Engagement Analytics
Increase Social Adoption and Business ROI

Why use Engagement Analytics?
Companies need visibility on how engaged their workforce is so they can take action to improve failures, adoption, or any other potential issues.

Employees recognize the value of a social network, but they need greater transparency on how they are doing and how they could be more effective so they can improve.

What is the Personal Dashboard?
It is a tool for employees and management to better understand their role in the social network and learn how to increase their impact through growing their network, knowledge, reputation, and social capital.

The tool provides transparency & evidence (the indicators driving the scores) to help every employee understand where they stand and how to improve.

How does it work?
The dashboard is based on a bigdata analytics system that captures interactions, from social, collaborative, or business applications, stores them in an extensible enterprise graph, and then applies a series of robust and tunable analytics algorithms to generate engagement scores (KPIs).

What are the Engagement KPIs?

Activity: A measure of your activity.

Reaction: A measure of how people respond to your activity.

Eminence: A measure of how people perceive you.

Network: A measure of the quality of your network and your role within.

Why use the Personal Dashboard?

Understand
See measurements on what's happening across the network, and your role within.
Get clear and actionable insight into how scores are calculated and what they mean.

Act
Get recommendations on how to increase your impact and get the most value from your network.
Actively integrate these insights into your daily work

Impact
Connect with the right people.
Find your voice, grow your impact, build your reputation and influence.
Increase the quality and quantity of data within the social networks.

Want to Find Out More?
For more information go to our website: http://www.ibm.com/sna

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