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

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 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
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

<table>
<thead>
<tr>
<th>Web 1.0</th>
<th>Web 2.0</th>
</tr>
</thead>
<tbody>
<tr>
<td>Me</td>
<td>Me and you</td>
</tr>
<tr>
<td>Read</td>
<td>Read and write</td>
</tr>
<tr>
<td>Connect ideas</td>
<td>Connect ideas and people</td>
</tr>
<tr>
<td>Search</td>
<td>Receive and give recommendations to friends and others</td>
</tr>
<tr>
<td>Find</td>
<td>Share</td>
</tr>
<tr>
<td>Techies rule</td>
<td>Users rule</td>
</tr>
<tr>
<td>Organizations</td>
<td>Individuals</td>
</tr>
</tbody>
</table>
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
# Groupware: Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Process structuring</td>
<td>Keeps the group on track and helps it avoid costly diversions</td>
</tr>
<tr>
<td>Parallelism</td>
<td>Enables many people to speak and listen at the same time</td>
</tr>
<tr>
<td>Group size</td>
<td>Enables larger groups to participate</td>
</tr>
<tr>
<td>Group memory</td>
<td>Automatically records member ideas, comments, and votes</td>
</tr>
<tr>
<td>Access to external</td>
<td>Can easily incorporate external electronic data and files</td>
</tr>
<tr>
<td>information</td>
<td></td>
</tr>
<tr>
<td>Spanning time and space</td>
<td>Enables members to collaborate from different places at different times</td>
</tr>
<tr>
<td>Anonymity</td>
<td>Members can discuss controversial or sensitive topics without fear of identification or retribution</td>
</tr>
</tbody>
</table>
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 do 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?
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?
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?
Collaboration tools help with many different communication needs, such as talking, sharing documents, or making decisions.

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

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

Factors Shaping the Deployment of an Enterprise 2.0 Strategy

- Culture
- Critical Mass
- Organizational Context
- Security
- Technological Inertia
- Generation Gap
- Hierarchies
- Enterprise ≠ Web
- Technology Integration
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