

A Home Away from Home:

How The Social Hub Centralized Their Comms and Launched a New Brand





Make Room for What Matters

The Social Hub is a hybrid hospitality company headquartered in Amsterdam. It specializes in providing a dynamic experience that caters to a diverse range of guests from hotel, student and extended stay visitors. With a mission to foster community and connectivity, The Social Hub offers more than just accommodation. The company grounds include co-working spaces, meeting and event facilities, and a variety of food and beverage options.

The Social Hub is rapidly growing its footprint in the hospitality industry. It currently operates 18 hotels, with plans for expansion into new locations including Porto Rome, Florence Belfiore, Lisbon and Turin. In addition to its hubs, the company also maintains two offices in Amsterdam and Barcelona. With approximately 250 employees working in support hubs and around 1000 employees in operations, The Social Hub is committed to providing exceptional service and experiences to its guests.

Community-building is at the heart of The Social Hub's ethos, as it seeks to bring people from diverse backgrounds together through a range of events and learning programs. In December, the company launched a strategic partnership with Europe's leading digital skills academy Talent Garden, offering unique learning experiences to its community. This initiative not only extends the company's reach beyond the duration of a guest's stay but also provides its coworking community with access to the next generation of talent.



With a focus on fostering connections and creating memorable experiences, The Social Hub is dedicated to redefining the hospitality industry and enriching the lives of its guests and employees alike.

Challenges

Before the implementation of Staffbase, The Social Hub faced several key challenges in its internal communications strategy:

One Size Doesn't Fit All: Traditional methods like mass emails failed to engage employees effectively due to their generic nature. Messages were often overlooked or ignored, resulting in a feeling of information overload and critical information being missed. This lack of tailored communication contributed to a sense of disconnection among team members and hindered effective collaboration.

Lack of Data and Insights: Without the ability to track metrics such as email open rates and engagement levels, the organization lacked the necessary data to evaluate the effectiveness of its communication strategies. This lack of insight made it difficult to assess the impact of communication initiatives, identify areas for improvement, and make informed decisions to optimize internal communication channels.

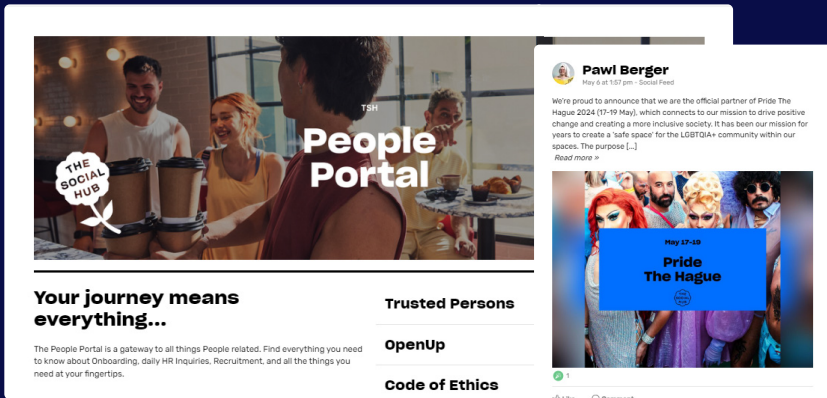


Manual Tooling and Processes: Without a centralized platform or tool for knowledge sharing, employees struggled to access relevant information in a timely manner. Additionally, the absence of an intranet for document sharing meant that employees had to navigate through complex access structures in other systems, leading to inefficiencies and frustration.



Nienke Starmans
Culture and Engagement
Manager, The Social Hub

“It was very hard to reach everyone, especially people in operations who are constantly on the move and not always behind a laptop. We relied on emails, which were often not received, and lacked data behind them.”



The Social Hub's People Portal and Celebrating Pride in The Hague

Selecting Staffbase

In addressing the communication challenges faced by The Social Hub, the decision to adopt a new solution was driven by a combination of long-standing issues and strategic opportunities, particularly amidst the company's rebranding efforts.

Seizing the Opportunity: The company's rebranding from the Student Hotel to the Social Hub presented a unique opportunity to implement a new communication platform alongside external brand changes. Aligning internal communication with the rebranding was deemed essential for ensuring employee buy-in and overall success.

Exploring Options: The process of selecting a suitable platform began with the formulation of a business case and obtaining approval to proceed. The company engaged with three vendors, including Staffbase, to evaluate their offerings. A dedicated working group was established to assess the platforms' functionalities and compatibility with The Social Hub's requirements. Employee feedback on their current internal comms efforts was also an integral part of the evaluation.


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THE EASTER DAILY QUIZ

1	2
3	4
5	6
7	8
9	10
11	12
13	14



The Social Hub SCAVANGER HUNT – Hunt for clues and crack the code to win.

Check the scavenger hunt calendar to follow each stage.

Find the yellow bombs team and submit your answer to the scavenger hunt calendar.

[READ MORE →](#)

Where?

Here.





Just how much do you truly, deeply know about our place of work?

From today until November 3rd. Challenge your teammates, test your boss, and follow the scoreboard to see how you progress.

[CHECK IT OUT →](#)

The Social Hub Hangout

1	2	3
4	5	6

Who is Who?

Want to know who works where and what they do? Browse to your heart's content and if you'd like drop them a note.





[MEET THE TEAMS →](#)

VIENNA

LEGAL

OPERATIONS HUB

FLORINCE

Interactive content like competitions and scavenger hunts boost engagement

The Ideal Partner: Among the vendors considered, Staffbase stood out for its professionalism, platform functionalities, and user-friendliness. While the vendors generally offered similar features, Staffbase’s adaptability to The Social Hub’s branding needs and its intuitive interface made it the preferred choice. The platform’s support and onboarding processes further solidified its selection.

Implementation and Launch

The implementation journey began with comprehensive Studio training sessions, allowing stakeholders to familiarize themselves with the platform’s functionalities and possibilities. A clear project plan was established, outlining weekly deliverables to ensure a systematic rollout. Additionally, the presence of a UX designer facilitated effective organization of information, preventing overload and enhancing usability.



To facilitate a smooth transition, the rollout was divided into two distinct phases. Phase one prioritized communication and activation, encouraging employees to embrace the platform for day-to-day interactions. Subsequently, phase two focused on constructing information portals, starting with the People Portal to centralize HR-related data.

Driving user adoption required innovative engagement tactics. The Social Hub leveraged activation campaigns, offering incentives such as team outings and prizes for early platform adopters. Engaging activities like creative competitions further encouraged participation while reinforcing the platform's value.

“There were lots of activation campaigns. During the launch week, we had a competition where the first team to sign up fully on the platform won a team outing. We also organized an online quest with daily questions, where employees could win prizes. Additionally, we launched branded T-shirts and held a competition where employees had to write a poem about their favorite city and share it on the social feed.”

— Nienke Starmans, Culture and Engagement Manager,
The Social Hub

Rebranding with Enhanced Communications

The introduction of The Social Hub's app and intranet coincided with a critical juncture: the transition from The Student Hotel to The Social Hub.

The Staffbase app played a central role in communicating the rebranding. On the day of the launch, a live blog on the platform disseminated updates on the merger of systems, email alterations, and public relations developments. By consolidating all pertinent information in one location, the company ensured that every employee fully understood the rationale behind the rebranding and the trajectory of the organization.

Company leadership also played a pivotal role in articulating the narrative of the rebranding. The Social Hub kicked-off the process with a company-wide meeting conducted by the board, explaining the reasons for the rebrand and celebrating the change.

Having a platform that supported user-generated content was a huge win for the organization, which was thrilled to see updates and photos from all the hotels during this exciting time. Images from parties and events filled the social feed and provided a lot of positivity and momentum around this milestone.

“We actively reached out to leaders asking them to lead by example and post updates on the social feed. We made sure the platform was visible everywhere, with posters and QR codes in offices and hotels, so leaders could easily access it. Subsequently, phase two focused on constructing information portals, starting with the People Portal to centralize HR-related data.”

— Nienke Starmans, Culture and Engagement Manager, The Social Hub

Following the launch, the company sustained the momentum through inventive campaigns. „Cyber Tuesdays“, focused on the topic of cybersecurity, emerged as a notable success, featuring engaging videos and content on the platform.

“We noticed that people weren’t captivated by the topic, so we wanted to make it more fun. For our first episode we featured a drag queen presenting the topic – it really improved engagement,”

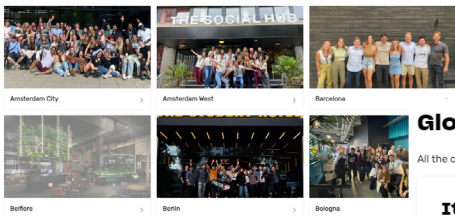
shares Nienke.

At the same time, they worked on generating excitement for the People Portal, which houses all the essential information. Acting as the gateway to the world of The Social Hub, the People Portal received widespread praise.

They also introduced the All Stars program in the hotels, where exceptional employee achievements are recognized and showcased on the platform. This initiative significantly boosted team morale and engagement, reinforcing the platform’s role as the heart of The Social Hub’s company culture and communication. Specific formats and schedules help the team organize and prioritize content being shared via the app.

So, take a moment to explore our locations, and learn more about the people and places that make The Social Hub so special.

Whether you're a long-standing employee or a new member of the team, we want to make sure you feel connected to all our locations. That's why we've created a page where you can explore each of our locations, learn more about the team members who work there, and get a deeper insight into the city and culture. Browse through our 16 locations (and exploring) and get to know the team!



The Social Hub's app makes employees feel connected

Global News

All the companywide news, views and breakthroughs.

It's Friday again, then Saturday, Sunday, what!?

May 3 at 11:16 am - Global News



Set the tone for an amazing weekend ahead with a TSH Trivia Quiz! We present you with a themed general culture knowledge question along with four answer options, your objective is to identify the correct answer. Can you outsmart your colleagues and emerge as the trivia champion? While you're here, [...] [Read more »](#)

A centralized space for global news means nothing gets missed

Impact and Results

The implementation of Staffbase has facilitated a shift towards shared ownership among team members, enhancing collaboration in sharing news and managing various platform channels.

The platform has played a pivotal role in nurturing the company's culture by fostering a sense of unity and connection among employees, especially as the company expands globally. It serves as a vital tool for preserving the organization's unique culture across different regions.

The Social Hub boasts a 65% activity rate and a commendable 91% registration rate, exceeding initial expectations. These metrics indicate how crucial the platform has become to the employees' day-to-day work.

Finally...

*"If you're considering a new communications platform, I'd say this: **Staffbase is definitely the platform you need for your company.** It makes the life of an internal communicator a lot easier, and it ensures that everyone in the company is on the same page. Additionally, it adds an extra layer of fun to communication and facilitates connection, especially in organizations scattered across different countries."*

— Nienke Starmans, Culture and Engagement Manager, The Social Hub

Registration rate:

92%

Active monthly user:

75%

Number of Platform visits in the last 6 months:

39,617



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