# Comment équilibrer les communautés avec le réseau social de l'entreprise

**Louis-Pierre Guillaume**

Knowledge Management Office

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# Schneider Electric, the global specialist in energy management and automation…

**€25 billion**
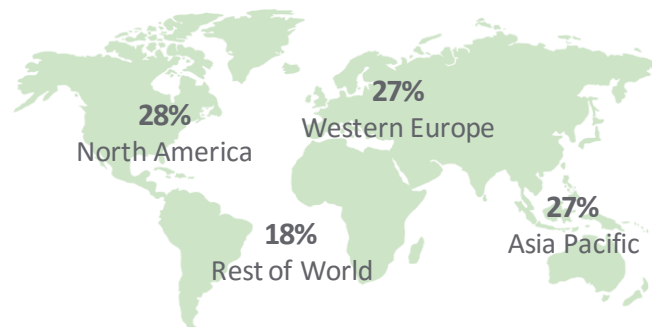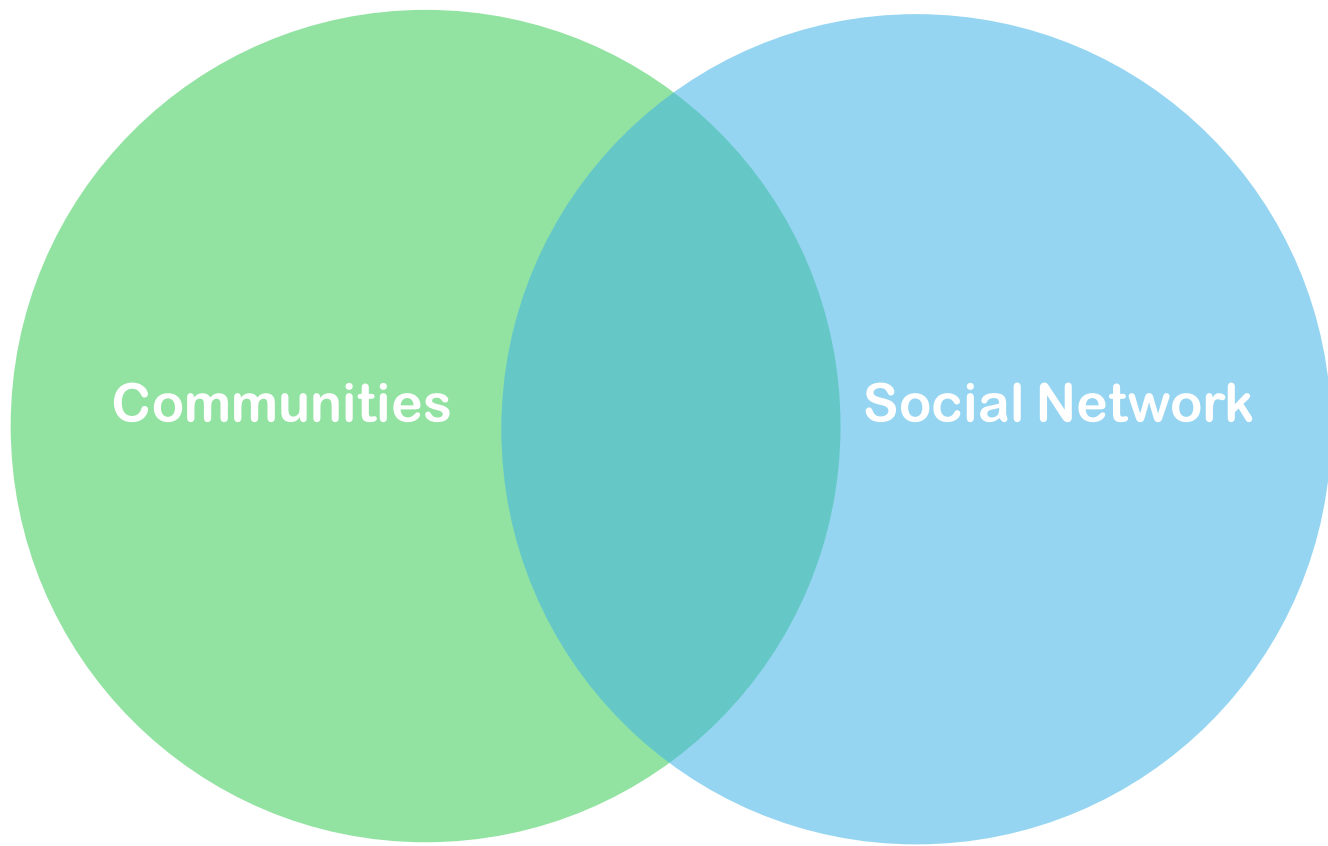FY 2016 revenues

**~5%**
of revenues devoted to R&D

**~160,000**
people in 100+ countries

**Diversified End Markets** – FY 2016 revenues

| Non-residential & Residential Buildings | Data Centers & Networks | Industrial & Machines | Utilities & Infrastructure |
|---|---|---|---|
| 43% | 15% | 21% | 21% |

**Balanced Geographies** – FY 2016 revenues

**28%** North America

**27%** Western Europe

**18%** Rest of World

**27%** Asia Pacific

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Louis-Pierre GUILL...

Update    Poll    Praise

What are you working on?

INVITE YOUR COWORKERS

Yammer works best when your team is here too.

Invite them now

SCHNEIDER ELECTRIC GROUPS

| Communities at Work - CW | 1 |
| EMEA & SAM WSoF - Skype for ... | 20+ |
| Knowledge Management | |
| Managers' Community | |
| IPO HR Systems | 1 |
| iSEE - Internal Schneider Electric E... | 6 |
| Les Amphis de l'Expérience | |
| INNOVATE | 2 |
| Offer Creation Process Community | 3 |
| Learning Extended management ... | 1 |
| WorkSpace Of the Future - WSO... | 17 |
| Yammer, Teams and Planner | 20+ |
| Teams & Planner Support | 20+ |
| Step up - Global Well-Being (at) S... | 10 |
| Coding - R | |
| France news | 20+ |
| Le Hive | 4 |
| Internal Survey Tool - SE | 5 |
| New IDS Program | 2 |
| Global IPO | 20+ |
| Cafe Schneider | 17 |
| Change Leadership Community -... | 8 |
| Collaboration Leaders | |
| Collaboration Sites | 20+ |
| Crowd ideation to solve a custom... | 1 |
| Data & Analytics | 11 |
| Digitization | 4 |
| Diversity & Inclusion | 20+ |
| End User Software Standards | |
| Global Learning community | 20+ |
| All Company | 20+ |

View all your groups

PRIVATE MESSAGES

DISCOVERY    ALL    FOLLOWING

Offer Creation Process Community

CAROLINE ▓▓▓▓ · 3 hours ago

Customer Advisory Board: a must for a successful customer innovation

cc: ▓▓▓ ▓▓▓▓

NETWORK USAGE POLICY

Schneider Electric Social Media Policy.

RECENT ACTIVITY

▓▓▓ ▓▓▓ ▓▓▓ has joined Diversity & Inclusion.

▓▓▓▓ ▓▓▓▓▓▓▓▓▓▓ and 2 others downloaded an image from the Managers' Community group.

▓▓▓ ▓▓▓ (CollabChamp) viewed an image in the ▓▓▓▓ ▓▓▓▓▓▓

SUGGESTED PEOPLE

▓▓▓▓▓▓▓ ▓▓▓▓ ❼
Architect- Technical
Follow

ML  ▓▓▓▓ ▓▓▓▓
Follow

SUGGESTED GROUPS

Global Innovation
8862 members
Join

Brand
937 members
Join

Play

Coffee With Customers video _Final HD
Offer Creation Process Community › Files

LIKE    REPLY    SHARE

▓▓▓▓▓ ▓▓▓▓▓ ▓▓▓▓ ▓▓▓▓▓▓ ▓▓▓ ▓▓▓▓, and 3 others like this

1 share    #Innovate, #Customercentricit...

Show 2 previous replies

▓▓▓▓ ▓▓▓▓▓ ▓▓▓▓▓▓▓ · 37 minutes ago

Great ! Is there some guidelines to help or PMs have to define from scratch ? I think more publicity would not hurt ^^

LIKE    REPLY    SHARE

CAROLINE ▓▓▓▓ · reply to ▓▓▓▓ ▓▓▓▓ ▓▓▓▓▓▓ – 15 minutes ago

I let the guidelines expert ▓▓▓ ▓▓▓▓ answer to this question :)

cc: ▓▓▓ ▓▓▓▓

LIKE    REPLY    SHARE

Write a reply

COMPANY RESOURCES

Yammer Topics
Company Program Site
Spice Employee Portal
Yammer FAQs
Box l Yammer End User Gui

# What is a community?

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# Relationship in a community



A classic organisation

A monarchy

A community

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# We use the word community in different situations

A network of experts, a Yammer group, a team, a social group…

**A community is a group of people who shares commun values and interest**

# Communities@Work

They are the Schneider professional
communities

The purpose of those communities is to
increase collaboration, this helping
reduce time, reduce cost and bring
more business.
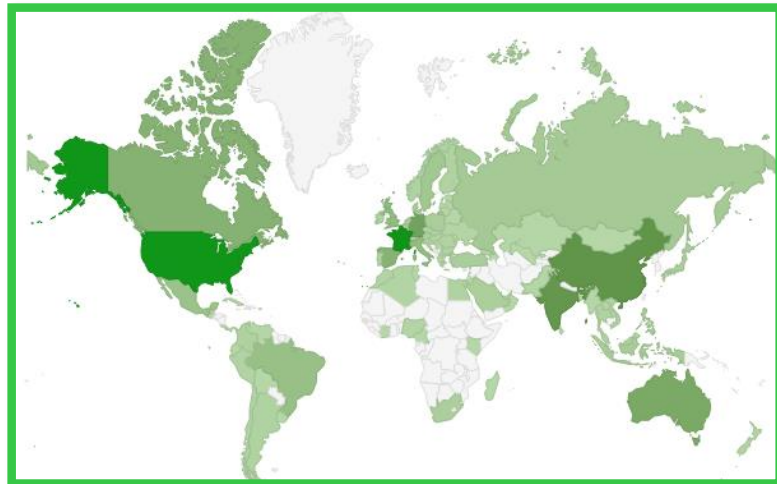


- 170 Communities@Work
- 20,000 members
- 200 community leaders

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# Communities and Social Network. How linked?

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# Interactions

| | Daily | Every two months | Quarterly | Yearly |
|---|:---:|:---:|:---:|:---:|
| **Yammer** | X | | | |
| **Webinar** | | X | | |
| **Working groups** | | X | | |
| **Seminar** | | | | X |
| **Regular Face to face** | | | X | |
| Community Library: Box and Collaboration Site | | | | |

Yammer is one of the tools to animate the community

# How to participate in a community?

**1** Search the community in the employee portal

**2** Find all the information from the community page



SPICE EMPLOYEE PORTAL

TELECOM

- No Results Found

iSEE Encyclopedia

Telecom Community - C@W

Telecom@Oil&Gas

Telecom@Utilities

Telecom@Railways

View All iSEE

Information Process Org

Spain

OUR ST...

Do you know

TOP STOR...

UR ORGANIZATION & R



**Telecom Community**

| | |
|---|---|
| Leader | |
| Sponsor | |
| Core Team | |
| | , |
| Creation Date | |
| Active Label | 2016 |
| Learning Label | |
| Social Network | Yammer Group |
| Library | Telecom Community Collaboration Site |
| Size | |
| Type | Experts, Market Segment, Solution, Product, Service , , , , |
| The community involves | Customer Projects and Services, General Management, Information Technology, Marketing, Purchasing, Technical, Sales , , , , |

Contact the people of the community

Ask your questions on Yammer

Look for documentation on Box or Collaboration Site

# …To the Social Network

# …And the Document Repository of the community



All Files > ☆ Data Center Solution Sales & Engineering Community Public ▾

Name

📁 4 - Community Repository

📁 1 - Community Fundamentals

📁 2 - Community Directory

📁 3 - Community Activity

📝 This BOX is our place;.boxnote

🔗 SPICE

🔗 iSEE

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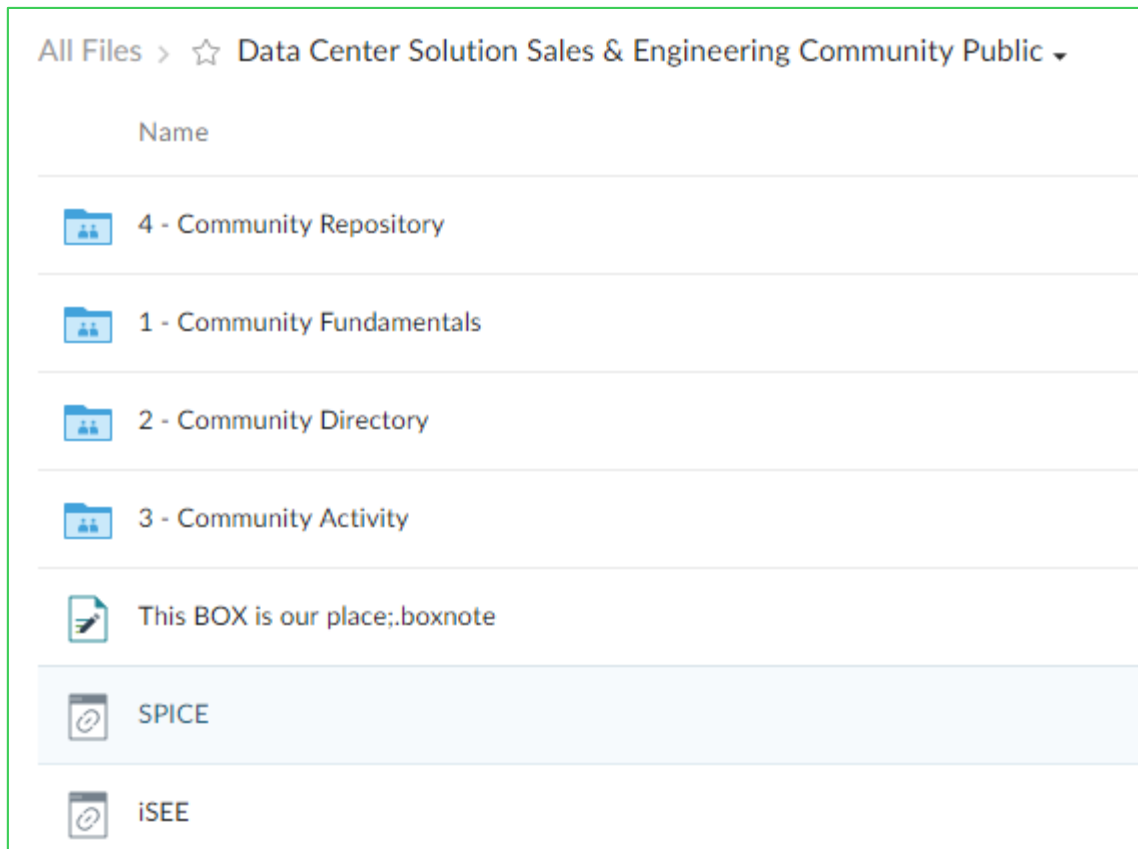
# How communities are involved in a Social Network Implementation?

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# 2012: Spice, Our First Global Social professional Network

**Vision:** "Build **connected** and **engaging workplaces**, with engaging leaders and engaged individuals"

## Night Club Strategy = Organized massif deployment



New Social Network



Active Social Network

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# Communities: One of the entry-point of the Social Network

**37 communities
November 2012**

**120 communities
September 2014**

**2 communities
July 2012**

**69 communities
July 2013**

**Today, 170
communities**

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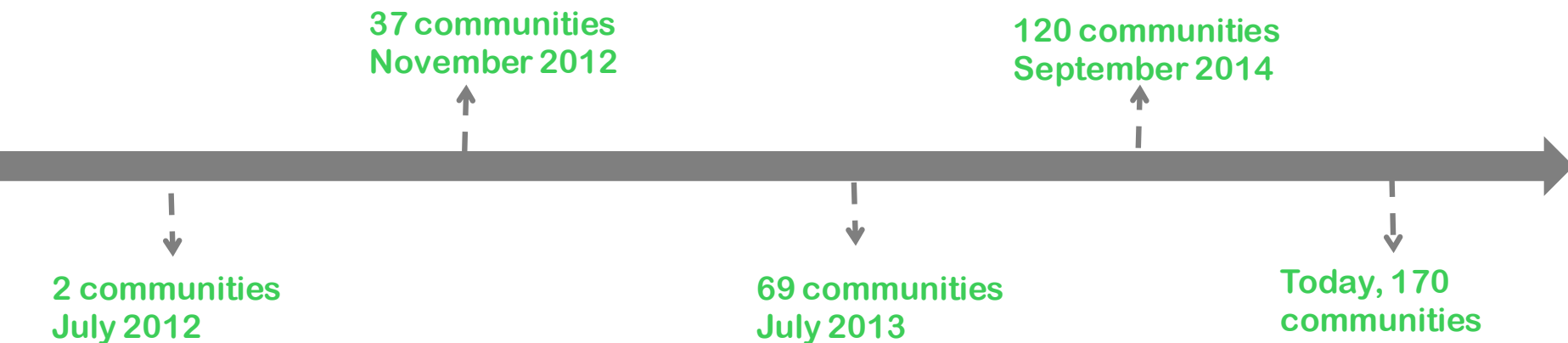
# Tips and tricks to engage communities in Social Network

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# Tips and tricks to encourage Social Network use in the communities

- Zero email objectives

- Set the alerts in Yammer to receive notifications

- Answer questions **<24h**

- No taboo

- Relay events of the community in the group

# Mini-jam: Animation method to brainstorm on the Social Network

- **Jam?** Originally a Jazz session

- IBM experienced it in 2001

- Tested by "Global Supply Chain community": in two hours, 40 people connected and more than 100 messages

- A method reused by the Communities@Work

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# A community of community leaders?

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# 170 communities supported by the Communities@Work

- Structure: Objectives, People, Interactions

- Bring visibility

- Deliver training

- Improve usage of Collaborative Tools

- Provide metrics on community activity and value

- Access to a network of 200 community leaders: Lessons learned and Best-practice sharing

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# Recognition program

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# Training and events

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# Results

# Measure community value by the members



**Active Community Label:** *Measure the community value by the members and Recognize the active communities - Since 2013*

| 40 active communities in 2016 |
|---|

| 2013 | 2014 | 2015 | 2016 |
|---|---|---|---|
| NAS: 56 | 61 | 68 | 74 |

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# Key success factor

- Company Program from 2012 until 2015
- ExCom Sponsorship
- Internal communication implication
- Communities are business oriented, with strategic objectives and allow to share between entities
- The network of community leaders
- A program to support the communities
- Joint deployment of Social Network and communities

# To avoid

- Focus on tools instead of practice

- Underestimate a governance model for communities and Social Network

- Forget the link between the business and the objectives

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# What's next?

- One-stop shop for the community members

- Continuous improvement in the support for the community leaders

- Improve measurement on community value vs engagement