

Develop a Social Media Strategy That Will Improve Your Business

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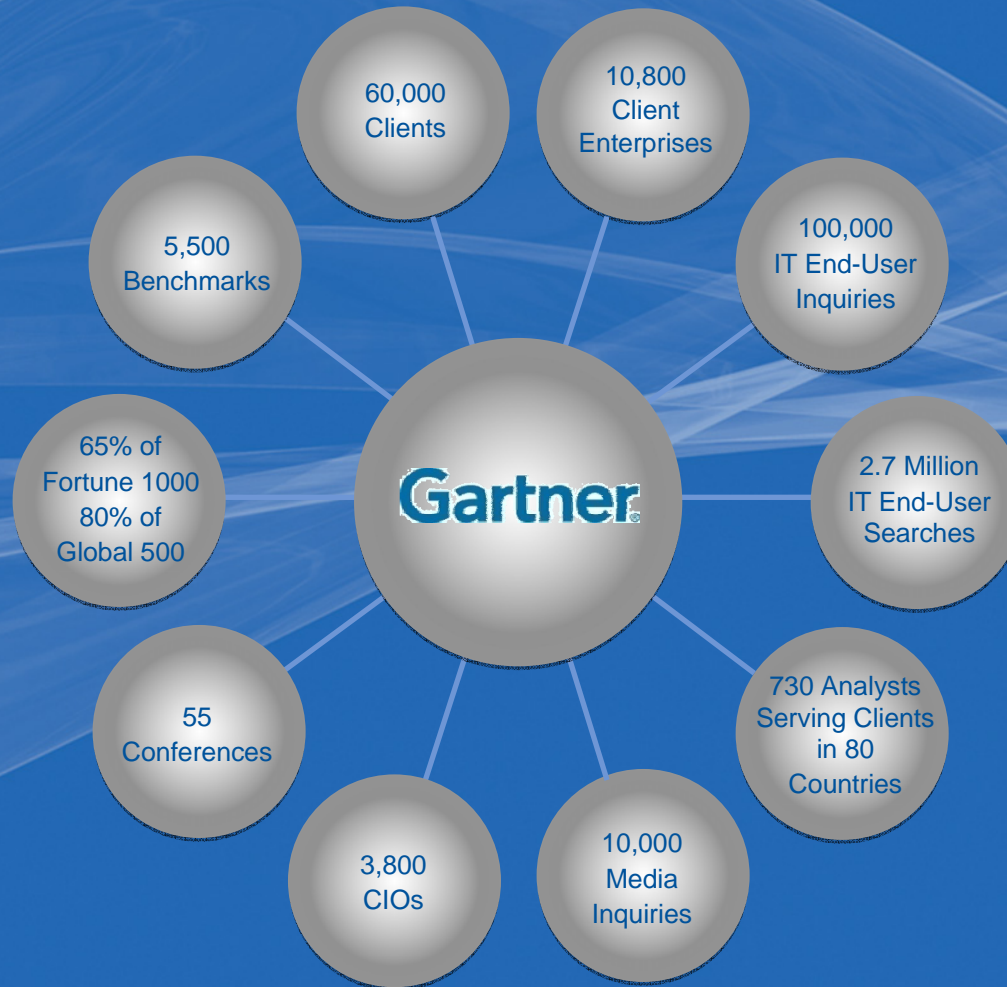
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Welcome!

Thank you for joining us on today's Gartner webinar.



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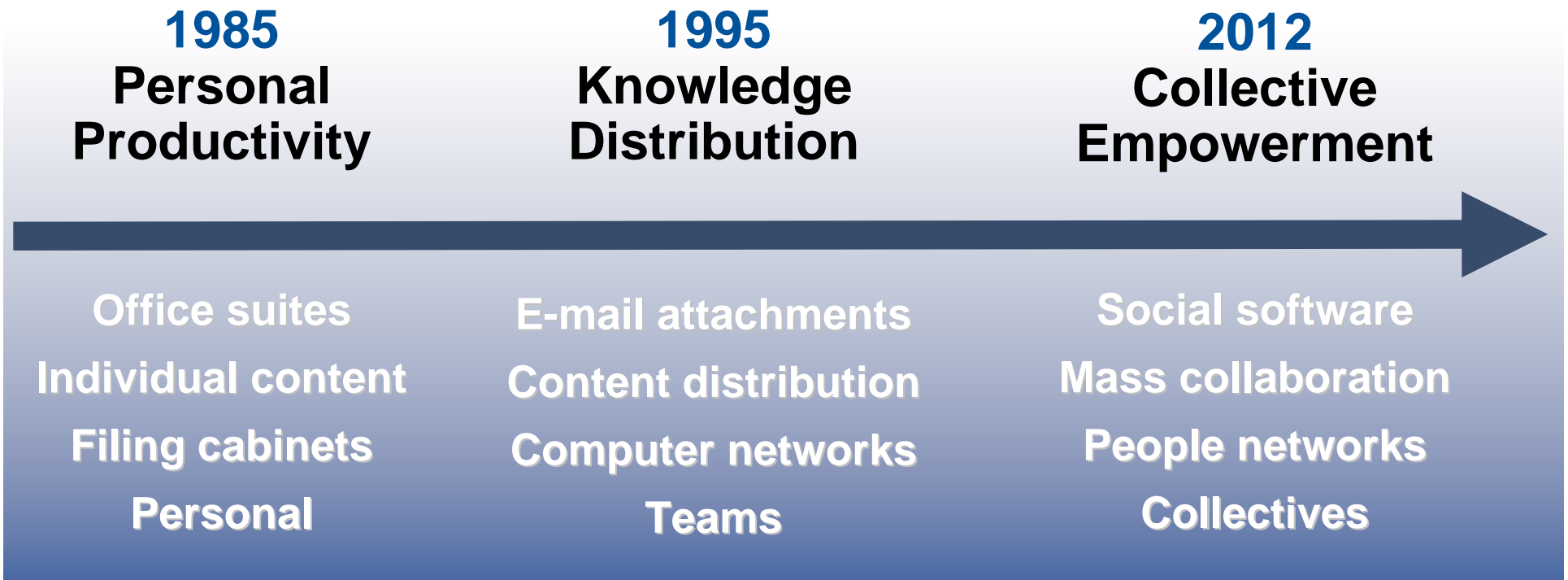
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Behaviors Have Forever Changed



Are you prepared for this fundamental empowerment shift?

Key Issues

1. What is the impact of social media on business today?
2. How are enterprises employing social media to drive new behaviors?
3. What steps should organizations take to create an effective social media strategy?

Poll: How would you characterize your organization's social media initiatives?

- We're trying to figure out what to do, but haven't implemented anything yet
- We're experimenting with social media internally
- We're experimenting with social media externally
- We're well underway with a number of initiatives
- We're old pros with social media

What Is Social Media?

- **Social networking**

- Social profiles
- Social network analysis

- **Social collaboration**

- Wikis
- Blogs/microblogs
- Collaborative office

- **Social publishing**

- Content sharing
- Content aggregation
- Social publishing

- **Social feedback**

- Social rating, ranking, commentary
- Social content structure



Social media is an interaction channel opened for the purpose of mass collaboration

Social technologies enable social media channels

Consumer and Business Needs Are Not That Different

What do consumers do on the Web?

Keep informed of what friends are doing and thinking

Easily tap into friends opinions and advice

Mobilize them for events and causes

Control what others can see and know about them

Tailor their tools with extensions apps

Tag videos and postings that friends should see, filtering out the noise

Know which sources and websites friends use



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What do workers do on the Web?

Keep informed of what colleagues are doing and thinking

Easily tap into coworkers opinions and advice

Mobilize them for events and projects

Control what others can see and know about them

Tailor their work platform with extensions apps.

Tag content (videos, docs, etc.) that friends should see, filtering out the noise

Know which sources and websites colleagues use

People Power vs. Hierarchy

- Core principles — people and community-centric:
 1. Participatory
 2. Collective
 3. Persistence
 4. Independence
 5. Emergence
 6. Transparency
- Mass collaboration is the differentiator
- Amplify your enterprise

People Power vs. Hierarchy

- Core principles — people and community-centric:
 1. Participatory
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 - Mass collaboration is the differentiator
 - Amplify your enterprise
- Are we prepared to:
 - Shift the leadership model away from command and control?
 - Evolve it to one where leaders listen and engage with employees?
 - Let employees speak freely with one another?
 - With the management team itself?
 - Deal with some managers' perception that using social software tools doesn't equate to productive work time?
 - Integrate social media into our workflows so it becomes a vital tool for how we get work done?

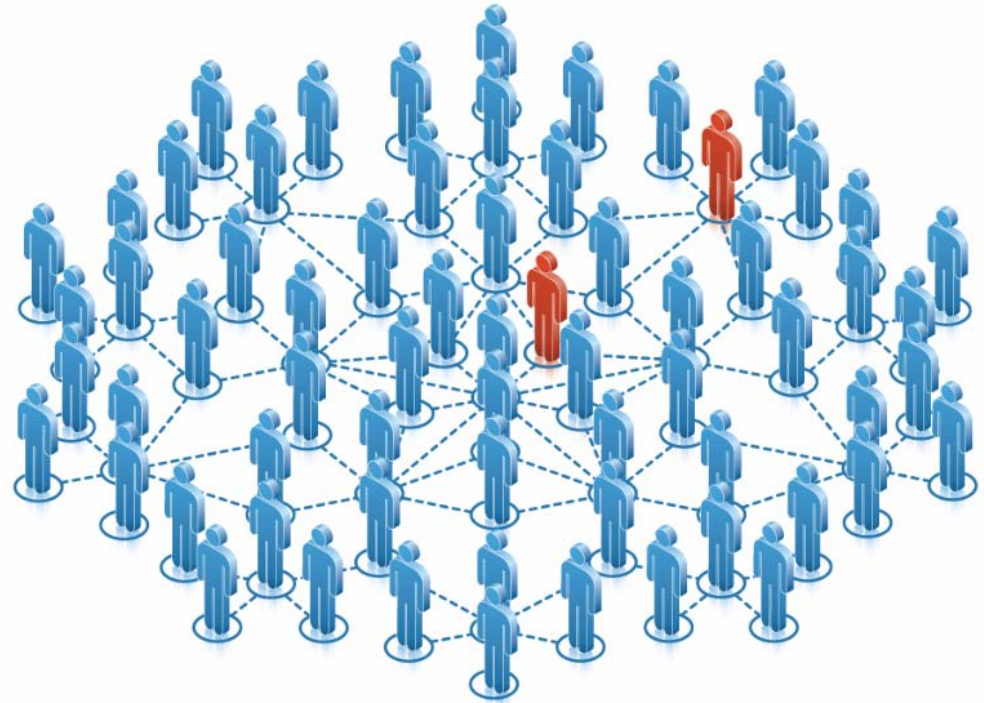
Poll: What is the top reason your organization is investing in social media?

- Strengthen customer relationships
- Enhance brand awareness
- Share information with business partners
- Help people find and work better with each other
- Meet CEO or board objectives

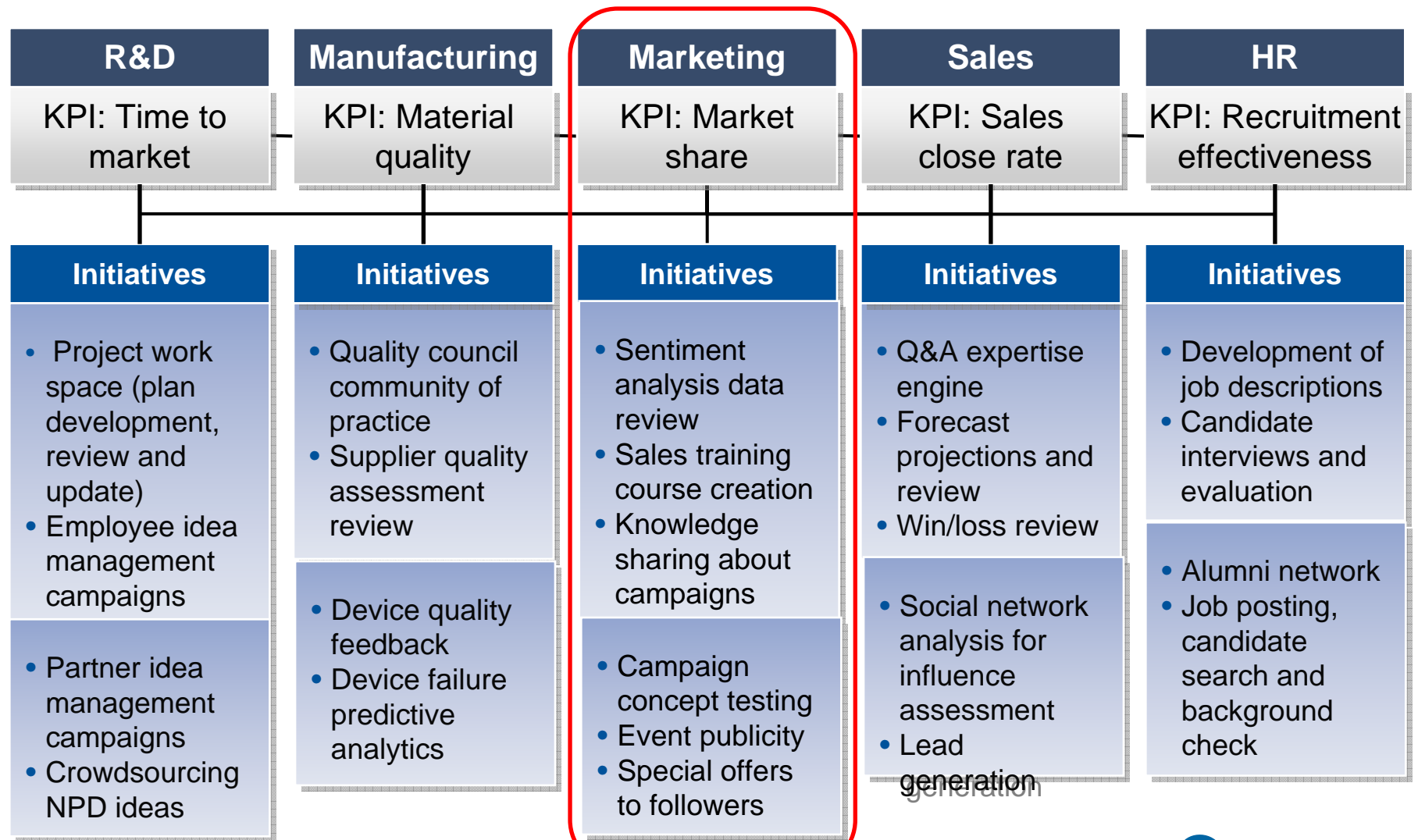
It's Not About Technology — Aim for New Behaviors

- Collective intelligence
 - Pooling contributions
- Expertise location
 - Finding the one in a million
- Interest cultivation
 - Sharing interests
- Relationship leverage
 - Cultivating weak ties
- Flash coordination
 - Organizing the masses
- Emergent structures
 - Unearthing reality

Finding Value in Collective Behaviors



Look for Opportunity Beyond Marketing



Poll: What social media initiatives do you have underway?

- Customer facing driven by marketing/sales
- Customer support (call center)
- Employee facing driven by HR or IT
- Business partner facing driven by supply chain
- Nothing underway now

Simply Providing Social Tools = Failure

A "provide and pray" approach has about a 90% failure rate

Radical benefits result from delivering social solutions

A social media solution is the right tools targeted at a defined purpose

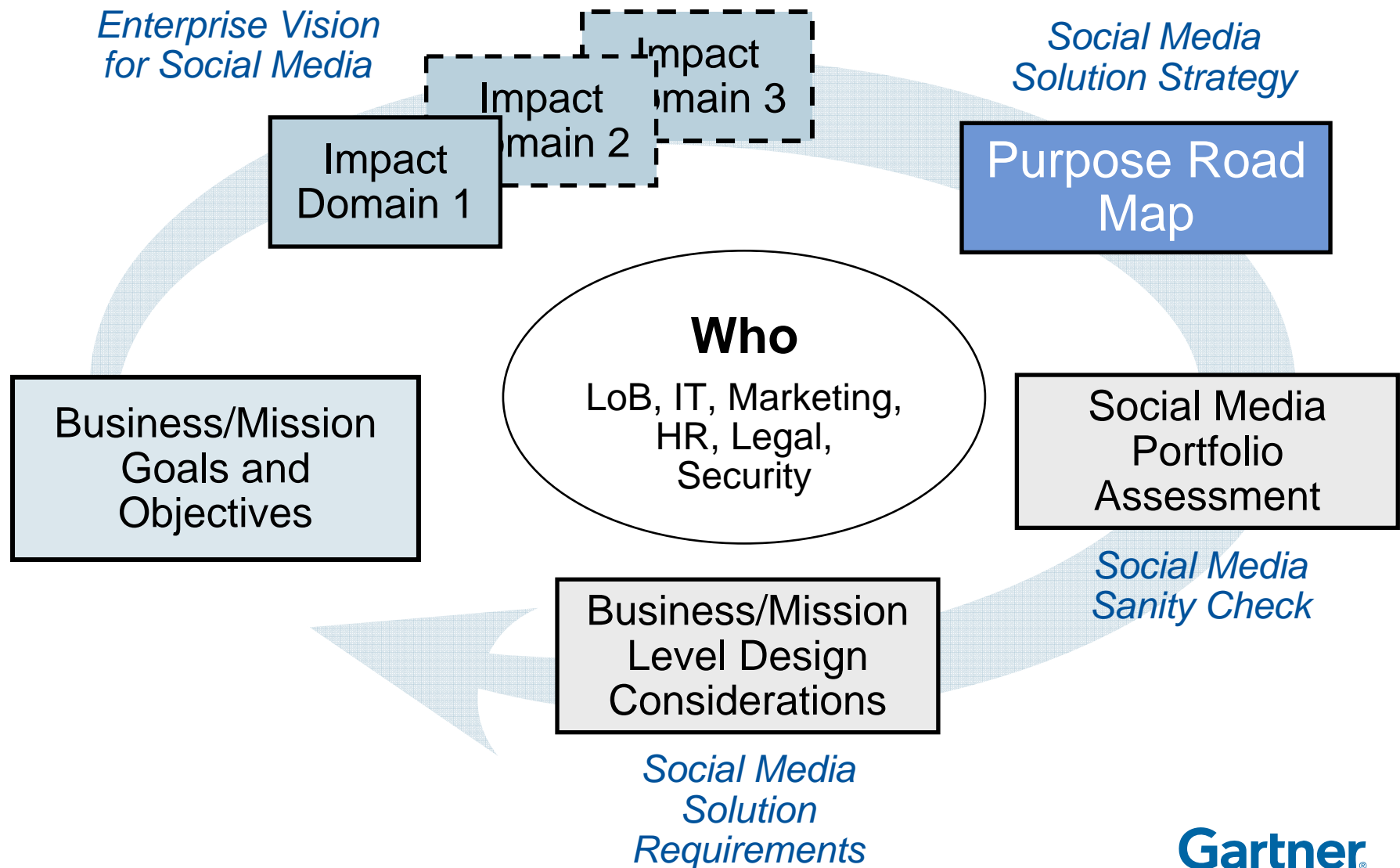


You can't install innovation

Providing a tool won't transform behaviors



Process for Developing a Social Media Strategy (Internal and External)

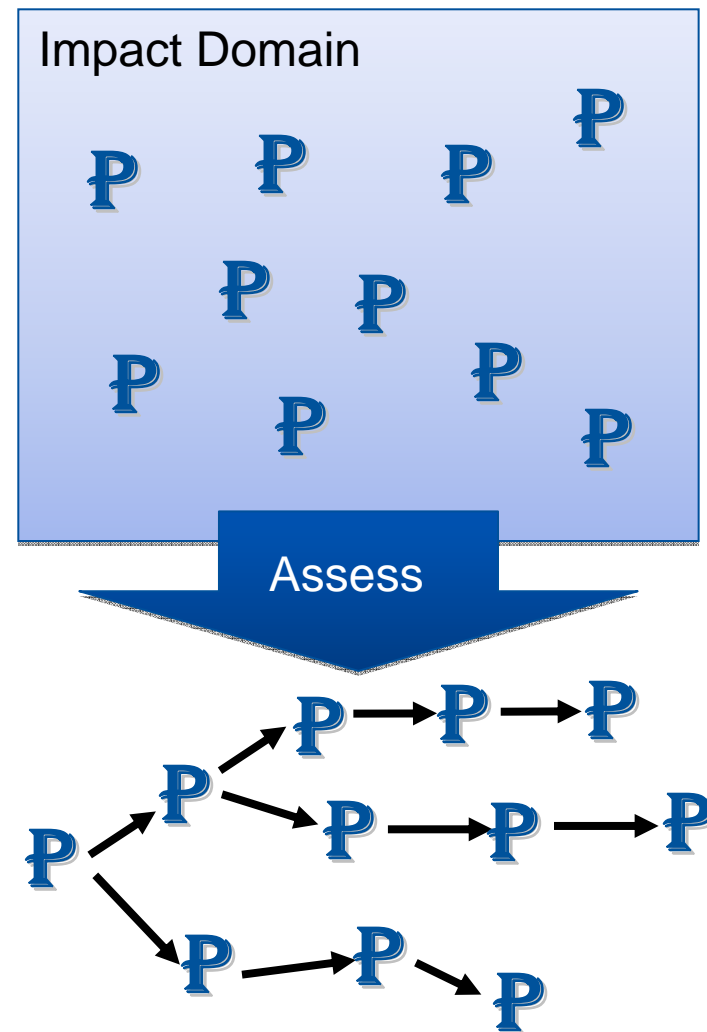


Poll: Who is leading your social media initiatives?

- Social media steering committee
- Line of business (e.g. marketing, sales)
- IT
- HR
- Multiple groups are leading separate initiatives

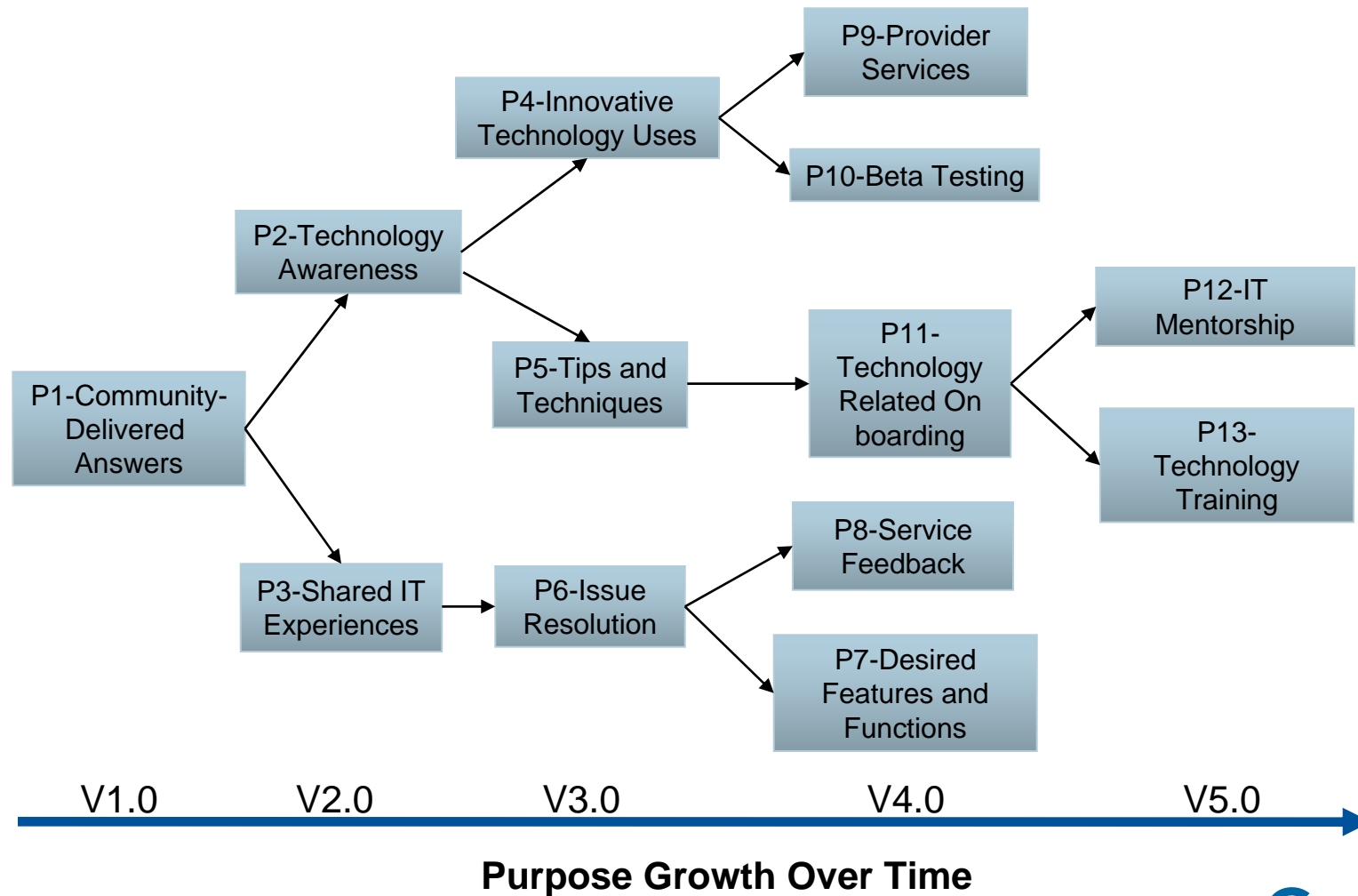
Seven Characteristics of a Good Social Media Purpose

1. Magnetic
2. Aligned
3. Properly-scoped
4. Promotes Evolution
5. Low risk
6. Measurable
7. Community-driven



Client Example: Tech Support

Purpose Road Map for Community-Centric Tech Support



Five Critical Failures

1. Goal incongruity

The purpose doesn't match strategic goals, business needs and audience desires

2. Process disconnect

Social media programs are not connected with other business functions

5. Inauthenticity

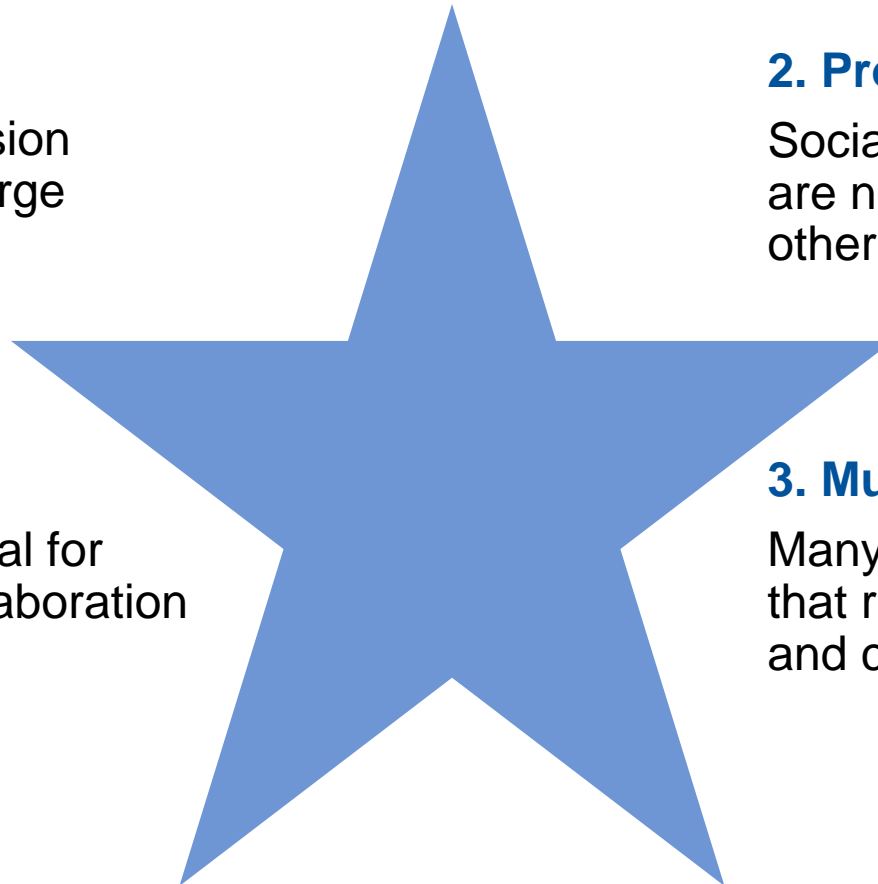
Programs lack passion and energy, submerge individual creativity

3. Multiplicity

Many uncoordinated efforts that reduce effectiveness and cause confusion

4. Monologue

Ignoring the potential for discussion and collaboration with the collective



Five Success Plan Recommendations

1. Consistency

Keep the purpose consistent with strategic goals, audience needs and the response authentic

2. Coordination

Make sure forays into social media are not disconnected from other business functions

3. Charter

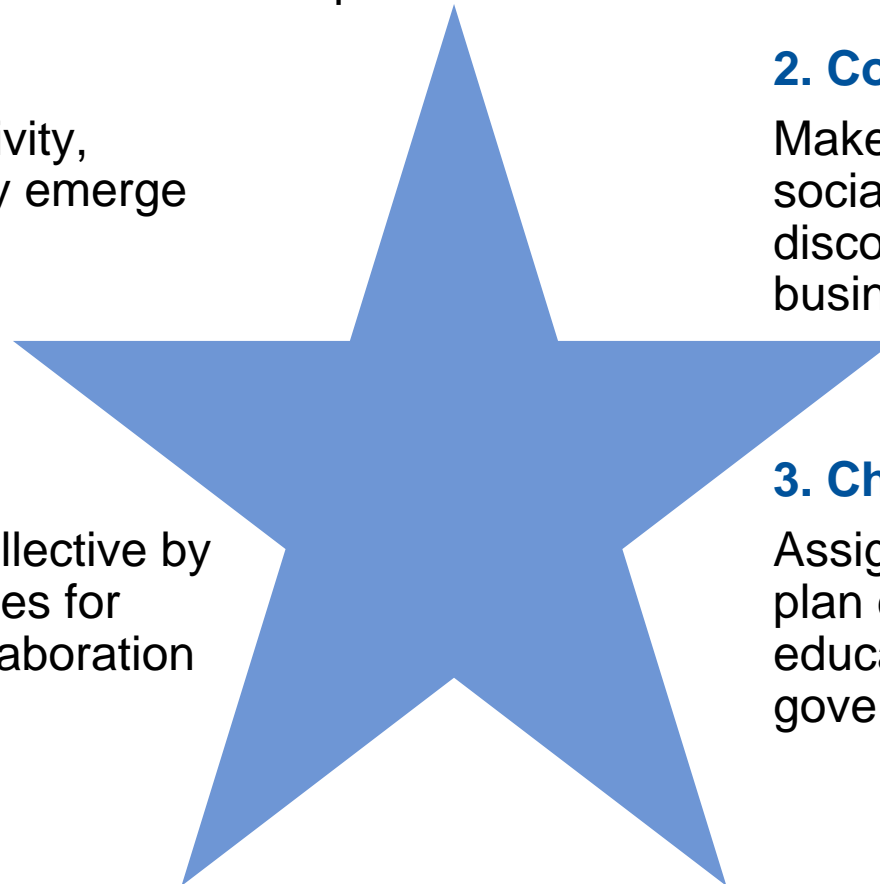
Assign responsibility for plan development, education, execution, governance and refinement

5. Creativity

Let individual creativity, passion and energy emerge

4. Conversation

Engage with the collective by creating opportunities for discussion and collaboration



Action Plan for Social Media Leaders and Teams

Monday Morning

- *Start* examining how social media is already impacting your business context.
- *Monitor* what is being said about you, your products, your competitors and your industry.

Next 90 Days

- *Assemble* a team and build a social media strategy.

Next 12 Months

- *Deploy* a social media initiative from the strategy.
- *Begin* evolving leadership and corporate culture in a directions toward social media affinity.
- *Plan* for and execute on building a corporate competency in social media.

Related Gartner Research

- **Defining A Social Media Strategy: Identify Audience and Engagement**
Carol Rozwell (G00205700)
- **Look Beyond Marketing for Competitive Advantage With Social Media**
Carol Rozwell, Anne Lapkin, Chris Fletcher (G00205916)
- **Case Study: Virtusa's Social Media Plan Begins With Purpose Definition and Employee Education**
Carol Rozwell (G00175878)
- **Toolkit: Employing a Purpose Road Map to Build and Execute a Social-Media Strategy**
Anthony Bradley (G00171822)
- **User Survey Analysis: U.S. Enterprise Adoption and Usage of Social Media, 2009**
Venecia Liu (G00172445)

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