



Public Relations and Sustainability

30th International Public Relations Research Symposium
BledCom 2023 | June 30 - July 1, 2023



Internal Social Media Use for an Attractive Internal Employer Brand

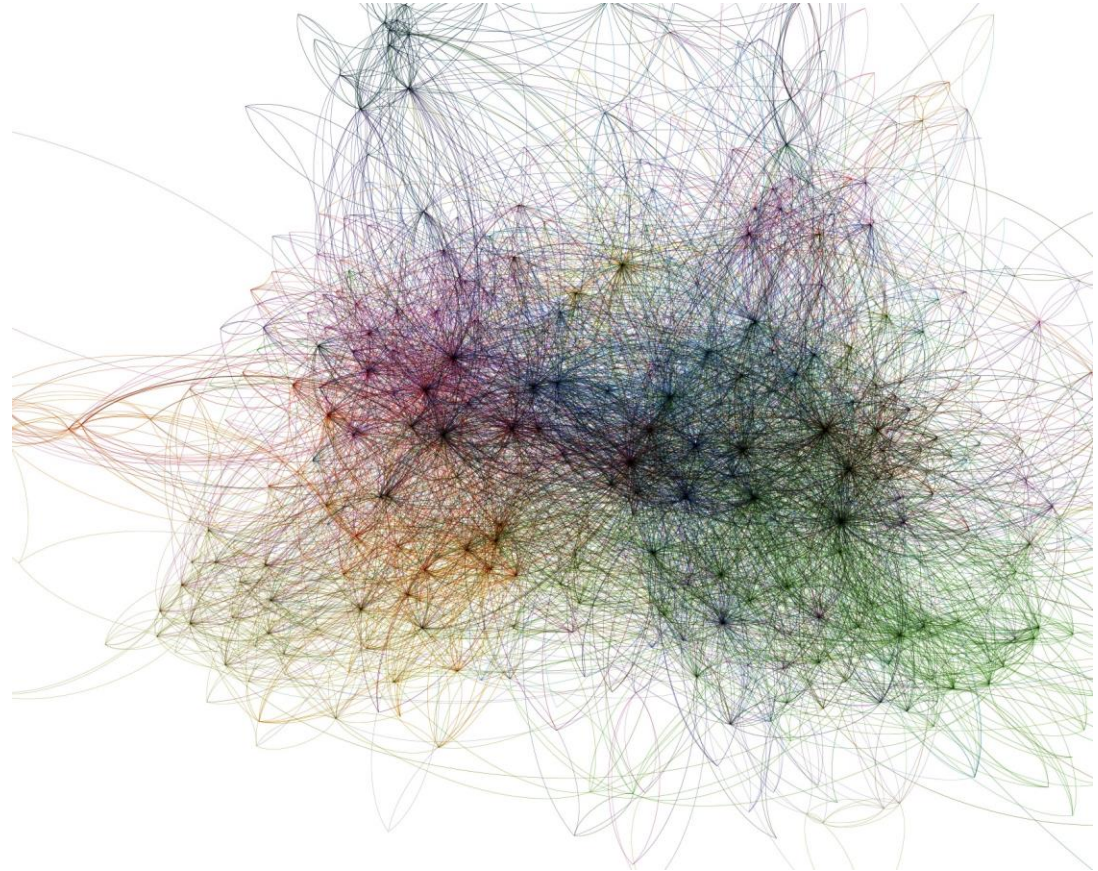
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The strength of ties –
human connection

Current employees –
best ambassadors



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Context

- **Run for talent** -- competition to attract the best employees
- **Turn over** of employees
- **Challenge** for organizations – employee retainment
- (Potential) **employees** – an important **stakeholder**



- **Studies** – internal communication satisfaction and internal employer branding (Verčič, 2021; Itam, 2020)
- Effect of internal social media use on employee satisfaction (Madsen and Verhoeven, 2019)
- **Limited evidence** - the use of internal social media (ISM) for building an attractive internal employer brand – *struggle for organizations*

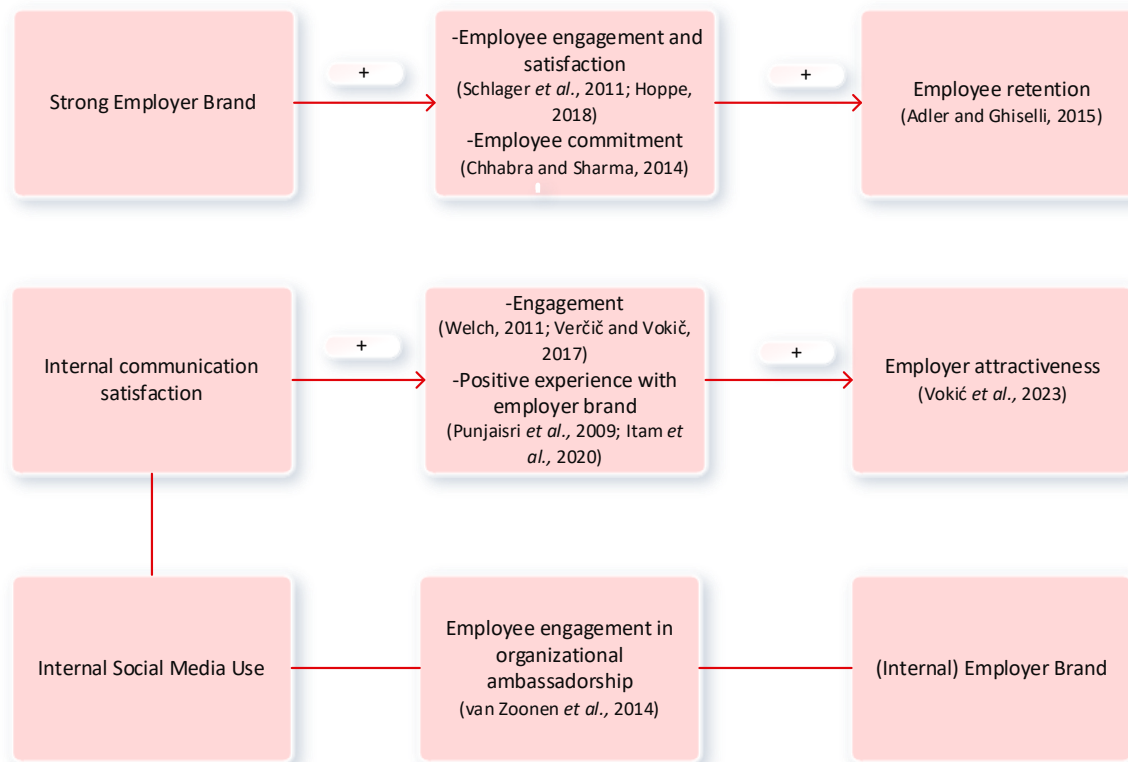


“building an identifiable and unique identity of an employer for employees” (Lievens and Slaughter, 2016)

ISM use - *“a user-friendly web-based communication arena inside an organization in which coworkers and managers can communicate, interact, connect, and make sense of their work and organizational life”* (Madsen, 2017, p.3).

Research Question

RQ: How do employees and organizations use ISM and how does that use relate to internal EB?



Method

- Organizations in the **North of the Netherlands**
- **Multilevel study**
- Mixed-method approach
 - In-depth interviews with managers
 - Survey among employees
- How they evaluate the EB, how they use ISM, how committed they are



ENERGY



IT



HEALTHCARE

Results & Implications



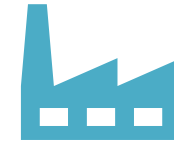
In progress
30 interviews
survey open



Activating the EB
starts from within
the organization



How to involve
employees in EB
through ISM



A benchmark
instrument on how
an organization's
internal EB ranks
among employees

Alignment of EB
(internally +
externally)

Thank you for your attention!



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