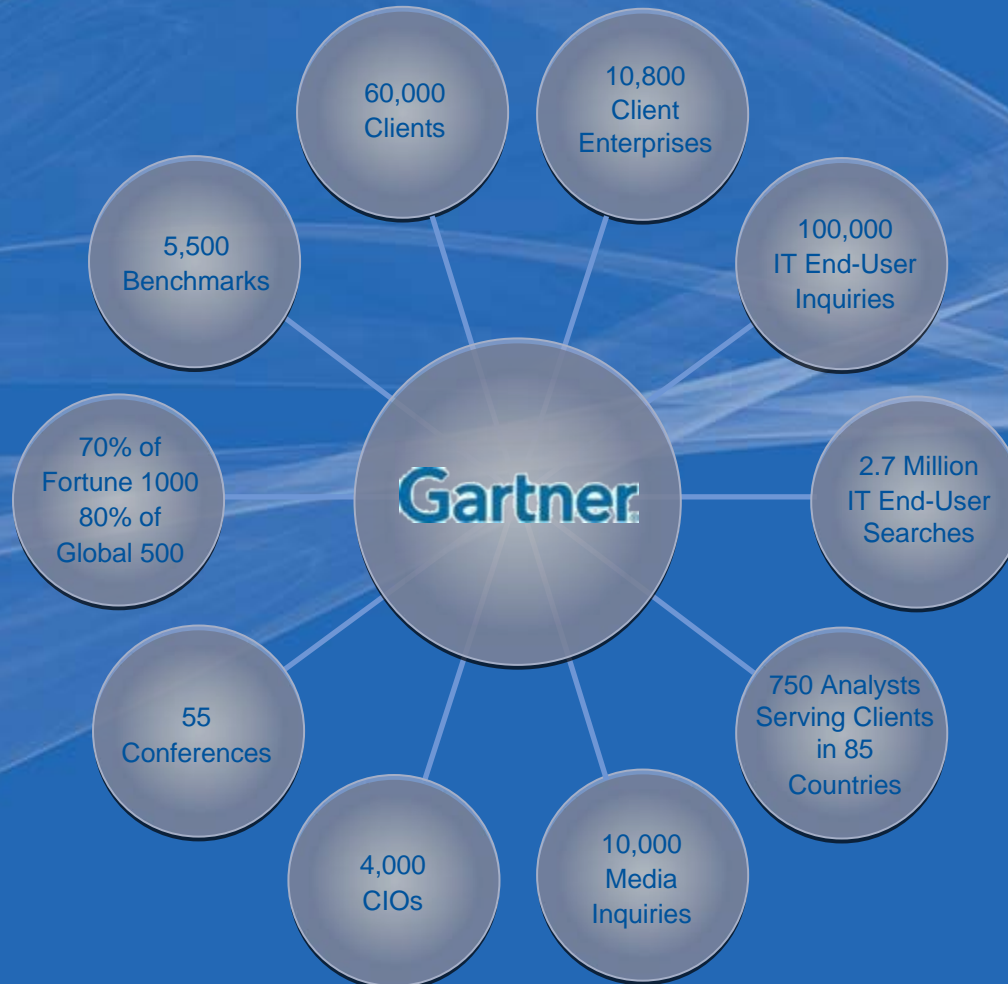


Desperately Seeking Insight? Mine Social Networks

Carol Rozwell
Bill Gassman

Welcome!

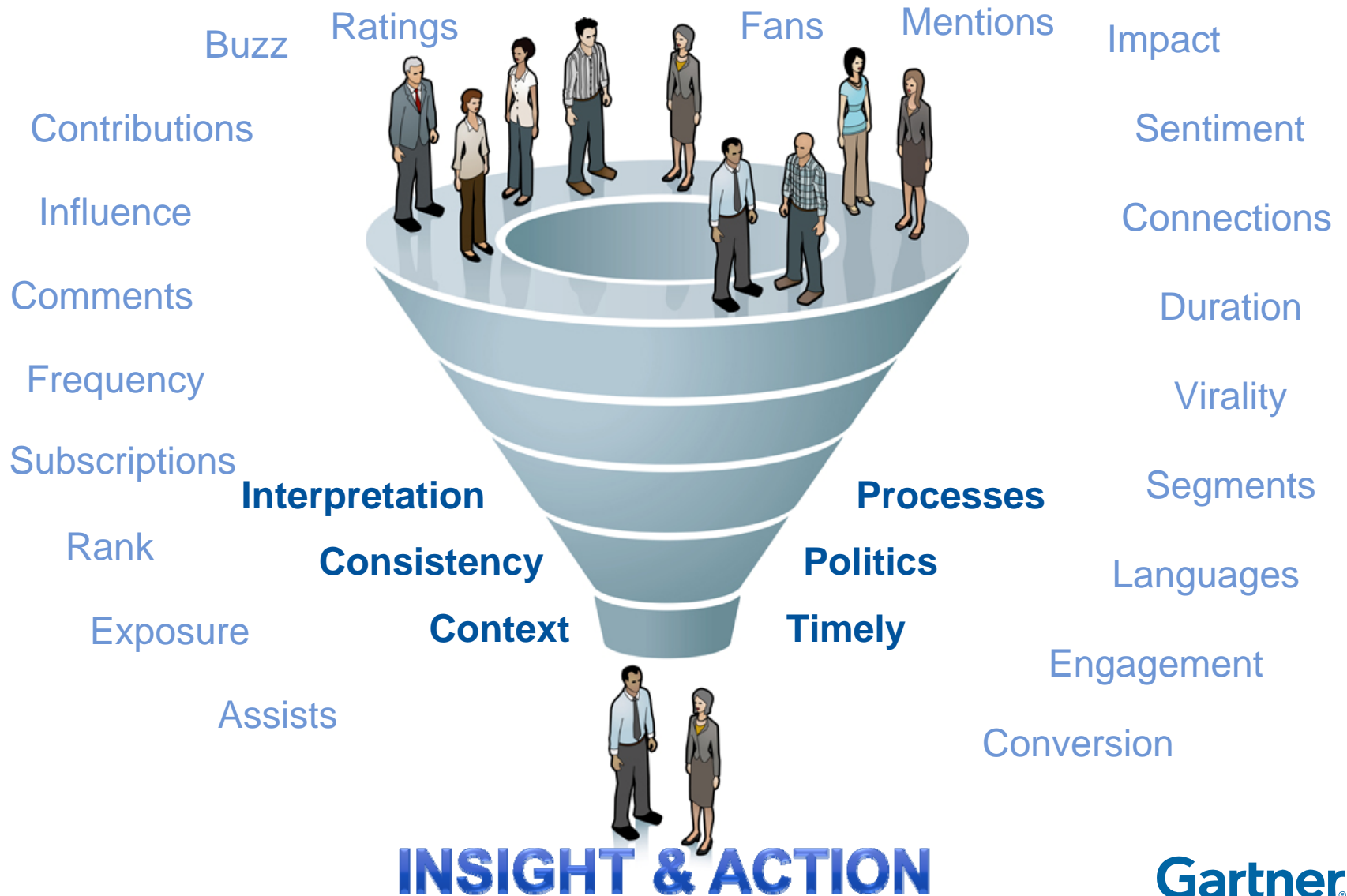
Thank you for joining us on today's Gartner webinar.



Desperately Seeking Insight? Mine Social Networks

Carol Rozwell
Bill Gassman

Flood of Social Metrics: So What!?



Topics

1. What new data sources exist because of the explosion of social media?
2. What tools and techniques are available to measure the value of social media and how will the market evolve?
3. What are the best practices for gaining and using the insight from social networks?

Three Realms of Social Software: It's More Than Facebook

Social Software in the Workplace

(Your people, your place)

Data, user experience and governance controlled by the enterprise;

Connect, discover, filter,
find, trust, lead, innovate, learn



Externally Facing Social Software

(Your people, other people, your place)

Engage, support, sell, train



Public Social Media

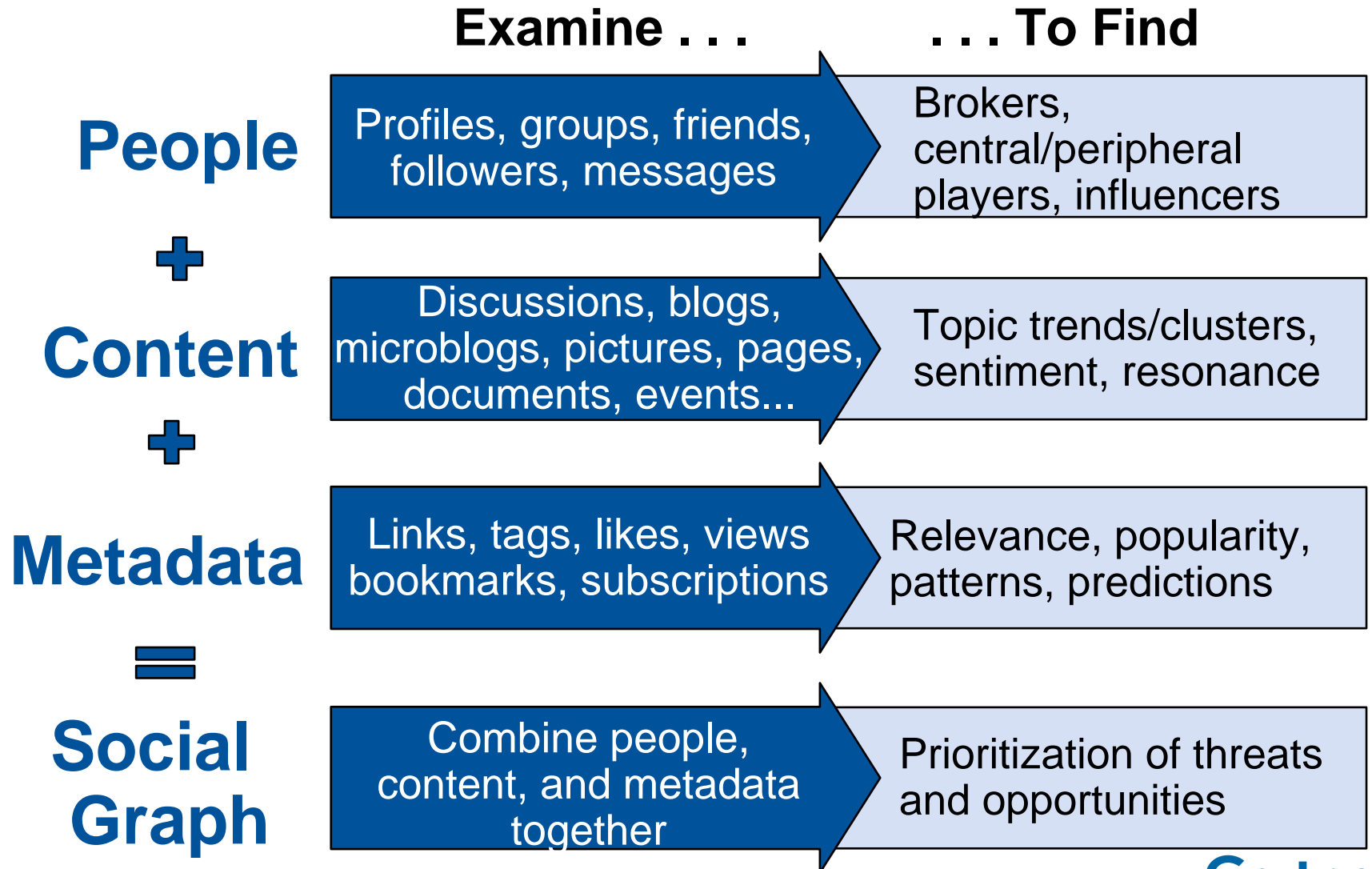
(Your people, other people, their place)

Data, user experience and governance controlled by others

Influence, mine, discover,
anticipate, promote, sell



What to look for and where



Why Analyze Social Networks?



Poll Question #1

- To what level are your social initiatives being measured?
 - No significant measurement
 - Listening and tracking topic, quantity and quality
 - Engaging in conversation and measuring the reaction
 - Established metrics for overall social initiative.
 - Social metrics are tied into our overall business performance management efforts

Topics

1. What new data sources exist because of the explosion of social media?
2. What tools and techniques are available to measure the value of social media
3. What are the best practices for gaining and using the insight from social networks?

Social Network Analysis Finds Key People

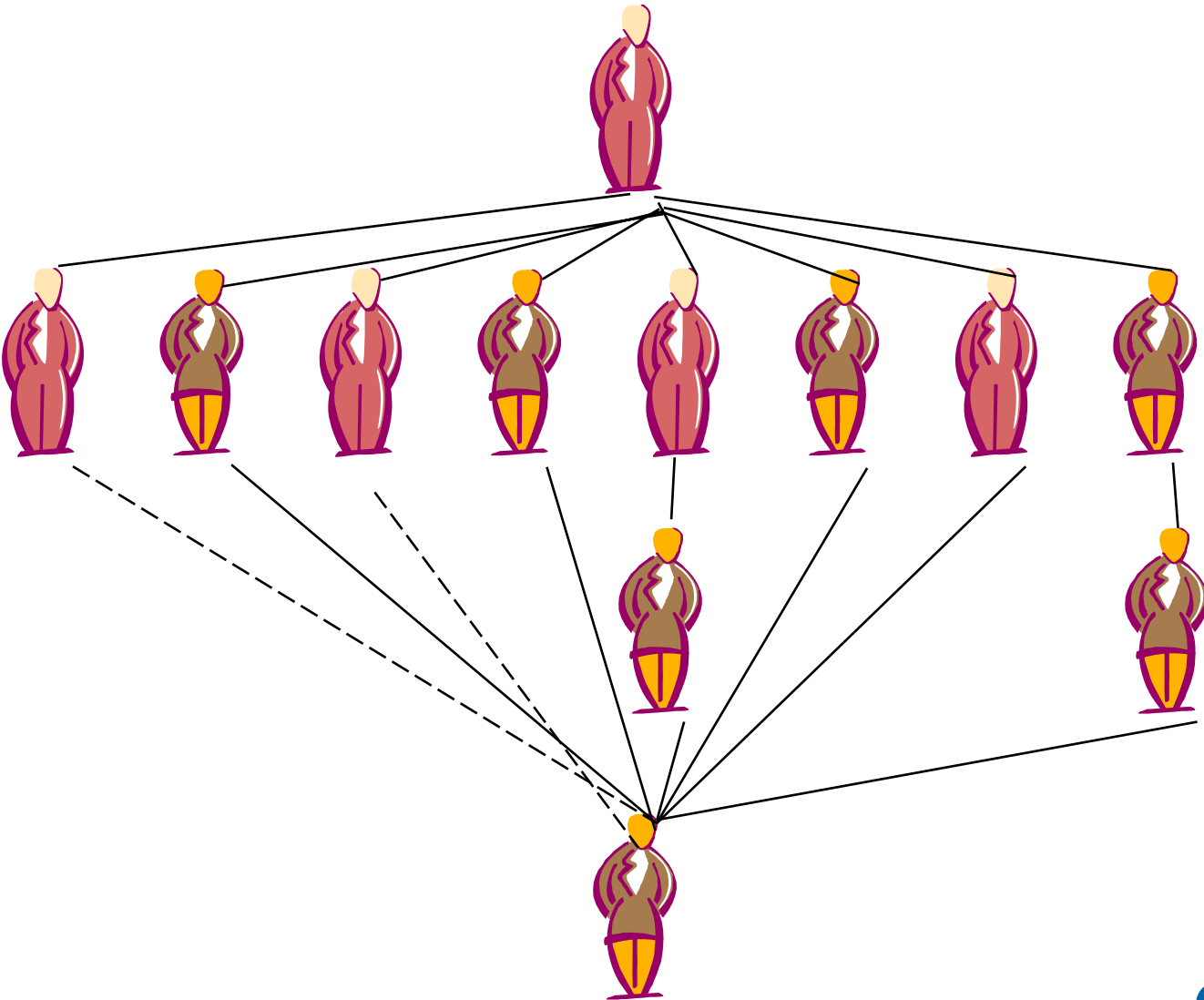
Sales rep



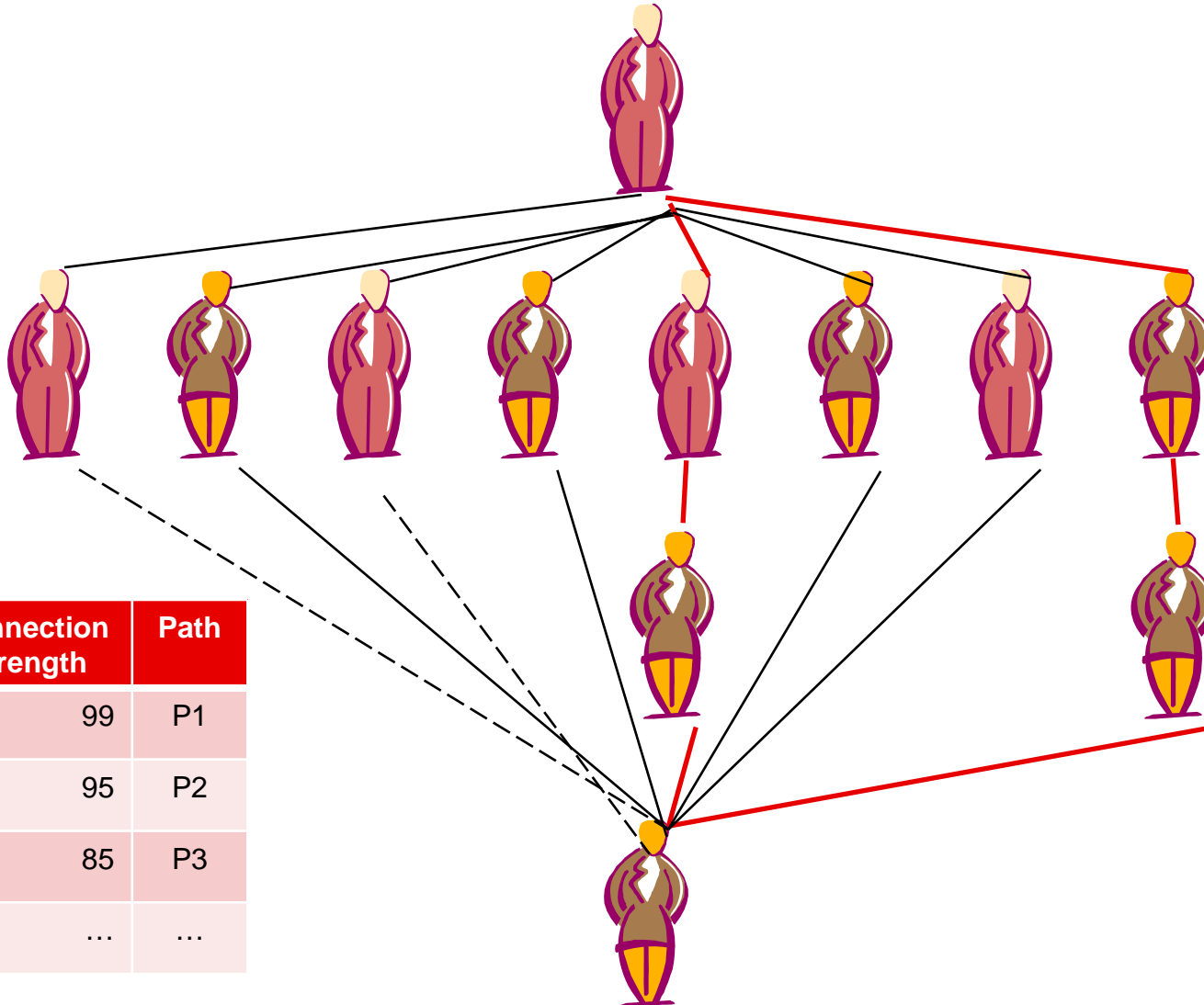
Decision maker



Social Network Analysis Finds Key People

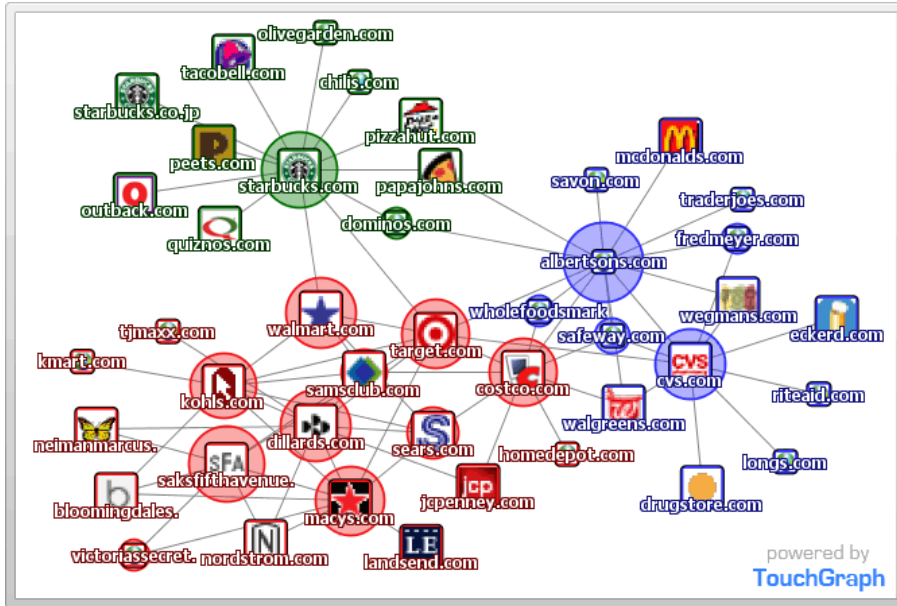


Social Network Analysis Finds Key People



Connection strength	Path
99	P1
95	P2
85	P3
...	...

Identifying Positive and Negative Impact of Connections

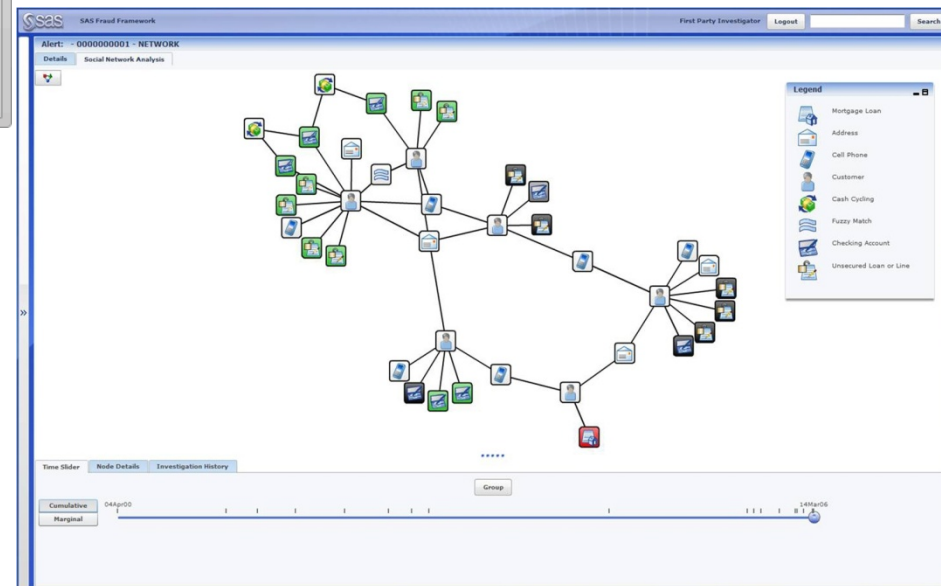


Network analysis can:

- Help detect fraudulent activity
- Watch the actions of network participants over time
- Uncover reputation anomalies

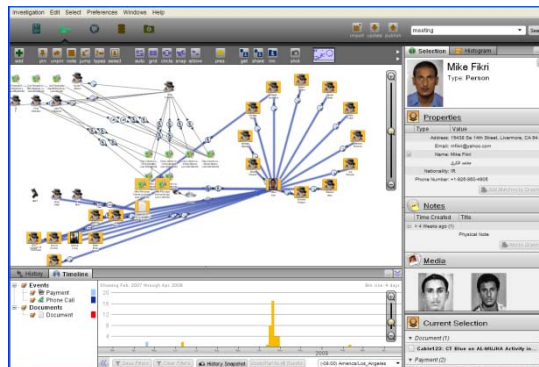
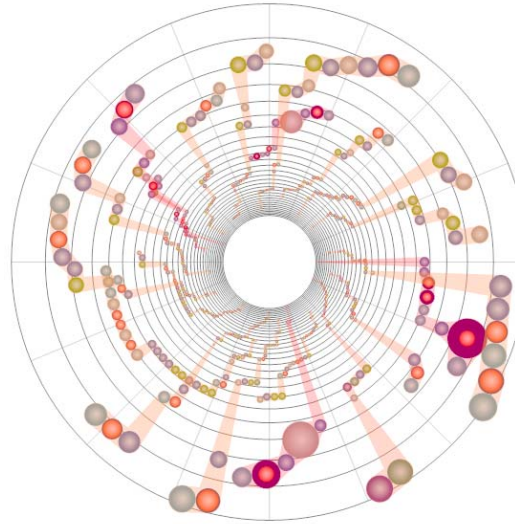
Central connectors can:

- Diffuse and amplify information
- Add authenticity to a marketing message or campaign
- Help leverage other relationships



Emerging Information Technology for Addressing Social Information

- New sensory information
- Visualization
- Mobile devices
- Collaborative decisions
- Cloud economics
- Context aware computing
- Event processing
- Advances in Analytics
 - As a service
 - Search, In-Memory and Map Reduce
 - Prediction
 - Modeling / Simulation
 - Tracking
 - Text, speech, video
 - Pattern exploration



Multiple Options for Social Analysis

Relationship mapping

trampoline
systems

orgnet.com

Analytic Technologies

ValueNetworks.com

Application add-ons

IBM

newsgator

SAP BusinessObjects

jive

Industry-specific analysis

Net Map
analytics

NimzoSTAT

iDiRO
TECHNOLOGIES



Cytoscape

Social media analysis

VISIBLE
TECHNOLOGIES

sas

[+] opinionlab
...are you listening?

radian⁶

nielsen

ATTENSIITY

Gartner

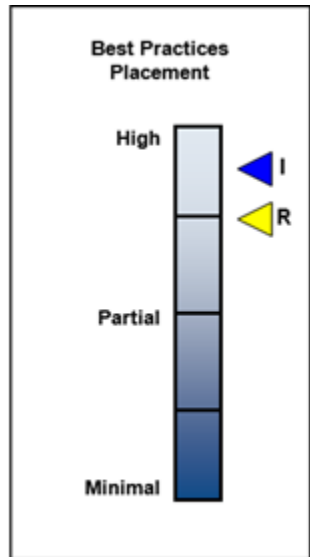
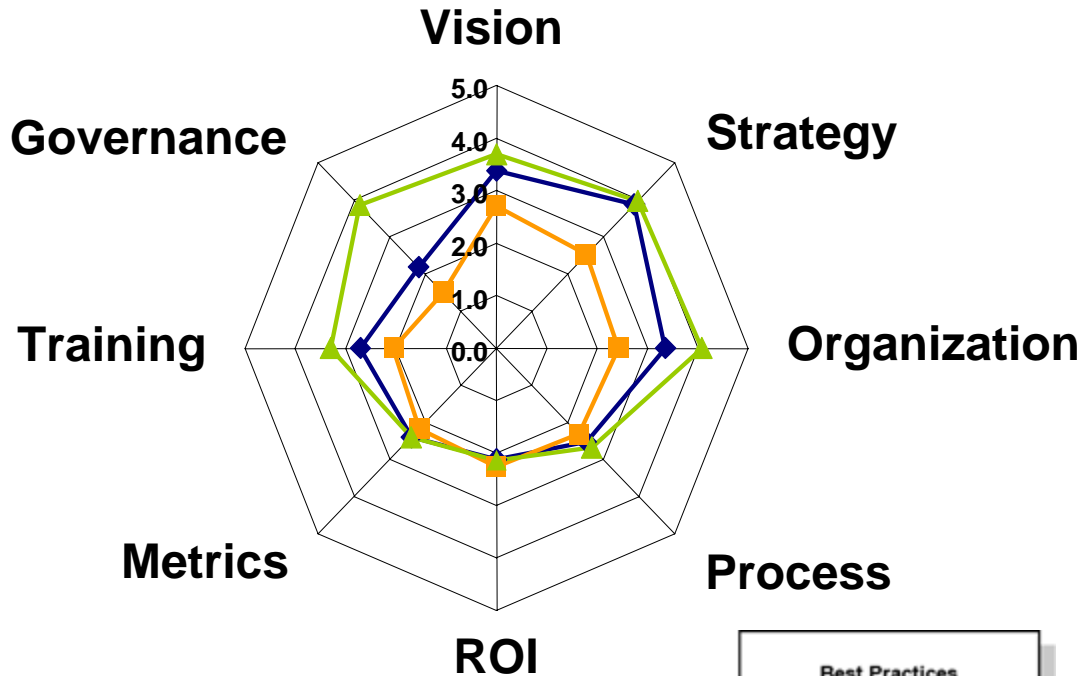
Poll Question #2

- Which department is most likely to take on the lead role of measuring your social initiatives?
 - IT led business intelligence team
 - Analysts within business organizations
 - Public relations
 - External advertising agency
 - No lead, multiple efforts

Topics

1. What new data sources exist because of the explosion of social activity?
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3. What are the best practices for gaining and using the insight from social networks?

Assess Your Social Initiative



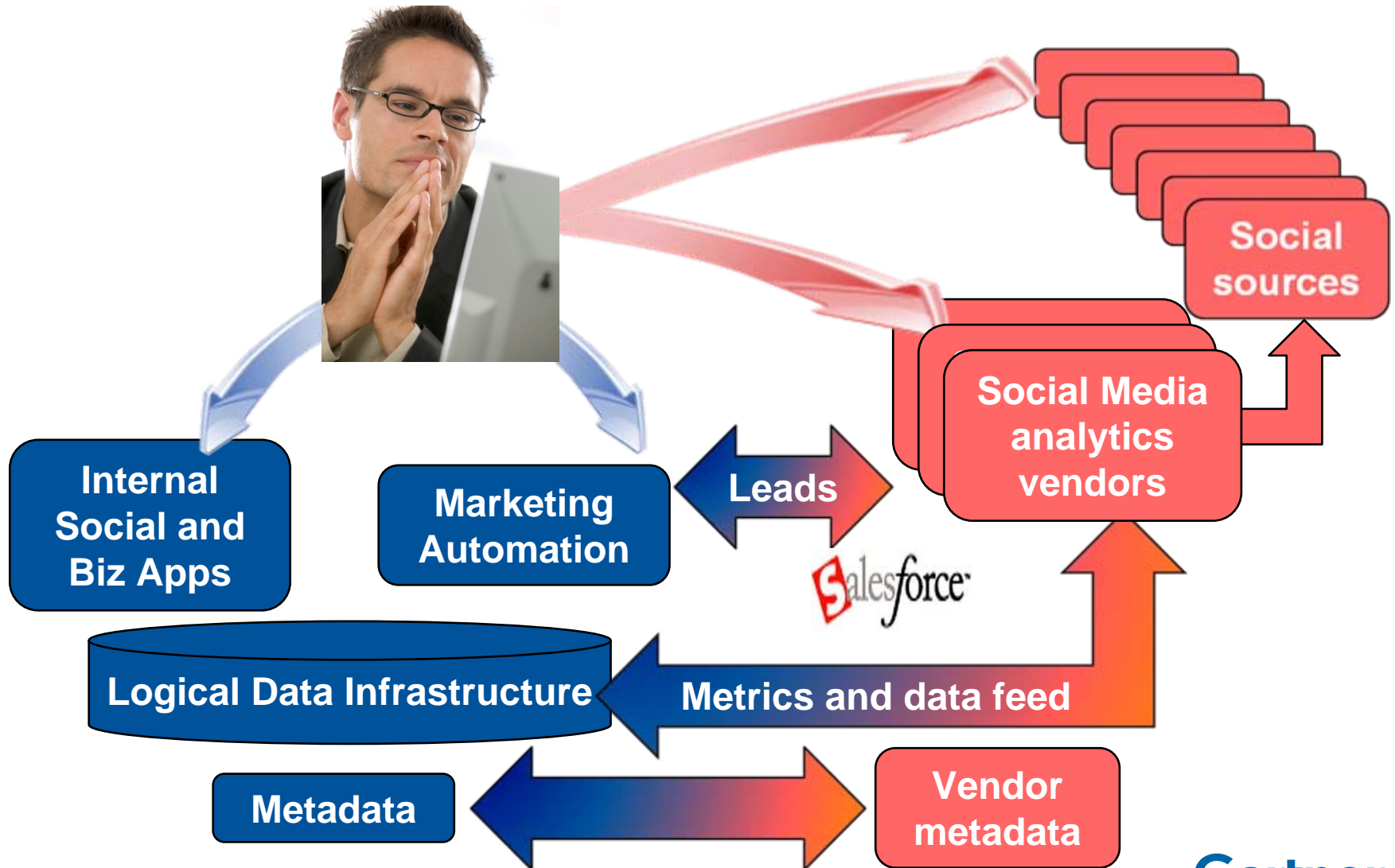
Each level of the program model is an implied rating which indicates where an organization rates on such questions as:

- Do formal processes exist?
- Are they performed successfully?
- Is performance measured and tracked?
- Are processes effectively managed?
- Are they subject to continuous improvement?

Poll Question #3

- What is your organization doing with your analysis of social media?
 - We are admiring the beauty of the data we collected
 - We are using the data to improve products
 - We are using the data to improve processes
 - We are integrating the data with other analysis to gain greater insight

Integrate Social Media Analysis



Model the Business Value

Balanced Scorecard



- *Adopt* familiar methods
- *Correlate* social channel to business value
- *Monetize*
- *Experiment*
- *Exempt* ROI requirements

Return on Investment



Evolve the Task Sophistication

Business
value



Co-create



Share

Participate

Discover

Monitor

- Learn to listen
- Define metrics

- Sentiment
- Social networks
- Impact
- Social dashboard

- Social strategy
- Social newsletter
- Benchmark
- Expertise team
- ROI model
- Pay for tools

- Policy
- Education
- Governance
- Workflow model
- Test and measure
- Fire drill
- Integration

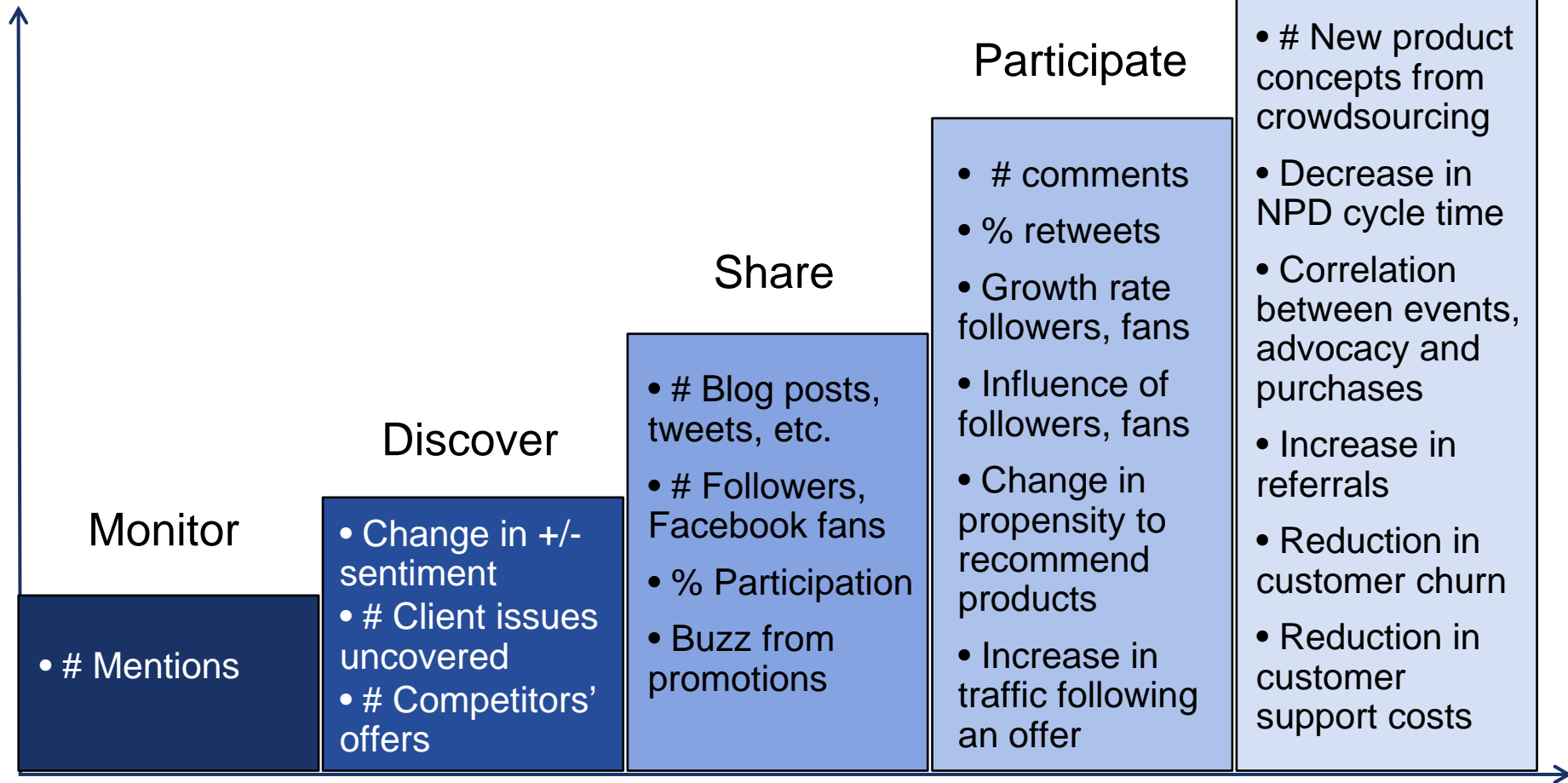
- Root cause
- Patterns
- Attribution
- Innovation
- Process improvement

Level of engagement



Evolve the ROI Metrics

Business
value



Level of engagement

Action Plan for Business Leaders

Monday Morning

- *Monitor* what is being said about you, your products and services, your competitors and your industry.

Next 90 Days

- *Assess* the impact of your engagement with social networks
- *Evaluate* maturity level – current and future goals
- *Update* social customer relationship management

Next 12 Months

- *Incorporate* social media analysis data into decision making.
- *Collect* successful deployment examples:
 - *Identify* lessons learned.
 - *Clarify* business value, return on investment and effort.
 - *Repeat*.



Selected Research

- **Measuring the Value of Online Social Media Activity**
Bill Gassman (G00205505)
- **Context-Aware Computing: The Link With Social Networking**
Carol Rozwell (G00169997)
- **Using Social Network Analysis to Inform a Pattern-Based Strategy**
Carol Rozwell (G00172019)

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