Source: Toria/Shutterstock   Source: Konstantinos Kokkinis/Shutterstock   Source: Medioimages/Photodisc/Thinkstock Royalty Free.

Chapter 5 - Enhancing Organizational Communication and Collaboration Using Social Media

Social media provides new opportunities, and threats, for today's organizations
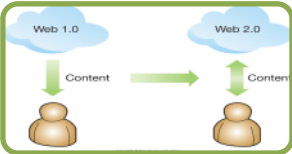
Facebook

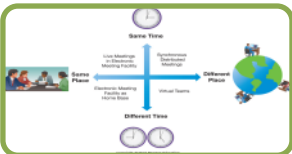- How many of you are Facebook customers?

Chapter 5 Learning Objectives

The Need for Communication and Collaboration

- Explain organizations' needs for communication and collaboration.

The Evolving Web

- Explain social media and Enterprise 2.0.

Traditional Collaboration Tools

- Describe traditional technologies used to support communication and collaboration.

Social Media and the Enterprise

- Describe various social media applications, and explain their role in enhancing communication, collaboration, cooperation, and connection.

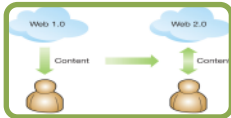**Managing the Enterprise 2.0 Strategy**

- Describe how companies can manage their Enterprise 2.0 strategy and deal with potential pitfalls associated with social media.

The Need for Communication and Collaboration

The Need for Communication and Collaboration

Explain organizations' needs for communication and collaboration.

The Evolving Web

Explain social media and Enterprise 2.0.

Traditional Collaboration Tools

Describe traditional technologies used to support communication and collaboration.

Social Media and the Enterprise

Describe various social media applications, and explain their role in enhancing communication, collaboration, cooperation, and connection.

Managing the Enterprise 2.0 Strategy

Describe how companies can manage their Enterprise 2.0 strategy and deal with potential pitfalls associated with social media.

Virtual Teams

- Who has ever worked on a virtual team?

- Why was a virtual team needed?

- What tools did you use while working on these team?
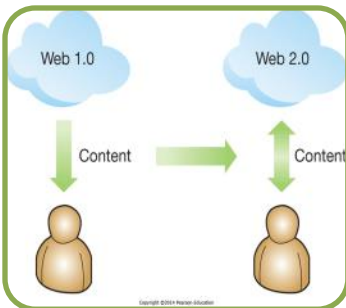
- What were the pros/cons?

The Evolving Web

The Need for Communication and Collaboration

Explain organizations' needs for communication and collaboration.

The Evolving Web

Explain social media and Enterprise 2.0.

Traditional Collaboration Tools

Describe traditional technologies used to support communication and collaboration.

**Social Media and the Enterprise**

Describe various social media applications, and explain their role in enhancing communication, collaboration, cooperation, and connection.

Managing the Enterprise 2.0 Strategy

Describe how companies can manage their Enterprise 2.0 strategy and deal with potential pitfalls associated with social media.

Evolving Capabilities

Web 1.0 → Content → (user)

Web 2.0 → Content ↑↓ (user)
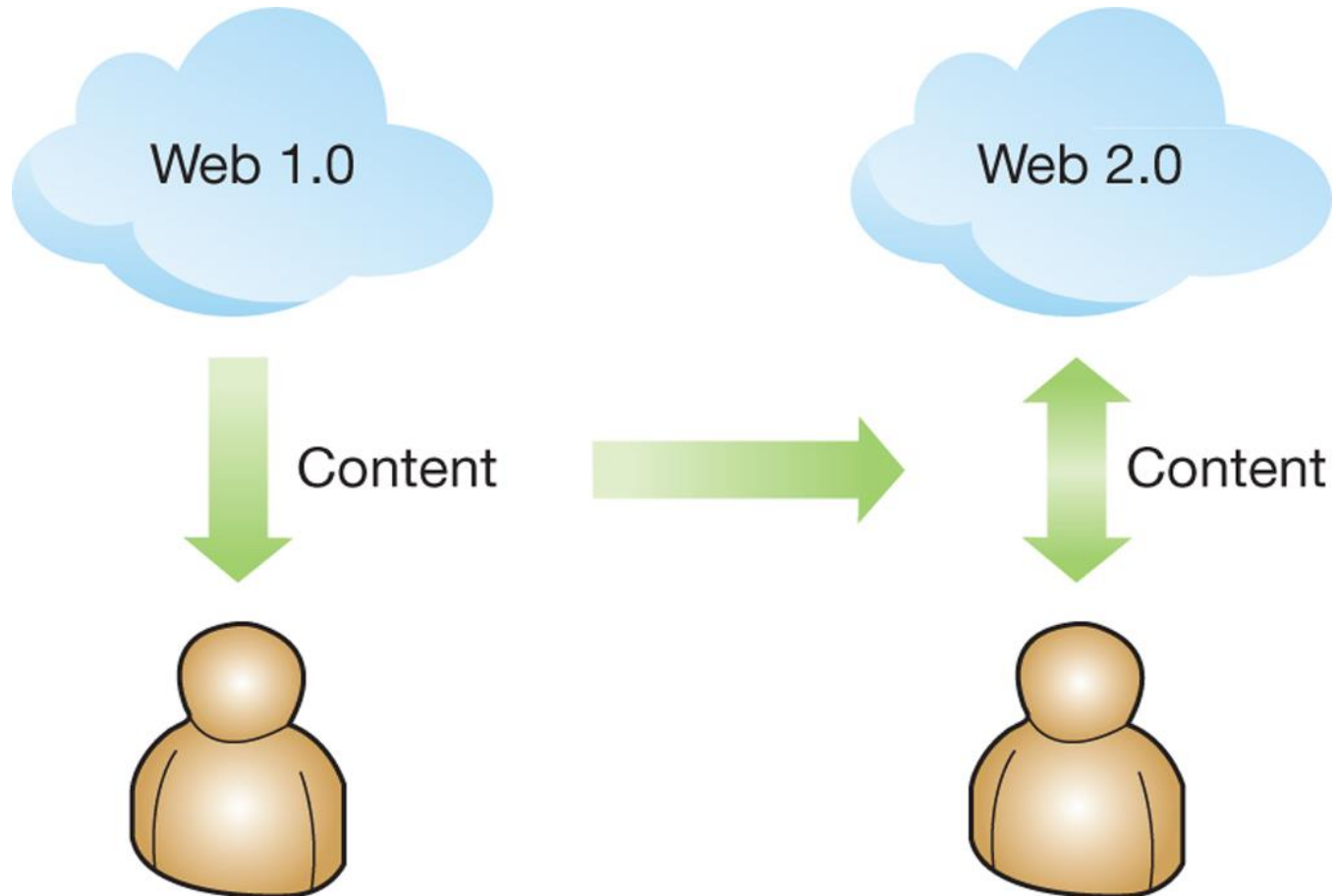
Copyright ©2014 Pearson Education

Evolving Social Interaction

- Web 2.0 Technologies change how people interact and enable Social Media
  - Online information at our fingertips
  - Personal expression available 24/7
- Individuals often post very private information
  - About themselves
  - About others
  - Without thinking about the consequences

Evolving Collaboration through Collective Intelligence: Shifting Perspectives

Web 1.0	Web 2.0
Me	Me and you
Read	Read and write
Connect ideas	Connect ideas and people
Search	Receive and give recommendations to friends and others
Find	Share
Techies rule	Users rule
Organizations	Individuals

The Evolving Workspace

- A generation of social media users
  - Different workplace expectations
  - Portfolio careers, not cradle-to-grave
  - State-of-the-art technology valued
  - 55% use Instant Messaging as a work tool

Future Web Capabilities

- The Semantic Web
  - Machine readable Web pages
  - Enhanced search results
- Web 3.0, or 'What comes next?'
  - Mobility?
  - The contextual Web?
- Enterprise 2.0
  - Leverage social media for Enterprise objectives
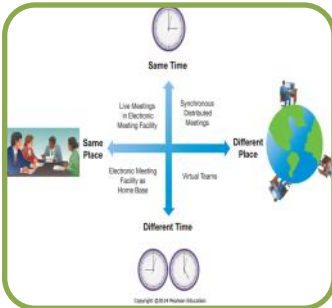
Traditional Collaboration Tools

The Need for Communication and Collaboration

Explain organizations' needs for communication and collaboration.

The Evolving Web

Explain social media and Enterprise 2.0.

Traditional Collaboration Tools

Describe traditional technologies used to support communication and collaboration.

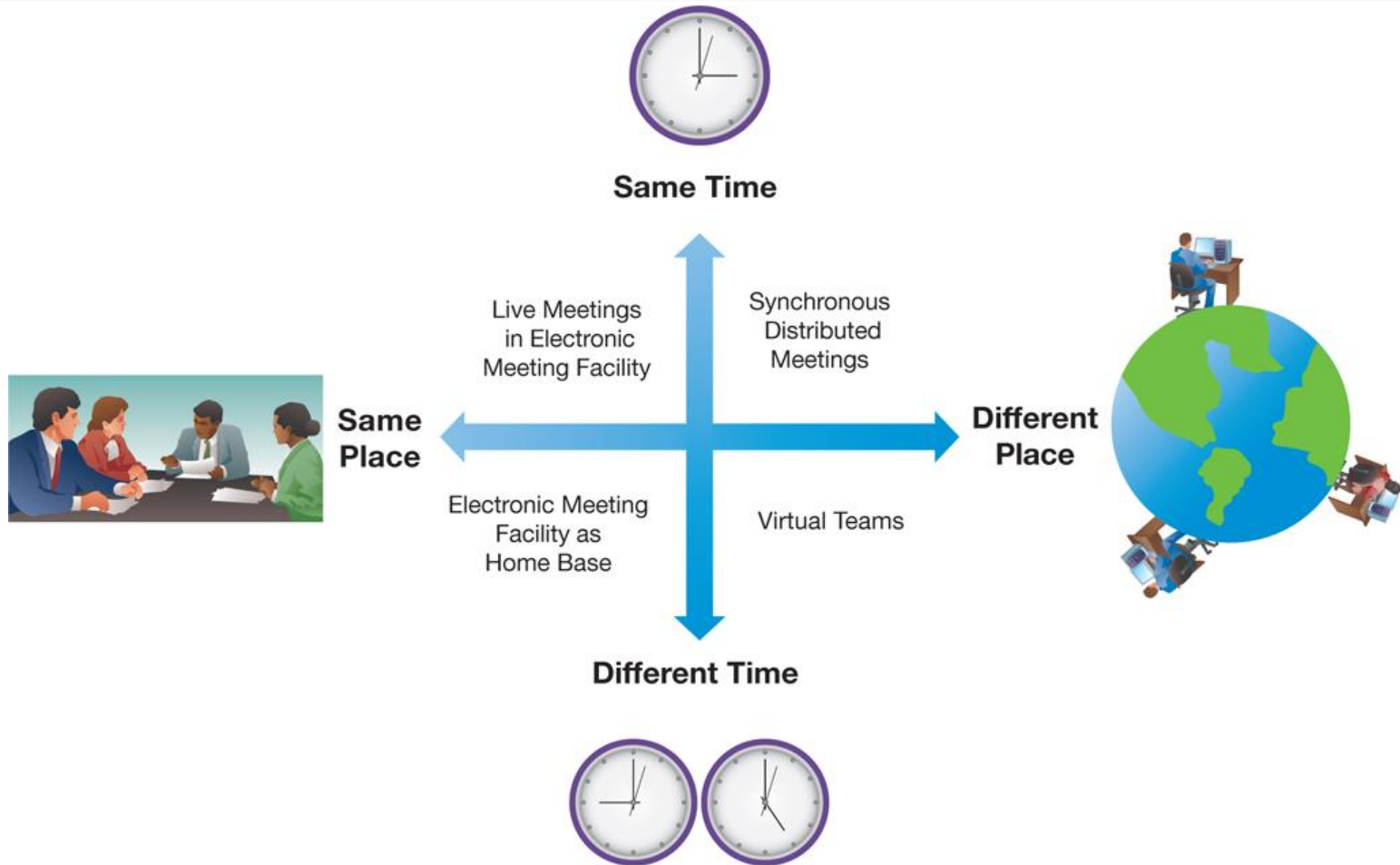**Social Media and the Enterprise**

Describe various social media applications, and explain their role in enhancing communication, collaboration, cooperation, and connection.

Managing the Enterprise 2.0 Strategy

Describe how companies can manage their Enterprise 2.0 strategy and deal with potential pitfalls associated with social media.

Groupware

Same Time

Live Meetings in Electronic Meeting Facility

Synchronous Distributed Meetings

Same Place

Different Place

Electronic Meeting Facility as Home Base

Virtual Teams

Different Time

Copyright ©2014 Pearson Education

Groupware: Benefits

Benefit	Example
Process structuring	Keeps the group on track and helps it avoid costly diversions
Parallelism	Enables many people to speak and listen at the same time
Group size	Enables larger groups to participate
Group memory	Automatically records member ideas, comments, and votes
Access to external information	Can easily incorporate external electronic data and files
Spanning time and space	Enables members to collaborate from different places at different times
Anonymity	Members can discuss controversial or sensitive topics without fear of identification or retribution

Videoconferencing

- Desktop Videoconferencing
  - Simple & low cost
  - Internet based
- Dedicated Videoconferencing
  - Organizational conference rooms
  - Multiple people and/or locations
  - Highly realistic/excellent video and audio quality
  - Can be extremely expensive, up to $500k
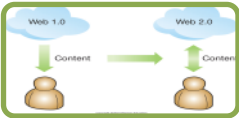
Intranets and Employee Portals

- Real-Time Access to Information
  - Updated information instantly available throughout the organization
- Enterprise Search
  - Company focused, including corporate databases
- Collaboration
  - Document sharing and co-editing
- Employee Portals
  - Employee benefits self-service

Social Media and the Enterprise

The Need for Communication and Collaboration

Explain organizations' needs for communication and collaboration.

The Evolving Web

Explain social media and Enterprise 2.0.

Traditional Collaboration Tools

Describe traditional technologies used to support communication and collaboration.

Social Media and the Enterprise

Describe various social media applications, and explain their role in enhancing communication, collaboration, cooperation, and connection.

Managing the Enterprise 2.0 Strategy

Describe how companies can manage their Enterprise 2.0 strategy and deal with potential pitfalls associated with social media.

Blogs

- Who has a blog and what do you blog about?

- Web 2.0…the creation vs. the consumption of content!

Social Presence

- Who is a micro blogger and what does it do for you?

Instant Messaging

- Has instant messaging been replaced by text messaging and microblogging?
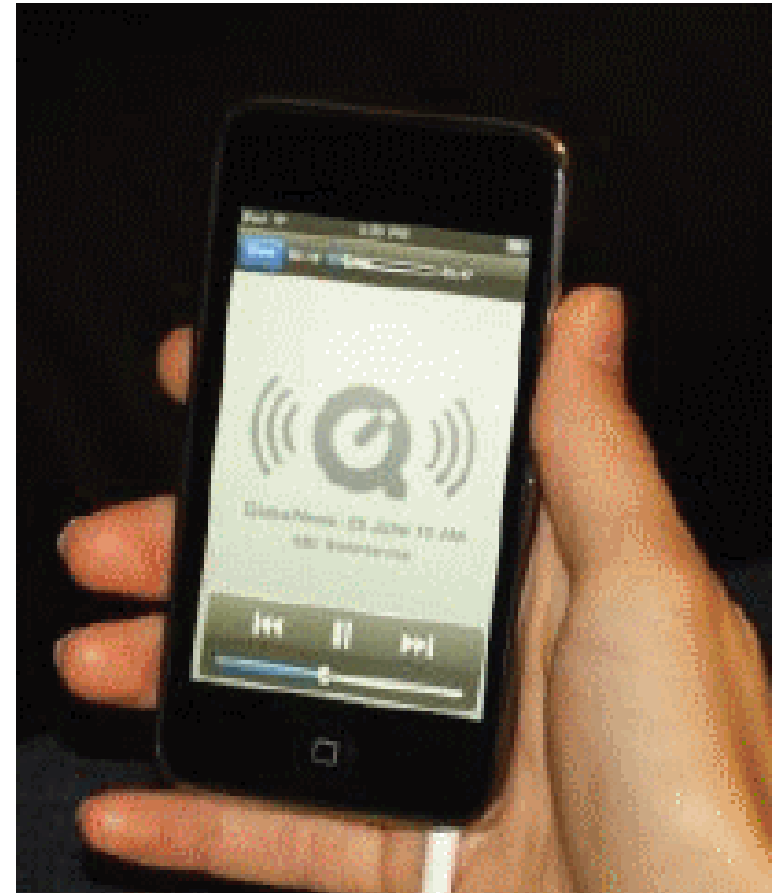
Virtual Worlds

- Who participates in a virtual world and how to companies make money from this?
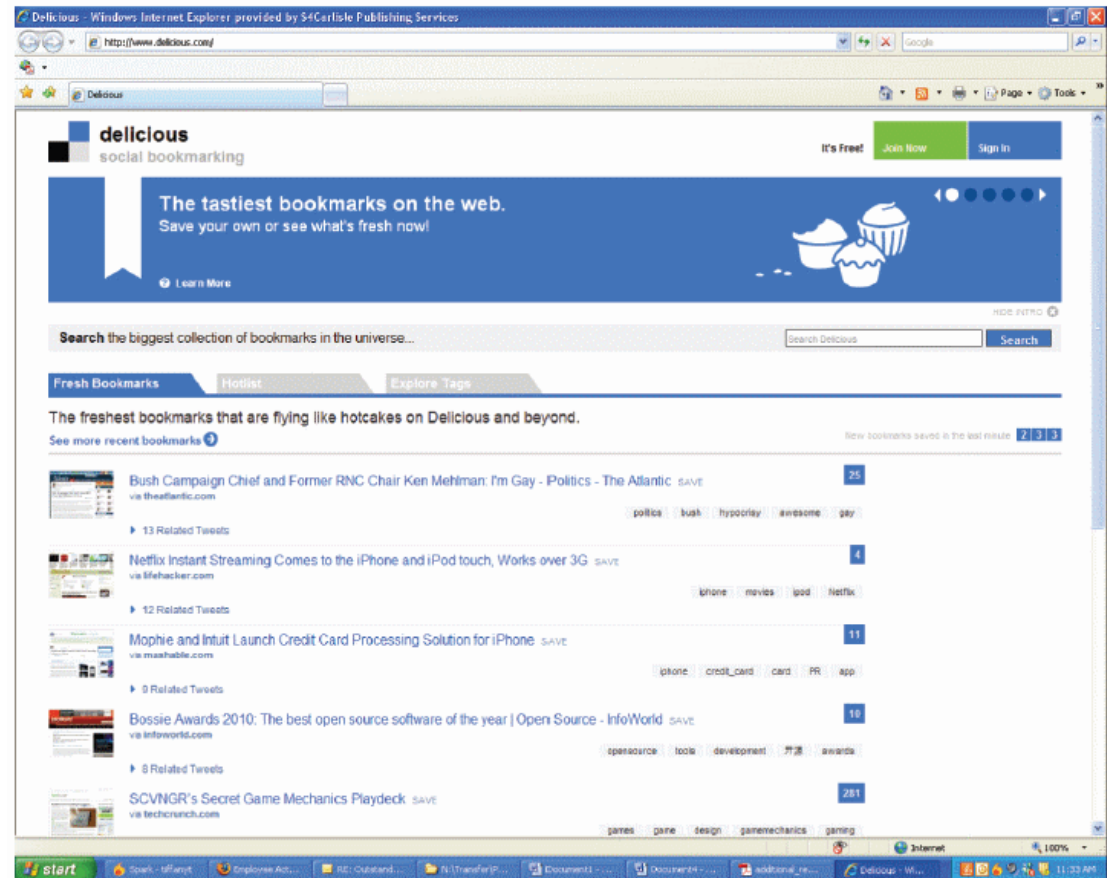
Media Sharing

- How many different ways to individuals and organizations share media and how to commercial organizations make money from this?

- Could you create a video, post it to YouTube and integrate it into your e-Portfolio?
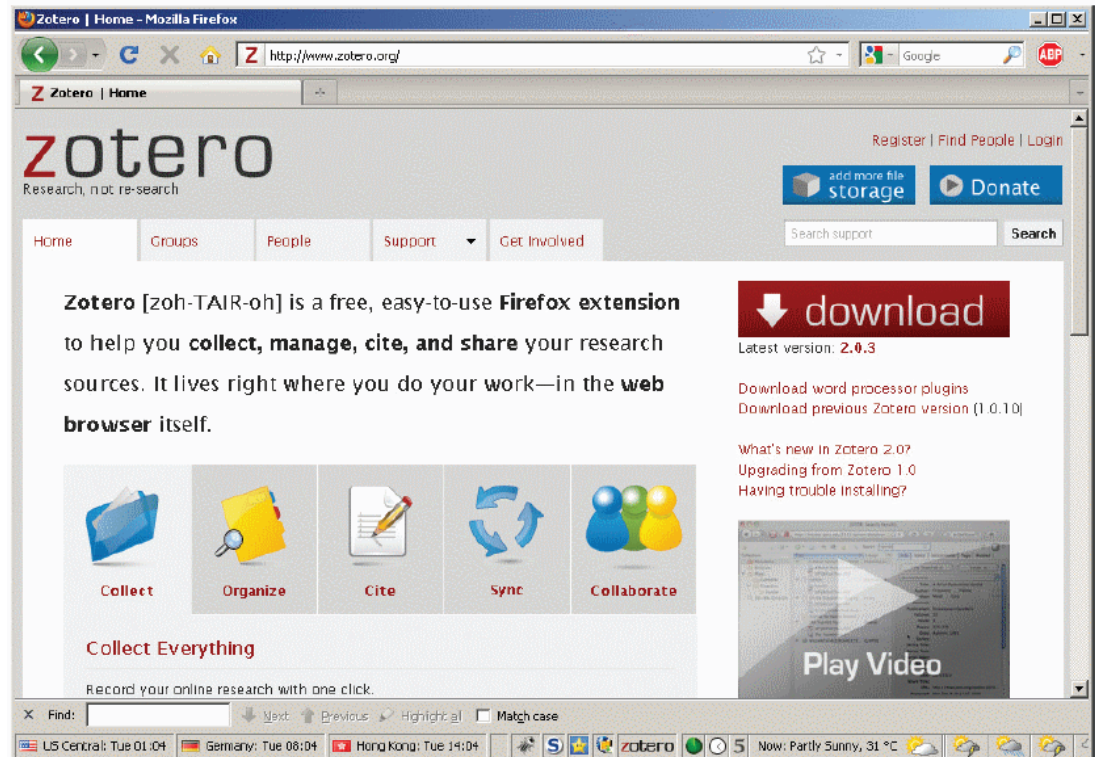
22

Social Bookmarking
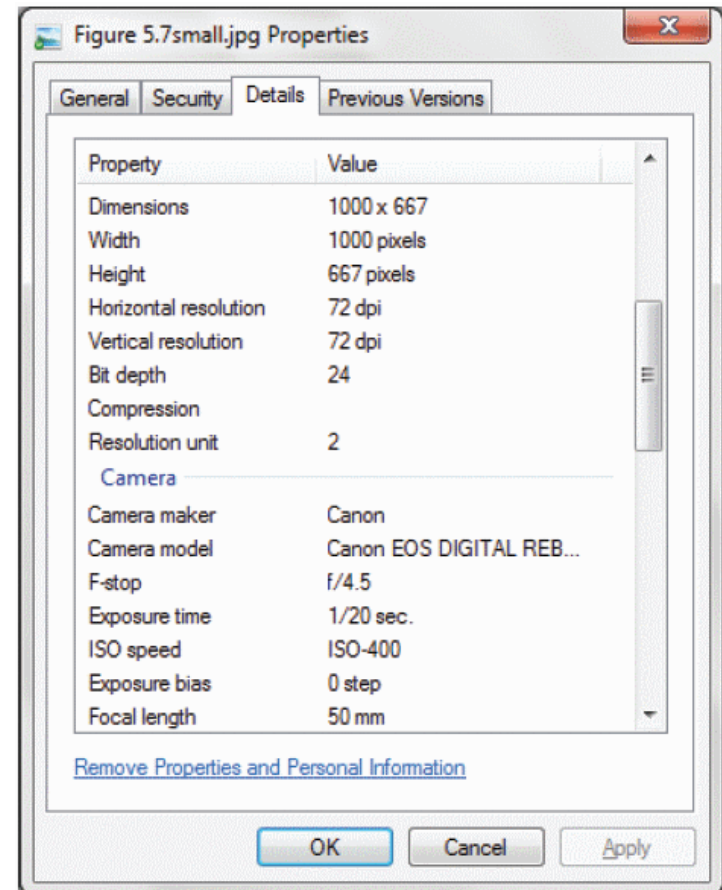
- What are your "favorites" and why would I care?

Social Cataloging

- What is the value proposition of sites like zotero?

Tagging – Who, where, when, why,…

- What do we mean when we say that metadata is data about data?

- What is tagging and geotagging and how does this create value?

- When you store media in the cloud, who owns the metadata and what can they do with it?

Figure 5.7small.jpg Properties

General | Security | Details | Previous Versions

Property	Value
Dimensions	1000 x 667
Width	1000 pixels
Height	667 pixels
Horizontal resolution	72 dpi
Vertical resolution	72 dpi
Bit depth	24
Compression	
Resolution unit	2
Camera	
Camera maker	Canon
Camera model	Canon EOS DIGITAL REB...
F-stop	f/4.5
Exposure time	1/20 sec.
ISO speed	ISO-400
Exposure bias	0 step
Focal length	50 mm

Remove Properties and Personal Information

OK | Cancel | Apply

Tag Clouds

- How do you interpret a tag cloud?

- If Google generated a tag cloud from your e-Mail, what would it look like?

- If Google wanted to see this data, who would be interested?

Tools for Collaboration

- Collaboration tools help with many different communication needs, such as talking, sharing documents, or making decisions.

Title	Description	Instances	Examples
Electronic communication tools	Tools allowing users to send files, documents, and pictures to each other and share information	Fax, e-mail, voice mail, blogs, wikis, static Web sites	MS Outlook, Blogger.com, Wikipedia.org
Electronic conferencing tools	Tools allowing information sharing and rich interactions between users	Internet forums, instant messaging, application sharing, videoconferencing	Apple Discussion Forum, Skype, Windows Live Messenger, WebEx
Collaboration management tools	Tools used to facilitate virtual or colocated meetings and manage group activities	Electronic calendars, knowledge management systems, intranets, online document systems	Google Docs, MS Office Live, MS SharePoint

Google Apps

- Why is using Google Apps better than just e-mailing documents around in your team?
  - Gmail
  - Google Calendar
  - Google Talk
  - Google Docs
  - Google Sites

Microsoft SharePoint

- What is Microsoft SharePoint and why would anyone use SharePoint when Goggle Apps is free?

Wikis

- What is a Wiki?

- How many of you utilize Wikipedia for school assignments?

- What are the pros/cons of using a tool like Wikipedia?

Human-Based Computing (Crowdsourcing)

- What is "crowdsourcing" and has anyone ever worked on a project that utilized crowdsourcing?

- What are the pros/cons?

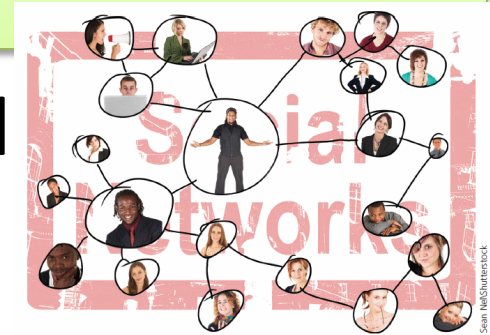# Enhancing Connection with Social Media

Source: Sean Nel/Shutterstock

Social Networking Communities

- Will Google+ get any traction or will the network effect of Facebook be too powerful to overcome?

- Why did MySpace crash-n-burn?

- What will displace Facebook and Why?

Social Network	Description	Market Share
Facebook	General social network	67%
MySpace	General social network	28%
Tagged	General social network focused on "social discovery" (i.e., facilitating meeting new people)	2%
myYearbook	General social network focusing on high school–based connections	1%
BlackPlanet	Niche social network targeted at African American users	0.3%
hi5	General social network popular among users located in Central America	0.25%
Bebo	General social network focused on self-expression and sharing digital content	0.2%
Orkut	General social network owned by Google	0.1%
Friendster	General social network popular in Southeast Asia	0.1%
Multiply	General social network focused on facilitating picture sharing; popular in Asia	0.05%

Viral Marketing

- How would you use the Internet to drive a viral marketing campaign?

- Remember to…
  - Do something unexpected.
  - Make people feel something.
  - Make sequels.
  - Allow sharing and easy distribution.
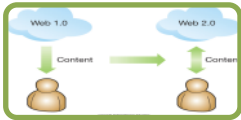 - Never restrict access to the content.

Social Search

- What are the pros/cons of including content from social networks, blogs, or microblogging services compared to the traditional techniques used by Google?
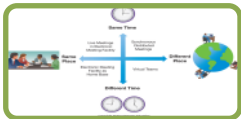
Managing the Enterprise 2.0 Strategy

The Need for Communication and Collaboration

Explain organizations' needs for communication and collaboration.

The Evolving Web

Explain social media and Enterprise 2.0.

Traditional Collaboration Tools

Describe traditional technologies used to support communication and collaboration.

**Social Media and the Enterprise**

Describe various social media applications, and explain their role in enhancing communication, collaboration, cooperation, and connection.

Managing the Enterprise 2.0 Strategy

Describe how companies can manage their Enterprise 2.0 strategy and deal with potential pitfalls associated with social media.

Organizational Issues
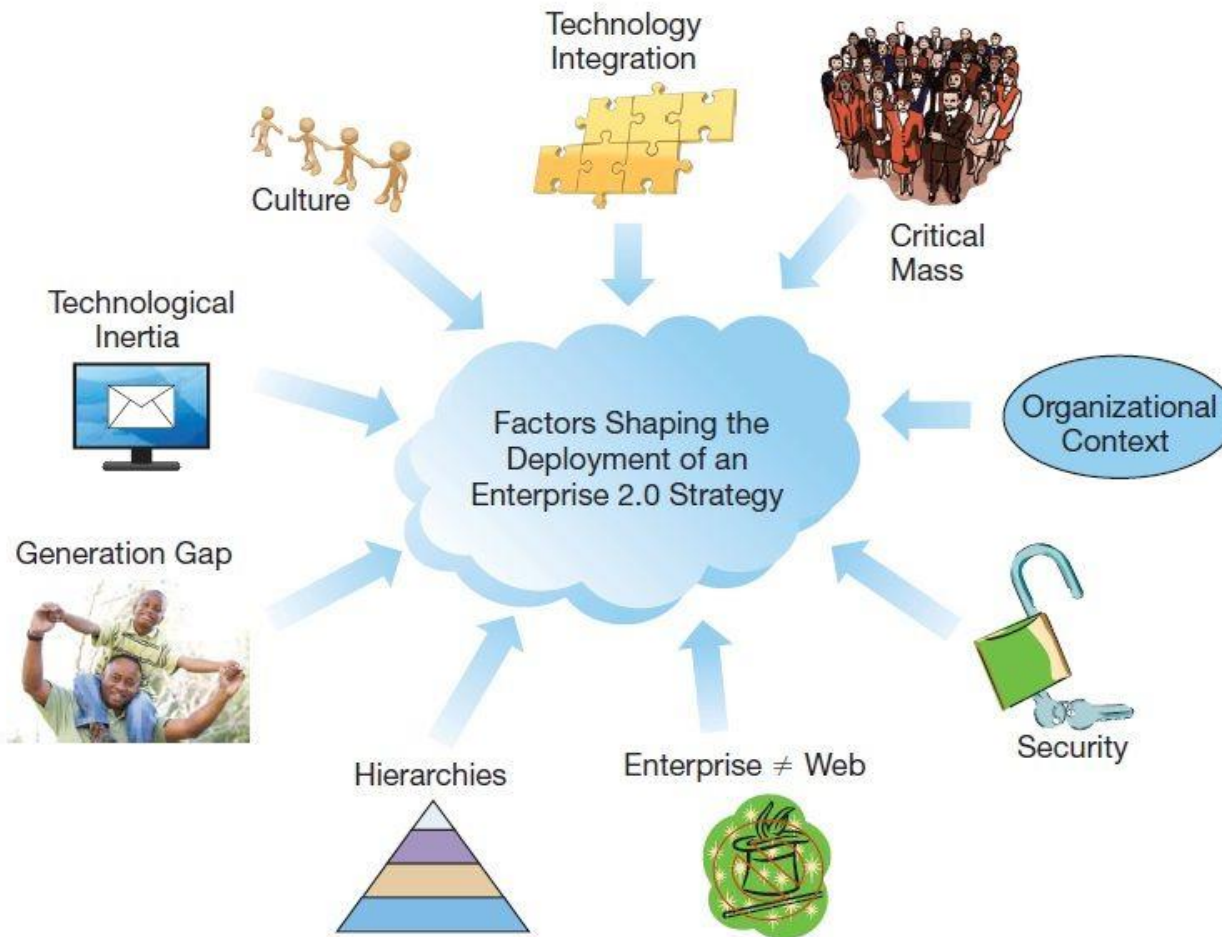
Pitfalls of Web 2.0 Marketing

- Online Product Reviews
  - Negative reviews from competitors
  - Companies paying for positive reviews
- Microblogging
  - Easy to "cross a line" and offend
  - Negative publicity can come quickly
- Social Networks
  - Fine line between maintaining control and offending customers
  - Individuals sharing too much personal information

More Pitfalls of Web 2.0 Marketing

- Bad Vibes going Viral
  - Negative publicity can spread like wildfire
  - Videos can easily go viral
- Lessons Learned
  - News travels fast
  - Have a crisis team and a plan
  - Prepare for your worst social media nightmare
  - Monitor the environment
  - Respond within 24 hours