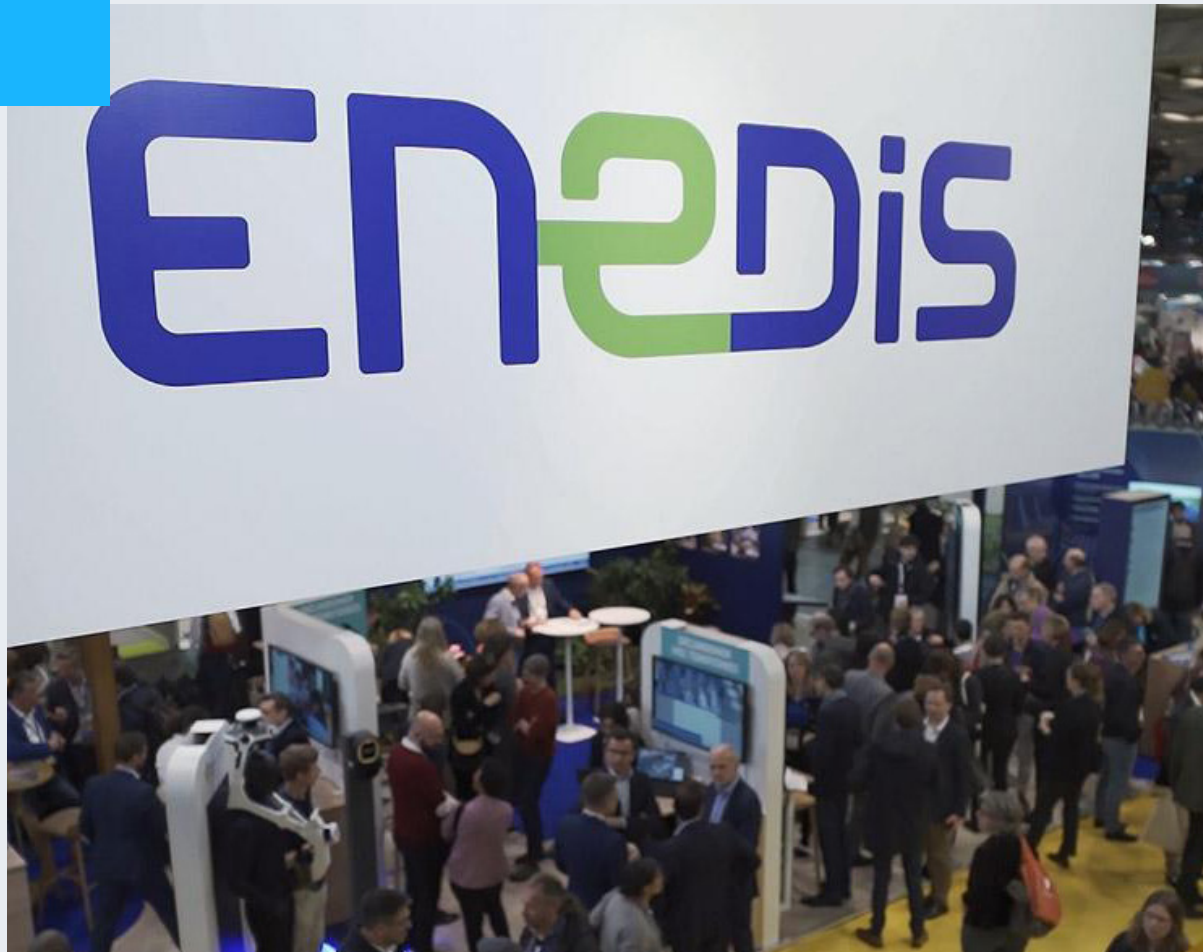


Transforming the Work-Study Experience: Enedis' Successful Gamble





Enedis is a key player in electricity distribution in France.

Operating across **95% of the mainland country**, it ensures electricity delivery to French households, while managing, connecting, troubleshooting, maintaining, and modernizing the grid. In 2023, Enedis marked a turning point in its **employer strategy** with the launch of Social Grid Alternant (Social Grid for work-study interns).

Social Grid Alternant is an innovative platform, developed in collaboration with Sociabble, aimed at connecting and engaging 2,000 interns—a crucial demographic for the company. With 1,357 registered users and with 80% actively engaged by the start of the 2024 academic year, this digital solution is transforming interns' experiences while strengthening their sense of belonging.

Strategic Challenges for a Key Demographic

Each year, Enedis hosts between 1,200 and 1,300 interns. These young talents, often distributed across various technical roles nationwide, are essential for generational renewal and business continuity. However, their integration and recognition were hindered by a lack of tailored communication.

Laurence Caballero-Arsaut, Employer Brand Project Manager at Enedis, explains: "A young intern in an operational base rarely knows the full range of opportunities Enedis offers. We needed to create collective momentum to make them feel connected and valued."

Enedis aimed to address two primary goals:

Facilitate the integration of interns by providing a coherent, engaging experience nationwide, surpassing localized efforts.

Enhance the company's attractiveness, not only to interns themselves but also within their academic and professional ecosystems.

A Platform Centered on Interns and Their Engagement

Launched in 2023, *Social Grid Alternant* revolves around five key pillars:

1. A Hub of Essential Information: Interns can easily access practical information, such as their specific rights (vacation, housing assistance, etc.), often unknown to them. This simplifies daily life while reinforcing key HR messages tailored to their context.

"Many didn't know they were entitled to certain benefits. The platform provides simple access to practical content," Laurence explains.

2. Highlighting Interns: A dedicated channel, "Share Your Daily Life," encourages

interns to publish content about their jobs, training, and experiences. These contributions foster a genuine sense of belonging and pride in contributing to Enedis' mission.

3. Social Media Engagement: A dedicated channel allows the most active interns to showcase their work on LinkedIn and Instagram. Enedis supports them in optimizing their online visibility while enhancing their personal branding, identifying high-performing ambassadors along the way.

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Laurence Caballero-Arsaut,
Employer Brand Project
Manager at Enedis

4. Interactive Engagement: Enedis periodically organizes challenges or games to boost engagement. These activities, accompanied by symbolic rewards, encourage friendly competition and strengthen community spirit.

5. Training and Workshops: Virtual conferences and thematic workshops, such as public speaking or social media best practices, enrich the interns' experience.



Impressive Results in the First Few Months

- Within just a few months, interns' participation and engagement on *Social Grid Alternant* exceeded expectations. Among Enedis' 2,000 interns, **1,357 joined the platform**, achieving an **80% registration rate** by September 2024.

- In the first three months, **54% of users** actively interacted with content, while **77% of interactions** came from **user-generated content (UGC)**, reflecting strong tool adoption.

- By **October 2024**, the platform's second month, activity peaked with **10,786 actions**, including **4,426 likes** and **3,954 in-depth reads**.

- Interns published **519 user-generated posts**, enriching discussions further.

- Enedis initiated **278 user surveys**, garnering **3,100 responses**—a testament to substantial participation in upward communication within the community.

Popular Topics Among Interns:

- **Environment:** 28 posts generated 4,377 impressions and 202 in-depth reads.

- **Enedis News:** 54 posts led to 3,286 impressions and 271 in-depth reads.

- **Practical Information on internship:** 17 posts garnered 2,156 impressions and 253 in-depth reads.





A Benchmark for Employer Branding Excellence

Enedis was recognized by the independent organization ChooseMyCompany for its commitment to interns, achieving a score of **4.12 out of 5** based on 1,119 certified reviews.

- **81.8%** of interns expressed a desire to be hired after their mission.
- **72.7%** felt their work was useful to the organization.

These results earned Enedis several distinctions, including the **HappyIndex®Trainees 2025** label, which attests to the quality of the company's onboarding and support for interns.

This confirms the effectiveness of Enedis' approach and positions the company as an employer of choice for young talents.

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These figures reflect not only high engagement but also the platform's **positive impact in highlighting key topics for interns**.

Direct interactions have revealed significant enthusiasm. For example, one intern expressed gratitude, stating the initiative enhanced their experience and facilitated their transition to the job market after their internship.

The platform also fostered unique connections among interns, often isolated due to their work or location. Some collaborated on **external projects**, such as **entrepreneurial contests**, while others expanded their **professional networks** through exchange opportunities provided by Sociabble.

Combining Inclusion, Engagement, and Employer Branding

Social Grid Alternant represents a strategic innovation far beyond a simple digital platform. **It underscores Enedis' ability to combine inclusion, engagement, and employer branding strategies.** The initiative also highlights the importance of modern, interactive tools to meet the needs of a young, connected, and purpose-driven demographic.

Looking ahead, Enedis plans to expand the platform's features. For example, **specific channels have been launched in some regions to strengthen local communication** while maintaining a coherent national dynamic. Laurence Caballero-Arsaut also envisions organizing an event in Paris, enabling interns to **meet the HR Director** and further solidify their sense of belonging and commitment.

An Inspiration for Other Companies

For businesses aiming to improve their attractiveness and engage young talent, Enedis serves as an inspiring example. By leveraging modern tools like Sociabble, **companies can transform this key demographic into true ambassadors of their employer brand.**

Enedis stands out as a leader not only in the energy sector but also in social and digital innovation. This success demonstrates that the future of large enterprises lies in targeted, interactive, and human-centric communication.





Looking to **boost your communication, showcase your innovations, or strengthen employee engagement?**

Sociabble is more than a platform—it's a strategic partner that transforms how companies interact with their employees and how employees amplify their voices on social media. **Contact us!**

