

Business is Personal:
Corporate Social Networking

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What is Web 2.0?

- **Web 2.0** concept: The business model (ownership, authorship and upgrades) is fluid:
 - For example: Web 2.0 Websites allow users to do more than just retrieve information.
- Web 2.0 is an “**Architecture of Participation**”.
- **Web 2.0** does not have a **hard boundary**, but rather a **gravitational core**.
- **Web 2.0** era businesses harness the **collective intelligence** of people.

Connect. Collaborate. Transform your Business.

- Ten years ago “**Markets were Conversations**” but today a more pertinent statement could be that “**Conversations are becoming Markets**” (ClueTrain).
- Forward looking businesses are using **Web 2.0** and social tools to achieve new levels of **productivity and efficiency** in a tough economy.
- Social networks have broken down the **feedback barriers** between brands and consumers.

About Corporate Social Networking

- Social networking provides the ideal platform for employees to **communicate, information share and discuss** real issues affecting the business.
- It includes **Networking** with
 - Colleagues,
 - Employees (including creating an environments for staff to socialize),
 - Community.

Integrate Social Media

- **Integrate** Social Media into your PR & Marketing Strategies
- **Discover** how you can **engage, monitor** and **analyze** social media because:
 - Each day millions of online conversations are taking place on social media sites such as **Twitter, Facebook, YouTube and more**. Don't let the conversations happen without you!

Online Habits: Men vs. Women

- Market research firm eMarketer released a report that examines how men behave differently than women online.
 - There are 95.9 million males online in 2009, or 48.2% of the Internet population, compared with 103.2 million females.
 - Although the US Internet population will continue to grow, by 2013 males will make up just 47.9% of the online population, and at 105.9 million users will still be the minority.
- Men spent, on average, 4.4 hours longer online than women. They are also overall less likely to be '**put off**' by something they find online, and are more tolerant of advertising and branding than women.
- Finally, fewer men in the study said they have '**never**' been online, only 15% of males compared to 20% of females.

Ning

- Ning, which hosts custom social networks,
 - Has about 22 million registered users,
 - 6.1 million of these are active users.
 - 1 million networks
 - A lot of these are small niche networks like the Open Wine Consortium, active custom networks for the Ellen DeGeneres show, Harry Potter and Twilight fans
- Compared to Facebook and MySpace, Ning, of course, is only a niche product.

twitter is Sticky

- One interesting phenomenon about Twitter is that new users tend to stay on the service.
 - Oprah Winfrey and Ashton Kutcher factor led to further usage by new members this month.

facebook Facts

- Facebook is seeing some very impressive growth outside of the United States. In the US, there are 175 million members. In Africa and Asia, for example, Facebook's active user base grew over 70% in the last 12 weeks. In Asia and Africa, growth rates of 73.7% and 86.9% respectively.
- With regards to the basic demographics on Facebook, women still represent the majority of users (**51% vs. 45%**), and while younger users still represent the majority of active users on the service, users over 55 are driving most of Facebook's current growth.

Free Social Web Marketing

- **Wikipedia**, the largest encyclopedia in the world with over 2 billion+ words, is the fourth most popular Web site in the world,
 - with **301 million** unique visitors monthly according to comScore.
 - Its success is largely due to its **passionate community** and the content it produces.
- Contrary to Popular Belief, **Consumer Media** is a Great Place for Brand Advertising.
- Most brands have been afraid to get involved with user generated content in the past, but sites like **Wikia, Flickr, YouTube** etc. are becoming more dominant.
- If you have a brand that's being talked about online, you need to understand that although you cannot control what is being said, **you do need to be there.**

Businesses Fear

- According to anti-virus firm **Sophos**, 63% of system administrators worry that employees who share too much personal information on social networking sites will put their company's IT infrastructure at risk.
 - A quarter of these businesses also reports that they have been the victim of spam, phishing, and malware attacks via sites like **Twitter, Facebook, LinkedIn, and MySpace**.

Google Analytics

- Google's tool for generating detailed visitor stats for web sites.
- Google Analytics does not give you real-time information about the traffic on your site.
 - For that, you have to resort to other tools like **Woopra**, which uses a desktop application as its default interface.

Domino's: How One YouTube Video Can Ruin a Brand

- Domino's Pizza gets a lot of things right (online presencewise), it has:
 - **A YouTube Channel,**
 - **A Twitter account, and**
 - **both a Facebook and MySpace profile.**
- Two of its North Carolina employees posted a YouTube video that would severely damage the company's brand.
- The video features an employee who farts and sneezes on a sandwich, was viewed over 500,000 times.
- In the end, the only thing a company can do is to quickly react to these events.

How To Keep Up

- The web moves fast enough that we may as well start looking at what comes next.
- You can keep up with easy-to-use and affordable tools like
 - **Radian6 and ScoutLabs** that track blog and Twitter mentions on your behalf.

Socialthing Across the Web

- **Socialthing** is an AOL service that transforms static sites into social web destinations
 - visitors to share their experiences across other social properties like **Twitter, MySpace, Facebook, Bebo**, and more. It also allow for real-time interactions while on the site through AIM and ICQ integration.
- With **Socialthing**, web site visitors can sign in to the various web sites using their AOL screenname and password.