Social in the Oracle HCM Cloud

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Social Media is changing the way people find information, share knowledge and communicate with each other. The important factors contributing to the growth of this technology is the ability to produce user –generated content and more importantly what empowers them to share information with their social network and gives them a real time perspective of what is happening around them. In this fast-paced digital world, social media has become a communication phenomenon.

> "Wedon't have a choice on whether we do social media; the question is how well we do it"[1]
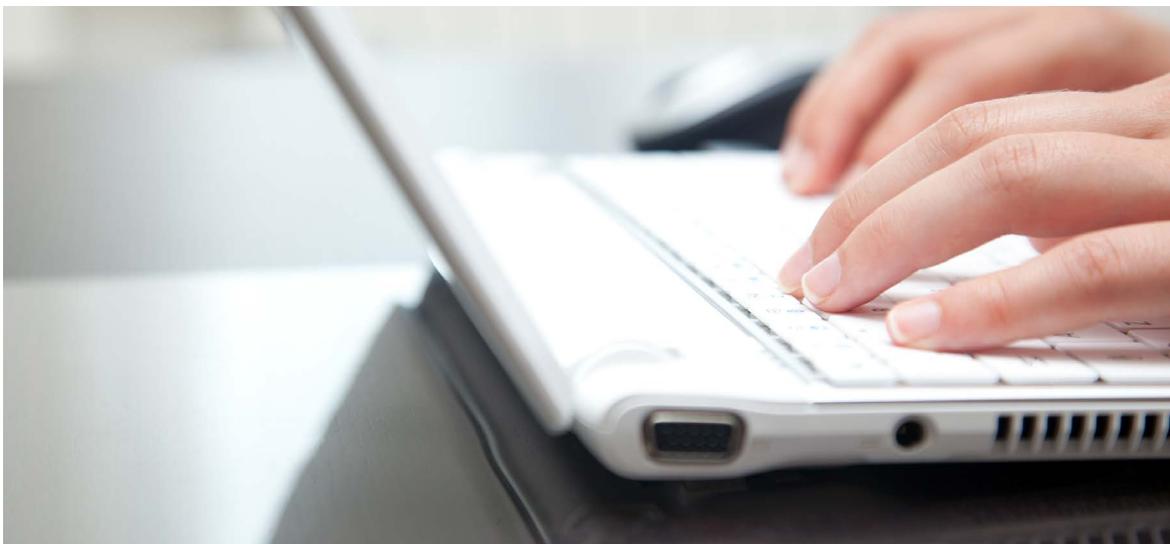
Most enterprises do not have a pre-planned and successful approach for using social technologies internally in support to their strategy. Unfortunately, corporate users are also staying away, perceiving the systems as one more in-box they'd have to take care.

Quite a few businesses using Social media still lack knowledge and direction about how to use it and its effectiveness for the business:[2]

- 49% of SMEs and 45% of large business say they have invested money in social media but don't know how much

- Only 16% of SMEs and 29% of large businesses measure their return on investment in social media.

- 80% of SMEs and 37% of large businesses have not developed a strategic plan for their social media.

Source – Sensis, May 2015

Most of these social internal networks are not as good as the full-time social networks are, and only small universe of population can access. Another good reason is lack of participation; if participation is low newcomers cannot find what they are looking for and never return.

> Enterprise social networks will become the primary communication channels for noticing, deciding or acting on information relevant to carrying out work
>
> - Gartner

According to a study by Gartner, two key predictions around social/collaborative networks are: By 2016, 50 percent of large organization will have Facebook-like social network, and that 30 percent of these will be considered as essential as email and telephones are today.[3]

Oracle Social Network is a secure private network that provides a range of tools to capture and preserve information flowing between people, enterprise applications and business processes. It helps you build smarter teams by connecting individuals and groups in real-time to collaborate quickly and spontaneously.

Oracle brings the power of social into HCM to generate superior business performance for you. Social platform features embedded in application provides a powerful application creating value and getting work done like never before.

Social Sourcing

Oracle Social Sourcing adds social talent sourcing capabilities to the Social HCM Cloud. Social sourcing is also called as smart sourcing and the social networks including LinkedIn, Facebook and Twitter are gold mines of passive candidates for recruiters and HR's.

With Oracle Social Sourcing, you can:

- Promote jobs across social media sites such as Facebook, LinkedIn, and Twitter.

- Increase employee referrals by connecting directly to their social and professional networks.

- Drive candidates to landing pages for personalized and targeted content.

- Track and report on all of your social recruiting activity from one dashboard.

- Capture prospective candidates into centralized talent community.

Business outcomes with Oracle Social HCM

Reduce employee turnover because when your employees are not engaged they start look elsewhere. In a report by Training magazine, companies spent an average of more than $1,200 annually per employee in training cost and it takes almost one year for an employee to reach the productivity level.

Oracle Social HCM helps you engage and retain employees. Providing your workforce an environment where they feel connected, challenged and valuable. Oracle Social HCM is the start, providing a place where employees can come together to work, collaborate, share information and knowledge and connect with each other.

Managers and HR can collaborate and quickly resolve any issues related to promotions, benefits, transfers, on-boarding and terminations.

Oracle Social in HCM helps employees to stay connected as they collaborate. It not only improves employee's productivity but also helps companies to fully realize the potential of using social technology to improve engagement and generate strategic insight.

Making HR Tasks Easier

Oracle Social in HCM is simple, flexible, easy to use, and covers all your HR needs. Now, Managers and HR can also benefit from this social tool that will make their HCM tasks lot easier.

Oracle Social in HCM capabilities making task task easier like:

- Talent Review
- Goal Management
- Performance Management
- Succession Management
- Recruitment

Employee Engagement

Companies with engaged and committed employees are frequently rewarded with better worker performance, higher productivity (McKinsey says, certain industries could raise productivity by 20 to 25 percent), less absenteeism, lower turnover, and higher customer satisfaction

A lot of employees tend to switch jobs very early during their tenure in a company. 64 per cent employees in India intend to look for a job with another organization within one year, the survey noted.

The Oracle Social HCM- Impact on your workplace

- It helps employees remain focused on and aligned with business objectives.

- Share resources and information easily and effectively.

- Encourages people to connect and communicate with each other and develop valuable insight.

- Includes social ability to offer feedback and helps employees to become part of the process.

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