

CHATTER CHALLENGE

WEEKS 1 - 4



ABOUT THE CHATTER CHALLENGE

We challenged the CEO to use Chatter for one month as per primary communication tool. Daily posts were published on Facebook and Google+ (as per the images below), as well as 3-4 tweets with the hashtag #ChatterChallenge and each week I published a blog describing what the CEO had discovered about chatter. As the month progressed the information got progressively more and more complex.

Week 1

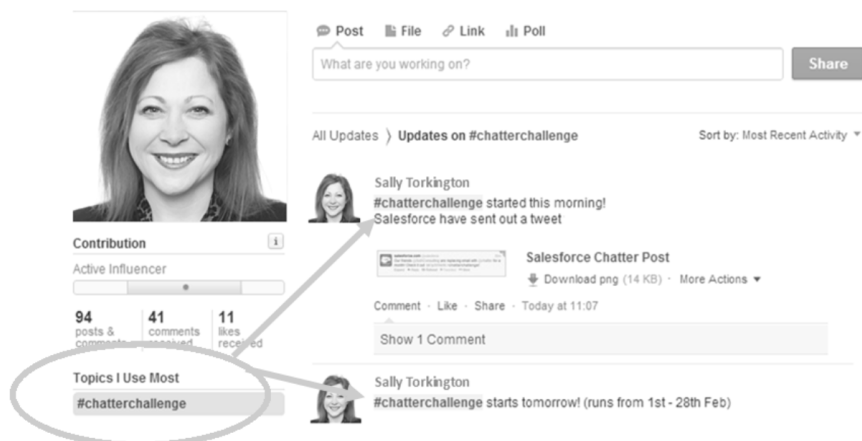
The week has started off well and continued to get better, the first few days of my #chatterchallenge consisted of Housekeeping; updating my notifications, reviewing who I was following and most important of all making sure the team were following me!

Profiling!

My first day of the challenge I updated my Chatter profile by adding a picture, including a small blurb in About Me and putting in my contact details

Topics I use Most

If you use # in your chatter posts they will appear in Topics I use Most. Mine of course is #chatterchallenge! By clicking this hyperlink your chatter posts will show all chatter relating to that topic!



CHATTER CHALLENGE

About Me



Sally has 20 years' experience in global organisational change, customer service excellence and technology deployment within a range of industries. She has long been an advocate of Cloud Computing, recognising the powerful combination of effective technology, streamlined business processes and people excellence in achieving outstanding business results.

This month I'm participating in the #chatterchallenge
<http://blog.solixconsulting.com/2013/01/the-solix-chatter-challenge.html>

About Me

Hyperlinks can be added to your 'About Me' profile, in this instance I added a link to our Company Blog The Chatter Challenge. This way, anyone new to the company can instantly see more information, you may want to add your LinkedIn profile or a link to an important document.

Groups

As I needed to communicate privately, I was able to create Private Groups, in particular for Human Resources, The Management Team and the Finance Department.

Private Messages

Chatter gives you the option to send Private Messages to other Chatter users in your organisation, you can send private messages to anyone, they don't have to be following you or be a member of any groups you belong to. It's nice and simple to send a private message (see the image below). Private messages can't be attached to a record, I kept my messages to team members quite simple and to the point.

Chatter > Groups > Human Resources



Group Settings

Email Daily Digest

Important Documents

Employee Handbook
Health and Safety Manual
Expenses



Important Documents

By clicking on the pencil within a group (circled below), hyperlinks can be added to important documents, in the HR Group I've added in hyperlinks to the Employee Handbook, Health and Safety Manual and the Expenses template.

RECOMMENDATIONS

This is a great way to discover information I didn't previously know, such as marketing campaigns, projects, important sales deals or interesting industry related discussions! Using the "Recommendations" on the right hand side of the Chatter tab, lead me to a new level of discovery.

Selected Recommendations Not interested in the record selected by Recommendations, no problem! Just simply hover over the record and remove it by clicking the x.

Recommendations

More



Maguire (Internal Group)
Popular group: 5 members
[Join](#)



Mr. Grant Smith
Owned by you
[Follow](#)



Lead Convert Error
Popular file
[Follow](#)



Pascaline Smith
Popular user: 9 followers
[Follow](#)

CHATTER CHALLENGE

Week 2 and this
#chatterchallenge IS
fantastic!

I've been able to review
and comment to my
hearts content, I've gone
mobile with the Chatter
App, allowing me to still
keep in contact with the
team while on the move
and I've created a Poll,
which I'll review at the end
of the #chatterchallenge.

GROUND RULES

Within SolX it's acceptable to post about subjects that are not strictly work related – a new baby for example. We take the view that the pictures would be circulated by email anyway. In other organisations Chatter is the preserve of work subjects only. Both policies are fine – providing you let employees know where they stand.

Poll it!

We are considering updating our SOW document, and on Day 9 I created a Poll! It was very simple to create, at the end of the #chatterchallenge I'll review the results! Some of the team have already voted - this is a great system for a busy team to use.

Group Polls Remember if you post a poll in a private group, only the members of that group can vote.

@MENTION

One the Consultants completed a fantastic job, and to ensure they saw my Chatter post, I @mention them! This created a conversation between the consultants - and generated collaboration and problem solving in the team!

Messages

@mention a colleague in a contact's chatter feed to alert them to a phone call - no need for scribbled post-it notes or emails!

DOCUMENTS

I had a large Finance Report which I needed to share with the team, just one simple upload and all my comments and reviews are now in one place!

Documents v Links

You don't have to upload a document, for example we often use Google Documents, so you can also share the google document link. Below you can see Claire has shared a link doc with me.

The Chatter App

I'm out of the office today, but not to worry, I've updated my Chatter App and I'm ready to go! I was able to keep in touch with the team and not miss any updates to Opportunities and Campaigns I follow.

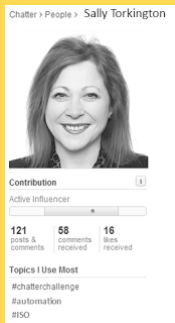
Here's a demo video on the Chatter App
<http://youtu.be/bxQWi2rVE7M>

CHATTER CHALLENGE

WEEK 3

WEEK 3

I was out of the office last week, but not to worry, I updated my Chatter App and was able to keep in touch with the team at the touch of a button.



I'M TRENDING!

It's time to #trend! I Started a trend by adding a #Topic to my post, frequently used topics become trends. Topics are similar to hashtags used in other social networking sites, create a topic by typing a hash sign and a word, for example, #automation or #finance

Searching for #trends

You are also able to search for #trends in the main search field on salesforce, very handy function!

Whats Trendy?

On your profile, there is a handy little list which shows the Topics that you use most, here's what I've been trending all week!

Follow a Campaign

Marketing created a new Campaign "Marketing Automation and Lead Generation" which I was interested in keeping tabs on, I just followed it through Chatter...easy!

Presentation Sharing


I uploaded the ISO Powerpoint Presentation to share with the team. Fantastic result, after uploading the Presentation, @GarySmith who was at a Customer site, was able to show the presentation immediately to customer! To follow up, Marketing noticed and posted some corresponding documents Think I'll follow that customer opportunity, it looks promising.

Follow that Document! You can follow documents as well as people, just like I have with the ISO presentation.

Customer Groups

I was able to keep my Customer group informed of any relevant changes in the campaign as they happen in real time. Marketing have also added a flyer for this Event, which I posted this in the Customer Group. Customers instantly liked the event and signed up!



 Sally Torkington
Should we update the S.O.W Document

Response	Count	Percentage
Yes	10	83%
No	2	17%

12 votes · Refresh · Change vote

This has been a very successful
#chatterchallenge, and a challenge I'm
thrilled I accepted! I won't be turning
back now!