

The 5 Most Important Features to Look for When Selecting an Enterprise Social Network

1 Private Messaging

Allows for more focused and relevant discussions between teams, colleagues and managers

Pro Tip:

Ask if the messaging feature has the ability to group messages according to the organizational structure to avoid spamming messages to all staff and sharing irrelevant messages.

2 News Items

Allows to share important news, updates and information

Pro Tip:

For the best employee experience, ensure your ESN integrates with other vital tools (scheduling, sales figures, etc.) to provide one, integrated source of truth for all your employees.

3 Groups

Connects branches, departments and employees to allow them to chat with targeted, relevant groups, rather than send or receive mass emails to all staff

Pro Tip:

When communicating with 5+ people via chat, not everyone will find the shared information relevant. Use a Group feature to ensure your content is applicable to a larger group of employees.

4 Relevant Timeline

Allows for continuous updates; easy to understand and similar to timelines found on the most popular consumer social networking sites

Pro Tip:

Post your updates on Mondays if you want to ensure your employees pay attention to the information you are sharing.

5 Document Management

Allows to save and access your company documents

Pro Tip:

Make sure your ESN platform lets you save documents in a private, secure cloud, preventing your employees from sharing company information through Dropbox, Google Docs or text message.

Sources:

Speakap Research, "Bridging the Internal Communications Gap," January 2019

Speakap Trend Report, "The State of Frontline Employee Communications," Q4 2018

#1

Type of Content Among Frontline Employees

100+

News Items Posted Daily by all ESN Users

TOP 4

Features Frontline Employees Most Care About

MON
THU
FRI

When Most News, Updates and Events Are Posted

TOP 4

Most Relevant Features to Frontline Employees