

The True Cost of Enterprise Social Media

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Typing

Table: The Cost of Typing on Social Media

Type of Content	Cost
Questions	2.4 EUR
Answers	2.0 EUR
Status update	0.2 EUR
Email	0.9 EUR

Multitasking

Task Switching

- Attention residue: 20% lower productivity
- IQ: drop of 10 points
- ...

Long Term Multitasking

- Getting worse results
- Become unable to filter information
- ...

Organizational Problems

Managerial Support

- Managers need to support it and be on it

Signaling

- Appearing busy without doing the work

Attention Seeking

- People not getting expected attention will stop using it

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"Mrs. Anderson, look! I'm only six and already
I have 20 followers!"