

SYMPOSIUM ON BUILDING BLOCKS FOR FUTURE SPACE EXPLORATION AND  
DEVELOPMENT (D3)

Space Technology and System Management Practices and Tools (4)

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## SOCIAL NETWORKS - A TOOL FOR SPACE AGENCIES?

**Abstract**

Following their successes in various domains, mainly directly with private persons, social networking sites have been deployed within enterprises and are gradually replacing functions previously served by the intranets. They are known to encourage informal communication between users and contribute to the social capital of the organisation. Such networks furthermore are reported to increase the internal information flow, facilitate or even revolutionise knowledge management, boost innovation levels and create senses of communities especially in organisations spread over different sites and cultures.

This paper reports on the introduction of an internal social network across all ESA sites. It discusses the objectives, scope and technical choices and analyses both quantitatively as well as qualitatively adoption rates, difficulties, and first impacts on the internal organisation.