

THE SOCIAL CHALLENGE

New media and old internal communication

*Intervento del Presidente Ascai, Maurizio Incletolli,
al GrandPrix Feiea (Parigi, 8 febbraio 2018)*

Good evening to everyone and thanks to Feiea for this wonderful opportunity to meet again in this original location.

According to Censis Report on Communication, a prominent Italian research center, in 2017, about half of Italians population used the two most popular social networks: Facebook (56.2%) and YouTube (49.6%).

A trend that grows every year and which marks a strong generational gap, considering that 80 per cent of these people are aged between 14 and 29 years.

The distances between media consumption by young people versus those of older people continue to be very relevant, with the former firmly positioned on the new media frontier-line and the latter separated by dozens of percentage points.

In Italian companies, social media still have a long way to go. Their use in internal communication is not significant and it is difficult to say whether the future dialog between employees and the company will be focused on them.

Here the real problem does not lie so much in the differences of age. It seems rather to prevail a sort of reciprocal lack of confidence, that we can define of cultural nature: top management, fears a loss of control of the social phenomenon within the company; employees are concerned that full freedom of expression may prejudice the company's evaluation about them.

But ... the internal communicators, what do they think? We have asked them through a direct aimed at understanding what the future of Corporate social networks will be like.

And these_are their three main answers:

- ❖ although many are convinced that internal social media will play a very important role to improve interpersonal relations and overcome diversity by enhancing individual cultures;
- ❖ a significant number of people is believe that corporate social networks can not be disconnected from the adoption of a fundamental set of rules for their use;

- ❖ Finally, considering the continuous proliferation of social media, there are many communicators who believe that the future of all tools, including old media and new social ones, will be absorbed by a single multi-fàncional social intranet

Now, whatever our point of view, one thing is certain: we face the risk of a digital overdose. As professionals, it is increasingly difficult to get oriented and choose the right channel of communication. But we must succeed if we do not want to compromise the perception and effectiveness of our messages. So, how can we - as an association – help internal communicators in effectively adopt the right tool for the right objective?

This is why Italian companies that join Ascai have worked together and created this Practical Guide. Even though it's in Italian, I believe it's quite self-explanatory. A 'clickable_map' – sorry if it's digital too – to help_internal communicators in choosing the best online tool for their needs. Whether you need to:

- ❖ build a social network
- ❖ or produce a video
- ❖ To create an infographic
- ❖ or activate a blog
- ❖ To create a Webinar
- ❖ or launch test and survey
- ❖ But also to acquire digital skills
- ❖ as well as for monitoring and méasurement

In short, a Map that every internal Communicator can download from Ascai Website a simple opportunity which can also be enriched with contributions from your countries and be shared by all of us, as it is in the spirit that drives us to find ourselves today in Feiea.

Thank you for your attention