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Internal Social Media Use for an Attractive Internal Employer Brand

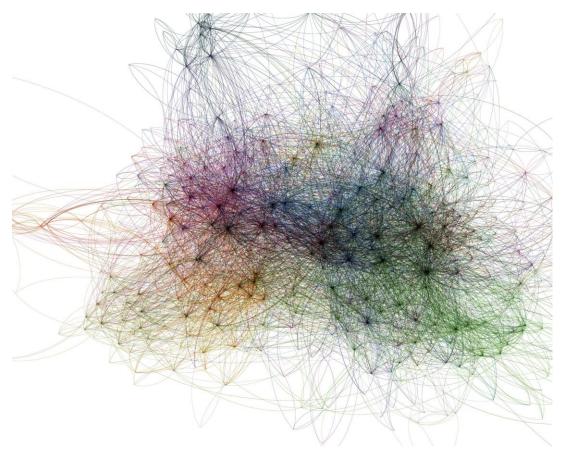
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The strength of ties – human connection

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



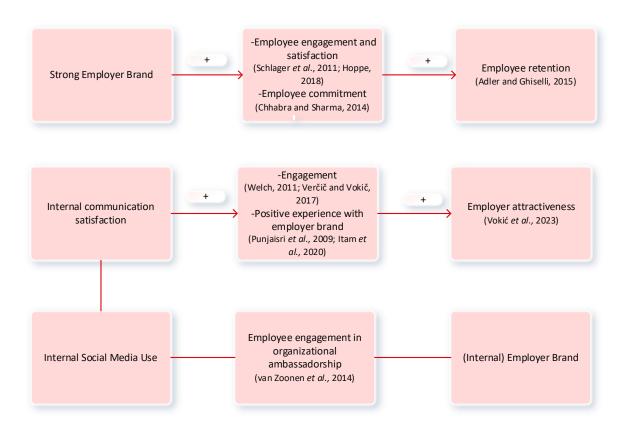
"building an identifiable and unique identity of an employer for employees" (Lievens and Slaughter, 2016)

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







Results & Implications





Activating the EB starts from within





In progress 30 interviews survey open

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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