

Facebook i Hewlett-Packard

- En naturlig del af medarbejdernes hverdag!

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HP's politik for sociale medier - formål

HP's politik for sociale medier er et forsøg på, at give medarbejdere gode råd og støtte til, hvordan man kan færdes trygt og sikkert på sociale medier samtidigt med, at man optræder som repræsentant for HP.



"The HP Way" startede i garagen i 1939



Værdibaseret ledelse i HP

- Garagekulturen - fremsynet ledelse allerede i 40'erne
- Ledelsen definerer, skaber og kommunikerer rammerne for arbejdet og for acceptabel adfærd (bl.a. via shared value og Business Conduct)
- Ansatte udfører arbejdsopgaver på eget initiativ og tilrettelægger selv deres arbejdsdag inden for de givne rammer
- Afgørende med et markant målfastsættelsessystem
- Individuel målsætning (PP), evaluering (PE) og udviklingsplan (DP)



Facebookpolitik - bygger på HP's værdier

- Fokus på kunderne
- Tillid og respekt
- Teamwork
- Hurtig og smidig
- Højt engagement og involvering
- Kompromisløs integritet
- Meningsfuld fornyelse



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og på HP's Standards of Business Conduct (SBC)

Udvalgte områder i relation til brug af sociale medier:

- We make ethical decisions
- We take action when aware of misconduct
- We honor human rights
- We treat other with respect
- We promote and provide a harassment-free environment
- We respect privacy and protect personal information
- We avoid conflicts of interest
- We protect our sensitive information
- We do not trade on or disclose inside information



Facebook i HP?

- Kurser
 - Opsætning, funktionalitet og sikkerhed
 - Arbejde, privatliv og fortrolighed
 - Fælles forståelse for muligheder & begrænsninger
- Intern kommunikation/vidensdeling
 - Facebook-gruppe for ansatte
 - Vidensdeling



Erfaringer med Facebook i HP?

- Ekstern kommunikation og marketing
 - Social Media Manager
 - Dialog med kunder, andre stakeholdere og kollegaer i branchen
 - Fansider – til projekter og forretningsområder
 - Apps
 - Employer Branding og generelt PR for HP





Employee Links

People Finder

Search

- @hp home
- hpNOW home
- Support
- Governance
- Metrics Requests
- hpNOW archive
- Search hpNOW

HP News

- Awards & Honors
- News Releases
- Daily News Digest

YOU @hp

- Employee Spotlight
- Patent Profiles
- My Voice
- Employee Content, Headlines & Opinions
- @hp Promotions

HP Information

- About HP
- HP 360°
- HP Today
- Country Facts
- Company History
- HP Products

Executive Council

- Biographies
- CEO Site Visits
- Employee Messages
- Organization Charts



HP Innovates with Social Media

From tweets to podcasts, HP is reaching key stakeholders in novel ways

POSTED 25 OCTOBER, 2010

Average Reader Rating ★★★★★

Key Takeaways

- ▶ Many teams across HP are using social media as an indispensable tool for sharing information and creating communities, and your team might be able to leverage some of their best practices

Is your team considering social media to enhance communication? If so, you're not alone.

A growing number of HP teams are tweeting, blogging, sharing videos, podcasting, and more to get their messages out—and sometimes with outstanding results.

Why should you care?

Hundreds of millions of people have grown accustomed to getting the news and information they want online, and they have an abundance of choices. But along with all the choices can come a

HP and Lithium

HP has selected Lithium Technologies as its sole platform for

Do More

- ▶ Email
- ▶ Print
- ▶ Suggest a Story
- ▶ Share a My Voice Video

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not at all neutral definitely

We welcome your feedback on this story and the types of content you'd like to read on @hp. Thank you. (500 character limit)



- ALL STANDARDS & GUIDELINES (A-Z)
- HP.COM CLEAN SHEET WEB STANDARDS & GUIDELINES
- SOCIAL MEDIA STANDARDS & GUIDELINES**
- MOBILE STANDARDS & GUIDELINES
- DIGITAL MEDIA BUYING STANDARDS & GUIDELINES
- LEGACY HP.COM WEB STANDARDS

Social Media Standards & Guidelines

LAST UPDATED 05 NOV 2010

Attention:

Please read the [social media communications guidelines related to the announcement of our new CEO and president](#).

Social media at its core is about conversation. It is about connecting with customers and prospects in meaningful ways. Being successful in social media requires a basic understanding of how to listen and communicate effectively in addition to some more specialized skills that relate to emerging technologies. The following standards and guidelines have been developed to help you do just that:

Blogging

Blogging is the practice of writing in an online journal, called a web log or "blog," where an author can engage in a dialogue with readers who respond with comments. This topic includes HP specific blogging standards and guidelines at [Blogging at HP](#).

Communities

A community is a group of people who come together to create, share, and reuse knowledge about a specific topic. This topic includes HP specific communities standards and guidelines at [Communities at HP](#).

Discussions

Discussions are interactive tools that engage users and create a sense of community. They can also be used to gather user information.

Facebook

SOCIAL MEDIA AT HP

Our customers are engaging in the digital ecosystem and expect HP to do the same. As a result, we are actively transforming our marketing efforts to purposefully engage and influence our customers' digital journey using social media. Learn more in [Digital Toolkit: Social Media](#).

SOCIAL MEDIA RELATED CORPORATE POLICIES

Please note: All HP employees who participate in social media should be familiar with the marketing and sales policy, [Social Media & Blogging Guidelines](#) (210KB). The purpose of this policy is to help employees make the most of social media as well as protect employees by helping them to identify and avoid pitfalls.

In addition, HP employees involved in social media should be familiar with the FTC compensation guidelines, which now regulates how bloggers (and other social media users) disclose compensation they received from companies, including HP. Read the [short summary and FAQ](#) (44KB, 15 Dec 2009), which outlines the new regulations and provides recommendations for how to comply.

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