



Education

Leveraging Social Media in Your Organization

Diana Eastty, Eastty Marketing
Marty Foltyn, Channel Chargers

Today's X-generation infused workforce is comfortable and confident with social media in their non-professional lives and want the same access while on the job. As IT professionals, how do you- or can you- effectively bring these new methods of communication into your organization? When should you make the case for social media? And what are the right uses for social media in the organization?

This tutorial will review popular social media tools and discuss the issues involved in opening the organization to social media, with illustrations of how a company can leverage these tools for business practices.

Learning objectives:

1. Identify the social media tools that can be used to match your objectives and how to engage with online influencers
2. Learn more about the social media work methods of the next generation of employees and how you can integrate their expectations and ideas into your business goals and deliverables.
3. Better understand the opportunities and risks involved in an organization's social media implementation

Agenda

- Social Media Today
- Why Social Media?
- Building a Strategy
- Selecting Outposts
 - ◆ Blogging
 - ◆ Facebook
 - ◆ Twitter
 - ◆ LinkedIn
- Keeping Track
- Resources

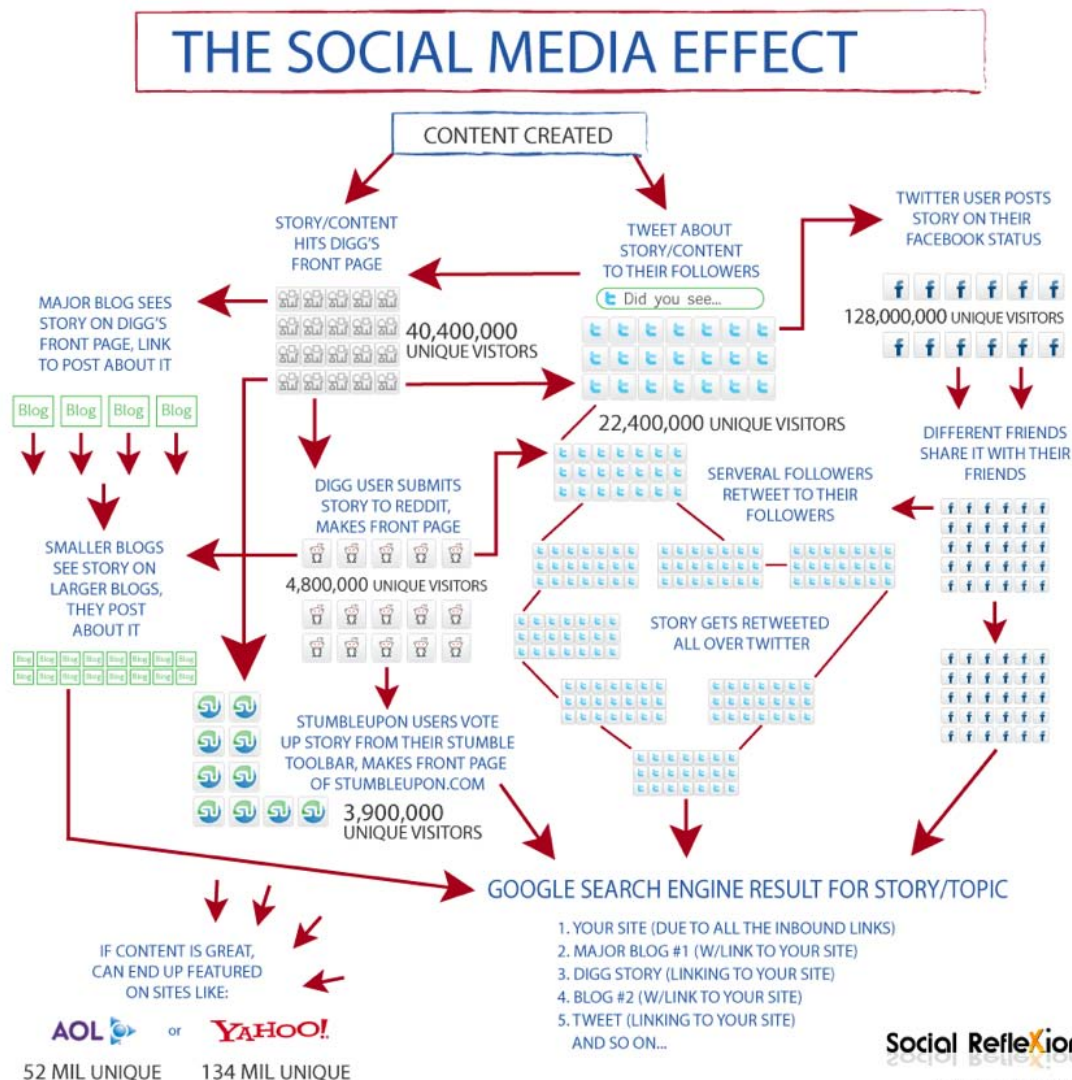


Source: squareoak.com

Where are **you** with Social Media today?

The State of Social Media Today

- 255 million websites
 - ◆ 21.4M added in 2010
- 1.97B Internet users (14% increase 2010)
 - ◆ 825M – Asia
 - ◆ 475M – Europe
 - ◆ 470M – Americas
 - ◆ 110M – Africa
 - ◆ 63M – Middle East
 - ◆ 21M - Oceania
- Blogs
 - ◆ 152M Blogs (BlogPulse)
- Twitter
 - ◆ 25B sent Tweets in 2010
 - ◆ 100M new accounts in 2010
 - ◆ 175M people on Twitter (9/2010)
- Facebook
 - ◆ 30B pieces of content shared/month
 - ◆ 600M people on Facebook (12/2010)
 - ◆ 250M new people 2010
 - ◆ 20M # of installed Apps each day



Why Use Social Media

- Promote yourself as a thought leader
- Research
- Improve customer service
 - ◆ Internal
 - ◆ External
- Learn from others
- Expanding your company's footprint
 - ◆ Marketing and promotion
 - ◆ Community building
 - ◆ Transparency
- Global competition – the challenge to collaborate and engage with peers around the world in **real time**



First Step – BUILD A STRATEGY



► Consistent message to a diverse audience – Internal and External

- ◆ 60% find it easier to locate knowledge on the web rather than on internal systems
- ◆ 59% expect social networking to make a dramatic change to business life
- ◆ Staff access to Facebook, Twitter, YouTube and IM barred in 45% of organizations

➤ Listen

- ◆ Who is talking about topics related to your expertise and what are they saying?

➤ Learn

- ◆ What are your goal(s) for using social media?
 - Awareness? Loyalty? Find new customers?
- ◆ Pick One

➤ Identify

- ◆ A Cross Functional Team
- ◆ Only include those who WANT to participate



➤ Who

- ◆ Determine who is your audience
- ◆ Create persona(s) for who you want to engage with – no more than 3

➤ How

- ◆ Figure out how they use social media and where they “hang out” online

➤ Be Real

- ◆ Put a human face on - connect on a personal level

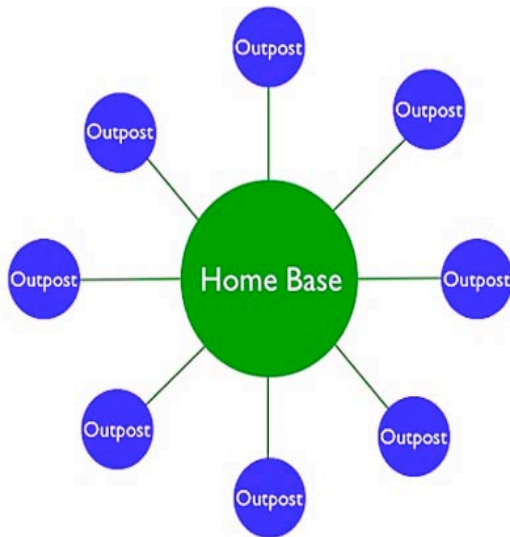
➤ Build

- ◆ Build a comfort level with Social Media
- ◆ It's a process – set milestones
- ◆ Success doesn't happen overnight



➤ Select Outposts

- ◆ Select home base
- ◆ Feed home base via other outposts



We will be discussing the following outposts:

- Blogging
- Facebook
- Twitter
- LinkedIn

Why Blog?

- Build thought leadership
- Stand out from the crowd
- Demonstrate your knowledge
- An outlet to show who you and your company are
- Raise your brand and profile



- Establish editorial policy
- Find your voice
- Write engaging content
- Use keywords in your copy
- Post on a regular schedule
- Mix it up with video blogs
- Include a photo of the author(s)
- Link from your company's homepage
- Engage with your readers
- Make it easy to share your content



Why Use Facebook?

- For socializing and networking
- Where you can be authentic
- Show your human side
- Personal and professional lines are blurred
- Real time discussions/feedback
- Advertise events
- Conduct polls

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

“Changing the world, one friend at a time”

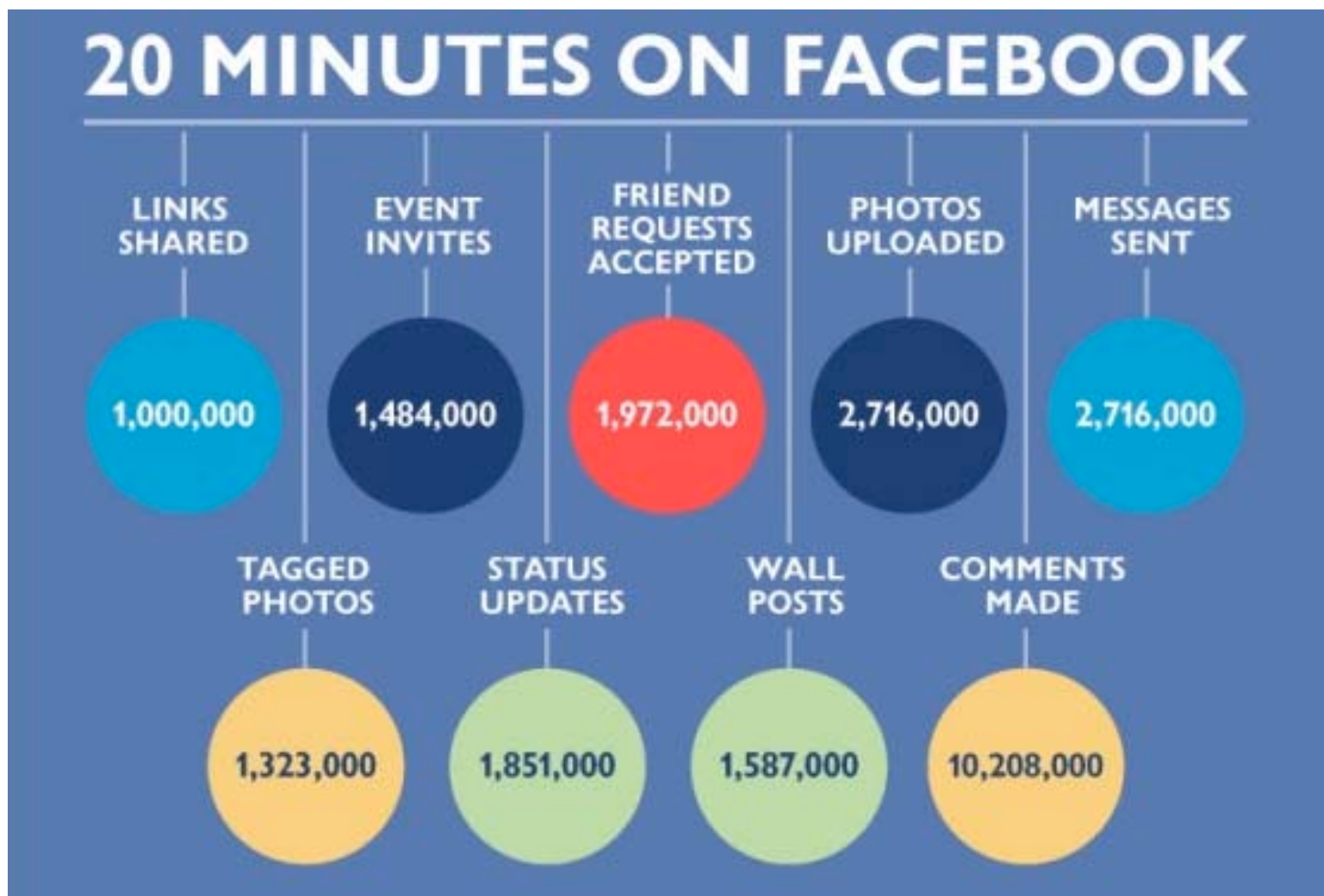
obsessed *WITH* facebook.

AS OF 2011, THERE ARE 500,000,000 ACTIVE FACEBOOK USERS.

APROX. 1 IN EVERY 13 PEOPLE ON EARTH.

HALF OF THEM ARE LOGGED IN ON ANY GIVEN DAY.

Facebook Facts



Facebook Demographics

**48% OF 18 TO 34 YEAR OLDS
CHECK FACEBOOK
RIGHT WHEN THEY WAKE UP...**



**ABOUT 28% CHECK THEIR FACEBOOK
ON THEIR SMART PHONES
BEFORE GETTING OUT OF BED.**



**THE 35+ DEMOGRAPHIC
NOW REPRESENTS
MORE THAN 30% OF
THE ENTIRE USERBASE.**



**THE 18-24 (COLLEGE) DEMOGRAPHIC
GREW THE FASTEST
AT 74% IN ONE YEAR.**

- Claim your name: [`www.facebook.com/\(YourNameHere\)`](http://www.facebook.com/(YourNameHere))
- Understand the difference between a profile, a page and a group
 - ◆ Profile = describes you
 - ◆ Page (aka “Fan Page”) = describes your business
 - ◆ Groups = targeted community of like interests
- Know your audience
- Carefully select your privacy settings
- Make your profile searchable
- Mix your status updates with professional and personal information
- Build awareness with “Fan” pages
- Participate in relevant pages and groups

Why Use Twitter?

- Motivations are mixed
- Learn from others
- Get information in a timely fashion
- Easy to connection with large numbers of people
- Increase awareness – personal or company
- Boost your ego with lots of followers



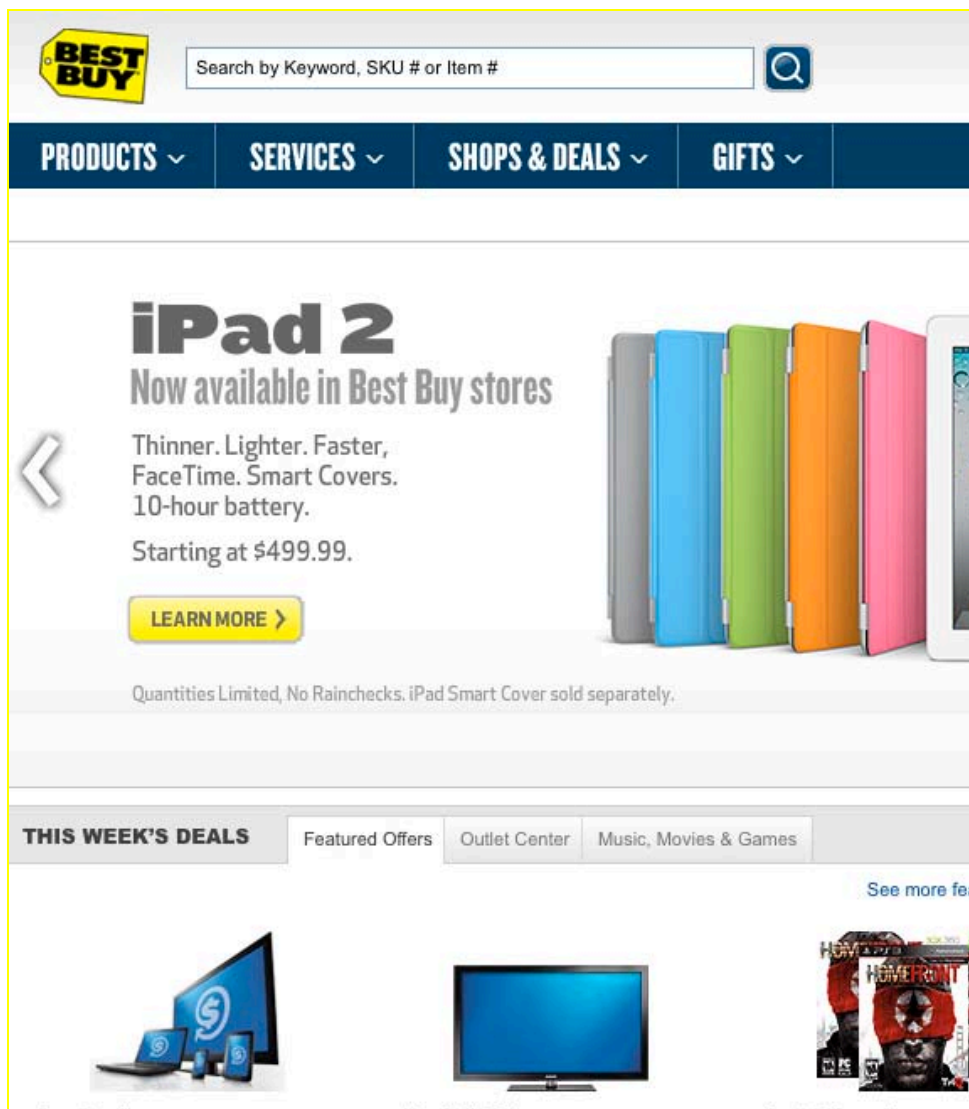
- Claim your name –
@(Your Name Here)
- Create a short bio
- Add a photo
- Edit/brand your twitter
background
- Learn the lingo
- Start following the followers of
the people you follow
- Use hashtags (#SNWUSA)
- Use search.twitter.com

Mix up your tweets!

- All about you
- Ask questions – poll the public
- Answer questions
- Be a citizen journalist
- Forward links
- Spread the word



Putting It All Together



Best Buy.com

- Online company-wide storefront
- Offers landing pages for other engagement choices

“Geek blog”



- Technology news and tips from the Geek Squad

www.facebook.com/bestbuy

- Community discussion
- Product reviews & promotions

@twelpforce

- Best Buy employees addressing technical questions using twitter

Also use YouTube, Idea exchange, Forums, local store pages

Why use LinkedIn?

- Network with past and present colleagues
- Build a community
- Stay top of mind with your customers and prospects
- Locate potential customers
- Find your next job
- Hire your next employee
- Attract more business



- Find people you know & learn advanced search
- Claim your name
`www.linkedin.com/in/(Your Name Here)`
- Include your new URL in your email signature
- Add a photo to your profile
- Send connect requests regularly
 - ◆ Set weekly/monthly goals
 - ◆ Join groups in your areas of interest
- Fill in profile completely, use keywords, don't hide
- Update your profile often
- Use Linkedin apps – SlideShare, BlogLink, others

➤ Where to find great content

- ◆ Google Alerts
- ◆ Read blogs in your industry
- ◆ Facebook – create friend and fan page lists
- ◆ Create twitter lists
- ◆ Regularly visit content curation sites like Alltop.com

Keeping Track

➤ iGoogle

- ◆ Create your own homepage

➤ Blog search

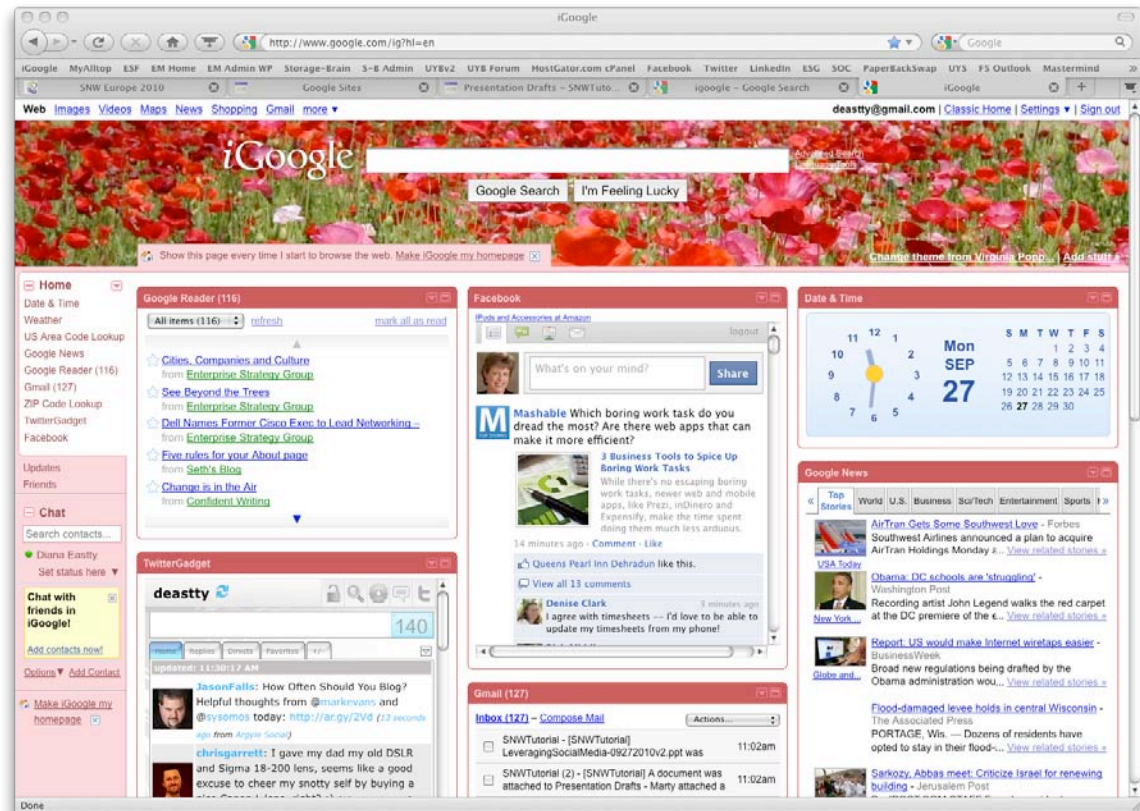
- ◆ Technorati, Google blogs, Alltop

➤ Social Monitoring

- ◆ Hootsuite, tweetdeck

➤ Other tools:

- ◆ Friendfeed, Ning, Foursquare and others...



➤ Yes, I need it

- ◆ Necessary to compete in the 21st century
 - › Worldwide connections, competition always “on”
- ◆ Social media has strategic value
 - › Enhance brand, build connections, improve collaboration, spur innovation
 - › McDonald’s “Social Media Chief”

➤ No, not in my organization

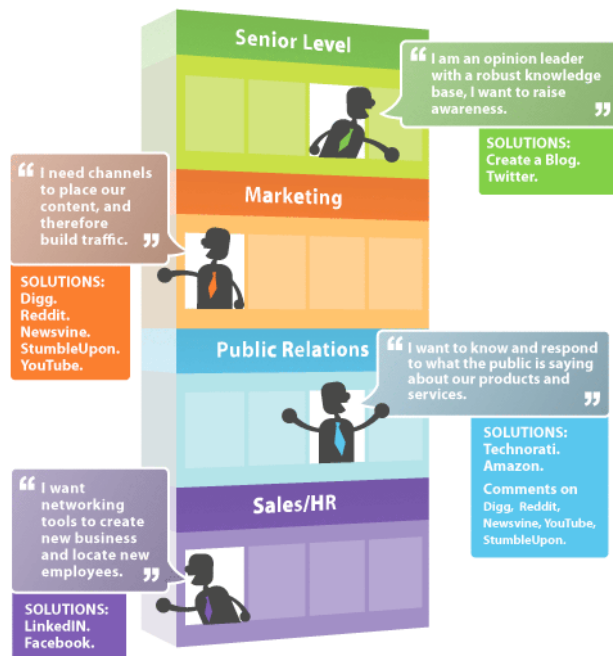
- ◆ Social media has risks
 - › System risks - Malware, impersonation and blackmail, denial of service
 - › Security risks - Who owns privacy and compliance – social media platform or your organization?
 - › People risks - Profile proliferation, TMI, Who’s behind the mask?



Social Media Approach

“In the Age of Facebook, organizations must redefine how they think about information management, control, and governance in order to deal with social technologies.” Geoffrey Moore

Building a Company with Social Media



© 2008 Elliance. All Rights Reserved | www.elliance.com

➤ Meeting a new business challenge

- ◆ Answers not in “systems of record” but rather

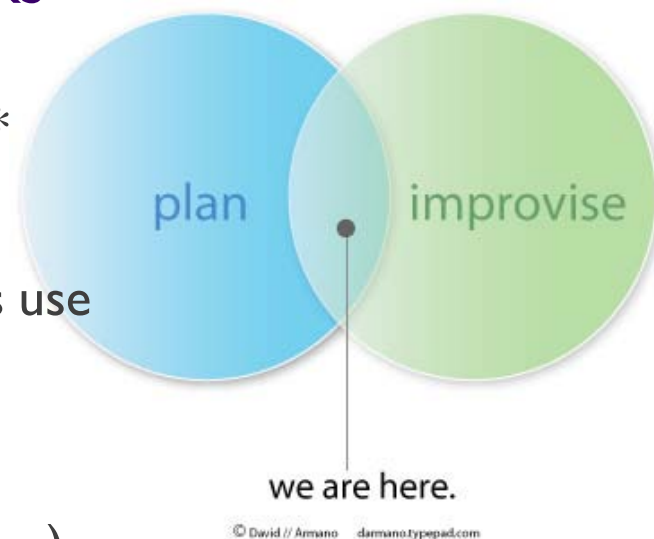
“Systems of engagement”

- Web-based access, usability across a variety of hardware and software platforms, and cross-organizational collaboration

➤ Need to invest in “IT for the middle tier”

- ◆ Communication and collaboration systems
- ◆ Broad and easy access to systems of record on demand
- ◆ Focus on moments of engagement

- Bottom line – social media is here and your company must at a minimum manage the risks
 - ◆ 38% of surveyed CIOs implemented a stricter social media policy vs 17% who relaxed the rules*
- Understand what's out there
 - ◆ What your employees, colleagues, and customers use
 - ◆ What should you use
- Be aware of broad policies
 - ◆ *Guidelines for Secure Use of Social Media* (US Government)
- Modify your traditional policy approach
 - ◆ The “nuanced” social media policy
 - ◆ Be positive and proactive - focus on what you can do
 - ◆ Communicate each step – build on successes



- [illegible]

*Forrester Research

➤ Social media resources

- ◆ www.igoogle.com - manage your activity from one place
- ◆ www.mashable.com - The Social Media Guide
- ◆ www.copyblogger.com - great resource for blogging tips
- ◆ www.blogpulse.com - automated trend discovery for blogs
- ◆ www.linkedinintelligence.com - all things LinkedIn
- ◆ www.socialmediaexaminer - guide to the social media jungle
- ◆ <http://www.facebook.com/help/> - How to use facebook
- ◆ <http://twitter.com/help/start> - How to use twitter

➤ Top storage bloggers – do a google search, there are many to pick from - from vendors and others

Our Contact Information

➤ Diana Eastty, Principal, Eastty Marketing

- ◆ Email: diana@easttymarketing.com
- ◆ Website: www.easttymarketing.com
- ◆ Facebook: www.facebook.com/dianaeastty
- ◆ Twitter: @deastty
- ◆ LinkedIn: www.linkedin.com/in/dianaeastty



➤ Marty Foltyn – VP, Channel Chargers

- ◆ Email: mfoltyn@channelchargers.com
- ◆ Website: www.channelchargers.com
- ◆ Facebook: www.facebook.com/martyfoltyn
- ◆ Twitter: @martyfoltyn
- ◆ LinkedIn: www.linkedin.com/in/martyfoltyn



- Please send any questions or comments on this presentation to SNIA: trackprodev@snia.org

**Many thanks to the following individuals
for their contributions to this tutorial.**

- SNIA Education Committee

**Diana Eastty
Marty Foltyn
Val Bercovici
Kellye Crane
Roman Diaz**

**Laura Garcia
Matt Harvey
Federica Monsone
Sunshine Mugrabi**