



YAPSTER

SOCIAL LEADERSHIP

DATA FROM THE BEST

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INTRODUCTION

Thank you for downloading this document to explore the data footprints of the best 'Social Leaders' we work with at Yapster.

Many of the featured leaders also out-perform their peers across a range of commercial KPIs. Their commercial numbers are confidential and beyond the scope of this report but, if you're a seasoned business leader, you will know well that:

- **MISCOMMUNICATION CAUSES WASTAGE AND COST;**
- **ENGAGED EMPLOYEES TEND TO BE MORE PRODUCTIVE; AND**
- **DELAYERING OPERATIONS CAN INCREASE ORGANISATIONAL RESPONSIVENESS WHILST BOOSTING PROFITS THROUGH COST REDUCTION.**

What I hope will be new and interesting is seeing how the individuals featured in this report are taking the lead in personally contributing to these long-delegated company objectives. Never has it been truer that a handful of motivated individuals can transform the world, one organisation at a time.

This report proves in numbers that modern leaders are increasingly making time to personally communicate with colleagues up, down and across their organisations by smartphone.

I HOPE YOU ARE AS INSPIRED AS I AM BY THE LEADERS IN THE STORIES IN THIS REPORT.

Please do reach out to me if you would like to discuss the state and development of Social Leadership in your own organisation.

We would be delighted to help you digitise your managers' influence and overtake analogue rivals within your competitor set.



ROB LIDDIARD
CO-FOUNDER CEO
YAPSTER
ROB@YAPSTER.CO.UK

WHAT IS SOCIAL LEADERSHIP?

Social Leadership is the practice of influencing people at work, using digital tools such as the smartphone and whole-company communication software.

According to Statistica, around **95% of working age adults now own a smartphone** (80% in the 55-64 year old bracket). This means, for the first time in business history, it is now possible for a leader (or group of leaders across an organisation) to communicate directly with an entire workforce in real time - irrespective of company scale or geographic spread.

In the wake of this technology revolution, leaders no longer have a legitimate structural excuse for presiding over broken workflows and miscommunication.

A SOCIAL LEADER CAN ALIGN AND INSPIRE EMPLOYEES AT SCALE:



1 - BROADCASTING

Reinforcing company culture and empowering colleagues. You can broadcast on Yapster by using the 'News' feature.

2 - REACTING & ENGAGING

Improves performance through affirmation. You can react and engage on Yapster by commenting and 'liking' colleagues' posts.

3 - DIRECT COMMUNICATION

Removes miscommunication and increases company cohesion. You can engage in direct communication using Yapster, with private yapping and group chats.

HOW TO USE YAPSTER FOR SOCIAL LEADERSHIP

COMMUNICATING COMPANY-WIDE: POSTING “NEWS”

The news feed is a space to give company updates and promote culturally or operationally relevant content to all employees.

To create a news post, simply tap the pencil icon in the top right corner of the news tab. You will be prompted to add media and ‘share your story’ (i.e. your accompanying text). When done, click the Share button to post.



TOP TIPS FOR ENGAGING NEWSFEED POSTS:

- Use pictures - make sure the picture is relevant to the post.
- Keep posts short and sweet - add a link to the post for more information.
- Remember your audience - no need to be too formal, remember you're talking to your colleagues. Don't be afraid to use a few emojis.
- Use the @ function to tag your colleagues in your post and call them to action. Mentions are a great way to promote employee recognition and encourage interaction.
- Add a #hashtag to create trends and make it easy to find content relating to specific campaigns.

DIRECT MESSAGING - SENDING A “YAP”

Yaps allow leaders to connect personally with team members on an individual or local team level (including frontline colleagues who typically don't have company email addresses).

**STEP
1**

FROM THE “FIND” TAB, SEARCH PEOPLE, LOCATIONS, OR GROUPS

**STEP
2**

INPUT THE RELEVANT COLLEAGUE'S NAME, ROLE OR LOCATION

**STEP
3**

CLICK THE SPEECH MARK ICON TO THE RIGHT OF THE SEARCH RESULT

**STEP
4**

IF YOU HAVE SELECTED A ROLE OR LOCATION GROUP, GIVE THE YAP A TITLE AND CONFIRM PARTICIPANTS AND THEN CLICK “CREATE”



**STEP
5**

TYPE AND SEND YOUR MESSAGE!



MEASURING INFLUENCE

The current Yapster “influencer score” takes into consideration the proportion of employees in an organisation a leader has engaged with over a 4 week period, through:

- **PRIVATE YAPS**
- **GROUP YAPS**
- **COMMENTS TO POSTS**
(this would be the post creator and anyone else who commented against the post)
- **REACTIONS TO POSTS OR COMMENTS; AND**
- **NEWSFEED POSTS**

Weightings are applied to each of these 5 factors which results in an overall maximum possible score of 10,000. To achieve a score of 10,000 a leader would have to interact with every employee at least once in each of the 5 ways above. A perfect score of 10,000 is therefore not expected, and instead it is the relative ranking of the influencer scores which is most valuable.

Current constraints to this algorithm are 1) it does not take into consideration the size of an organisation; and 2) it does not take into consideration the quantity of interactions. Both of these factors will be taken into consideration in the future iterations of the algorithm.



CEOS, FOUNDERS & EXECUTIVES

THE DATA SAYS

NEWSFEED:

- Post at least once a month, super active leaders maybe up to 10+ times a month.
- Include a mix of content: company updates, recognition for employees, personal thoughts, messages and videos.
- Frequently comment and react to other newsfeed posts.
- These do not need to be limited to specific days or times.

YAPS:

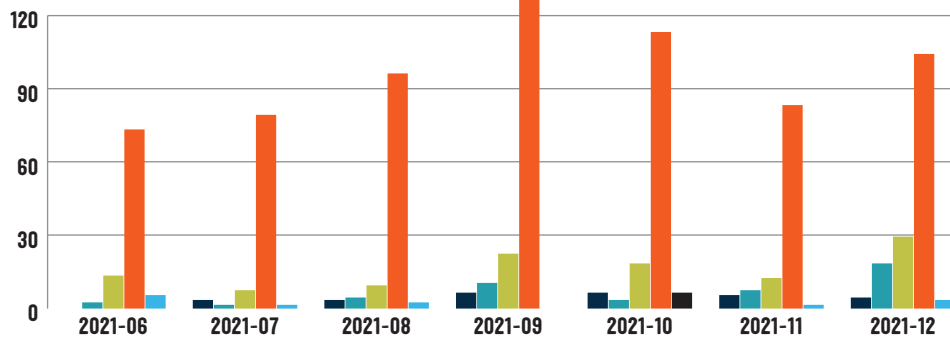
- Minimal group and private messaging.
- Any group yaps are more likely to appear in Exec team / Head Office groups.



SOCIAL LEADERSHIP STARS

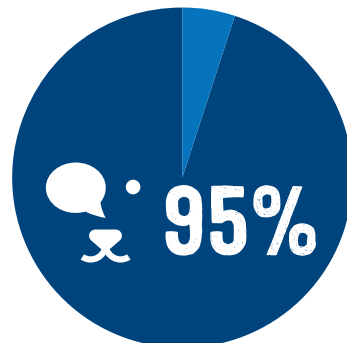
WENDY BARTLETT EXECUTIVE CHAIR - BARTLETT MITCHELL

INFLUENCER SCORE:
3800



Wendy is an excellent example of social leadership in action, regularly posting to the newsfeed and also taking time to directly interact with individual colleagues by commenting on their content.

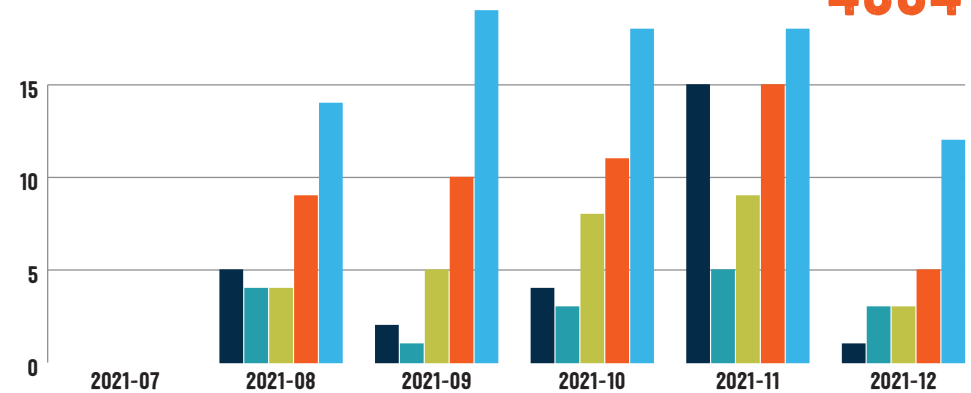
95% of Wendy's team are onboarded to Yapster, with 78% active weekly and 42% active daily. Colleague satisfaction with Yapster (NPS) is 42.



● GROUP YAPS ● PRIVATE YAPS ● NEWSFEED POSTS ● COMMENTS ● REACTIONS

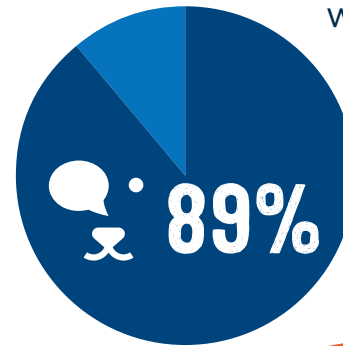
VERNON LORD CEO - EAST COAST CONCEPTS

INFLUENCER SCORE:
4004



Vernon consistently communicates with his East Coast Concepts team through all-company news updates.

Consequently he enjoys a very vibrant Yapster workspace, with **89% of employees onboarded**, 85% active weekly, 61% active daily and 45% interacting (i.e. replying to, not just passively reading, content).



MANAGING DIRECTORS

THE DATA SAYS

NEWSFEED:

- Post between 4-8 a month, super active directors might post up to 15+.
- Leadership updates and company announcements.
- Team recognition following site visits.
- Frequently comment and react to posts.
- Have a regular time to post for consistency.

YAPS:

- Less frequent yapping, maybe 20-80 a month across both group and private.
- Yaps mainly for operational purposes and employee recognition.
- Majority of group yaps in leadership and operations group chats.

“YAPSTER REALLY BECAME A LIFELINE FOR SOME AND OUR MAIN INTERNAL COMMUNICATION TOOL DURING THE PEAK OF THE LOCKDOWNS... WE HAVE A GREAT PLATFORM TO KEEP THE MOMENTUM OF THAT ENGAGEMENT GOING.”

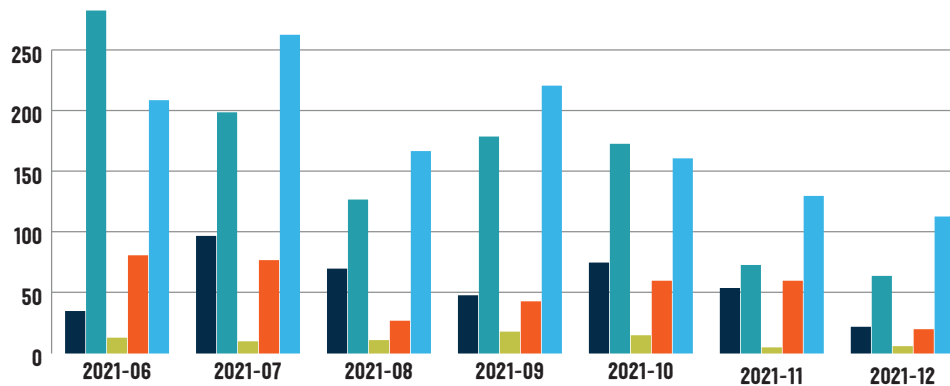
Anthony Prentice

Divisional Managing Director - Bartlett Mitchell

SOCIAL LEADERSHIP STARS

NEIL SEBBA MANAGING DIRECTOR - TOSSED

INFLUENCER SCORE:
5280



Neil runs a lean operation at Tossed, using Social Leadership to flatten the company hierarchy and empower frontline colleagues to make as many local decisions as possible.

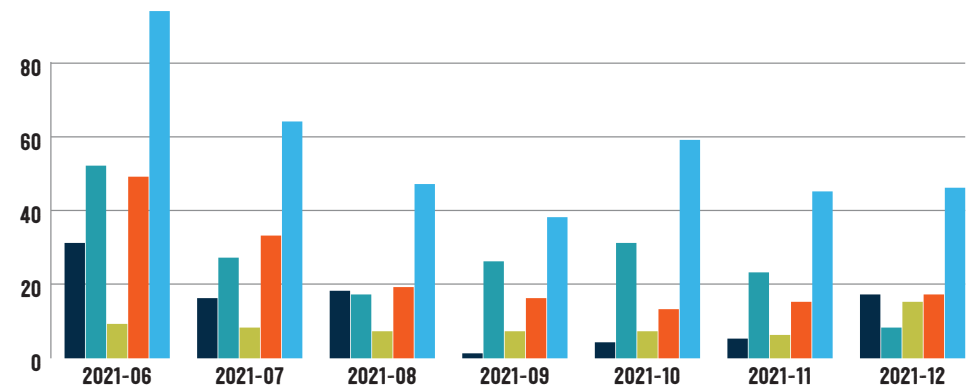
100% of Neil's team are onboarded, 92% of them are active weekly and 69% interact. Their Yapster satisfaction score (NPS) is 41.



● GROUP YAPS ● PRIVATE YAPS ● NEWSFEED POSTS ● COMMENTS ● REACTIONS

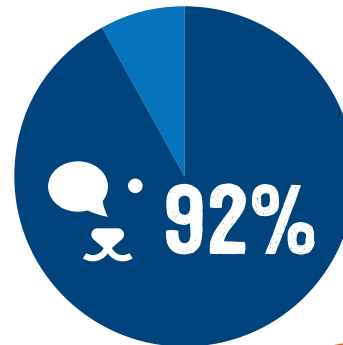
KENNY BLAIR OWNER & MANAGING DIRECTOR - BUZZWORKS

INFLUENCER SCORE:
3891



Kenny, MD of leading Scottish bar group Buzzworks is another leader who consistently makes time to share company news.

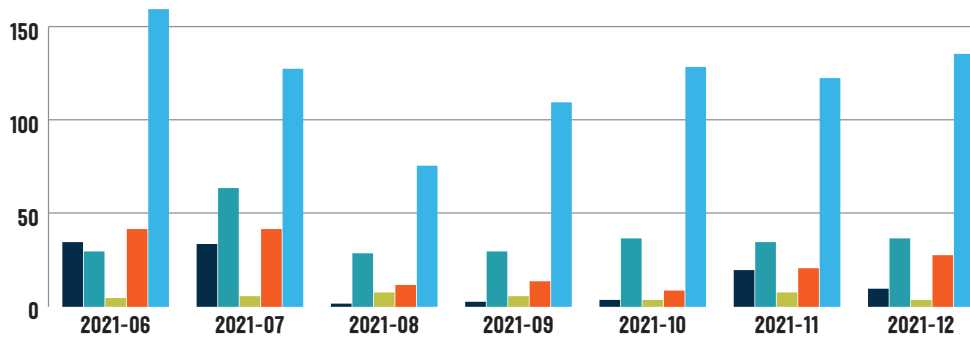
92% of Buzzworks' 569 employees are onboarded to Yapster, with 93% active weekly, 70% active daily and 65% interacting.



SIMON BUNN FOUNDER & DIRECTOR - BREWHOUSE & KITCHEN

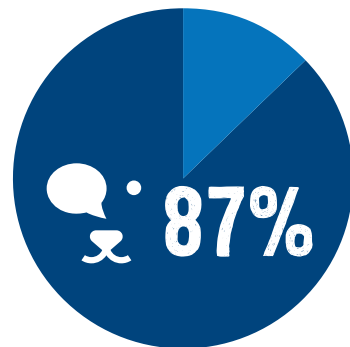
INFLUENCER SCORE:

5583



Simon at leading Brewpub, Brewhouse & Kitchen (along with Ops Director Mark McFadyen, referenced in the following section) is another leader who consistently makes time to share news at all-company scale.

87% of Simon's team are onboarded, 82% are active weekly 51% are active daily.



● GROUP YAPS ● PRIVATE YAPS ● NEWSFEED POSTS ● COMMENTS ● REACTIONS

OPERATIONS DIRECTORS

THE DATA SAYS

NEWSFEED:

- Post on average 4-8 times a month.
- Post about operational performance, company announcements and employee recognition or motivation.
- Frequently comment and react to posts.
- Have regular times they post in the day.

YAPS:

- Less frequent at yapping, less than 50 a month.
- Yap groups are for Exec / leader / manager, Ops Managers or specific topics like menu development or for Q&A from employees.



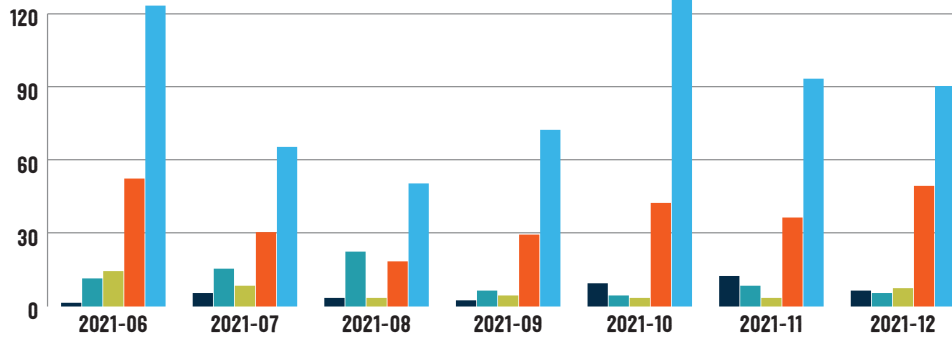
SOCIAL LEADERSHIP STARS

Operations Directors lie at the heart of keeping teams connected. An Ops team is the centre of how a company runs, and therefore thrive off the buzz of teamwork.

Examples of Operations Directors excelling are Mark McFadyen from Brewhouse and Kitchen, Bret Astle from Tenpin, and Tim Selby from Gusto.

MARK MCFADYEN OPERATIONS DIRECTOR - BREWHOUSE AND KITCHEN

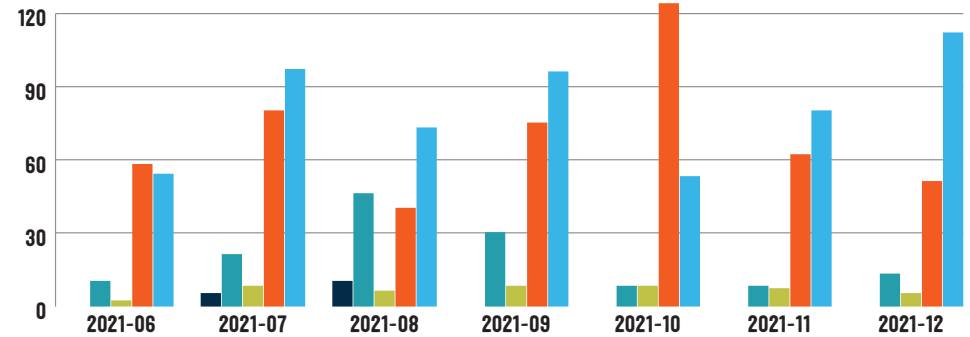
INFLUENCER SCORE: **4310**



● GROUP YAPS ● PRIVATE YAPS ● NEWSFEED POSTS ● COMMENTS ● REACTIONS

BRET ASTLE OPERATIONS DIRECTOR - TENPIN

INFLUENCER SCORE:
3548



EASILY SEND YAPS
TO A COLLEAGUE



DIRECTORS, HEAD OF PEOPLE, HR & LEARNING

THE DATA SAYS

NEWSFEED:

- 5-10 posts a month.
- HR related announcements: recruitment, recognition, company events, welcoming new staff, sharing employee stories aligned to company culture.
- Regularly react and comment on posts
- Post spontaneously as opposed to regular times.

YAPS:

- Frequent yaps, predominantly private for HR related / operational messages
- 200+ yaps a month.
- Group yaps in manager groups, people team groups, for employee Q&A and feedback, policy related groups and wellbeing groups.

“ THE MORE I CAN HELP GET PEOPLE ONBOARD AND USING YAPSTER THE BETTER, IT'S HONESTLY DONE WONDERS FOR OUR BUSINESS. COULDN'T BE HAPPIER WITH IT. ”

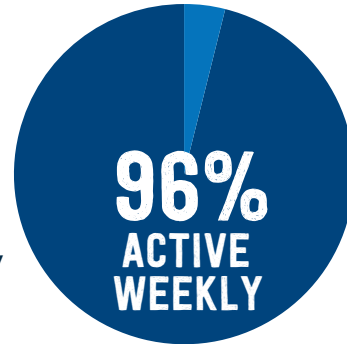
Hannah Swarbrick-Done

People & Development Executive - East Coast Concepts

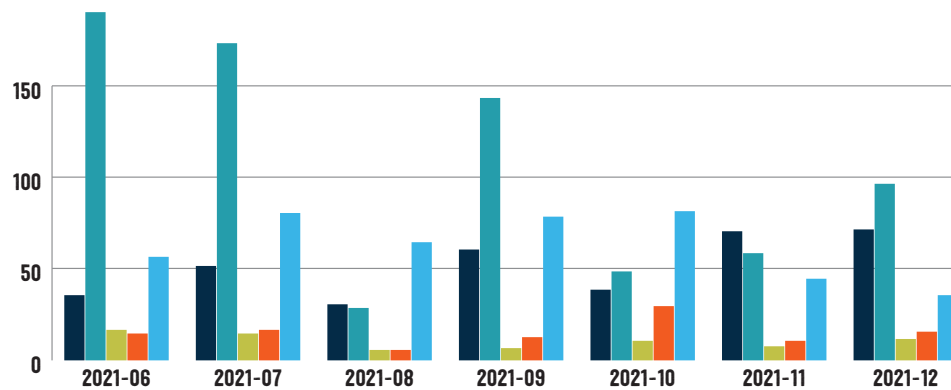
SOCIAL LEADERSHIP STARS

● GROUP YAPS ● PRIVATE YAPS ● NEWSFEED POSTS ● COMMENTS ● REACTIONS

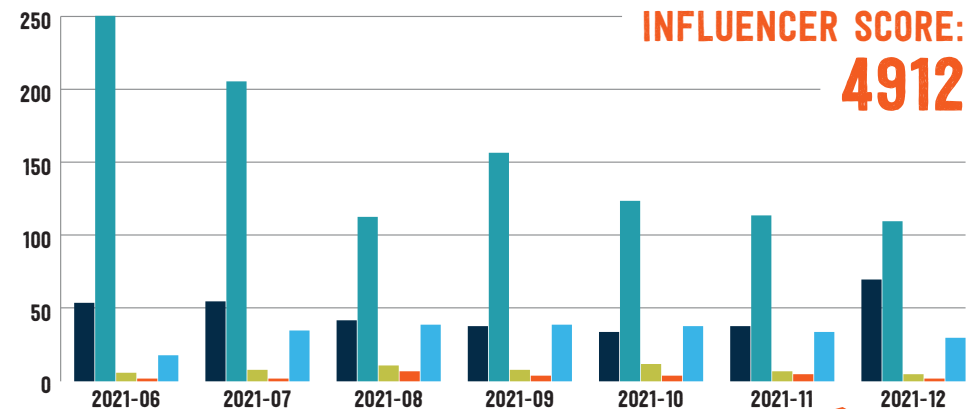
Anne-Marie Sarantis, Head of People at Gusto and Emily Timbrell, Head of Learning and Culture at Nobu Hotel London Portman Square are great examples of social leaders (**96% of Emily's onboarded users are active weekly**, 64% interact weekly and their Yapster NPS is 53).



ANNE-MARIE SARANTIS HEAD OF PEOPLE - GUSTO INFLUENCER SCORE: 5039



EMILY TIMBRELL HEAD OF LEARNING AND CULTURE - NOBU HOTEL LONDON PORTMAN SQUARE INFLUENCER SCORE: 4912



REGIONAL MANAGERS

THE DATA SAYS

NEWSFEED:

- Post on average 2-8 times a month.
- Primarily recognition posts for teams and employees in region and announcing visits to sites.
- Frequent comments and reactions.
- No regular times for posting.

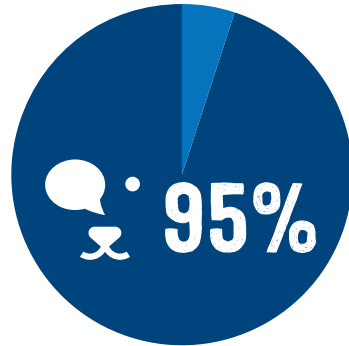
YAPS:

- Group yaps more than private yaps.
- Mainly interact in yap groups for your region, and yaps should be for team and individual recognition.

SOCIAL LEADERSHIP STARS

MOHAMMED RAHMAN REGIONAL MANAGER - SAFESTORE

95% of Mohammed's regional team is currently onboarded, with 81% active weekly and 56% interacting with each other weekly.



DOMINIC WILLIAMS AND ROB MCNAB, REGIONAL MANAGERS - CAFFE NERO

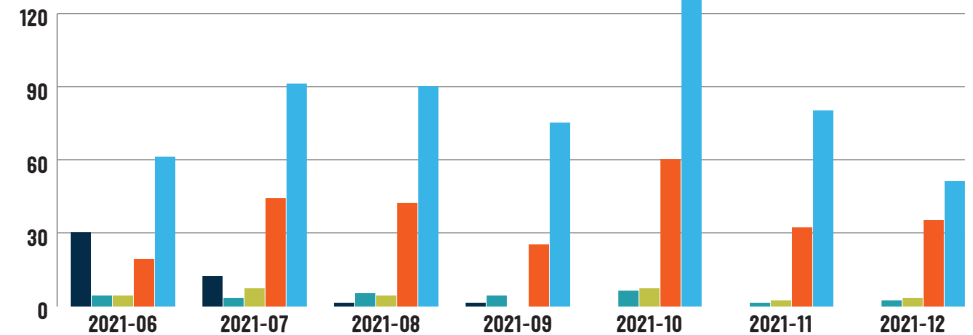
“ THE OPPORTUNITY TO COMMUNICATE DIRECTLY WITH EVERYONE IN MY REGION, SOMETHING I DO WEEKLY, IS OF GREAT POTENTIAL BENEFIT TO HOW I ENGAGE WITH THEM. ”

● GROUP YAPS ● PRIVATE YAPS ● NEWSFEED POSTS ● COMMENTS ● REACTIONS

LAURA BARLOW REGIONAL MANAGER - TENPIN

INFLUENCER SCORE:
2074

Laura has high newsfeed use, reacting to her colleagues' posts 90 times a month, posting 40 comments on the newsfeed a month, and posts herself 4-7 times a month.



AREA MANAGERS

THE DATA SAYS

NEWSFEED:

- 1-5 posts a month on average.
- React frequently, more than commenting.
- Posts tend to be well done messages / recognition for employees and sites in their area.
- No regular times for posting.

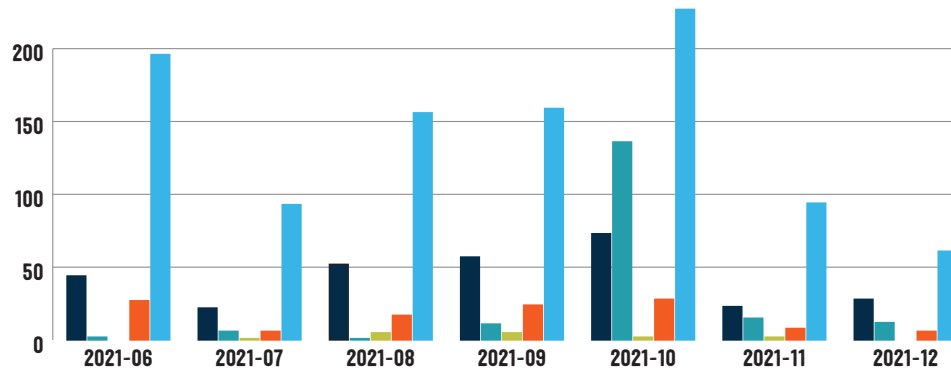
YAPS:

- Activity tends to be high, but that does not need to be yaps if you are frequent on the newsfeed.
- Tend to be part of manager yap groups, area yap groups, and site yap groups within their area.
- Messages tend to be a mix of operational and recognition.

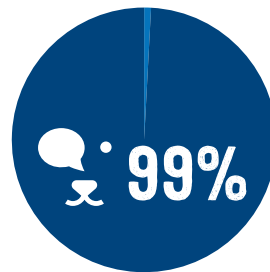
SOCIAL LEADERSHIP STARS

SAMANTHA REEVES
AREA MANAGER - KRISPY KREME

INFLUENCER SCORE: 1349

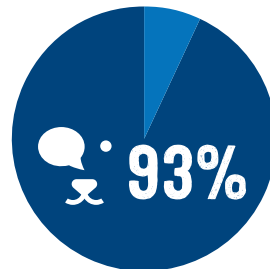


99% of Samantha's area is currently on boarded compared to 84% overall at Krispy Kreme, 74% weekly active, and 50% interacting weekly.



BARRY CORRIERI
AREA MANAGER - KRISPY KREME

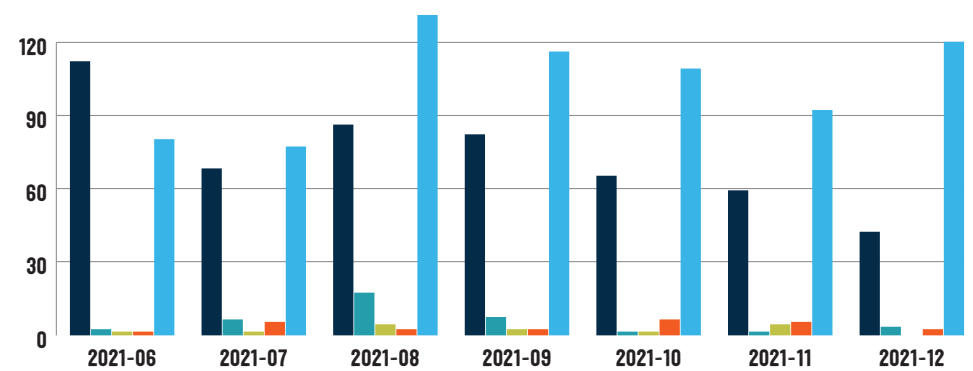
Barry's area currently has 93% onboarded, like Samantha - way over the 84% all-company benchmark.



● GROUP YAPS ● PRIVATE YAPS ● NEWSFEED POSTS ● COMMENTS ● REACTIONS

PATRICIA BRENNAN,
AREA MANAGER - CAFFE NERO

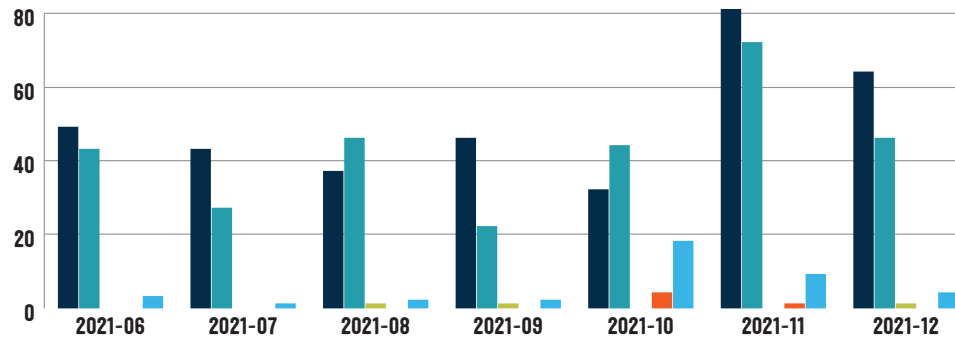
INFLUENCER SCORE: 1672



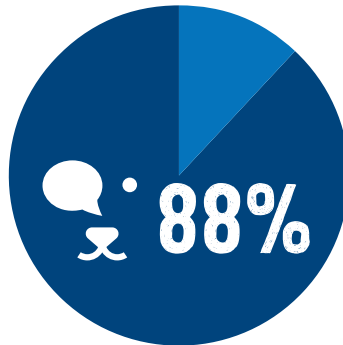
Patricia's area currently has 85% active weekly and 56% interacting weekly.

JENIFER HAMILTON AREA MANAGER - NEXT RETAIL

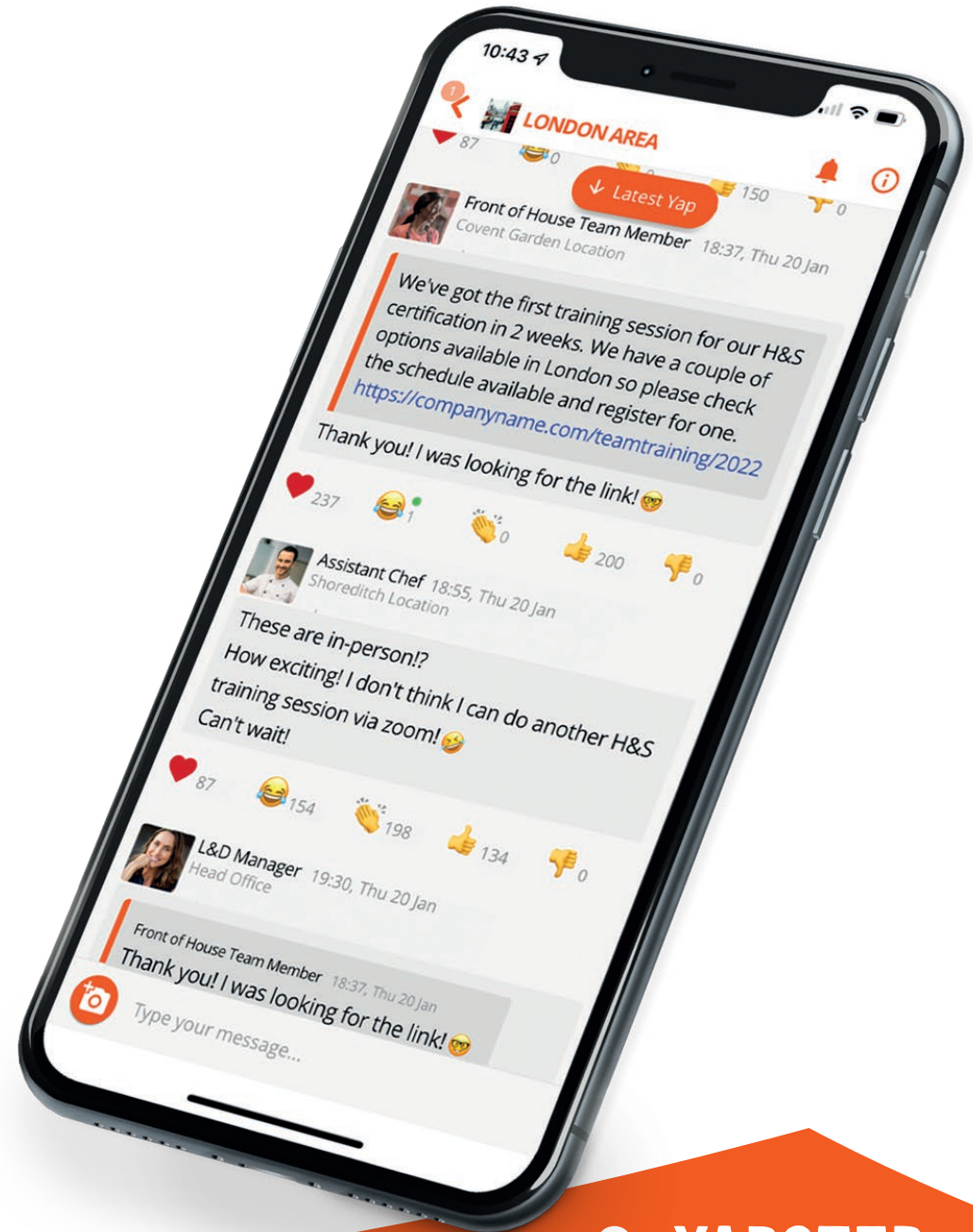
**INFLUENCER SCORE:
3003**



Jenifer's area currently has **88% onboarded**, 85% active weekly and 44% interacting with each other weekly.



● GROUP YAPS ● PRIVATE YAPS ● NEWSFEED POSTS ● COMMENTS ● REACTIONS



EXECUTIVE CHEFS

THE DATA SAYS

NEWSFEED:

- Post a couple of times a month.
- Limited reactions and posts.
- Posts for food pics or feedback and appreciation for team members.

YAPS:

- Tend to have a mix of group and private but mainly private, around 50-100 a month.
- Group yaps for location and kitchen group yaps, chef groups, manager groups and food or drink specific e.g. new menus.

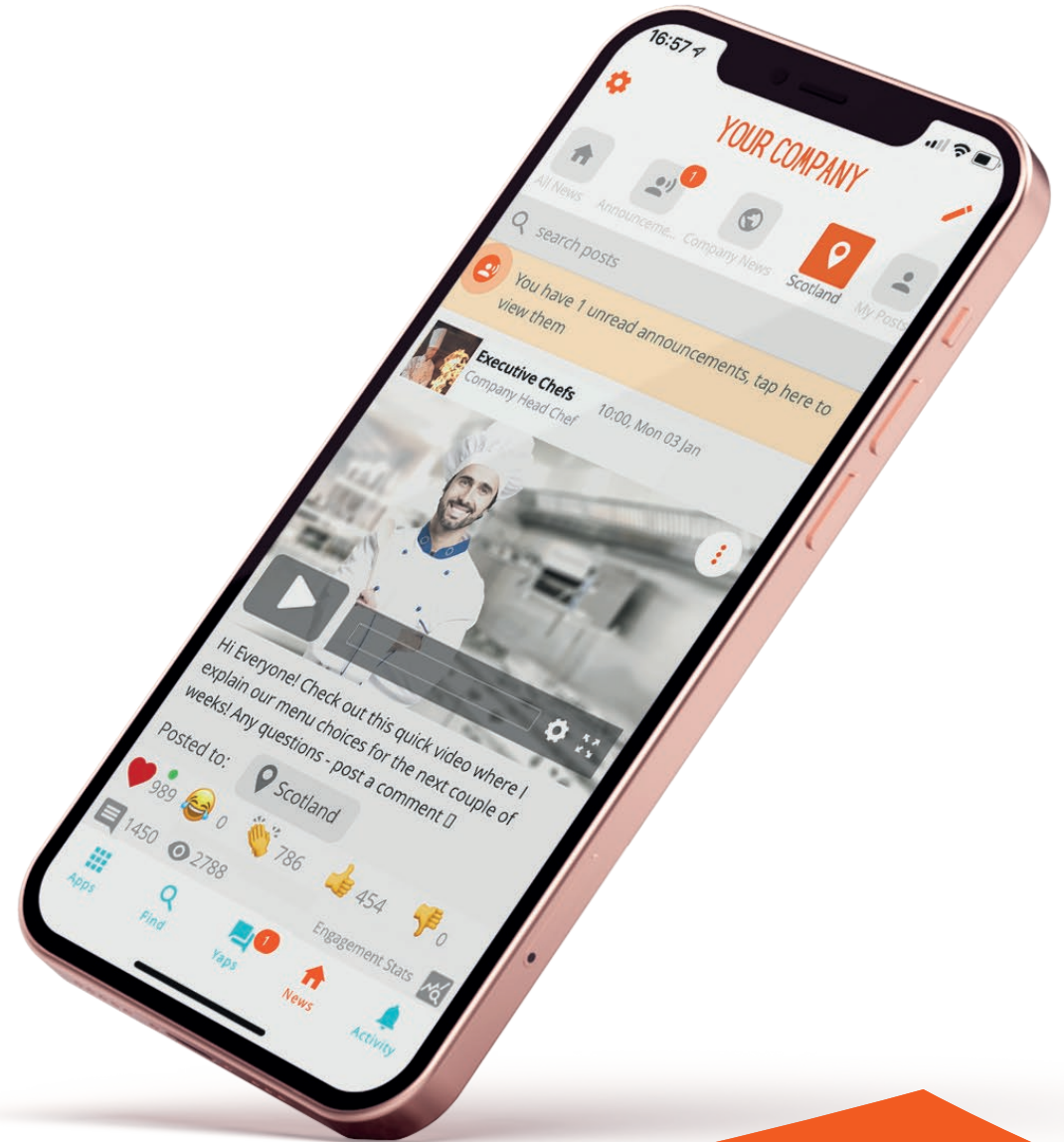
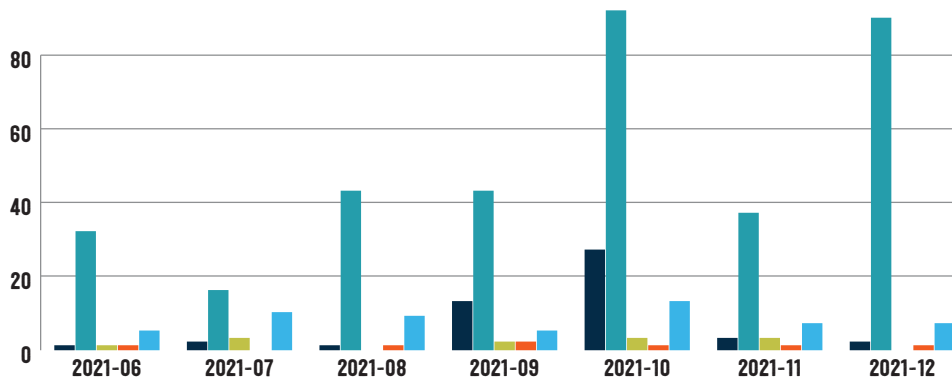
SOCIAL LEADERSHIP STARS

● GROUP YAPS
 ● PRIVATE YAPS
 ● NEWSFEED POSTS
 ● COMMENTS
 ● REACTIONS

Michael Paul, from Nobu Hotel London Portman Square sends between 50-100 yaps a month, alongside lots of reaction and newsfeed posts.

MICHAEL PAUL
EXECUTIVE CHEF -
NOBU HOTEL LONDON PORTMAN SQUARE

INFLUENCER SCORE: 1578



HEAD CHEFS

THE DATA SAYS

NEWSFEED:

- Approximately 5-10 posts a month.
- Posts for team recognition or food pictures.
- Frequently react to posts alongside some comments.

YAPS:

- Use yaps less frequently, maybe between 20-80 a month.
- Mix of private and group yaps for operational purposes.
- Groups can be a mix of chef groups, food related and operational.

SOCIAL LEADERSHIP STARS

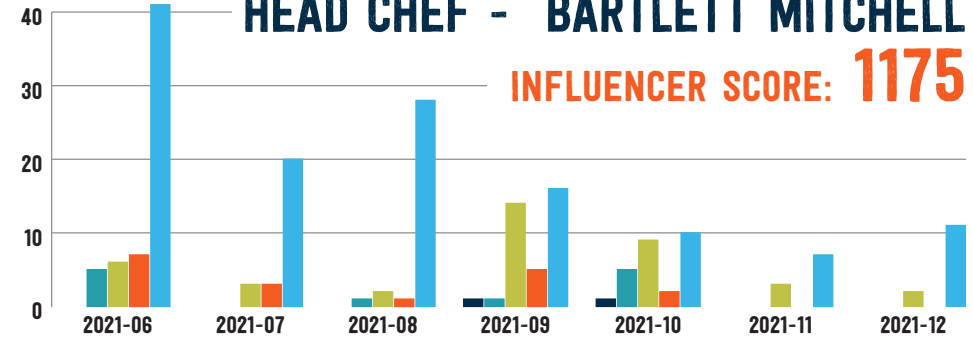
Bartlett Mitchell's head chefs Emma Killick and Sunil Varma are consistent Social Leaders, primarily using the newsfeed to share innovation and recognition business-wide from their respective kitchens.

GROUP YAPS PRIVATE YAPS NEWSFEED POSTS COMMENTS REACTIONS

EMMA KILLICK

HEAD CHEF - BARTLETT MITCHELL

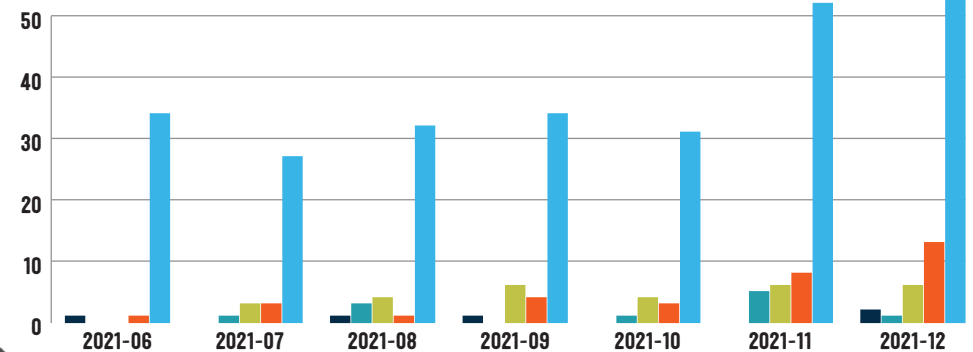
INFLUENCER SCORE: 1175



SUNIL VARMA

HEAD CHEF - BARTLETT MITCHELL

INFLUENCER SCORE: 3077



GENERAL & STORE MANAGERS

THE DATA SAYS

NEWSFEED:

- In general a minimum of 4 posts a month, up to 15 if you are a super social leader.
- Posts are focused on welcoming new team members, food and drink posts for new menus / promotions or recognising great work.
- Frequently comment and react to posts.
- No regular times for posting.

YAPS:

- Frequently yapping, a mix of group and private, for operational purposes.
- 200+ yaps a month.
- Main yap groups are with direct team and with other GMs alongside mix of other operational group yaps e.g. shift cover.

SOCIAL LEADERSHIP STARS

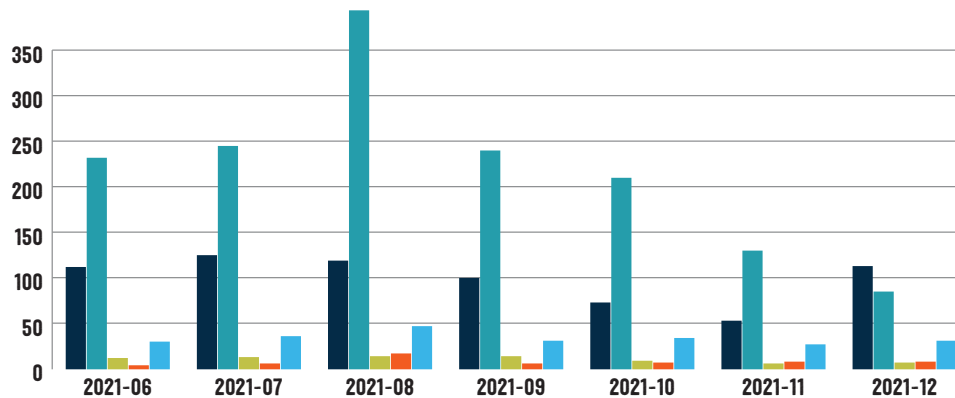
GENERAL MANAGERS AT MARAY

All of the Maray general managers have great usage, top is Lorna McBaugh. The current usage for her site is an amazing **100% onboarded**, all of which are active.

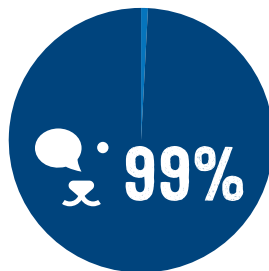


LORNA MCBAUGH GENERAL MANAGER - MARAY

INFLUENCER SCORE: 5882



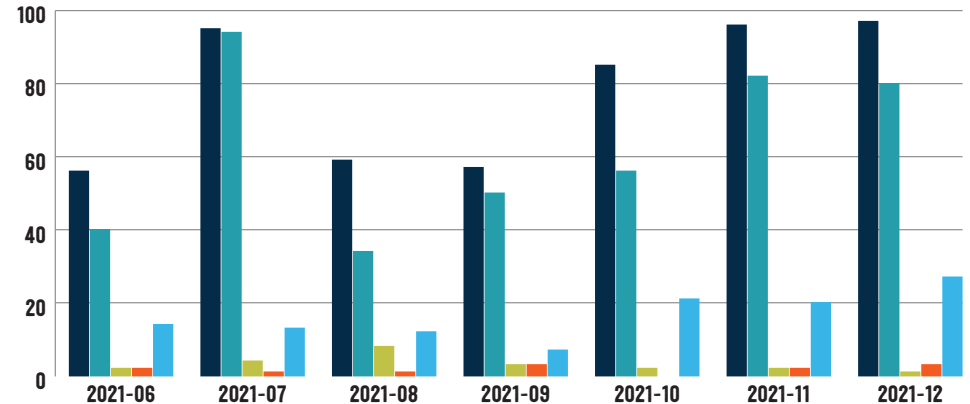
Other great examples at Maray are Johnny Ludon and Elliot Balman. Maray's overall usage statistics are **99% onboarded**, 89% weekly active and 73% weekly interacting, with a Yapster NPS of 48.



● GROUP YAPS ● PRIVATE YAPS ● NEWSFEED POSTS ● COMMENTS ● REACTIONS

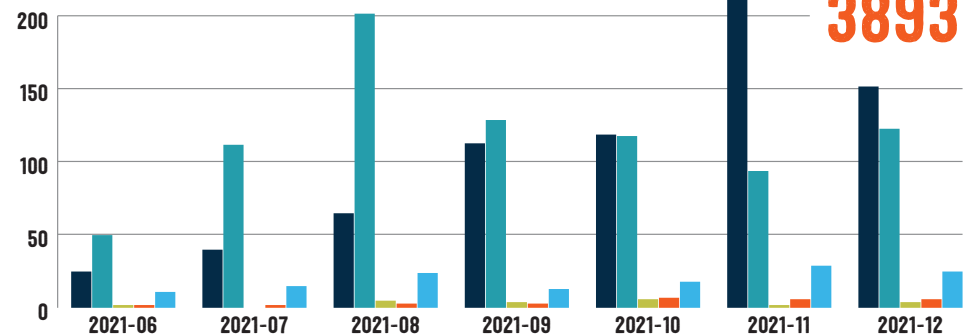
JOHNNY LUDON - MARAY

INFLUENCER SCORE: 4229



ELLIOT BALMAN- MARAY

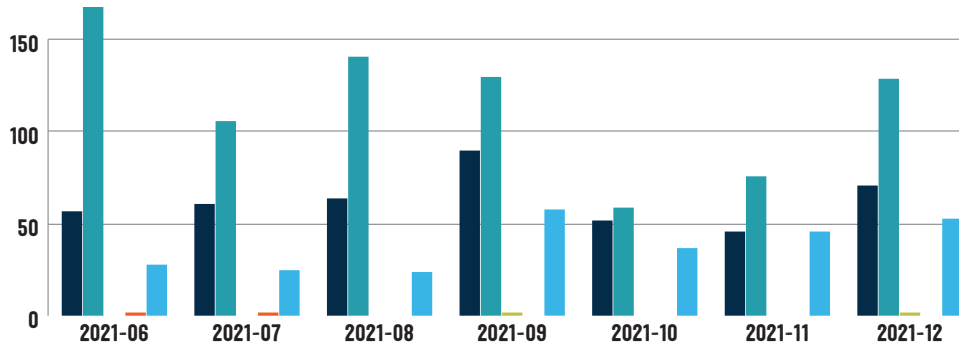
INFLUENCER SCORE: 3893



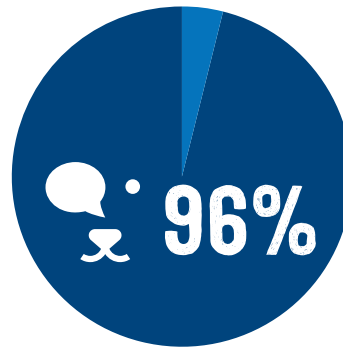
TILLY SHARPE GENERAL MANAGER - NEXT RETAIL

INFLUENCER SCORE:

1892



Another great general manager is Tilly Sharpe from Next Retail - currently her store has **96% onboarded**, 100% weekly active, 88% interacting weekly.



● GROUP YAPS ● PRIVATE YAPS ● NEWSFEED POSTS ● COMMENTS ● REACTIONS



YAPSTER



WWW.YAPSTER.INFO

YAPSTER, 2ND FLOOR, 85 CHARING CROSS ROAD, LONDON, WC2H 0AA