More than ever, companies are using Internal Social Media (ISM) to communicate with employees. Is it working? Does it impact the bottom line?

To understand the value social media can bring to the workplace, Gagen MacDonald and APCO Worldwide surveyed 1,000 U.S. employees to uncover their perceptions and understand how using ISM can impact an organization’s bottom line. They surveyed adults in the U.S. who work at companies with more than 500 employees, and built a proprietary model that quantifies how best to shape ISM and its impact on core business drivers.

NCRC conducted an ISM survey at the end of last year and found that:

1. Facebook is the most popular social media channel
2. A significant number of people are willing to engage with NCRC on social media
3. Though Events seems to be the most popular content people are interested in, there is also a great deal of interest in Art Exhibitions, Research and Facilities

NCRC Social Media Survey Results

New Moves
Facilities

- U-M Grounds will be performing driveway patching next week

Click here to view all NCRC Notifications & Updates

Events

- 3/6 - James Rotz - Meet the Artist
- 3/21 - NCRC Art: Inspired by Science
- 3/28 - NCRC Site Orientation
- 3/29 - NCRC Site Orientation

Announcements

- MLibrary@NCRC Collaboration Content - keep up-to-date on team science resources, including tools, measures, and news
- Flavors and East Side Flavors are now accepting credit cards: Visa, MasterCard, American Express and Discover
- NCRC Fleetshare - Only the Dodge Caravan is available

Reminders

- NCRC’s Building Incident Response Team (BIRT) is seeking representation from each occupant group on site. To volunteer yourself or someone else to represent your group, and stay up to date on site-wide emergency procedures, please contact: drathjen@med.umich.edu
- U-M Emergency Alerts: In light of recent University-wide power disruptions and other news, please sign up for “U-M’s Emergency Alerts” to stay informed, even after hours, of future events
- NCRC Campus Notices: Check for information about non-emergency notifications that may pertain to NCRC. Notifications are updated as information is received.
- Sergeant Pat Alessi: Who to call in an emergency

Click here to view more Reminders