

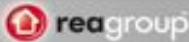
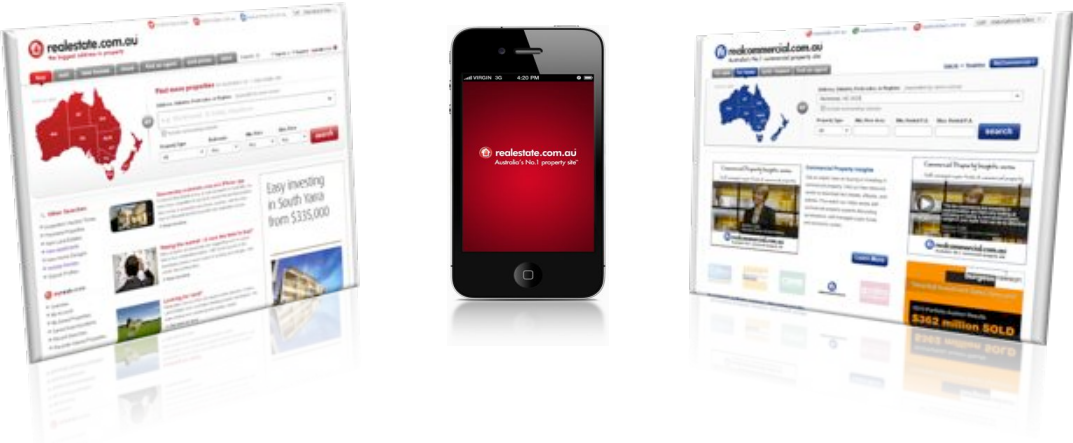
A social intranet – two years on

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Who is REA

 #1 in Australia for Residential & Commercial Property



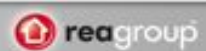
Why a new intranet

- We have to out-innovate and out-execute our competitors
- Which meant we had to break down some walls






What we wanted to achieve

- Support our need to collaborate
- Support our business innovation strategy
- Reflect our young, talented and vibrant culture
- Go where our consumers and staff are already – social media



How is this intranet different

-  **User controlled**
-  **Blogs, wiki, profiles, comments, groups, forums, polls, ideas**
-  **Everything is open and editable**



Live demo



What were the results

- 📍 Relationships
- 📍 Involvement
- 📍 Sharing
- 📍 Confidence



2 years on – what have we learnt

- 📍 It can be done!
- 📍 **The uncontrollable can be controlled**
 - Self censorship and informal peer control is very powerful
- 📍 **Trust and respect goes both ways**
- 📍 **A social intranet is just another communications tool**



Where to now

- 📍 Improve user skills
- 📍 Time for a clean out
- 📍 Time for a refresh



Thank you

