



RELATIONSHIP ECONOMICS

How genuine communication and engagement in social media helps businesses improve relationships with employees and customers, while also improving the bottom line.



Social media has democratized information and communication, leveling the playing field in how people share and consume information. In a social economy, businesses that aim beyond transactional engagement and invest in community and relationships are gaining attention and affinity.



Relationship Economics is the value of a company's social media engagement. Read on to learn how companies and executives that invest in relationships will reap competitive advantages.

Employee engagement is at an all-time low

Engaged workers are the lifeblood of their organizations. Now more than ever, investing in employee relationships is essential, offering them a competitive advantage.

Employee engagement is critical

According to a recent Gallup survey:¹



STATE OF THE GLOBAL WORKPLACE 2013 GALLUP

Relationship Economics begins with employees. Businesses that invest in employee relationships value:



People



Experiences



Aspirations

As a result, relationship economics can yield real-world business results:



Profitability



Loyalty



Advocacy

LinkedIn Introduces the Top 25 Socially Engaged Companies

Based on billions of signals and insights² we have identified the 25 companies who are the most engaged on LinkedIn to leverage relationships with employees and customers.



Executives lead the way and set the standard for engagement

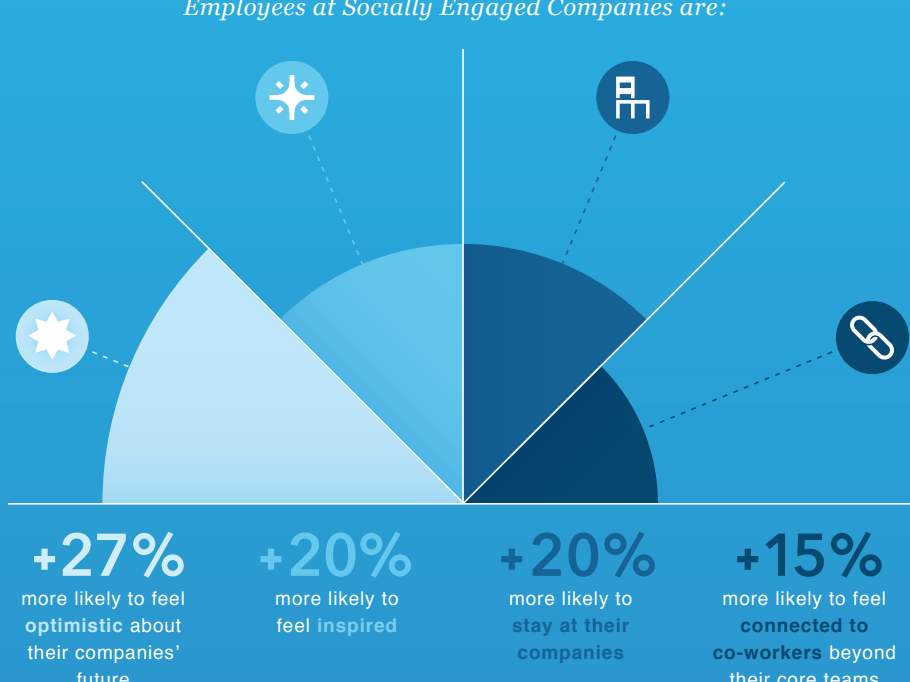
When compared to those at companies that are not socially active, executives at Socially Engaged Companies are:

ALTIMETER RESEARCH FOR LINKEDIN, 2013



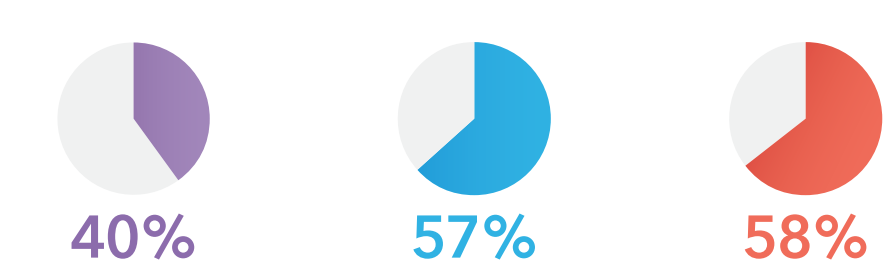
Employees feel empowered and inspired

Employees at Socially Engaged Companies are:



Social media engagement stimulates competition

Socially Engaged Companies are more likely to drive greater lead generation, cultivate innovation and yield top talent. In this area, Socially Engaged Companies are:



Relationships begin with empathy and require dedicated strategy and resources.

There's a virtuous cycle to transparency and openness. Investing in Relationship Economics has a direct return on investment.

METHODOLOGY

Top 100 list:²

LinkedIn and Altimeter surfaced insights into which companies are the most socially engaged across talent and recruitment, the most influential with content marketing and the most active in social selling. Analysts also weighed employee engagement through member actions such as viewing employee profiles, engaging in network conversation, visiting company pages and following companies.

Survey:

LinkedIn and Altimeter Group conducted an online survey of two employee groups about their participation on the platform: a "target" (N=1,460) and a "control" (N=1,378) group. The target group respondents were from the top 100 most socially engaged companies on LinkedIn. The control group respondents were from the general user base of employees whose companies are on LinkedIn. Only companies with more than 1,000 employees were surveyed.

SOURCES

¹"State of the Global Workplace: Employee Engagement Insights for U.S. Business Leaders," Gallup Survey 2013.