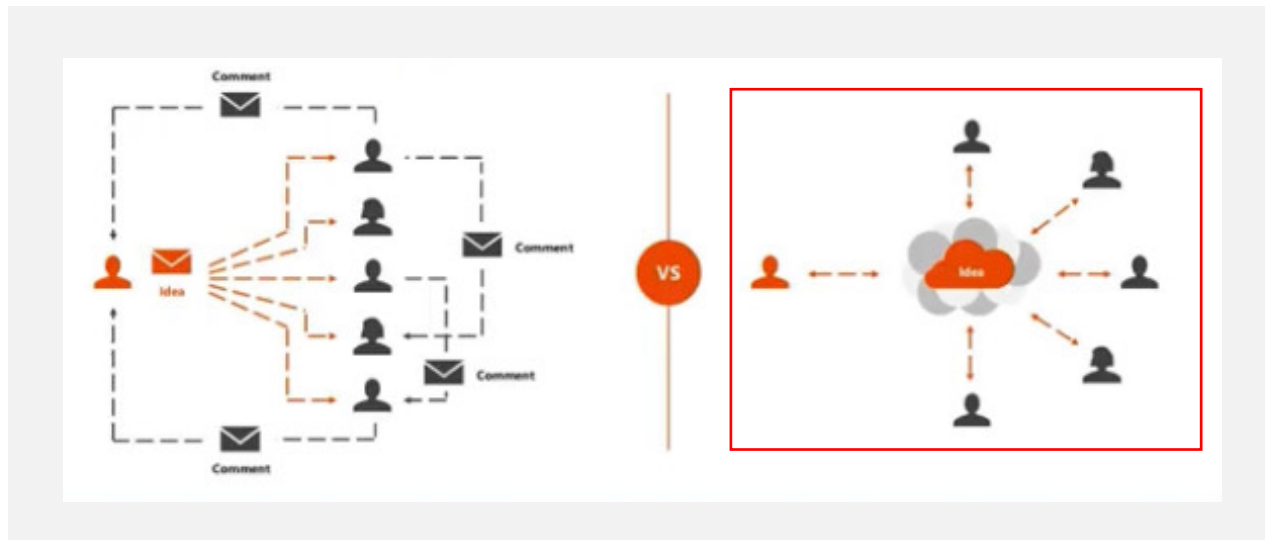
- ✓ Quality & Compliance
- ✓ Adopting Regulatory
Requirements at J&J Innovative
Medicine (Janssen)
- ✓ Software as Medical Device
- ✓ Transformation projects

Agenda

- Why should Social Media be in our productivity toolkit?
- Leverage habits and skills from real life
- Measure Engagement effectively
- Influencer Opportunities within Change Management
- Recipe for Sustainable Model

Why Social Media should be in our productivity toolkit?

Communication tools built for new environment, allowing our organization to be nimble and change as quickly as the world around us.



Networking communication model








- Collaboration
- Visibility
- Sharing knowledge
- Rapid decision making

Social Media at Home and at Work



Social Media in # (Forbes)

- 4.9 billion people in 2023 (5.85 billion by 2027).
- 7.1 accounts by American.
- 145 minutes daily.
- ~\$121K: average salary **Influencers** on TikTok.

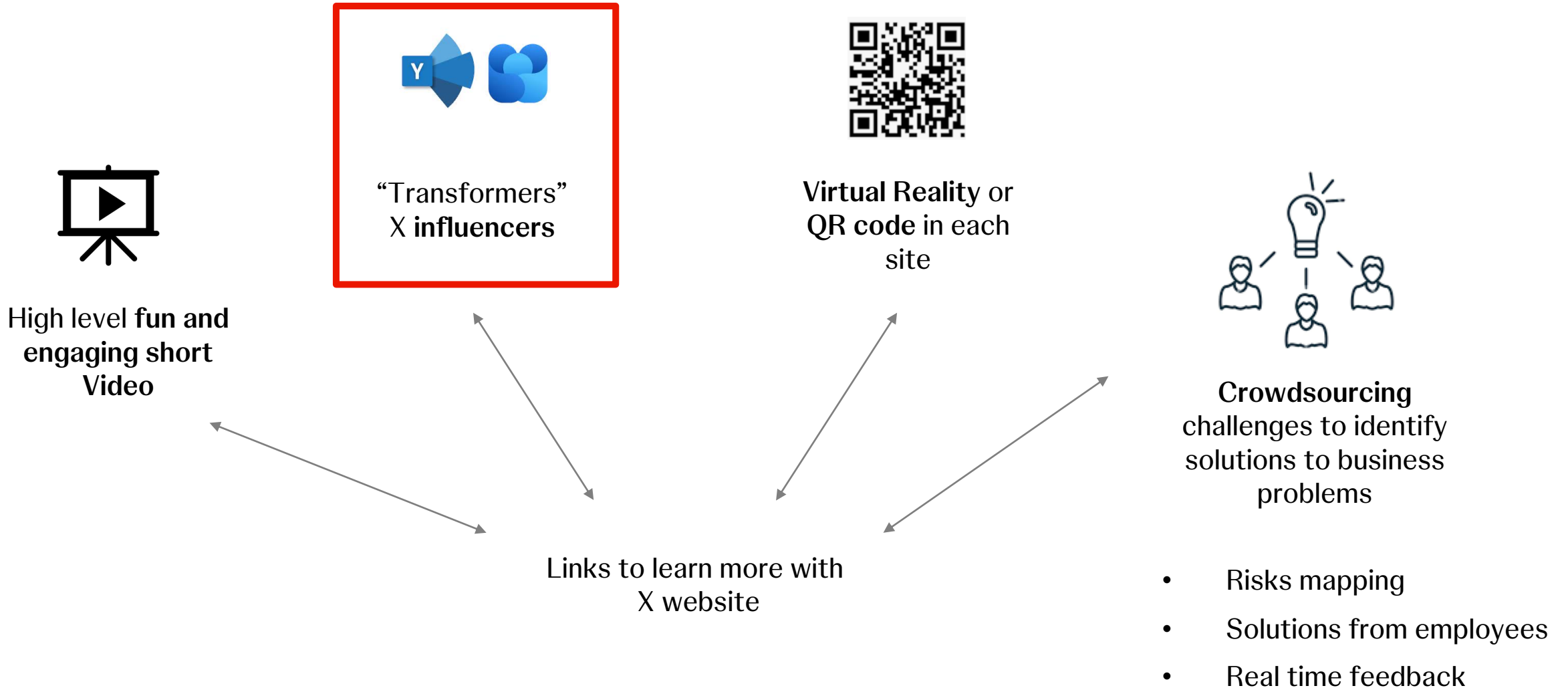
	Influential People	People engaged
	Alice	79
	Kaleb	48
	Robert	38
	Evelyn	19
	Mitchel	18
	Corine	8
	Florence	7

Influencers

Type of Influencers	# of Followers	Use
Mega	1M+	Awareness
Macro	100K to 1M	
Micro	10K to 100K in one platform	Niche
Nano	1K to 10K	

Category of Influencers
Celebrities
Key Opinion Leaders

Influencers within Change Management “X”



How to Measure Engagement on Viva Engage

Define:

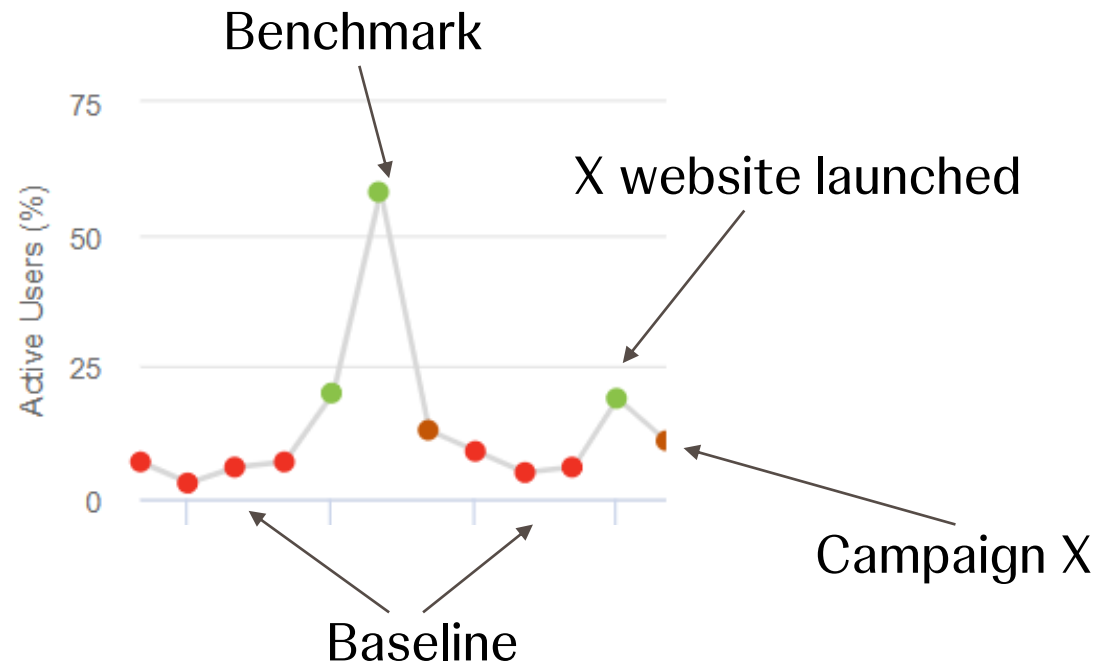
- BenchmarkOct 20
- Baseline = before campaign XMar 20
- X website launchApr 21
- Campaign X launch.....Apr 27

Community Health Index



The *Community Health Index* measures the number of active users each month, as a percentage of all users who have been active at least once in the most recent 12 month period.

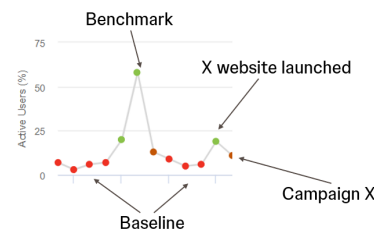
- Healthy Interaction
- Help required
- Needs a kick-start



Posts, Connections, Response rate, etc....








	Benchmark	Baseline	X Website starts April 21	Challenge X starts	Challenge X
	Oct 10 to 16	Mar 20 to 26	April 19 to 25	April 27 to May 4	Jun 20 to Jun 27
X campaign	N/A	Not started	Just started		
posts	112	8	10	9	43
replies	205	26	27	13	32
like	1525	125	157	29	170
mention @	46	1	20	5	2
notify cc	1044	104	27	21	46
2 ways relationship (%)	18%	12	8	16	10
curiosity index ? (%)	6%	5	11	17	9
Mention index @	8%	0	10	0	4
reponse rate					
posts with reply	56%	50%	40%	30%	50%
posts with reaction	100%	88%	100%	80%	90%
posts with no reply	0%	13%	0%	20%	5%

Community Health Index










Active influencers

Benchmark

	Influential People	People engaged
	Alan	131
	Betsy	95
	Wilfried	91
	Karin	91
	Brian	87
	Helen	57
	Claire	53








Oct 10 to 16

Baseline

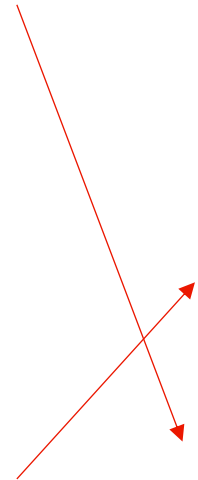
	Influential People	People engaged
	Alice	79
	Kaleb	48
	Albert	38
	Evelyn	19
	Mitchel	18
	Corine	8
	Florence	7

Mar 20 to 26

X website

	Influential People	People engaged
	Suzanna (com)	90
	Laurence	26
	Robert	25
	Barbara	24
	Florence	8
	Melissa	8
	Kaleb	7

April 19 to 25



Reward Best Influencers

Throughout X challenge (5 weeks):

- 65 Viva Engage posts!
- 95 replies!
- 631 mention @!
- 49% posts with reply!
- 100% posts with reaction!

Thank you for your engagement!

Top Influencer



Influenced 137 people

Why Measure Engagement?

- Measure progress - you can only improve what you measure!
- Identify volunteers/resources
- Generate numbers for year end performance
- Understand team dynamic and predict behaviors
- Detect signals
- Develop/grow people

Leverage Influencers on Viva Engage – Recipe for success

1. Define Purpose and Goal

2. Identify sponsor

3. Build a campaign/communication plan

- Select Events/Tools (how)
- Prepare Content (what)
- Timing (when)
- Posting Plan (30 days)
- Brand Community

4. Give to a cause

5. Build a team

- Community maintenance lead
- Champions “It takes a village” => change agents
- Training

6. Identify influencers and monitor activity

- Benchmark
- Baseline
- During and after campaign (sustainability)

7. Reward Influencers

8. Celebrate success

9. Survey



Bring energy to your engagement:

Use Internal Influencers at Work and Measure Engagement on Social Media

If you have any questions, please contact:

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Thank you!