INTRODUCING

Workplace by Facebook
1. OUR MISSION
2. TOUR OF WORKPLACE
3. PARTNER STORIES
4. NEXT STEPS + Q&A
Give people the power to share and make the world more open and connected
A connected workplace is a more productive workplace.

Connecting the 3 billion people in the workplace.

THE WORKPLACE MISSION

A CONNECTED WORKPLACE IS A MORE PRODUCTIVE WORKPLACE

Connecting the 3 billion people in the workplace.
Connect with employees in an authentic & familiar way

Feel the pulse of the organization

Hear news before it’s too late

LEADERSHIP

VISIBILITY

AGILITY
Shifting culture

Top down → Bottom up
Hierarchies → Communities
Employees → People
Positions → Passions
Closed → Open
Procedures → Projects
Communications → Conversations
Rigid → Fluid
FOR ORGANIZATIONS WHO GET THINGS DONE

**News Feed**
The News Feed surfaces relevant content to each person.

**Groups**
Groups help you make decisions and keep your team on the same page.

**Profile**
Find and connect with your colleagues.

**Work Chat**
Reach colleagues instantly with messaging and voice/video calls.

**Search**
Find the answers, past group posts or the files you need, using search.
Why Workplace Works

- Familiar
- For everyone
- Mobile-first
- Separate and secure
- Built for the enterprise
- Powered by Facebook
You get all the great Facebook functionality in a separate web and mobile app.
ENTERPRISE-READY, KEEPING INFORMATION SECURE

You own the data

Industry standards including SOC2

Single sign-on

Support

Analytics

ENTERPRISE CUSTOMERS WON'T SEE

Personal posts

Friends and family posts

App activity (games)

Ads
At Facebook we ♥ Not for Profits, Workplace is free for you.
Stories from the Field
Non-profits on Workplace

- Save the Children
- Oxfam
- WWF
- Care
- Anchor
- RNIB
- NRC NORWEGIAN REFUGEE COUNCIL
Workplace @ CARE

Social Sharing across 35 countries and 5 continents and n languages.
Four-week global implementation

In October 2016, we decided on a rapid deployment to the CARE USA global workforce, approx. 4200 staff across 35 country offices.
Immediate translations of posts

As a global organization, we’ve never had a way to immediately share thoughts, gratitude or new ideas with our peers.
How we see it used

Social sharing:

introductions, celebrations & condolences
15 CARE program teams from 30 countries competed in the US for funding. They used **Workplace** to share with colleagues across the globe!

We expect many more applications to the next cohort!
How we see it used

• We have experienced major exposure through this platform.
• It also gives us opportunities to learn about other projects in different countries.
• As almost every employee is familiar with Facebook, it is easy for the team to connect and share knowledge. It is also easy to access through a mobile phone.
• It has helped to overcome the geographical barriers quite effortlessly.

Krishi Utsho Microfranchise (KU), a market based approach to solve challenges with agricultural inputs (like seed, fertilizer, cattle feed etc.) faced by farmers in Bangladesh.
Our challenges…

Because of our rapid deployment, we did not connect user accounts to our user directory.

Translation is available for languages prominent in commerce, but not yet available in some of the languages spoken in the poorer areas where we have staff members. Bengali (250m speakers worldwide) and Pashto (60m) are examples.

As a federation, we want to include our peer CARE organizations but retain ability to segment some of our specific top-down communication.

How to build group membership is a struggle. Workplace doesn’t integrate with existing organization groups like email distribution.
Save the Children
Workplace at Save the Children
Agenda

• Who is Save the Children

• Current state of digital collaboration tools

• Why we chose Workplace

• Field testing Workplace during our Humanitarian response to Hurricane Matthew in Haiti
About Save the Children

- Operations in about 120 countries
- 25,000 employees across 29 separate organizations
- In 2015 our programs directly reach 62 million children
Current state of Digital Collaboration tools

- **SCI Supported**
- **Member Supported**
- **Unsupported**
Why Workplace?

• #GetConnected

Connect us- Realise our common interest is greater than our common geography.
With 25,000+ employees around the world, we’ll achieve more for children if we have the tools to find and connect with other experts on the subjects that matter to us, regardless of location.

Unlock our knowledge and open the door for discussion.
By inviting all to share and learn within topic-driven groups, we shine the spotlight on our strategic focus of maximizing use of our knowledge.

Expand our networking using innovative collaborative tools.
Technology is helping the world reinvent the workplace, and using interactive and multi-media tools will allow us to connect more quickly and effectively than ever before.
Phase 1 - Six Week Pilot

• The purpose of the pilot was to assess if this product would fill a gap in the social capabilities of our current knowledge platforms.

• The pilot involved approximately 10% (1,500) of internet enabled staff across the global organization.

• The pilot was designed and led by the Knowledge Workstream of the Global Strategy with support from the global communications team.

• Focused on a few key user groups
• Emergency Response group were the largest
• Pilot ran from Mid September to end of October 2016
Hurricane Matthew in Haiti

First use of Workplace in an emergency response

- Hurricane Matthew hit Haiti on Tuesday 4th October, bringing 140 mp/h / 260 km/h winds and widespread flooding.
- Approximately 5 million affected and 750,000 people in need of urgent assistance
- Save the Children response teams mobilised and on the ground in 72 hrs
Workplace on deployment

- Global Humanitarian Communication is deployed to the response
- Responsible for coordinating information and content from the field to our Member organisations
- Information flowing in real time is critical in the early stages of a response
- Email traffic 100’s of emails first hour to communication leader
- Switched to Workplace, streamlined information requests
Communication Resources
Satellite Communication

- Global IT team followed the delivery and installation of Satellite
Advanced multimedia features

360 images and live video
Haiti – Three months on

*Hurricane Matthew Response*

**Three Months On**

Save the Children has reached **72,657 beneficiaries** including **43,337 children**  
(22,772 girls & 20,565 boys)
Global Launch last week!!

#GetConnected with Workplace by Facebook

Global Launching | 22 February
1. Visit our website: Workplace.fb.com
2. Click on Apply Now to get access to your account
It’s a different way of running an organization.

- MARK ZUCKERBERG
Thank you