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Social Media Education For Singapore Companies

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Singapore - Singaporean gamers can soon look forward to taking their skills to the office, as more local businesses keep up with the global trend of using social media in the corporate world.

NO IMAGE AVAILABLE

At the Business Gets Social event last week, IBM's vice-president Sandy Carter stressed companies should be able to "have fun" while learning more, by integrating social media into business operations.

IBM and The Institute of Systems Science of the National University of Singapore (NUS-ISS) have signed a memorandum of understanding to set up the country's first-ever Enterprise Social Business Centre of Excellence, *AsiaOne* reported.

Supported by the Infocomm Development Authority of Singapore and Workforce Development Agency, the centre hopes to help local firms utilise social media to raise productivity, foster innovation and boost Singapore's competitive advantage.

Carter explained how social media and analytic tools used within a company's private network can allow employers to track employee sentiments and discover possible areas of contention faster than through traditional means.

However, she acknowledged many companies remain fearful to venture into public social media networks, worrying about possible customer backlash.

Despite this, Carter said, "It is far more risky not to be engaged in social, than to be engaged in social."

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