

Social Media in Business

Next Revolution ?

Summary of the seminar

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9.12.2009

Management considerations

Do you need a business case ?

What is the business case for social media?

What are the security requirements?

Can you use open source solutions?

Can you use SaaS based solutions?

Social Media Business Case

Benefit Area	Direct impact on bottom-line	Indirect impact on bottomline
More paying clients	yes	
More revenue	yes	
Less cost in sales and marketing	yes	
Less cost with self service	yes	
Less cost with less travel	yes	
Better employee productivity	yes	
Faster time to competence	yes	
Better employee motivation		yes
More ideas from employees		yes
More ideas from customers		yes
More ideas from partners		yes
Becoming a preferred partner		yes

Top Down or Bottom Up ?

What's the impact on culture?

What's the impact on leadership model ?

What's the new role of a CEO?

What's the role of management?

What's the impact on processes?

What's the impact on key roles?

What kind of usage rules do we need?

Can we sustain progress and get results?

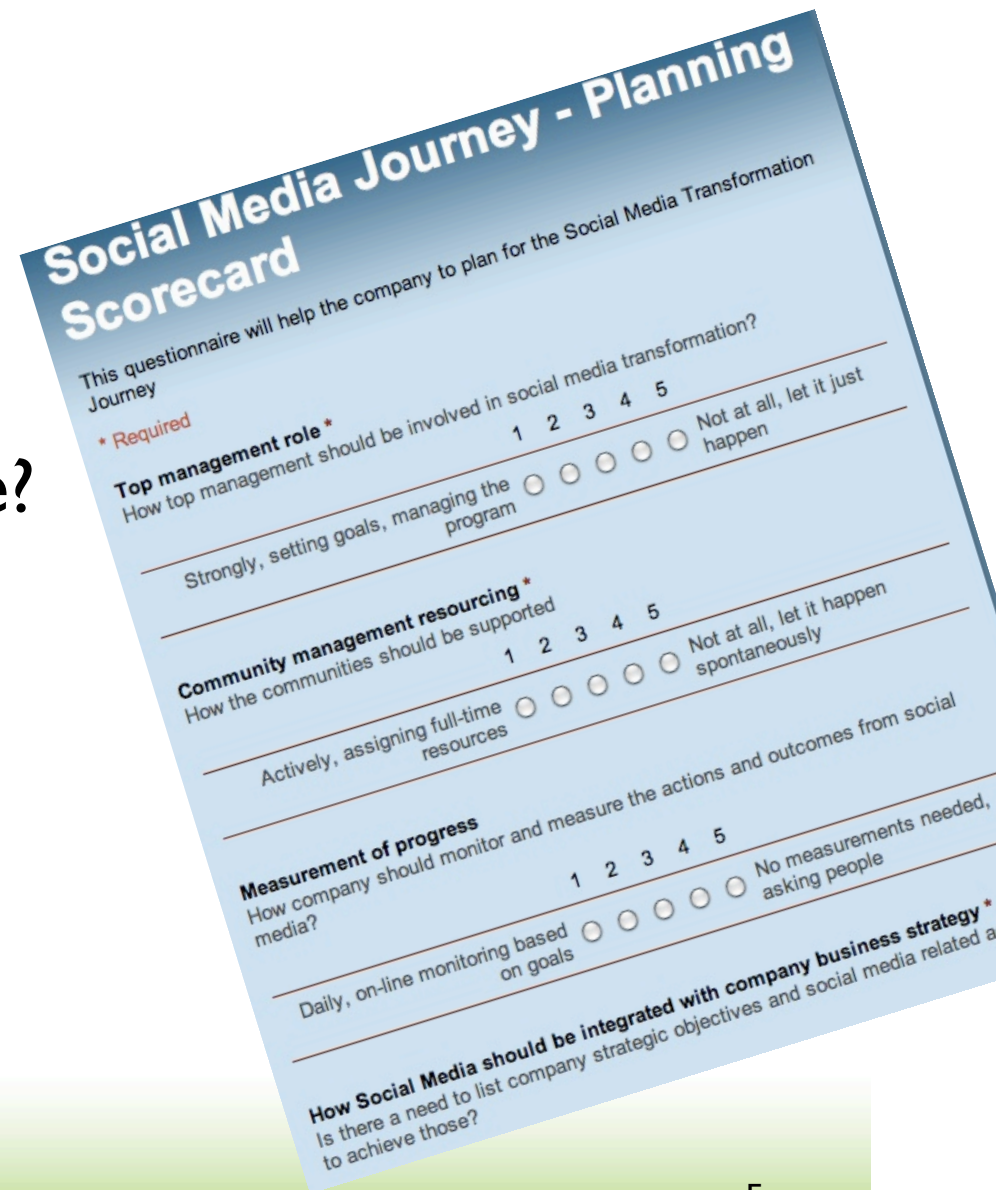
How to make a good start?

Do you have enough competence?

Do you need community mgrs?

How to monitor progress?

How to measure success?



Social Media Journey - Planning Scorecard

This questionnaire will help the company to plan for the Social Media Transformation Journey

*** Required**

Top management role *
How top management should be involved in social media transformation?
Strongly, setting goals, managing the program 1 2 3 4 5 Not at all, let it just happen

Community management resourcing *
How the communities should be supported
Actively, assigning full-time resources 1 2 3 4 5 Not at all, let it happen spontaneously

Measurement of progress
How company should monitor and measure the actions and outcomes from social media?
Daily, on-line monitoring based on goals 1 2 3 4 5 No measurements needed, asking people

How Social Media should be integrated with company business strategy *
Is there a need to list company strategic objectives and social media related a to achieve those?

Join in...382 members already

The screenshot shows the LinkedIn interface for a group titled "Social Media in Business - Next Revolution?". The top navigation bar includes "People", "Jobs", "Answers", and "Companies". The group page features a sidebar with navigation options like Home, Groups, Profile, and Contacts. The main content area displays a "Discussions" section with several featured posts, including one by Markku Silen about a community status report and another by Magdalena M Pawlowicz about social capital. A "People I'm Following" sidebar on the right shows recent activity from Magdalena M Pawlowicz.

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Social Media in Business - Next Revolution? **Social Media in Business - Next Revolution?** Overview Discussions News Jobs Subgroups More Manage Group Profile

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Discussions Recent Activity Recent Discussions Most Comments

Featured Discussion
Social Media in Business - Hi, this is my first community status report for this community.
By Markku Silen 22 days ago
Stop following | Add comment »

Featured Discussion
OUR SEMINAR IS FULL ! First with 120 participant limit and then with 500 participant limit
By Markku Silen 2 days ago
Stop following | 3 comments »

Featured Discussion
Social Capital: Your friends are worth money to your business
By Magdalena M Pawlowicz 16 days ago
Stop following | 8 comments »

Featured Discussion
How Web 2.0 is changing the way we work: An interview with MIT's Andrew McAfee
By Timo Helonen 14 days ago

People I'm Following (last 7 days)

Sunday
Magdalena M Pawlowicz recommends reading:
Medical device companies test the waters of social media - Finance and Commerce - web 2.0 OR web2.0 - Google News
1 day ago Start discussion »

Wednesday
Magdalena M Pawlowicz started a discussion:
Social Media—the Auto Dealership's New Secret Weapon - Dealer Marketing Magazine - web 2.0 OR web2.0 - Google News
"Great that the car industry also is starting to experiment with social media. Ford has done a great..."
5 days ago 1 comment

Magdalena M Pawlowicz started a discussion:

Markku Silen
CEO and owner, Winnovation Oy
Markku's blog (in Finnish) http://markkusilen.b... See my homepage (in english) http://www.winnovati... 3 months ago
Your profile is 85%

Yksi virhe avattaessa sivua. Lisätietoja saat valitsemalla Ikkuna > Toiminta.

Questions ?

LinkedIn Group: Social Media in Business

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