

## Presenting an Integrated Framework for the Introduction and Evaluation of Social Media in Enterprises

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**Abstract :** In this paper, we present an integrated framework that governs the introduction of social media into enterprises and its evaluation. It is argued that the framework should address the following issues: (1) the contribution of social media for increasing efficiency and improving the quality of working life; (2) the level on which this contribution happens (i.e., individual, team, or organisation); (3) a description of the processes for implementing and evaluating social media; and the role of (4) organisational culture and (5) management. We also report the results of a case study where the framework has been employed to introduce a social networking platform at a German enterprise. This paper only considers the internal use of social media.

**Keywords :** case study, enterprise 2.0, framework, introducing and evaluating social media, social media

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