

II. CORPORATE SOCIAL NETWORKS

1. Before you read

1. Can you give the names of some famous social networking platforms ?
2. What could « *corporate social networks* » be ?
 - ☐ Special networks for companies to communicate internally.
 - ☐ Special networks for companies to communicate externally.
 - ☐ It is the fact that employees cannot use Facebook at work.
3. Why is the audience captive in companies ?
 - ☐ They are forced to be at work from 9 a.m. to 5 p.m.
 - ☐ They have to follow their managers' instructions.
 - ☐ They are in front of their computer all day long.
4. Imagine the advantages of corporate social networks.

2. Read the text

A. Introduce the text choosing among the following words. Some are not used.

Press/magazine – article – published – broadcast – American – British – writing/written.

This document is a/an ...

It was ... in the ... newspaper *The Financial Times*.

It was ... by Hannah Kutchler.

B. Match the words with their synonyms :

figures •	• (to) adopt
(to) save •	• numbers
rewiring •	• experiments
trials •	• managers
(to) embrace •	• (to) economise
executives •	• reconnecting
(to) spot •	• (to) notice

C. Understanding the text

- 1) What are the advantages of using internal social networks ? List at least two.
- 2) Give two figures to show that social networking platforms have benefited organisations and companies.
- 3) True or false ? Justify your answer by quoting the text.
 - a. Clients at Red Robin can comment on Yammer.
 - b. Thanks to Yammer Westfield, employees could audition for the X Factor.
 - c. All employees are in favour of using social networks at work.
- 4) What are the benefits of internal social networks for managers ?

Corporate social networking takes advantage of captive audience

Organisations are using internal social networks to boost productivity and monitor who makes the real decisions.

San Francisco-based companies such as Yammer and Jive, as well as Salesforce.com's Chatter service, are connecting up employees around the world.

The McKinsey Global Institute estimated that companies could save \$900bn¹ to \$1.3tn² each year by using social technologies. Adam Pisoni, co-founder and chief technology officer at Yammer, said corporate social networks

would lead to a "fundamental rewiring of companies" to look more like networks.

Red Robin, the US fast-food chain, used to take 18 months to create a burger, waiting for sales figures to come in from small trials, he said. But by putting the servers in a Yammer group with the people who developed the burger, they could quickly share customer responses in the restaurant, cutting the gestation period to four weeks.

Mike Grafham, head of customer success at Yammer, said even the European Commission, the "ultimate bureaucratic institution",



had embraced internal social networking. "Something like 100 people need to be involved in a conversation on fish farming or the common agricultural policy. This is a fantastic mechanism to finding people that have the knowledge."

Westfield, the shopping centre company, uses Yammer to plan its annual X Factor live tour

around Australia, making employees watch in real time how the centre planned the event and challenged them to improve it at their site. During the London 2012 Olympics, Gatwick airport introduced Yammer to make sure everyone from the chief executive to the security staff knew how the airport was operating in real time.

Nathan Rawlins, vice-president of productivity at Jive, said companies see an average of a 15 per cent increase in productivity when using his service.

While executives get excited about having a bird's-eye view of the company, some employees are reluctant to join such services, preferring email or even talking face-to-face – and worrying about the lack of privacy.

Salesforce.com estimates use of its Chatter service has reduced email volume by a third. Once enough employees are communicating on the platform, it can become a rich data set³ for managers to spot how the most effective individuals and teams operate.

By Hannah Kuchler, *The Financial Times*,
December 10th 2013.

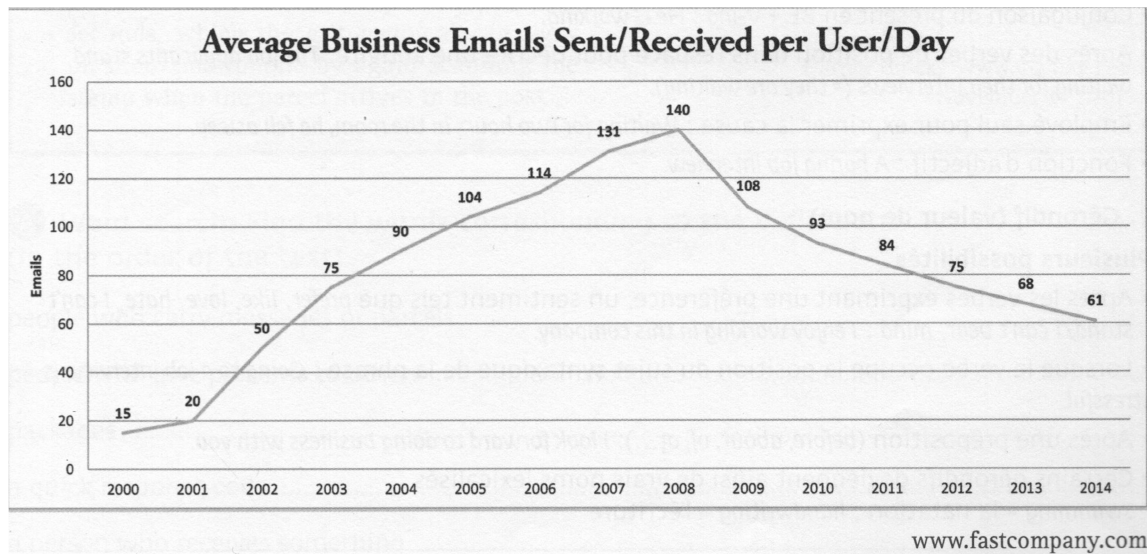
1. bn = billion 2. tr = trillion 3. data set: *ensemble de données*

D. Prepare a report in french on corporate social networks for your manager.

Respect the following steps : introduction – development – conclusion

⚠ (180 words maximum)

E. Using this graph and the text, comment on the future of email.



F. Can you give 5 arguments for and 5 arguments against corporate social networks ?

3. Grammar

LES FORMES VERBALES EN -ing



Cherchez toutes les formes verbales en -ing dans le texte et classez-les en fonction de leur emploi.

1. Participe présent (valeur de verbe)

- Conjugaison du présent en BE + V-ing : *He is working.*
- Après des verbes de position dans l'espace pour décrire une activité: *The job applicants stand waiting for their interviews (= they are waiting).*
- Employé seul pour exprimer la cause : *Waiting for two hours in the room, he fell asleep.*
- Fonction d'adjectif : *A boring job interview.*

2. Gérondif (valeur de nom)

Plusieurs possibilités

- Après les verbes exprimant une préférence, un sentiment tels que *prefer, like, love, hate, I can't stand/I can't bear, mind* : *I enjoy working in this company.*
- Lorsque le verbe occupe la position du sujet syntaxique de la phrase : *Going to a job interview is stressful.*
- Après une préposition (*before, about, of, at...*): *I look forward to doing business with you.*
- Certains gérondifs deviennent ainsi de vrais noms lexicalisés : *swimming* = la natation ; *handwriting* = l'écriture