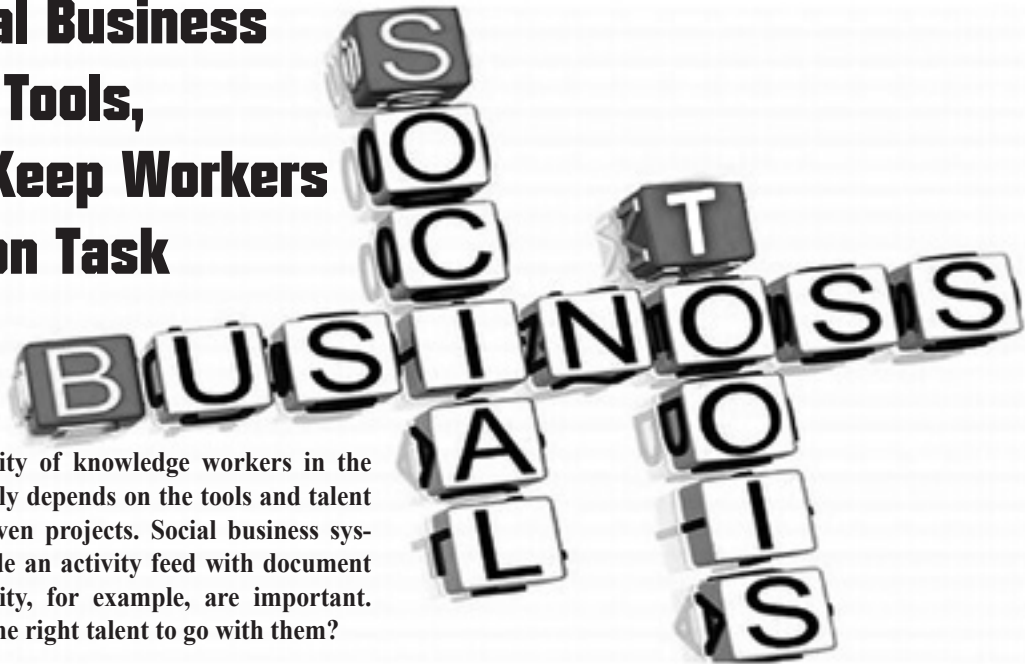


Social Business Tools, Talent Keep Workers on Task



The productivity of knowledge workers in the digital age clearly depends on the tools and talent available for given projects. Social business systems that include an activity feed with document sharing capability, for example, are important. However, so is the right talent to go with them?

At CMSWire, we include collaboration tools like project and document management under the social business banner. This includes task management, activity feed, enterprise social networks and workforce social software.

It is a broad area. While some people are confused by the category, it's just tools that allow people to keep all their work in one place (for the most part).

Think of tools like Yammer, Confluence or even Box. While they have different core features, they all aim to be the main tools organizations use to get work done. When companies work across teams, phone and email are still important. But social business tools are gaining traction.

Email is cheap, widely distributed and deeply embedded across the working landscape. That makes email one of the main arguments against a social business system. However, even when a tool like Yammer or Jive is put in place, user adoption is also a major hurdle. Non-intuitive interfaces, lack of understanding about the purpose or utility of such a tool and plain old stubbornness all affect adoption of new tools.

There is another thing, too. "People are afraid the things they post in their activity feed or collaboration space will be used against them," Beverly Macy, a social media expert said in an interview.

Macy is author of *The Power of Social Media Marketing*, and a thought leader on topics like social business. We caught up with her at a recent technology MeetUp, where she talked about why companies have problems with their intranets.



One social business tool called AtTaskis focused on task management, and it has granular controls for building workflows and organizing collaborative teams.