

- Facebook Workplace is a social networking tool for enterprises
- Built in almost the same format as Facebook for general purpose social networking
- Launched in 2016 after extensive testing across multiple organizations
- Competitors include Yammer, Salesforce Chatter, SAP Jam Collaboration etc.

- Real time communication with colleagues
- Familiar features available, such as News feed, live chats, group video etc
- Multi-Company Groups allows people from different organisations to work together
- Provides analytics and single sign-on in addition to integration of Workplace with the existing IT system
- Integration with many of the common applications

About

Functionalities

Improvements



by **facebook**

Our View

- Difficult to manage any discussions, should improve it
- Not suited for work coordination between team members
- Content storage is available but content management features need to be added
- Difficult to crowd source answers for employee questions

- Adoption will be easy as looks very similar to Facebook
- Not much planning behind the way features are planned. An attempt to replicate the general Facebook features
- Social networking applications should be bundled with content management and project coordination tools. Workplace does not have those features