

Transcript of #ICChat for 16 June 2011 -- Join us 14 July 2011	
From User	Tweet
CommAMMO	Cue the theme music, raise the curtain - welcome to #icchat
csledzik	RT @CommAMMO: .@mikebrice @iabc @prsa @christyseason @wedge @chuckgose almost time for #icchat w/ @irosen of @GEHealthcare! #icchat
redjudy	It's 10 a.m. Do you know where yr #internalcomms folks are? Is it #icchat? #icchat
redjudy	I'm looking forward to #icchat! #icchat
CommAMMO	.@redjudy love the tweet! Welcome! #icchat
redjudy	Thnx! Glad to be here. #icchat
CommAMMO	@csledzik Hi Chris - thanks for being here. #icchat
Wedge	@CommAMMO Really appreciate the reminder, thank you. As #icchat seems earlier than some previous editions, I'm not sure I can b v active.
csledzik	@CommAMMO NP. Topic today is technology in #internalcomms, right? #icchat
CommAMMO	Our guest today is @irosen - welcome llene! cc: @gehealthcare #icchat
irosen	Great to be here today - Greetings from Milwaukee! #icchat #icchat
CommAMMO	RT @irosen: Great to be here today - Greetings from Milwaukee! #icchat
CommAMMO	.@irosen Kick us off, llene -- how bout a brief summary of what you do at @gehealthcare? #icchat
CommAMMO	@Wedge Understood, Wedge - We're thinking of different times going fwd... #icchat
irosen	I have a great job @gehealthcare. I help our comms ppl match the right techtools to their comms strategy and offer support/training #icchat
CommAMMO	RT @irosen: I have a great job @gehealthcare. I help our comms ppl match right techtools 2comms strategy & offer support/training #icchat
irosen	My background is primarily in intranets, web production and content management #icchat
redjudy	That is a great job! It's a valuable role in an organization. #icchat
CommAMMO	RT @irosen: My background is primarily in intranets, web production and content management #icchat
irosen	I was lucky enough to graduate college and enter the workforce just as netscape 1.1 was launched ... #icchat
ChristySeason	Sounds a lot like what I do for my organization! #icchat Translating tech to biz and biz to tech. :)
CommAMMO	Q1: @irosen what's the current portfolio of tools you employ @gehealthcare for comms? #icchat
CommAMMO	RT @irosen: I was lucky enough to graduate college and enter the workforce just as netscape 1.1 was launched ... #icchat
irosen	Q1: The majority of our tools are "homegrown" vs off the shelf/enterprise. #icchat
CommAMMO	RT @irosen: Q1: The majority of our tools are "homegrown" vs off the shelf/enterprise. #icchat

redjudy	Can u help us undrstnd what home grown means for @gehealthcare? #icchat
csledzik	@irosen @ChristySeason Curious if you report to IT or communications people -- Always difficult for me to get IT support! #icchat
CommAMMO	re Q1 Can you give a flavor for the sort of business problems those tools help u solve? @irosen #icchat
irosen	Q1: Along with a cms for internal news, we have blogs, wikis and discussion forums currently in place #icchat
CommAMMO	RT @redjudy: Can u help us undrstnd what home grown means for @gehealthcare? #icchat
irosen	Q1: An internal video platform will be launching within a few weeks as well #icchat
CommAMMO	RT @irosen: Q1: Along with a cms for internal news, we have blogs, wikis and discussion forums currently in place #icchat
CommAMMO	RT @irosen: Q1: An internal video platform will be launching within a few weeks as well #icchat
irosen	Developed internally by IR @redjudy: Can u help us undrstnd what home grown means for @gehealthcare? #icchat
csledzik	@irosen Was video platform a response to having a lot of video content already? Or in anticipation of having a lot more video? #icchat
CommAMMO	RT @csledzik: @irosen @ChristySeason Curious if Ureport to IT or communications people -- Always difficult for me to get IT support! #icchat
irosen	Q1: Our big challenge is that it is not under "one roof" so no way to search across all platforms at the moment #icchat
CommAMMO	Oof! RT @irosen: Q1: Our big challenge is that it is not under "one roof" so no way to search across all platforms at the moment #icchat
ChristySeason	@csledzik I report under Marketing & Communications, but work in close partnership with IT #icchat
irosen	I report to Comms and liase closely with IT @csledzik: @ChristySeason Curious if Ureport to IT or communications people -- #icchat
CommAMMO	RT @csledzik: Was video platform a response to having a lot of video content already? Or in anticipation of having a lot more video? #icchat
redjudy	RT @irosen: Q1: Our big challenge is that it is not under "one roof" -no way 2 search across all pltfms I have same problem! #icchat
irosen	@CommAMMO We generate many videos in Comms but were just hosting them on a server with no ways to measure them @csledzik #icchat
irosen	We have been cooking the idea for a few years for the videohub and Corporate GE found a great solution that we are all excited about #icchat

CommAMMO	.@redjudy @irosen #internalcomms search is a sometime thing - every1 expects @google, but that needs gd tagging #icchat
redjudy	Do you find that IT pushes back on your ideas? And if so do you have a method to address their concerns? #icchat
CommAMMO	RT @irosen: We generate many videos in Comms but were just hosting them on a server with no ways to measure them @csledzik #icchat
CommAMMO	RT @irosen: We have been cooking idea 4a few years 4videohub & Corporate GE found a great solution that we are all excited about #icchat
CommAMMO	Q1a - on discussion fora and Wiki - what sort of topics get the most attention from employees? #icchat
irosen	@redjudy we have a good relationship w/ IT and value their input as a partner so if they raise an issue, there is a good reason #icchat
csledzik	@irosen I've been contact by software providers for video hosting. Seems like some great CMS solutions out there specific for video. #icchat
CommAMMO	RT @redjudy: Do you find that IT pushes back on your ideas? And if so do you have a method to address their concerns? #icchat
CommAMMO	That's key. RT @irosen: @redjudy we have gd rela w/ IT & value their input as partner...if they raise issue, there is good reason #icchat
csledzik	@ChristySeason Makes sense -- Any more it seems like internal comms folks must be tech savvy enough to handle small issues alone. #icchat
ChristySeason	Vry Cool! RT @redjudy we hav good relationship w/ IT & value their input as a partner so if they raise an issue,there is good reason #icchat
CommAMMO	.@irosen @redjudy Big win for us at Goodyear was building rela w/IT, esp CIO-finding comm ground. Many IT issues are similar 2comms #icchat
redjudy	That is a very inspiring relationship with IT! :-) #icchat
CommAMMO	Q2 coming up #icchat
irosen	Part of my job is 2 educate people on the tools and empower them- but need 2b realistic, not everyone is comfortable with technology #icchat
JohnDeereTara	@csledzik not sure that's just ic- everyone is using more tech. Sometimes users drive innovation & it supports #icchat
CommAMMO	4 exampl? RT @irosen: Part of my job is 2 educ pple on tools & empower them- but nd 2b realistic, not ev1 is comf w/technology #icchat
twitstina	@irosen Can you share more information on the GE videohub? #icchat
CommAMMO	.@JohnDeereTara @twitstina welcome! #icchat

csledzik	@JohnDeereTara Very true. Maybe it's just my situation where I see technology being adopted more by Comm/mrktg than other functions. #icchat
redjudy	Ques re videohub: Can employees contribute content? #icchat
irosen	Blogging is a good example - It is easy for me to blog, but there are ppl who c all the "bells and whistles" etc and freeze up... #icchat
irosen	For the videohub - Employees can contribute content. It is meant to be a collaboration as well as a comms tool #icchat
jpchurch	Hello all ... just checking in to #icchat.
CommAMMO	@irosen so educ on how to use the blog tool effectively is crucial... #icchat
redjudy	#internalcomms folks: Grt conversation via #icchat today! #icchat
CommAMMO	RT @irosen: For the videohub - Employees can contribute content. It is meant to be a collaboration as well as a comms tool #icchat
Wedge	Internal communicators and #intranet people should follow the IC Chat that's happening right now: Click > #icchat
irosen	@CommAMMO Every tool that is rolled out, we make sure training is available - sometimes by myself and sometimes outside the team #icchat
CommAMMO	@jpchurch Hi John - welcome! #icchat
redjudy	Yes, we see blogging in selected areas but it's not something that is used widely. #icchat
DomCricoli	RT @Wedge: Internal communicators and #intranet people should follow the IC Chat that's happening right now: Click > #icchat
csledzik	@irosen What kinds of employees are creating video? Any ways your encouraging them to do so? Is there a quality standard? #icchat
irosen	I also maintain a wiki for basic educational/training/how to tips that I encourage my team members to contribute to #icchat
CommAMMO	RT @irosen: Every tool that is rolled out, we make sure training is available - sometimes by myself and sometimes outside the team #icchat
csledzik	RT @irosen: I also maintain a wiki for basic educational/training/how to tips that I encourage my team members to contribute to #icchat
CommAMMO	This is more evidence that the fear of Employee #socialmedia is overwrought - @GEHealthcare is using it internally - regul industry #icchat
irosen	@csledzik at the moment, hard to say who is creating-every1 working on their own.Having every1 on one platform will be a big win #icchat

CommAMMO	RT @irosen: I also maintain a wiki for basic educational/training/how to tips that I encourage my team members to contribute to #icchat
jpgombita	RT @irosen: I also maintain a wiki for basic educational/training/how to tips that I encourage my team members to contribute to #icchat
irosen	@CommAMMO External #socialmedia is different than internal though in a regul industry -- different rules apply... #icchat
redjudy	RT @irosen: @csledzik hard to say who is creating-every1 working on their own.Having every1 on one platform will be a big win #icchat
CommAMMO	RT @csledzik: @irosen What kinds of employees Rcr eating vid? Any ways your encouraging them to do so? Is there a quality standard? #icchat
CommAMMO	@jpgombita Hi Judy - thanks for dropping in! #icchat
irosen	The ultimate goal we want 2 reach is 2 have the same web experience internally as empl have when they go home &boot up their laptops #icchat
CommAMMO	True. But intrnl is a gd start. RT @irosen: External #socialmedia different though in a regul industry -- different rules apply.... #icchat
jpgchurch	My organization is considering adding a dedicated video/image server that emps can contribute to, and will serve as a storehouse. #icchat
irosen	@CommAMMO @csledzik Don't want to give away too much - haven't launched it yet :-). Ask me in a month! #icchat
EricaKei	RT @Wedge: Internal communicators and #intranet people should follow the IC Chat that's happening right now: Click > #icchat
CommAMMO	Huzzah! RT @irosen: ultimate goal is 2 have same web experience internally as empl have when they go home &boot up their laptops #icchat
CommAMMO	RT @jpgchurch: My orgn is considering adding dedicd video/image server that emps can contribute to, and will serve as a storehouse. #icchat
csledzik	RT @irosen: ultimate goal we want 2 reach is 2 have same web experience internally as empl have (at) home (w/) their laptops #icchat
redjudy	RT @CommAMMO: Huzzah! RT @irosen: ultimate goal is 2 have same web exp internally as empl have when go home &boot up their laptops #icchat
CommAMMO	Q2 - Are there tools that are relatlvy unused, which, and why? #icchat
jpgchurch	A2: We've tried podcasting, but hasn't really taken off ... not sure why. Time? Too many other options? Need more research. #icchat

irosen	Q2: hmmm....hard to say but if I had to pick one it would be podcasts. Email is still the killer app (no surprise there) #icchat
CommAMMO	.@redjudy @irosen can't say enough how import it is to match work comm tools w/home expectns. New gen of wrkrs won't have it othwys #icchat
CommAMMO	RT @irosen: Q2: hmmm....hard 2say but if I had to pick one it would be podcasts. Email is still the killer app (no surprise there) #icchat
jgombita	@CommAMMO I'm making an educated guess here, but my guess is "tagging" photos and videos, etc. #icchat
CommAMMO	RT @jpchurch: A2: Weve tried podcasting, but hasnt really taken off.not sure why. Time? Too many other options? Need more research. #icchat
CommAMMO	re Q2 RT @jgombita: I'm making an educated guess here, but my guess is "tagging" photos and videos, etc. #icchat
Wedge	#icchat @jgombita I find more people are getting to grips with tagging on the #intranet and those people evagelise!
csledzik	@jgombita People don't understand benefits of metadata -- they just get frustrated when they can't find something. #icchat
irosen	We have an internal collaboration tool that has not really taken off - #icchat
redjudy	RT @Wedge: #icchat @jgombita I find more people are getting to grips with tagging on the #intranet and those people evagelise! #icchat
irosen	You have to always keep in mind the culture of the company as well -- #icchat
irosen	Techy companies are going be all over collab platforms while we may not be - and that's ok #icchat
redjudy	Great #internalcomms discussion. Be a part of #icchat
CommAMMO	.@irosen @jpchurch Podcasts are still radio (unless we vid) and take production time. PPI want gd prodctn values, still. #icchat
irosen	Always important to remember that even though the shoe is pretty, shiny and functional it may not fit everyone #icchat
redjudy	RT @irosen: You have to always keep in mind the culture of the company as well -- #icchat
jpchurch	Exactly ... that's my org to a tee. Tech only reaches so far with us. RT @redjudy: Great #internalcomms discussion. Be a part of #icchat
jgombita	Pleased that my "educated guess" was confirmed by @Wedge @csledzik. So, put "tagging" (or metadata) on your lunch 'n' learn sked! #icchat
jpchurch	Ooops .. .wrong RT! #icchat Was talking about tech in a non-tech environ.

csledzik	Easy to use a site like delicious and show value of tagging. RT @jgombita: Put "tagging" (or metadata) on your lunch 'n' learn sked! #icchat
DomCricoli	RT @redjudy: RT @CommAMMO: Huzzah! RT @irosen: ultimate goal is 2 have same web exp internally as empl have when go home & boot up their laptops #icchat
csledzik	Agreed. Great group today. Topic of tech helps, being that we're on SM! RT @redjudy: Great #internalcomms discussion. Be a part of #icchat
jpchurch	Great idea ... we're moving to a new intranet soon. RT @jgombita: Put "tagging" (or metadata) on your lunch 'n' learn sked! #icchat
CommAMMO	TRUDAT! RT @irosen: Always important to remember that even though the shoe is pretty, shiny and functional it may not fit everyone #icchat
CommAMMO	Q3 coming up - wow, what a fast chat today! #icchat
irosen	@CommAMMO Time flies when you are having fun #icchat
csledzik	Re: good production value, how do you guys determine the "good enough" line? When does time-spent stop adding value? #icchat
irosen	and learning of course :-) #icchat
ChristySeason	RT @irosen: You have to always keep in mind the culture of the company as well -- #icchat
jgombita	@irosen always best to have a closet full of shoes (or tools and platforms): different soles, for different folks. :-) #icchat
ChristySeason	So true! RT @irosen: Always important to remember that even though the shoe is pretty, shiny and functional it may not fit everyone #icchat
CommAMMO	It's Critical! @Wedge: @jgombita I find more people are getting to grips with tagging on the #intranet and those people evagelise! #icchat
irosen	@csledzik can always say metrics right? I have to say empl engagement is really tough 2measure. Learning how to tweet is much easier #icchat
AZFitz	RT @redjudy: Great #internalcomms discussion. Be a part of #icchat
jpchurch	A "closet full of shoes" is def our approach ... We try to communicate with emps in the way they like to be commun. with. #icchat
CommAMMO	one more thing on tags - it's the only way good search works. It's how we find stuff. #icchat
csledzik	It's the future of findability. RT @CommAMMO: one more thing on tags - it's the only way good search works. It's how we find stuff. #icchat
irosen	@jgombita and even more important, that the shoe be comfortable for the end user :-) #icchat
CommAMMO	Q3 - What do you see for next 2-4 years in tech tools, beyond? #icchat
irosen	Q3: For us, we are putting a lot of effort into learning how best to leverage mobile devices #icchat

jgombita	@irosen so true! Not a good idea to impulse-purchase those sexy/beautiful, but uncomfortable, 4-inch-heeled pumps. :-) #icchat
irosen	We are also looking toward collaboration platforms and improve our CMS offerings which aren't up to web 2.0 speed just yet #icchat
CommAMMO	Attn @podcaststeve RT @csledzik: Re: good prodn value, how do you det "good enough" line? When does time-spent stop adding value? #icchat
jpchurch	A3: For us, a move away from one-off tools and point solutions to an integrated, search-based intranet that delivers info seamlessly #icchat
DomCricoli	@jpchurch-there u go: A "closet full of shoes" is def our approach-communicate with emps in the way they like to be commun. with. #icchat
CommAMMO	RT @irosen: Q3: For us, we are putting a lot of effort into learning how best to leverage mobile devices #icchat
chris_pb	#icchat Q3: Mobile intranet is high in the agenda - getting comms to remote non-connected staff is still painful right now
irosen	also, I personally wonder where ubiquitous computing will take us - will we be able to tweet on sand at the beach? #icchat
irosen	Technology and Imagination are powerful tools when used together #icchat
CommAMMO	@chris_pb @DomCricoli Hi Chris and Dom - thanks for joining us! #icchat
CommAMMO	RT @chris_pb: #icchat Q3: Mobile intranet is high in agenda - getting comms to remote non-connected staff is still painful right now #icchat
csledzik	@podcaststeve @CommAMMO And the line is in a different place for internal communication than for external... #icchat
CommAMMO	There's your money quote of the day. RT @irosen: Technology and Imagination are powerful tools when used together #icchat
JohnDeereTara	Wait- had a quick call & suddenly #icchat is talking about closets of shoes. I miss all the good stuff!
jpchurch	I read yesterday that mobile will move to the main access point for internet in a few years, so that's big ... #icchat
CommAMMO	RT @irosen: We are also looking to collaboration platforms and improve our CMS offerings which arent up to web 2.0 speed just yet #icchat
CommAMMO	@JohnDeereTara Metaphors run rampant! #icchat
EricaKei	@CommAMMO #Twitter in car: Audio of live feed. Verbalize tweets. #Must have. #icchat
CommAMMO	RT @irosen: also, I personally wonder where ubiquitous computing will take us - will we be able to tweet on sand at the beach? #icchat

CommAMMO	I'd like that! RT @EricaKei: #Twitter in car: Audio of live feed. Verbalize tweets. #Must have. #icchat
AllthingsIC	#icchat love that you're relating Internal Comms and shoes - my kind of conversation! @CommAMMO
CommAMMO	RT @jpchurch: I read yesterday that mobile will move to the main access point for internet in a few years, so thats big ... #icchat
AllthingsIC	RT @redjudy: Great #internalcomms discussion. Be a part of #icchat
CommAMMO	@AllthingsIC Anything to move the conversation forward... #icchat
CommAMMO	Shockingly, we've burned through our time today. Thanks to @irosen for schoolin' us up -- next chat 14 July - time TBD. Look for... #icchat
ChristySeason	RT @jpchurch: I read yesterday that mobile will move to the main access point for internet in a few years, so thats big ... #icchat
irosen	Thanks everyone! If I missed any of your questions, feel free to DM me after today's chat #icchat
JohnDeereTara	@CommAMMO @jpchurch we definitely have people using phones more than actual computers. #icchat
jpchurch	Thanks, as always, Sean ... good stuff today. #icchat
jpchurch	I'm seeing that, too. Presents a challenge for us. RT @JohnDeereTara: we def have people using phones more than actual computers. #icchat
irosen	And check our twitter campaign RT @GEHealthcare aims to tackle cancer by getting tweeple fit and healthy. http://bit.ly/I989f1 #icchat
EricaKei	RT @irosen: And check our twitter campaign RT @GEHealthcare aims to tackle cancer by getting tweeple fit and healthy. http://bit.ly/I989f1 #icchat
CommAMMO	...wrap-up post by Monday at communicationammo.com Many thx @jpchurch @christyseason @jgombita @csledzik @wedge @redjudy @ericaKei & #icchat
jgombita	Will co's provide smartphone to all staff? @jpchurch: Read ysterday mobile will move to main access point for internet in few years. #icchat
chris_pb	@CommAMMO @irosen despite finding you both late into the session, still really interesting - will have to bookmark next one #icchat
JohnDeereTara	@jpchurch we "joke" that an effective email should be no longer than what can be viewed on a bb or iphone screen. #icchat
CommAMMO	More Thx to @johndeeretara @domcrincoli @chris_pb take care! M #icchat
jpchurch	@JohnDeereTara That's actually a good goal to have ... keep things short, sweet, and textable! It's the Twitter model writ large. #icchat
Wedge	Yes, #icchat I think companies will have more 'big screen phones' & smart phones for Enterprise apps & #intranet. I like my mobile intranet.

DomCricoli	@jpchurch-indeed, as comm ppl we need 2 use what's already in ee hands re: mobile will move to the main access point for internet. #icchat
jgombita	Wed's #solopr chat had some debate re: home office attire. Today's #icchat had a shoe focus. Communicators work in metaphors! cc @karensim
CommAMMO	Again, many thanks -- July 14 is our next chat - another special guest (mystery till later)... Cheers all! #icchat
CommAMMO	RT @JohnDeereTara: @jpchurch we "joke" that an effective email should be no longer than what can be viewed on a bb or iphone screen. #icchat
CommAMMO	RT @jpchurch: @JohnDeereTara Thats a good goal to have ... keep things short, sweet, textable! Its the Twitter model writ large. #icchat
CommAMMO	RT @Wedge: Yes, I think companies will hv more big screen & smart phones for Enterp apps & #intranet. I like my #mobile #intranet. #icchat
CommAMMO	RT @DomCricoli: @jpchurch -indeed, as comm ppl we nd 2 use whats alrly in hands re: mobile will [be]main access point for internet. #icchat
CommAMMO	RT @irosen: check R twitter campaign RT @GEHealthcare aims to tackle cancer by getting tweople fit and healthy. http://bit.ly/l989f1 #icchat
CommAMMO	@AllthingsIC Thanks Rachel - appreciate you stopping in today. #icchat
EricaKei	RT @CommAMMO: RT @JohnDeereTara: @jpchurch we "joke" that an effective email should be no longer than what can be viewed on a bb or iphone screen. #icchat
twitstina	RT @redjudy: Great #internalcomms discussion. Be a part of #icchat
CommAMMO	Thurs 10 a.m. #icchat welcomes @irosen of @GEHealthcare as special guest. Learn how they use tech4comms, esp 4 #internal. Join us!
irosen	RT @CommAMMO: Thurs 10 a.m. #icchat welcomes @irosen of @GEHealthcare as special guest. Learn how they use tech4comms, esp 4 #internal. Join us!
VeronicaBotet	RT @CommAMMO: Thurs 10 a.m. #icchat welcomes @irosen of @GEHealthcare as special guest. Learn how they use tech4comms, esp 4 #internal. Join us!
CommAMMO	Don't miss #icchat, 10a ET Thurs. @irosen of @gehealthcare is spec guest - tech 4 comms is topic.
csledzik	Sounds good! RT @CommAMMO: Don't miss #icchat, 10a ET Thurs. @irosen of @gehealthcare is spec guest - tech 4 comms is topic.
irosen	@CommAMMO looking forward to chatting with all of you! #icchat,
CommAMMO	Someone's made a film about #socialmedia use at work: @melcrum rep is featured. http://bit.ly/jctlkQ fyi #icchat

RichBecker	RT @CommAMMO: Someone's made a film about #socialmedia use at work: @melcrum rep is featured. http://bit.ly/jctlkQ fyi #icchat
CommAMMO	Tomorrow, 10a ET, #icchat welcomes @irosen of @GEHealthcare to talk tech for comms. Looking forward to it!
RachAllen	RT @CommAMMO: Be ready! #icchat starts at 10 a.m. ET Thurs., 16 June. What's your organization doing for internal comms?