ORACLE FUSION WORKFORCE REPUTATION MANAGEMENT

*Oracle Fusion Workforce Reputation Management* harnesses social networks to help organizations discover, mobilize and retain talent by providing insight into employee’s social reputation and influence while also helping organizations monitor employee social media policy compliance and mitigate social media risk.

### Improve Awareness and Decisions on Talent

Ever wonder what your workforce knows that you don’t know? Many organizations measure the skills and competencies they think they need today, but are unaware of other skills and competencies within their workforce that could be essential tomorrow. Do you know if your workforce has the reputation and influence to make their skills and competencies more effective? Many organizations don’t have insight into the social media “reach” their workforce has, which is becoming more critical to business performance.

Oracle Fusion Workforce Reputation Management provides organizations the knowledge and insight into these important areas of workforce analysis through three features:

- **Talent Search and Discovery.** Searching a wide, extensible set of social networks for rich talent profiles, organizations can use information to discover and promote internal talent and suggest potential talent that fills out project or team needs.

- **Employee Reputation and Influence.** Measuring the connections and “reach” of workers and candidates through various social media, results are provided using a scoreboard approach to rating influence. Oracle Fusion Workforce Reputation Management provides actionable reputation feedback for employees.

- **Brand Protection and Compliance.** Continuous monitoring of social media targeted to regulated industries, financial services, government, Management is alerted when violations of social media policy controls occur.

These features in turn help organizations, managers, and employees improve the following:

- **Hiring and Assignments.** People and teams with higher reputations are considered more valuable and effective workers. Someone with high reputation who refers a candidate also can have high credibility as a source for hires.

- **Training and Development.** Reputation trend analysis can impact program decisions regarding training offerings. Worker reputation impacts development plans and goal choices.

- **Finding Hidden Talent.** Managers can discover hidden talent and skills amongst employees based on a combination of social profile information and social media reputation. Employees can improve their personal brand and accelerate their career development.
KEY BENEFITS

- Improve hiring and assignment decisions
- Credible measure of skills
- Discover hidden talent through reputation-based suggestions
- Promote and retain top talent
- Improve training and development opportunities

Figure 1 – Skills Faceted and Tag Cloud Search

Talent Search and Discovery

Oracle Fusion Workforce Reputation Management helps you find information on people that might otherwise be hidden. By leveraging access to candidate and worker social profiles as well as their social relationships, Oracle Fusion Workforce Reputation Management provides you with a more complete picture of their knowledge, skills, and attributes. This more complete information helps to find the right talent outside your organization as well as the right, perhaps previously hidden, talent within your organization to fill roles and staff projects.

Reputation Brings Credibility

Oracle Fusion Workforce Reputation Management provides a clearer picture of how candidates and workers are viewed by their peers and communities across a wide range of social reputation and influence metrics. This information is less subject to individual bias and can impact critical decision making.

Figure 2 – Review of Organization Reputation

Knowing an individual’s reputation and influence enables your organization to predict how well their capabilities and behaviors will have a positive effect on desired business outcomes. Many roles that have the highest impact on overall business performance are dependent on that individual’s influence and reputation.

In addition, reputation and influence measures offer a very tangible source of feedback for workers, providing them with insight that helps them develop themselves and their careers and
see the effectiveness of those efforts by tracking changes over time in their reputation and influence.

The following are the different reputation and influence measures of the workforce that Oracle Fusion Workforce Reputation Management gathers and analyzes:

- **Generosity.** How often the user reposts other’s posts.
- **Influence.** How often the user’s material is reposted by others.
- **Engagement.** The percentage of recent posts with references (e.g. links to other posts) to the total number of posts.
- **Activity.** How frequently the user posts. (e.g. number per day)
- **Impact.** The size of the users’ social networks, which indicates their ability to reach unique followers, friends, or users.
- **Clout.** The number of references and citations of the user’s material in others’ posts.

Figure 3 – Review of Organization Compliance

**Protect and Promote Your Brand**

More and more of your organization’s workforce are on social media, presenting both risk as well as opportunity for your organization. Oracle Fusion Workforce Reputation Management allows you to measure and report on compliance areas that are important to you and your organization. Management is provided an early warning when individuals need advice how to communicate better and more appropriately represent themselves and their company on social media. This not only helps mitigate risk for all involved parties, but also helps develop employees as more effective brand ambassadors.

The following are the different compliance measures of the workforce that Oracle Fusion Workforce Reputation Management gathers and analyzes:

- **No profanity.** Avoid profanity in posts or updates.
- **Non-disparagement.** Avoid language that would be considered disparaging to/by others.
- **Use disclaimer.** Always use the disclaimer that all opinions are your own. Do not speak for the company.
- **Respect confidentiality.** Do not disclose any confidential information.
- **Respect references.** Respect the copyrights, trademarks, and content of other authors and companies.
- **Future offerings.** Avoid discussion of future offerings by the company.
Oracle Fusion Workforce Reputation Management takes the wide range of disparate data about your workforce being produced across various social media platforms and transforms it into accessible, relevant, and actionable information that helps your organization achieve its desired business objectives.

Contact Us
For more information about Oracle Fusion Workforce Reputation Management, visit oracle.com or call +1.800.ORACLE1 to speak to an Oracle representative.