



Stephen Chester is an Analyst with Consulting Technology, within Deloitte's Online practice in our Melbourne office. Here he offers some insight into social media and the importance it plays as a tool in user dialogue.

What social media applications are you a member of?

I have profiles Facebook, Twitter, YouTube, LinkedIn and Yammer, although I am most active on Twitter (@chester8).

Why do you believe social media is important in the workplace?

Social media provides a communication channel that otherwise would not exist; it ignores the traditional boundaries that exist in an organisation, and allow you to get information from sources that you otherwise might not have access too.

A great example of this is Yammer, which is kind of like Twitter for an organisation. It allows anyone to ask a question in a non-intrusive way, and everyone in the whole organisation can see it. I have seen it used by our CEO to source information for presentations to CIO conferences; he collected responses from all over the organization, from people of all levels from Graduates up to Partners.

What social media opportunities are available for you to utilise at Deloitte, and how do you engage with them daily?

We have access to all of the social networks at Deloitte, and most of the people I work with use Twitter and Yammer every day.

Twitter is a fantastic way for us to share links (mostly work related of course!), and we use it to keep up to date on developments in areas that impact our work. We have several official Deloitte Twitter feeds @Green_Dot, @deloitteonline and @deloitteigital

Yammer is an amazing tool that we use regularly when starting a new project to find out what industry or project specific expertise and knowledge there is within Deloitte that we can harness – there is invariably a useful reply that we would never had found without Yammer!

The social media explosion of the 21st century is picking up pace and gaining further momentum in the workplace

What do you feel is the best social media application for creating dialogue and why?

I think that Twitter (and its corporate cousin Yammer) offers the best opportunities for creating dialogues. In these applications, connectivity between people is entirely voluntary, and so everyone who is linked there is linked via a common interest or shared passion. In an environment like that there are many opportunities for like-minded people to connect, and hence for dialogues occur.

Why did you choose Consulting?

In Consulting you never get asked the same question twice; you are constantly learning, and applying your skills and knowledge in new situations. I can't imagine that there are many other jobs out there where you get to do so many different and interesting things!

What do you like most about working in the Melbourne Office?

This one is easy – the people! It is amazing to be able to come in to work every day with a talented and enthusiastic group of colleagues. When I accepted my graduate position here I did so on the back of the people I knew I would be working with more than anything else.

Get to know Stephan a bit better...

If you could go anywhere in the world, where would you go?

Antarctica. I have wanted to go to Antarctica for a while now; it is the place that is the most different from Melbourne that I can imagine!

If you could invite four famous people over for dinner who would you choose?

Tim Berners-Lee (Inventor of the World-Wide Web), Randall Munroe (creator of xkcd), Larry Page and Sergey Brin (co-founders of Google). I am showing my nerd colours here, but I think the conversation that these guys would have over dinner would be amazing!

Who do you admire and why?

Elon Musk. He is not famous, but as co-founder of PayPal he is certainly a successful businessman. What makes me admire him, however, is what he has done since then.

He co-founded SpaceX, which has been contracted by NASA to fly in place of the space shuttle when it retires.

He also co-founded Tesla Motors, which is aiming to bring electric cars to the mass market.