

Social media in communications and information

Inforum 2006

24 May

Company vision



What's in it for them?



Army



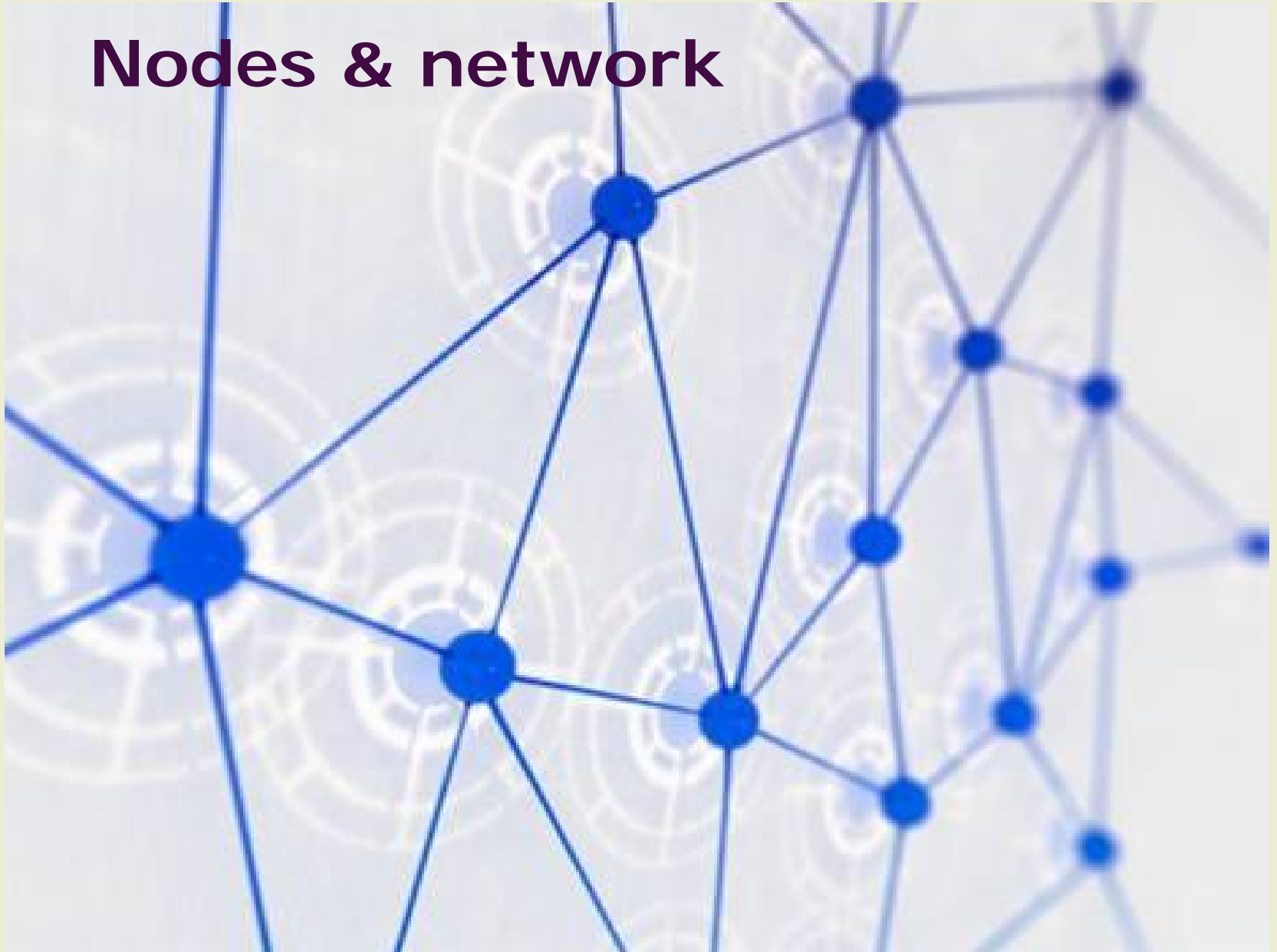
Agent



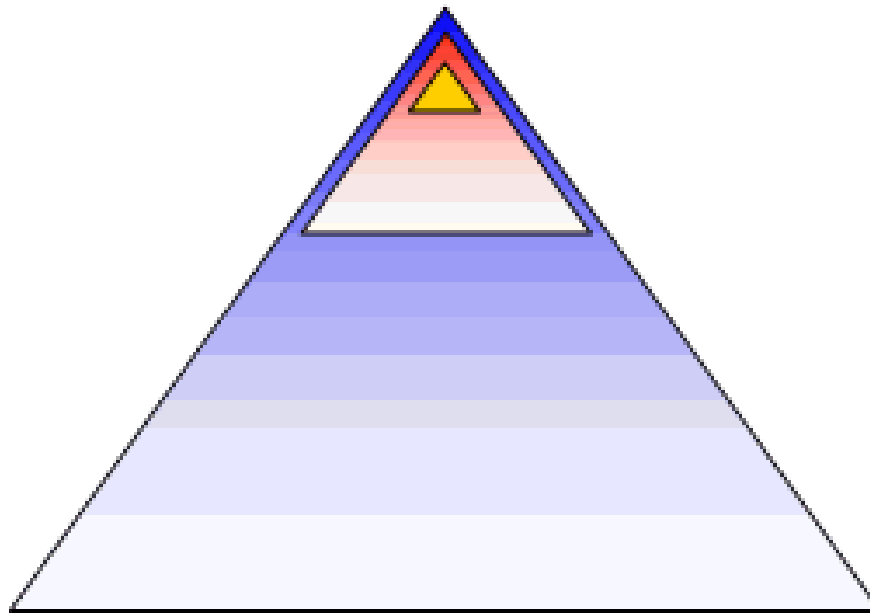
Social fabric



Nodes & network



Value creation



1 creators

10 synthesizers

100 consumers

1st principle

Information organisations, knowledge economy

2nd principle

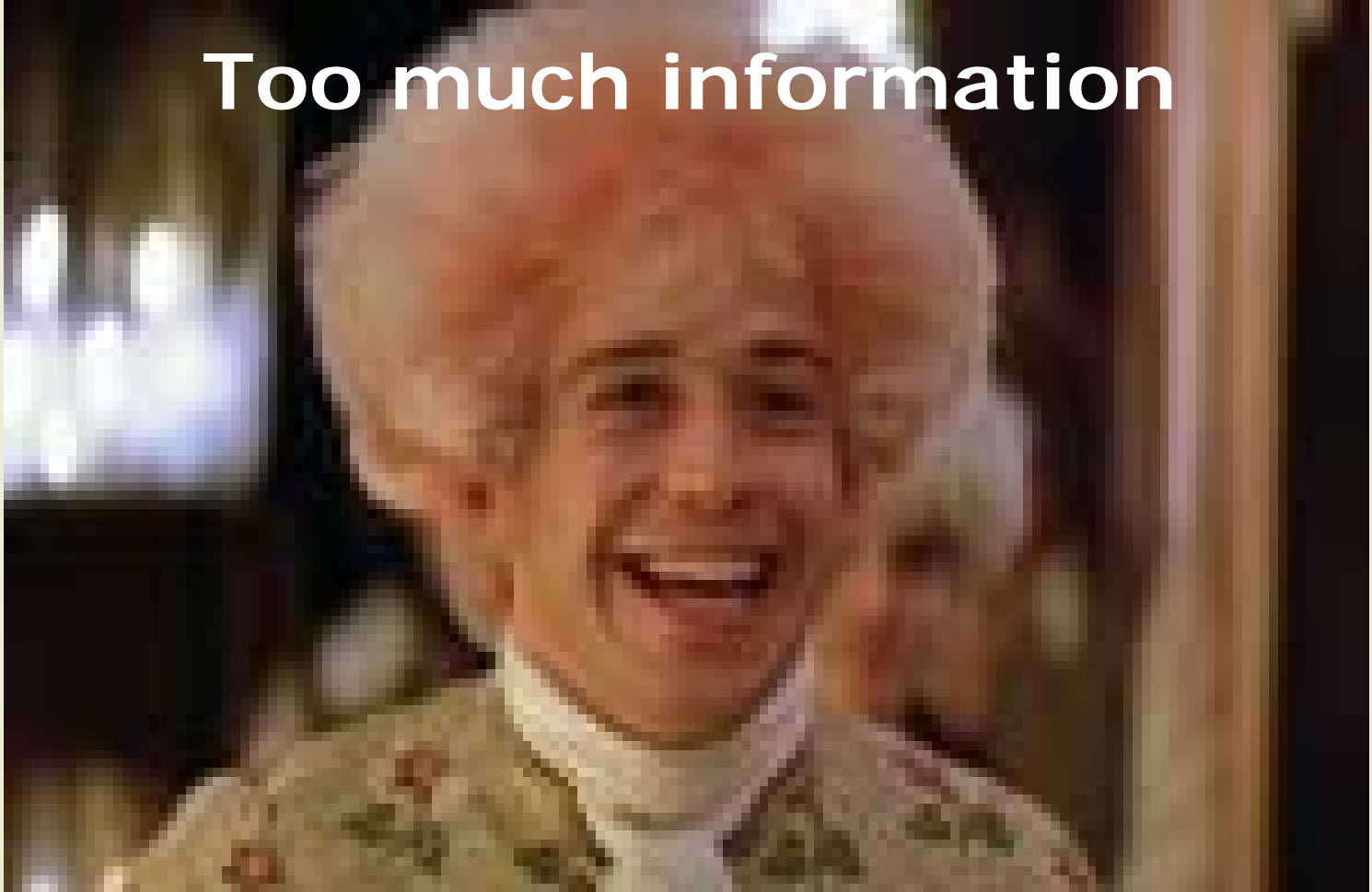
Nothing was ever invented in a meeting

3rd principle

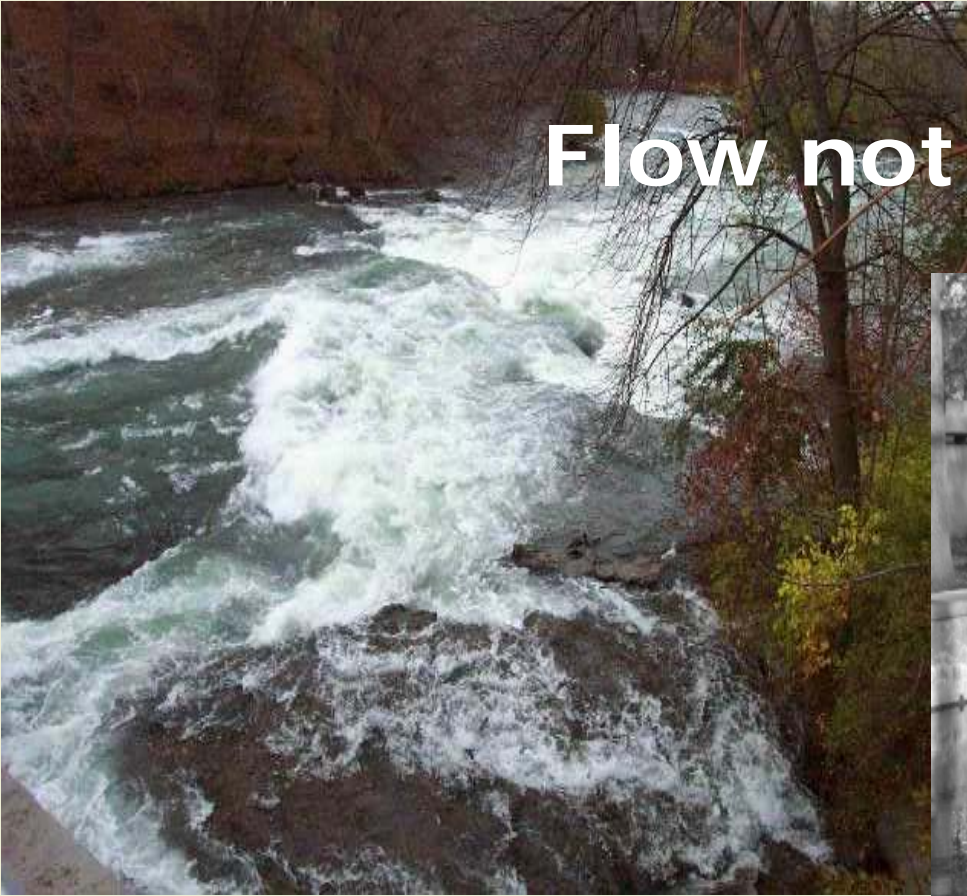
Basic unit is the individual - not a process, department or even a team

➤ *Collaboration & creativity is a human problem, not a technological one*

Too much information



Flow not a pool



Navigation



Navigation



Radar



Information web



Social media



Wiki

- Wikipedia, Geek dinners, calendars, policies

RSS feeds and aggregators

- Bloglines, My Yahoo, Newsgator

Social 'bookmarking'

- Furl, de.li.cious

How do you get people to accept the new methodologies and paradigms?

- Don't tell users there are new methodologies and paradigms, they don't care or need to know
- Show them that the new systems allow them to get their work done
- Show them that you can fix problems that prevent them from getting their work done going forward
- Possible with blogs and emergent technologies as they are a 'multiple orders of magnitude cheaper'

Portals

- different forms of information on one page, easy to update & customisable

Intranets

- secure slice of the web, place for tools to support collaboration

KM applications

- top-down IT projects

Weblogs

- designed for individual interaction and networking

➤ *Blogs have the right balance between unstructured creativity and structured format*

Technical aspect
Functionality & format
Human dimension



Disney



Google



InfoWorld



London Internet Exchange



Dresdner

Disney internal communication

- Track cable operations across the world
- Messages by technical operators
- Programming, marketing, traffic, operations

Shiftlog

- From proprietary DB to blog software

➤ *Improving efficiency and coordination*

Use of blogs within Google

- Keeping track of meeting notes
- Sharing diagnostics information
- Sharing snippets of code
- More personal uses – sharing what people are thinking about and what they're up to

➤ *“It really helps grow the intranet and the internal base of documents”*

InfoWorld six-months IT initiative

- Coherent roadmap on weblog
- No need for agendas, handouts in meetings
- Changes distributed via RSS to anyone who wants updates
- Accountability within IT team and to non-IT colleagues

➤ *“Amazing how a system so simple and easy can produce such profound results”*

LINX internal blog for member updates

- More permanent record of announcements than the pre-existing mailing lists
- Archiving and clustering of topics easier
- More accurate classification and labelling
- Tracking and analysis of audience more accurate
- Balance of time spent on topics
- Timeliness leading to more feedback

➤ *Change in dynamics satisfying short and long term reporting*

It's potentially a very interesting tool to tap into the social fabric of the company and better understand where knowledge lies

- Sean Park, global head of debt syndicate and credit trading at Dresdner

Pipes and channels



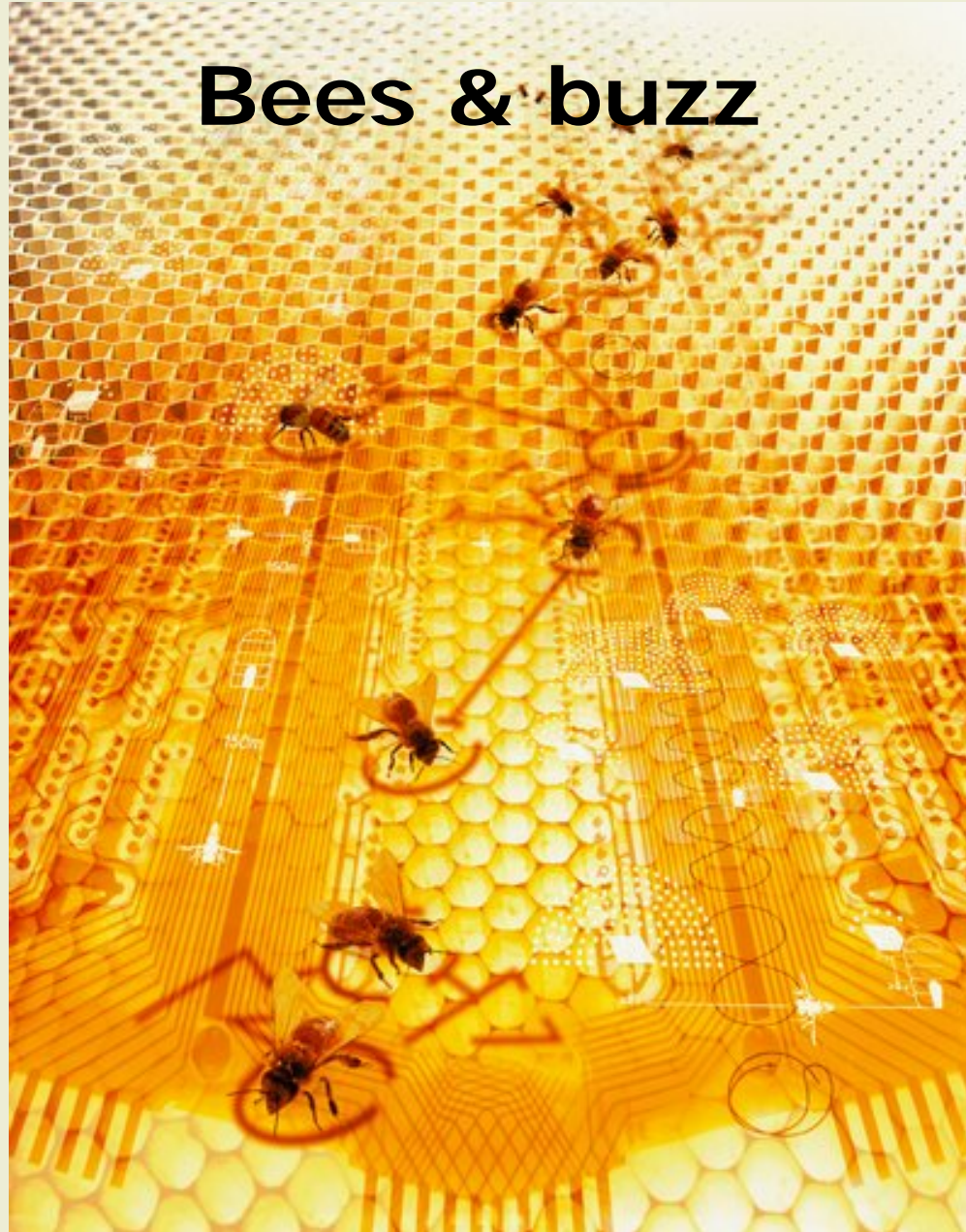
The one trend



Amplify



Bees & buzz



Coffee house

