

Smart Working in the new digitization of the working world – at the example of Social Media Business

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Abstract: The programme Social Media Business bundles up external and internal Social Media Activities of Telekom Germany. The following three successful factors results of the internal cooperation and our requirement „Smart working – inspire customers”: 1) Real involvement of the employees 2) Foster self-motivation as well as 3) Innovative methods & tools. This contribution shows at concrete examples from Social Media Business how the work can look like in the digital age working. The XING NewWork Award for huge companies in 2015 proves how successful this approach is.

Keywords: Social media, NewWork – inspire customers, participation, intrinsic motivation, innovative methods & tools, collaborative cooperation.

1. Introduction: Social Media Business & Smart working teams

In February, 2013 the Social media Business was founded in Telekom Germany with the aim to speed up the integration of all Social medium activities of the respective departments and to set up „Test & Learn“ with a new Mode Operandi in the corporate practice. In particular „smart working“ is developed to a main scope of work of the Social media Business teams, because employees who deal with the topic of social media, have a higher affinity for new and innovative ways of working. In addition to be noted that we work as a Social Media Business-core team with a comprehensive look at three levers - working environment, transformation and technology (cf. [Eb15b]). The fact that this approach is trendsetting, shows the XING NewWork Awards achievement [Xi15].

2. Successful factors for Smart Working in the digital age

In the following, we will outline three key success factors that have been proven in practice within the Telekom Germany and supported us, to become a learning organization and to improve the quality of the collaboration.

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2.1. Involvement in context events of Social media Business

Our focused groups are employees who work in different locations and different legal entities on same topics, e.g. the 60 members of the work streams of Social Media Business. The employees are meeting together at least twice a year via #AllHands #SMBOpenDoor formats. The integration of the employees is supported by the pilot groups by planning, preparation and execution of the events [PE16]. Post processing actions are taking place in, 'you and me', the internal social media platform or public via Medium/Storify files instead (for example, [Wo15] and [SM16]). The results and the feedback from the event are openly communicated and discussed.

2.2. Self-motivation on the example of the volunteer initiative, 'The Guides'

The 'Guide Initiative ' is our volunteer messenger network of internal social media platform, 'you and me'. It is about 200 intrinsically motivated and active, 'you and me' users who support each other in a community (cf. [Eb09]). Neither the management nor other colleagues have nominated "The Guides". They have made themselves the task to contribute to the continued development of Telekom's culture and operations. They actively foster the sharing of knowledge and information, because they are convinced that the change by the digital transformation requires a fundamental rethinking of all [Eb15a].

2.3. Innovative methods & tools

We rely on proven and modern methods and tools. These are particularly facilitation, agile work, Design Thinking and Serious Play – foster the predominantly systemic work with high responsibility. On one hand they concentrate on the employee's attitude and the corporate culture, and on the other hand they also support us to systematically follow change processes. We live this kind of attitude and try to place this practical application in our communities.

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