



Together on Workplace

# Socializing a culture of personal accountability

Launched from Vancouver, B.C., in 2008, Hootsuite is the world's most widely used social media management platform, with 16M customers and nearly 1,000 staff employed in its offices across the globe.

## Key features

News Feed  
Groups

**80%** of the company  
is using Workplace

**150** active  
Groups



"We've democratized decision making. We communicate, share and act on information faster as a result of working out loud on Workplace."

Kirsty Traill, VP Customer, Hootsuite

### Discovering a better way

Hootsuite, the most widely used social media management platform, has enjoyed great success and rapid growth since its launch in 2008. This rapid growth across 15 offices in 11 countries meant that sometimes, internal communications struggled to keep pace. And it wasn't just top-down communication that was suffering. Team members were missing information that was locked away in presentations, messages or closed working groups.

Hootsuite needed to centralize information sharing and announcements across its entire team. But it also wanted to foster a culture of openness and accountability towards accessing that information, making it easier for every employee to find what they needed.

### How Workplace helped

With Workplace, Hootsuite was able to bring transparency and accountability to its communications, allowing every employee to be in the know about company developments.

Groups were one of the first keys to success. Initially, Hootsuite's management carefully monitored Group creation to make sure the right Groups were in place while avoiding duplication. But they soon opened it up to employees to create the Groups they needed.

One of the most successful Groups was Owls on the Move, which was at the heart of the effort to provide greater transparency throughout the organization. By centralizing communication around employee movement—posting about new hires, role changes and voluntary turnover—it has become a demonstration of internal support, as well as a source of inspiration for new recruits. In fact, Owls on the Move contributed to the development of People Movement, one of Hootsuite's core internal metrics to judge the health (and happiness) of the business.

Hootsuite's executive team has also embraced openness, regularly posting important news and updates on Workplace. CMO Penny Wilson posts monthly updates, while CEO Ryan Holmes uses Live to post weekly videos detailing business performance and other activities.

### Results

With 96% of Hootsuite's employees actively using the platform each week, Workplace has already helped the social media management platform streamline its processes and encourage the sharing of new ideas. Its 150 active Groups have resulted in fewer emails, repetitive messages and missed news. The result is a successful people strategy driven by a flourishing culture of transparency, productivity and accountability.