

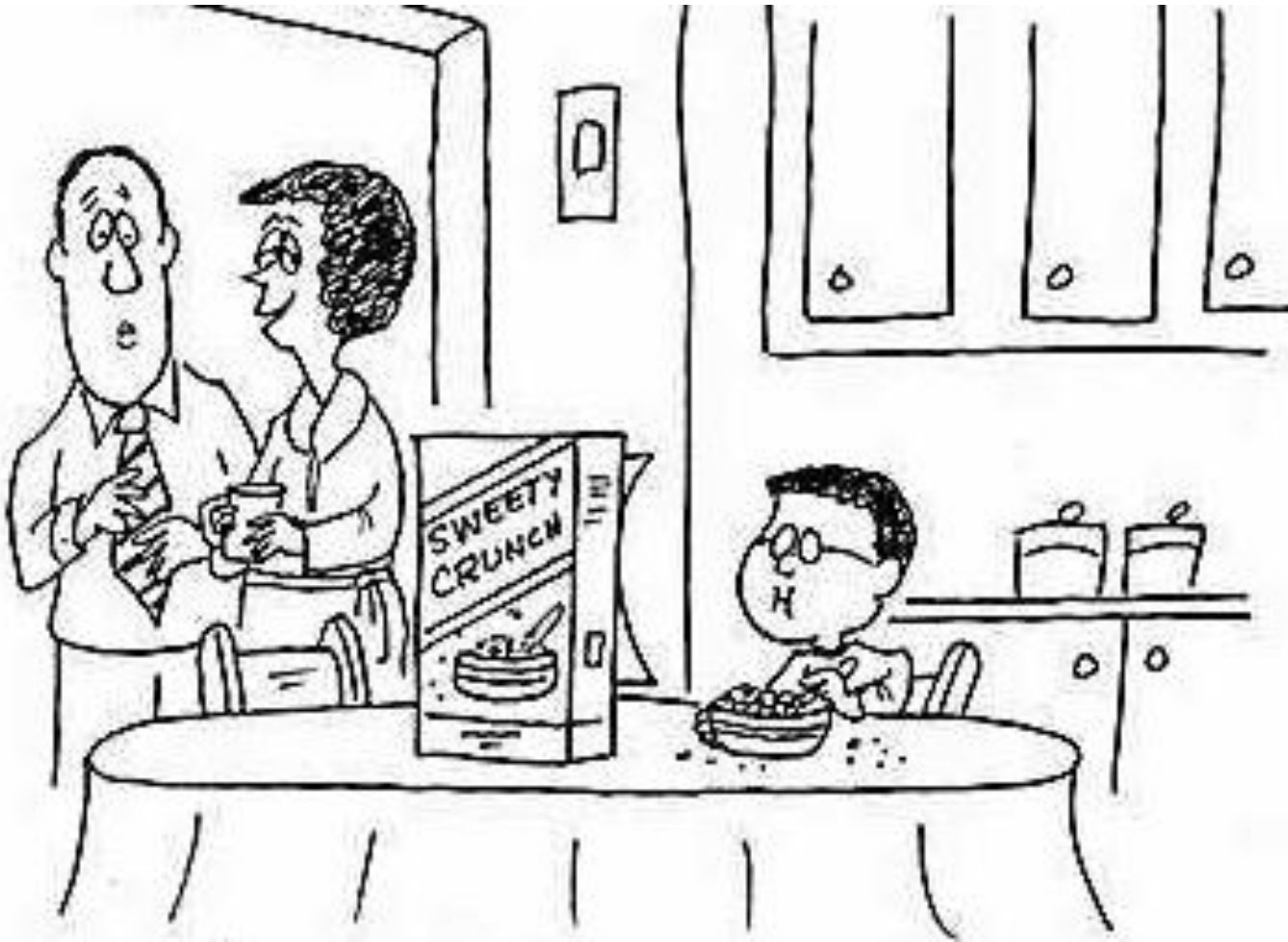
Selling Social Media to Target Audiences

Shel Holtz, ABC

@shelholtz



Selling the intranet to
Leadership



"I'll have to skip breakfast today, honey. Employee Communications has new articles on the intranet, so I'm going into work early to read them."

The Intranet Dilemma

- Employees use the web
 - Home and work
- Intranet does not measure up
- Reluctance to invest
- Need to make the business case
 - Profitability
 - Innovation
 - Productivity
 - Competitiveness

Intranet ROI

- Measure vs. business goals, baseline metrics
- Employee productivity
- Cost avoidance
 - Infrastructure
- Cost reduction
 - Support costs
 - Cycle time/time-to-market
 - IT investments
 - Headcount
 - Turnover

Participants in intranet usability testing increasingly refer to interactive and social sites like 'FaceBook', 'Instant Messenger' or 'Google Maps' when talking about their intranet – but when they do so they are not referring to the precise functionality of the intranet, but instead relating concepts such as 'finding people and interacting with them', 'having a private real-time conversation', or 'adding my own photos of this place to the map'.

People would not expect a corporate intranet to be the same as the internet. But their experiences with other digital services become part of their overall vocabulary for online interaction and changes what is 'obvious' to them.































ROI from Web 2.0

- 52% of organizations using Web 2.0 achieved Best-in-Class performance compared to only 5% that didn't
- Companies using Web 2.0 tools achieved 18% increase in engagement vs. 1% among those that didn't

-- Aberdeen Group










































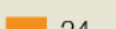










Measurable gains from using Web 2.0 for given purpose

Use of technologies

Internal purposes, % of respondents, ¹ n = 1,088			Median improvement, %	Customer-related purposes, % of respondents, ¹ n = 956			Median improvement, %	Working with external partners/suppliers, % of respondents, ¹ n = 686			Median improvement, %
Increasing speed of access to knowledge		68	30	Increasing effectiveness of marketing		52		Increasing speed of access to knowledge		51	25
Reducing communication costs		54	20	Awareness			25	Reducing communication costs		49	20
Increasing speed of access to internal experts		43	35	Consideration			19	Increasing speed of access to external experts		42	30
Decreasing travel costs		40	20	Conversion			17	Reducing travel costs		40	20
Increasing employee satisfaction		35	20	Loyalty			20	Increasing satisfaction of suppliers, partners, external experts		37	20
Reducing operational costs		32	15	Increasing customer satisfaction		43	20	Reducing time to market for products/services		24	20
Reducing time to market for products/services		25	20	Reducing marketing costs		38	15	Reducing supply chain costs		23	12
Increasing number of successful innovations for new products or services		25	20	Reducing support costs		32	15	Reducing product development costs		20	20
Increasing revenue		14	15	Reducing travel costs		32	20	Increasing number of successful innovations for new products/services		19	20
No measurable effects/benefits		8		Reducing time to market for products/services		24	20	Increasing revenue		16	15
				Increasing number of successful innovations for new products/services		22	20	No measurable effects/benefits		7	
				Increasing revenue		18	10				
				No measurable effects/benefits		10					

¹Includes respondents who are using at least 1 Web 2.0 technology, even if on trial basis.

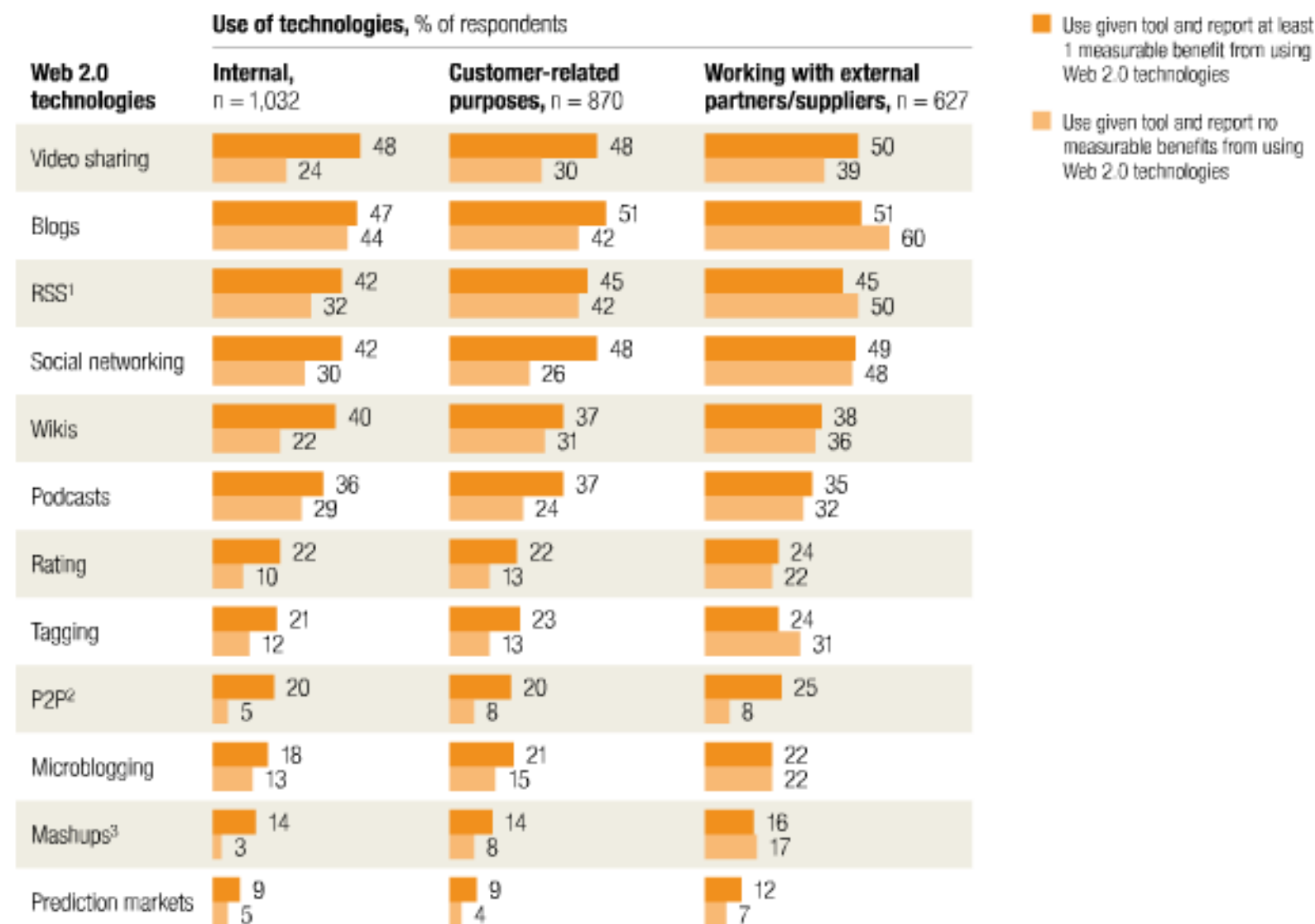
Different types of networked organizations achieve different benefits.

		Organizations by type of Web 2.0 usage			
		Developing, n = 1,711	Internally networked, n = 287	Externally networked, n = 100	Fully networked, n = 76
Benefits, mean % improvement	Employee benefit metrics	 5	 19	 9	 31
	Customer benefit metrics	 4	 8	 19	 24
	Partner benefit metrics	 5	 10	 17	 27
Degree of usage	% of employees using Web 2.0	 33	 42	 47	 47
	% of customers using Web 2.0	 31	 50	 59	 62
	% of partners using Web 2.0	 42	 53	 59	 66
Integration, % of respondents¹	Web 2.0 integrated into day-to-day work	 21	 49	 53	 70
Organizational impact, % of respondents²	Increased information sharing	 21	 52	 43	 55
	Less hierarchical information flows	 17	 40	 25	 49
	Collaboration across organizational silos	 10	 31	 14	 41
	Tasks tackled in project-based way	 9	 24	 15	 39
	Decisions made lower in corporate hierarchy	 5	 14	 19	 25
	Work performed by mix of internal and external people	 8	 21	 15	 29

The right mix of tools

- Blogs
- Wikis
- Feeds
- Social bookmarking
- Social Network (profiles)
- Comments
- Voting
- Favoriting
- Widgets
- Mash-ups

Exhibit 2: A mix of technologies

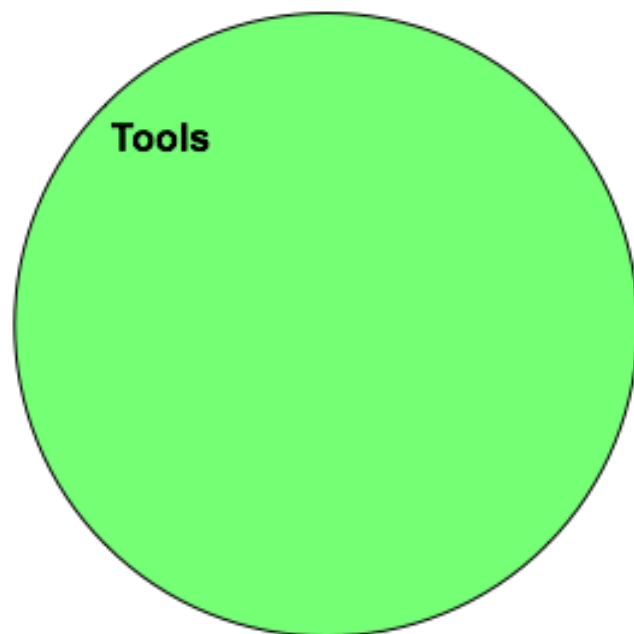


¹Really simple syndication.

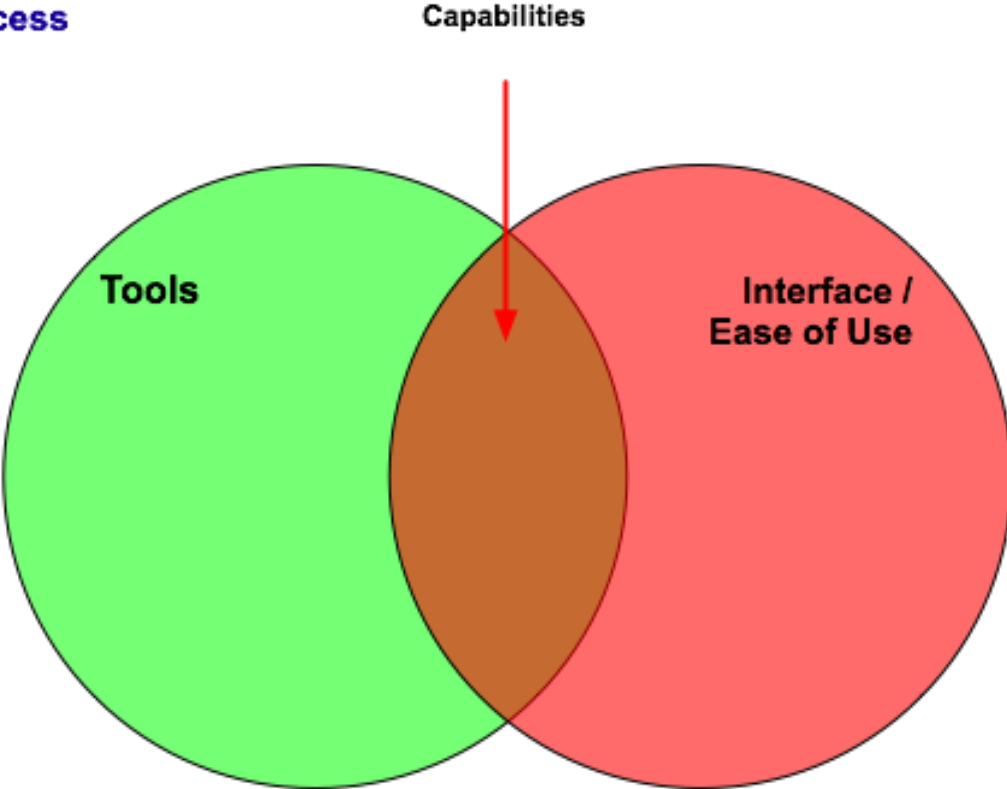
²Peer to peer.

³A mash-up is a web application that combines multiple sources of data into a single tool.

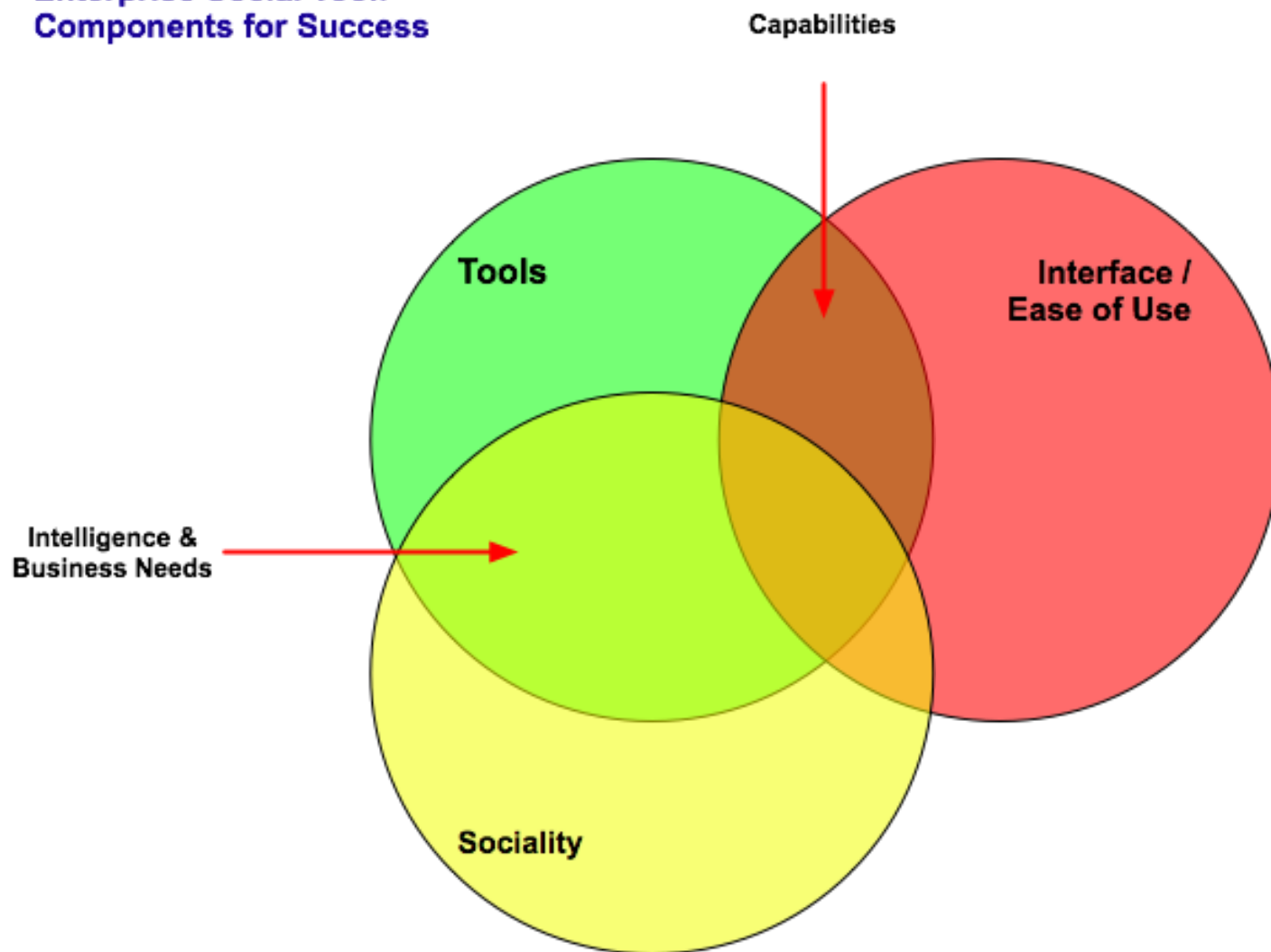
**Enterprise Social Tool:
Components for Success**



**Enterprise Social Tool:
Components for Success**



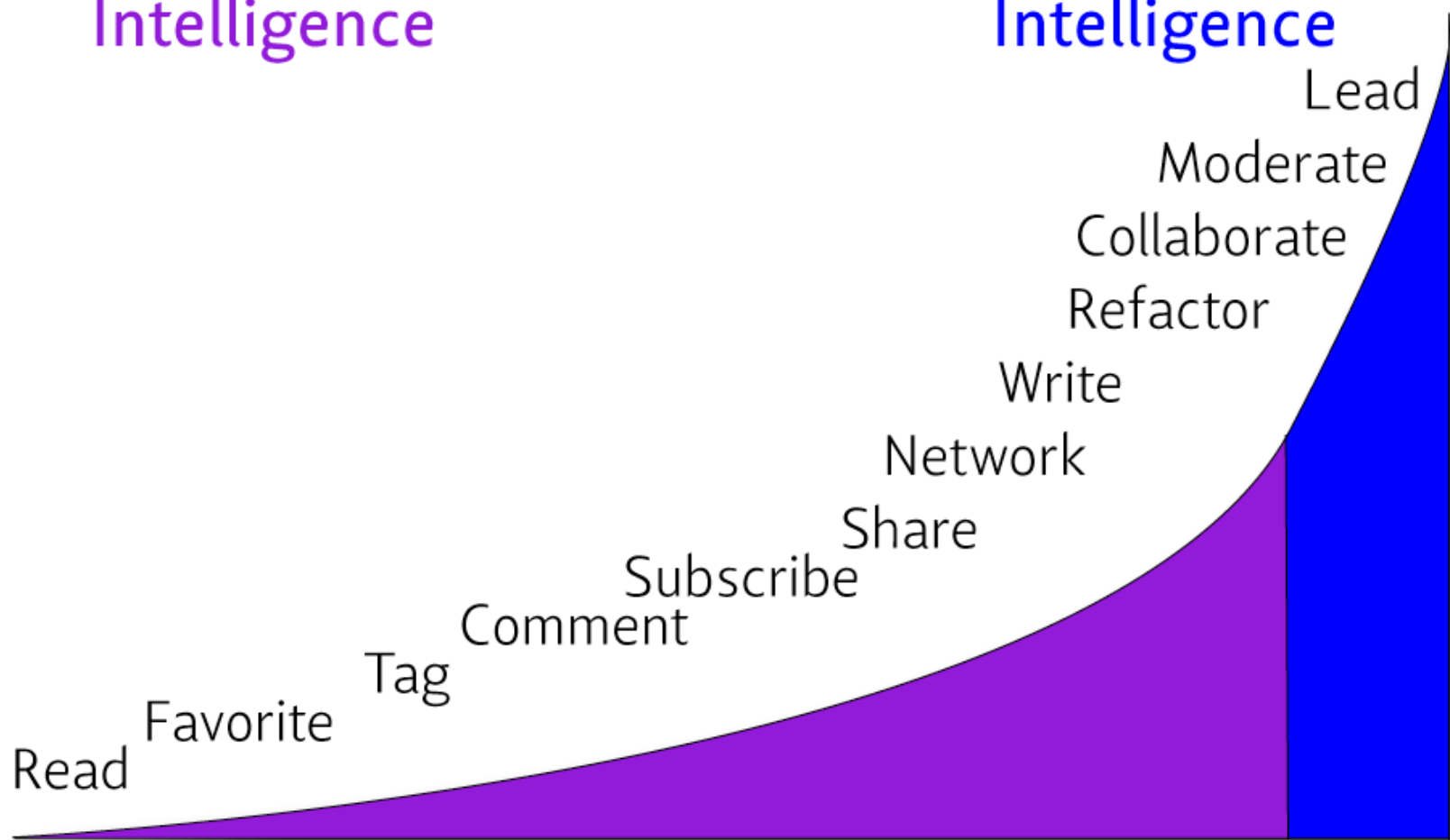
**Enterprise Social Tool:
Components for Success**



Power Law of Participation

Collective
Intelligence

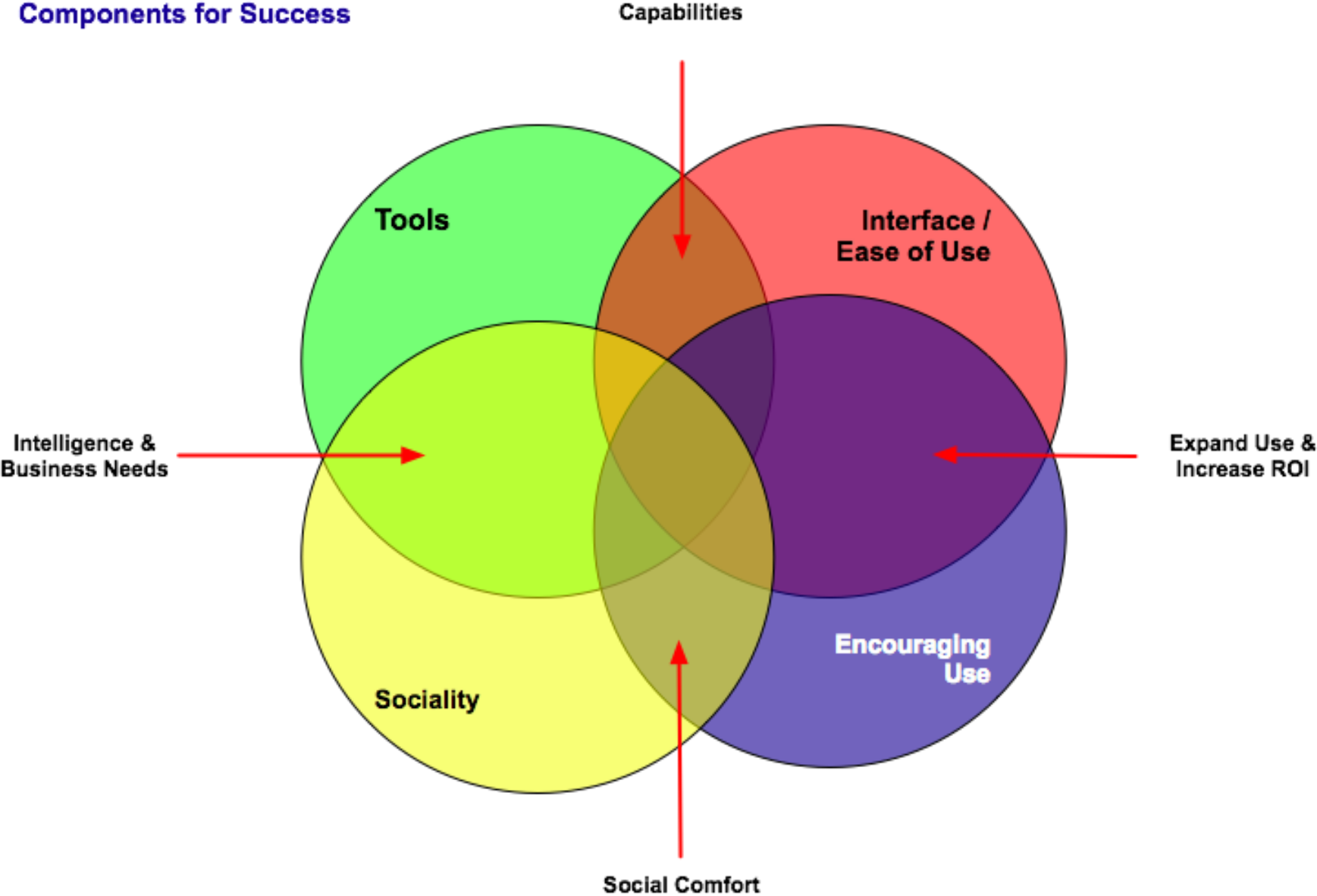
Collaborative
Intelligence



Low Threshold

High Engagement

**Enterprise Social Tool:
Components for Success**



Productivity

Tagging ROI Case Study: IBM

- Enterprise Tagging System development: \$700,000
 - Can be added to any internal page
 - Readers tag any page
 - Look up tags they have contributed
 - Find others who have used the same tag
 - Find other related resource tagged similarly

Tagging ROI Case Study: IBM

- Average employee saved 12 seconds per week
- Across 286,000+ ETS searches per week
- A total of 955 hours saved each week
- Value = \$4.62 million / yr (productivity)
- Reusability = \$2.4 million / yr (cost avoidance)

YouTube on Your Intranet

Accenture CTO Donald Rippert looked at YouTube and wondered why a teenager can find a an amateur video on the site quickly and easily, but finding a video of a corporate presentation in a business's archives is next to impossible if you don't know the exact title of the file.

-- *Business.ca*



Welcome, Shel Holtz Thursday, January 14, 2010

Find a person [▶ Advanced](#)Find information [▶ Advanced](#)
[Home](#)
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Search for a video

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bowl fleet fina frito-lay g series g2

gatorade michael jackson muhammad

ali pepsi pepsi max pepsi throwback

nfl football pepsi-cola performance

with purpose pwp quaker ray

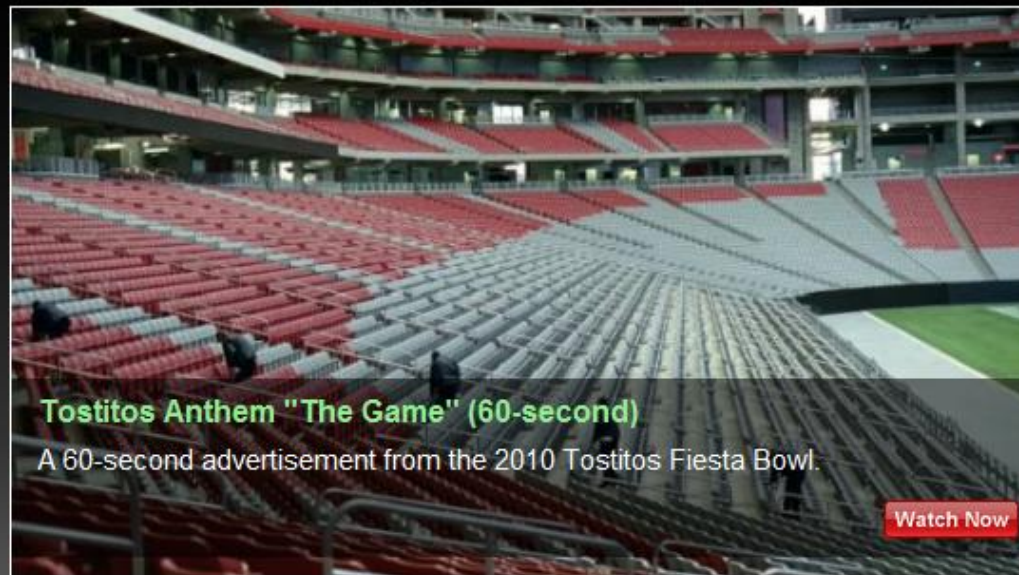
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tostitos



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Mosaic Submission for the




Adelante Submission for the




WIN Plano Submission for

Knowledge Sharing



You are following updates by everyone in your network. 
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My Feed All Received more  follow

of what other conferees did right.


2 hours ago – from Desktop

 reply

Steven Lubetkin in reply to Chris Heuer: Am I now a Creative Catalyst? Don't see me listed on that page.

8 hours ago – from YammerFox


reply

 follow

Ayelet Noff "Blonde 2.0" in reply to Chris Heuer: back from DLD guys. Was absolutely amazing!

9 hours ago – from Desktop

reply

 follow

Chris Heuer: also - if you havent picked up the new code for the I'm a Catalyst badge yet - please check out my site <http://chrisheuer.com/> to pick it up and add it...

2 days ago

 reply

@



MY FEEDS

[5 Ways To Never Lose Your Photos](#) from Digital Photography School

The following post on Ways To Never Lose Your Photos is by San Francisco based photographe...

[bonfire](#) from Gary Koelling

A bonfire is a large highly planned meeting with juice and bagels. Usually held in a speci...

[How to Win Friends and Influence People - A Guide to Commenting on Other People's Photos](#) from Digital Photography School

The following post is from Australian photographer Neil Creek who is part of the Fine Art ...

[20 More Things I've Learned about Photography](#) from Digital Photography School

This guest post was submitted by Martin Gommel from the German Blog KWERFELDEIN (flickr). ...

[This Week in the Digital Photography School Forums](#) from Digital Photography School

Weekly Assignment This week we encouraged everyone to look down because we finished our Fe...

[recent meme](#) from Gary Koelling

We've heard of the social graph. As in mapping the social graph. Revealing relationshi...

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LEOSYNAPSE'S GROUPS

[#19 BEST BUY RACING](#)

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[times](#)

LEOSYNAPSE'S BUDDYLIST



[more »](#)

IBM Blog Muse

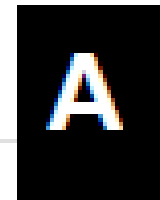
- Connect readers seeking topics with bloggers looking for fodder
- Find information at:
<http://www.research.ibm.com/social/papers/407n-geyer.pdf> (PDF)



Get inspired to
write

Ask for a blog
post

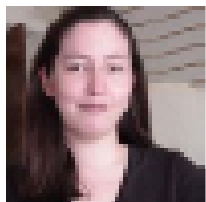
Explore topics
& Vote



Need a topic to blog about?

The following recommendations are based on new topics requested by others and blog entries previously created. These come both from people you know and those that match your interests. You can use them for inspiration to create a blog entry!

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Susan Schnell, who is in your social network, would like to read about :

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0  | 5 
details

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Tell others what you'd like to read about

Want to read about a certain topic but can't find any blog entries about it? Request it here! We'll suggest this topic to others & notify you when someone chooses to write about it. Note that all topic requests are public.

Title of the blog entry you'd like to read: (e.g. Lotus Strategy in 2010)

Who should write about it? (Optional)

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Topics You've Requested

[Technology transfer between research and product](#) (0  | 1  | [details](#))

[The secret of successful meetings!](#) (2  | 5  | [details](#))

[How can we incentivize users of social networking sites to participate more?](#) (0  | 5  | [details](#))

Selling the intranet to

Middle Management

- “What’s in it for me?”
- C-suite models behavior
- Training
- Manager connections and groups

Selling the intranet to
Employees

- It's a marketing effort
 - Let them know it's coming
 - Promote its benefits to employees
 - Reduced hassle
 - Greater opportunity for success
 - Offer quick-and-dirty training materials
 - Share testimonials and success stories

A MAJOR BOOST TO YOUR PRODUCTIVITY

Questions?

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