

# Recognition 3.0:

## Making Recognition Social

In just the last few years, the amount of information on how to better align employee activities with corporate goals and objectives through recognition has exploded.

At its core, recognition is personal and social. Without a social component, recognition falls flat. Successes are meaningful when they are shared with others. In today's world, social encompasses the connections we have through the Internet;

it's transforming how we think, connect and compete. That transformation is affecting the way we recognize as well. To truly leverage recognition as an engagement tool, corporations need to look at the explosive growth in social technologies as a bellwether for how recognition is changing and what it will become.

Recognition 3.0 is about expanding recognition from a vertical application within the company to an enabling application that allows employees to connect recognition to their entire social web, even if it is outside company walls. When recognition becomes social it is more meaningful to employees and more beneficial the employer brand.

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### Watch the Webinar to Learn these 5 Best Practices of Recognition 3.0:

**1. Turn Recognition into a Social Event.**

If recognition stays within the organizational walls you are limiting its real power. Recognition is a meaningful experience for your employees, but it's more meaningful when they can share it with their networks.

**2. Allow Sharing on Social Networks.**

Recognition 3.0 takes into account the various technologies that your employees are using to share their day-to-day life. Allowing your employees to share their successes on their preferred social network multiplies the impact of the recognition.

**3. Make It Their Choice.**

Don't force the recognition out to their various networks. Recognition, while social, is also personal. Allow your employees the ability to choose what and with whom they share. Your recognition program should give them the choice of networks.

**4. Manage Content But Don't Dictate.**

Educate your employees on about how to share effectively without compromising the organization. The key here is to allow for sharing the fact they were recognized – not the intimate details of the activity.

**5. Expand Your Recognition Web.**

Recognition 3.0 assumes there are multiple ways your employees impact your brand and your business and allows those connections. Create ways for vendors and clients to recognize your employees. Think in terms of the entire web of interactions your employees have.



Watch the full webcast to learn more about how to expand recognition to your entire social web, even if it's outside company walls.

<http://www.achievers.com/resources/recognition-30-future-employee-engagement-0>



Achievers (formerly I Love Rewards) is passionate about employee rewards and Social Recognition. Our software helps engage employees and inspire performance globally. Achievers' customers include Deloitte, 3M and Microsoft.