



We're the

#1 Modern University in Scotland
(ST GUG) 2021

**#1 University in Edinburgh
for Overall Student
Satisfaction** (NSS)

**#1 Highest climbing university
in Scotland** (GUG) 2021



Housekeeping

- This session is being recorded
- I'll answer all questions at the end – but post any you have as we go via the chat function
- The toilets are out the door and along the corridor from where you're sitting
- If there's a fire, let me know!



Let's go on a journey...

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February 2018

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What our staff were saying...



- Messages should target the appropriate audience
- Who do I contact when I have something to communicate?
- All communications come from above
- Communications need ownership – someone you can contact
- News about Napier appears outside before we hear about it
- We need better and more frequent local communications
- We have teams across three sites so comms are difficult
- We need a better understanding of how the wider University functions

What our staff were saying...

- **Schools and teams are too siloed - I don't feel part of the University, just part of my team**
- **Comms shouldn't just be telling us – we need a voice too**
- **No mechanism to share ideas or feedback**
- **Very hierarchical – we're there to do a job, not have opinions**
- **We don't feel part of decision making**
- **We're on the front line, we have experience, but don't get asked for our opinions or feedback**
- **We don't have any way to communicate our frustrations**

Why an ESN?

- **It's 2020! This is how people communicate!**
- **People are used to tools that are social/collaborative – it's key to engagement in the workplace**
- **An ESN encourages two-way/multi-way conversations and the sharing of best practice**
- **It brings focus to what's important and helps everyone participate in the conversation**
- **It can change the 'perceived power distance' between leaders at the top and staff on the 'front line'**
- **We're a hugely innovative University – we needed to be equally innovative when it comes to communication**

Why an ESN?

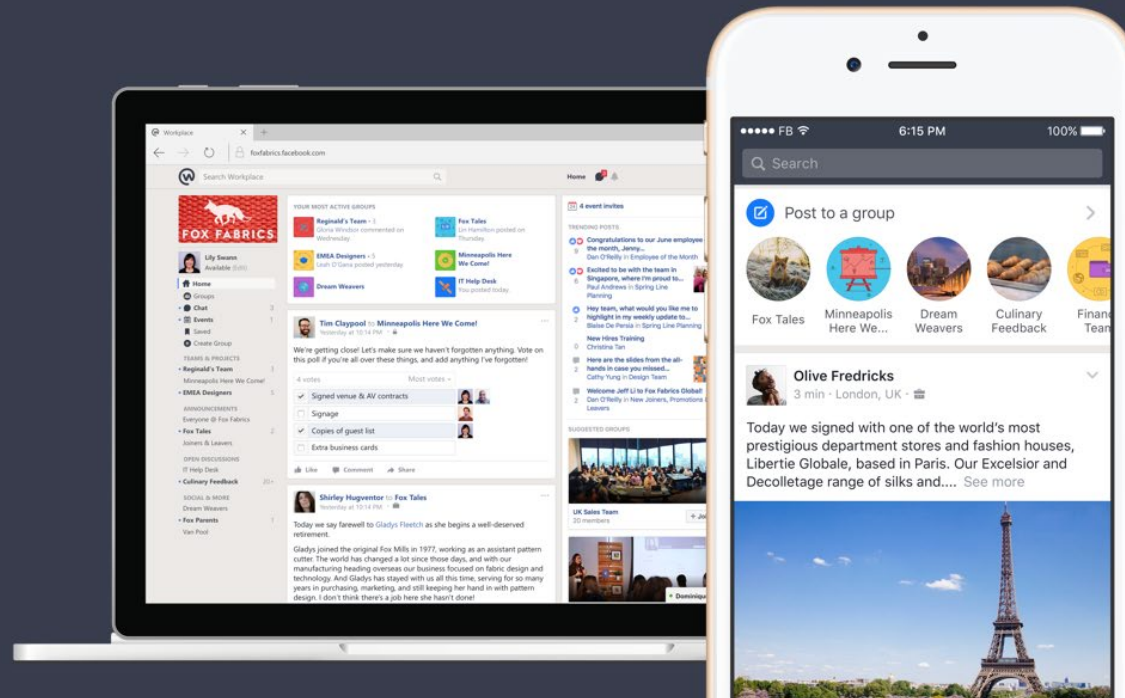
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Why Workplace by Facebook?

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@workplace
by facebook



Why Workplace by Facebook?

- **It's instantly recognisable and familiar to colleagues – no training required**
- **It has the name of the world's largest social networking company behind it – the technology and functionality are just as powerful**
- **It's used by thousands of companies around the world, including Walmart, Spotify, Save the Children, Starbucks, Domino's Pizza, Heineken**
- **We'd be the first university in the UK to use it – trailblazers!**
- **But most of all...**

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- We'd be the first university in the UK to use it – trailblazers!
- But most of all... **IT'S FREE!!!**

So... what is it?

Workplace by Facebook is...

- A communication and collaboration tool for the workplace
- A channel to keep you connected to colleagues
- A simple and efficient way to share key messages, ask for and provide opinions/feedback, and build relationships
- A great way to share best practice
- About groups, not followers or friends
- Built for business

Workplace by Facebook is not...

- “Just another way to communicate”
- A ‘leisure time’ platform



So... what is it not?

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So... what is it?

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Why leaders should use Workplace



- To engage directly with their people, especially those who value and are motivated by direct contact
- To underline their people matter to them and they take their opinions seriously
- To remove the perceived 'power distance' between them and their people on the 'front line'
- To stay closer to what their people are talking about, what the issues on the ground are and to show they're responding
- To gather candid real-time feedback on change

Why colleagues should use Workplace



- To stay connected to what's going on at the University
- To see visible leadership, providing a strong narrative
- To have a voice, with two-way/multi-way conversations
- To engage directly with colleagues throughout the University
- To collaborate across teams, identifying and solving issues
- To reach dispersed audiences over different campuses
- To communicate with colleagues in a way that better collates multiple responses than email

What to share on Workplace

- **Key messages – what colleagues need to know**
- **What you are up to – and your thoughts on specific topics**
- **Hot topics, opportunities and what's going on in your area**
- **Thank yous, recognising people publicly for an amazing job**
- **Your support for University initiatives such as the Staff Survey**
- **Your knowledge and expertise to support your colleagues and resolve issues faster**
- **Ideas to make the University an even better place to work**

What to share on Workplace

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Cal Egan

Wednesday at 09:27 · 📎

Little bit of history. In the late Victorian era, The Lions' Gate/library was a bowling green. One of the trees on this map (a sycamore) still stands in the garden. In fact, we're soon to install a trunk bench around it's base. Can you tell which one?



You and 8 others

9 comments



Nicola Scrimgeour

12 October · 📎

Update on campus car parking

Travelling by car? Good news - we're extending our free parking arrangements to include Merchiston campus. 🚗

You can now park for free at Merchiston providing you apply for a temporary permit by emailing car.parking@napier.ac.uk and following th... See more



Dean Gilfillan

5 November at 14:33 · 📎

Sporting an Edinburgh Napier University hoodie at the summit of a snowy Schiehallion 🧢👕



Launching Workplace

My objectives were:

- **For Workplace by Facebook to be seen as our internal networking and communication tool**
- **To position Workplace by Facebook as a communication/collaboration tool for the workplace, to help colleagues do their jobs and share best practice/success**
- **To ensure Workplace by Facebook was seen as ‘built for business’ and separate from personal Facebook accounts**
- **To highlight that Workplace by Facebook was not mandatory, but rather to make colleagues feel they’d be missing out if they didn’t use it**

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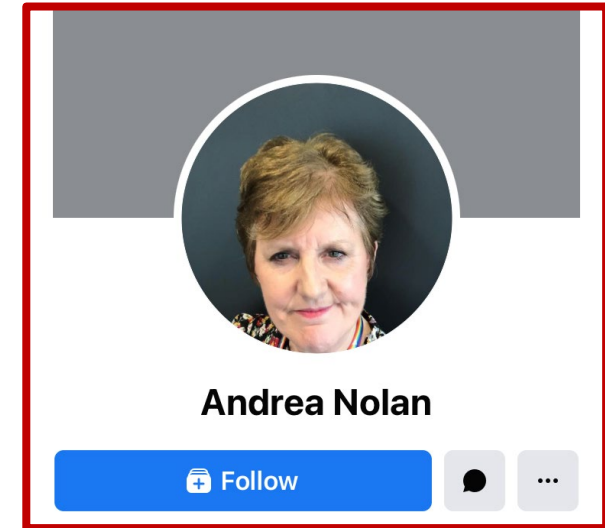
Launching Workplace



- **Opened up to 40 HR colleagues in July 2018 to trial**
- **200 'engaged' colleagues added in October 2018 – including those in our staff inclusion networks**
- **Grew through word of mouth – more than 450 colleagues had claimed their account prior to our official launch – so plenty of content already there**
- **Launched to all 1700 staff in July 2019 with a competition and then a Principal Q&A session**

What I asked colleagues to do

- **Add a profile pic to your account**
- **Make time to use Workplace regularly**
- **Post regularly – where you've been, what you're working on**
- **Use your own voice - no corporate speak**
- **Be an ambassador - encourage your colleagues to use it**
- **There will be a whole Edinburgh Napier University community out there on Workplace - so follow, like, comment and learn something new!**



The result

- **We've used Workplace to build a community**
- **Colleagues share their own stories with photos and videos, while staying connected with what's going on in real time**
- **They resolve issues faster and gain expertise with help from other colleagues they've never met, at every level, on any Edinburgh Napier campus**
- **Our people also use Workplace to see visible leadership providing a strong narrative, especially about where we're headed – and what they should focus on to get us there**
- **Workplace has allowed everyone to participate in the conversation, making colleagues feel engaged and empowered within their working community**

The results

The results of our monthly colleague pulse survey since the launch of Workplace show big increases in the scores for the following statements against the same statements in the last Colleague Engagement Survey:

- **The University is a good place to work**
- **Change within my department is managed well**
- **The ULT manage and lead the University well**
- **The ULT listen and respond to the views of staff**
- **There are opportunities to feed my views upwards in the University**

But don't take it from me...

The impact can also be found in colleagues' comments:

- “It's great seeing all the work across the uni as it's happening”
- **“I can share events or information with colleagues in a more laid-back, fun, informal way”**
- “It helps me feel part of something bigger. Being stuck in an office most of the time, it helps me feel connected to others. Even if I don't post myself, I love to read colleagues' posts”
- **“It's a much better newsfeed than we've had before. It feels more organic – sorry, staff intranet”**
- “I'm new and find Workplace incredibly useful to get an idea of colleagues' professional passions before I meet them in person. Thank you for making me feel so connected already!”
- **“It's more visual and instant, rather than having to find time to read newsletters”**

What's next?

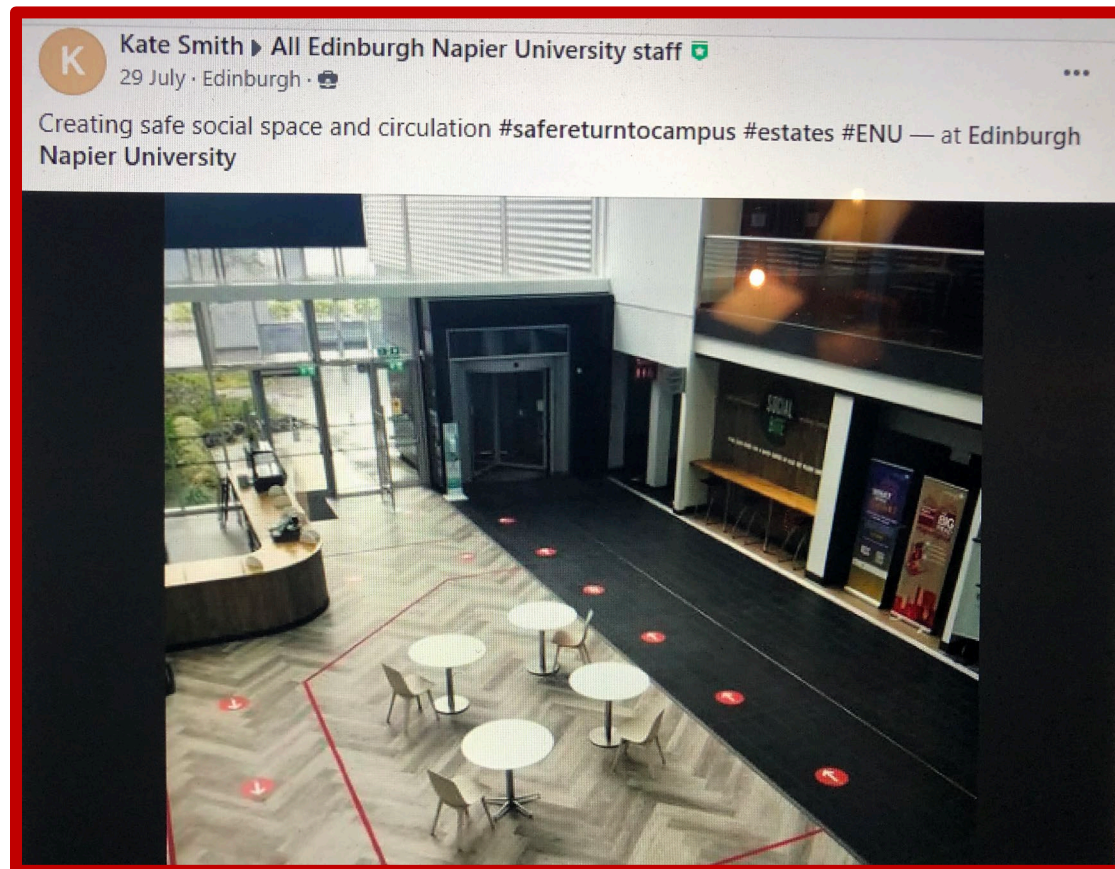
- **We'll continue to build a 'don't miss out' environment around Workplace so colleagues log in regularly. This will allow us to review other channels to see whether some of them can be switched off, with resulting cost savings**
- **Several other universities have seen the success of Workplace at Edinburgh Napier and are now looking to launch the platform – asking us, as trailblazers, to support them in doing so**

Stat attack

- **1200 claimed accounts (out of 1700)**
- **700+ average unique users per month**
- **500+ average unique users per week**
- **350+ average unique users per day**
- **250+ average monthly mobile users**
- **400+ average posts per month**
- **3200+ average reactions per month**
- **86 active groups – 85 of them created by colleagues**

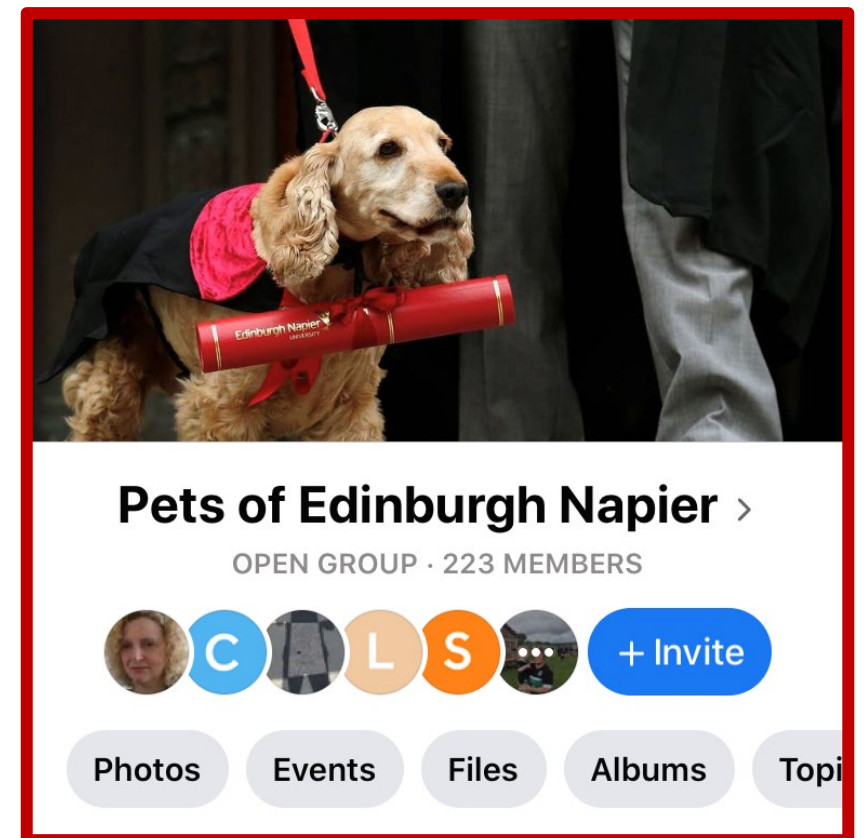
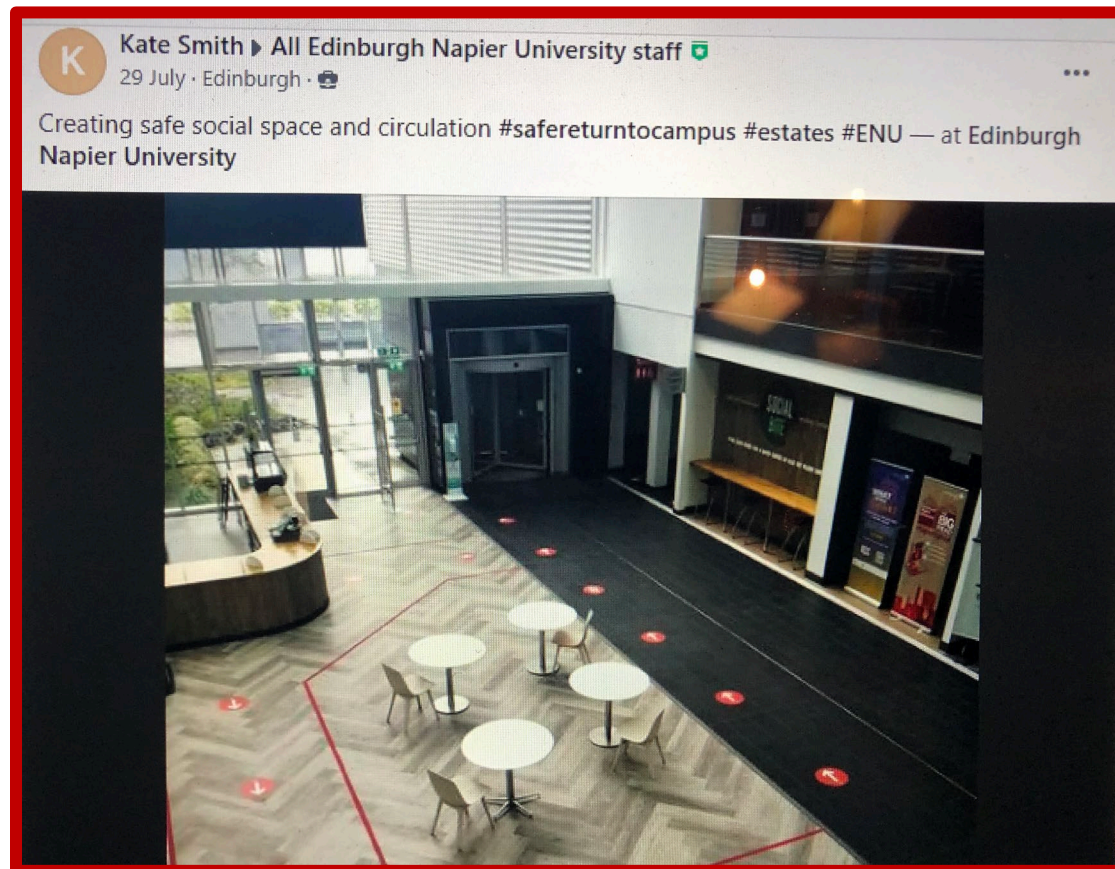
Staying connected in lockdown

- Posts up 41%
- Reactions up 24% to almost 5000 per month



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Any questions?

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