



# GETTING TO 30 PERCENT ESTABLISHING DIGITAL PRESENCE

Digital technologies that enable virtual work change how people collaborate. In remote work, you lose the benefits of nonverbal and spontaneous communication that create shared experiences and understanding crucial to social bonding. This is called the mutual knowledge problem.

Developing a digital mindset means learning new practices for achieving digital presence with your collaborators, managers, clients and the broader organisation.

## *Best practices to lay the foundation for digital presence:*

### SEND UPDATES; DON'T WAIT

Let your team know you're making progress, whether or not you might need course direction, and that you're engaged.



### CREATE A SENSE OF CURIOSITY

Don't be afraid to use ambiguity to pique your teammates' interest when necessary, but don't overdo it.

### COMMUNICATE ON THEIR TIMELINE, NOT YOURS

Keep your teammates' schedules and time zones in mind when you reach out to them.



## *Best strategies to use internal social media for digital presence*



### ARTICULATE THE RESPONSE

Interactions on social media help you see how your teammates fit into your organisation, what roles they play, and how they contribute.

### LOOK TO LEARN

Keep a lookout for helpful information. Social media platforms open up dialogues that would otherwise remain trapped in private email exchanges.



### GET PERSONAL OR SOCIAL

Don't be afraid to socialise with people on social media platforms, even when subjects aren't work-related. Casual chats with team members build natural rapport that leads to better collaboration.

### FOCUS ON THE RIGHT DATA

Keep a lookout for less visible forms of knowledge - for instance, knowledge of the organisations politics and processes.



### REMAIN "IN MIND" WHEN "OUT OF SIGHT"

Stay active on the platform! Let others know you're out there.

Establishing the close, collaborative working relationships that we all need to thrive in the digital age means developing a mindset that expects the mutual knowledge problem and learns strategies to compensate. Establishing a digital presence is key!