Social Media Overview

- Where is your organization?
Social Media – 2008
Social Media – 2009

Expressing
- Publication
  - Blog
  - Wiki
- Discussion
  - Forum
  - IM
- Aggregation
  - Plurk

Networking
- Search
  - Classmates
- Niche
  - B2B
- B2C
- Mobile
- Tools
  - Groov
- XING

Content
- YouTube
- Flickr
- Last.fm

Sharing
- Video
- Photo
- Music
- Links
- Documents

Product
- Crowdsourcing
- Recommendations
- Suggestion

Place
- Addresses
- Events
- Trip

Gaming
- Casual MMO
- MOG
- MMORPG

Social Platforms
- Facebook
- Orkut
- Friendster

Social Games
- SocialBlast
- EventBrite
- Eventzr

Casual Games
- Buzzy
- Zerg
- EVE
Social Media – 2011

Social Media Landscape 2011

Publish
Blog, Microblog, Stream, Wiki...

Share
Videos, photos, music, links...

Discuss
BBoards, comments, FAQ...

Location
Placestream, events, guides...

Commerce
Reviews, inspiration, co-shopping...

Network
Personnel, pro, mobile, tools...

Games
Casual, Social, MMO...

google
facebook

FredCavazza.net
Effective utilization of social media requires overcoming agency cultural and strategic planning barriers.

Software doesn’t do that.
Social Media Requires Organizational Planning

Maturity of your social media depends on maturity of your agency in strategic planning.

If your agency, as a whole doesn’t plan, your social media use will be limited.
Social Media can Affect Organizational Culture

Accept: Provide information and defend organization’s reputation.

Integrate: Use social media to get work done.

Transform: Social media plays a role in organization’s future direction.
Collaboration
• Co-creation with customers, partners, internally (“Crowdsourcing”)
• Division between internal/external fades
• Innovate process in place to promote ideas
• Products and services adapted based on external / internal conversations
• Organization remodeled for social media conversation and deployment
• Social media strategy now dovetails with business strategic planning (high level evaluate, plan, execute cycle)

Community
• Empower internal and external brand advocates
• UGC (user generated content)
• Develop location based marketing
• Social tools help define the marketing
• Division between internal units fades
• Cooperation with external partners in marketing campaigns
• (Barriers) External stakeholders are not helping to evaluate, plan and execute services.

Engagement
• Allow customer to talk via forums, blogs, Twitter conversations
• Join and start conversations
• (Barriers) Still just an ad tool. Not a tool for empowerment.
• (Barriers) Not all departments are coordinated in social media efforts
• Create organizational social media policy, empower internal and external stakeholders

Broadcast
• Coherent presence established (Facebook, Twitter, YouTube)
• Social media policy established (although probably only for a department)
• Traditional broadcast approach
• (Barriers) Lack of resources. Lack of understanding of how social media is two way
• Push for establishment of two-way communication…even outside of your control

Ad Hoc
• Individual experimentation with social media
• Monitoring of social media
• No Social Media policy
• (Barriers) Fear of the unknown..of letting go..of consequences
• Educate leadership on social media
• Establish a social media policy
Ad Hoc & Broadcast

Broadcast

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Accept

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Conservation International
Non-Profit Organization · Arlington, Virginia

Information
Address: 2011 Crystal Drive, Suite 500, Arlington, VA 22202 · Get Directions
Phone: Add Telephone Number
Website:
http://www.conservation.org
http://blog.conservation.org/
http://www.twitter.com/ConservationOrg
http://www.flickr.com/groups/conservation
http://www.youtube.com/user/Conservation...

Founded: 1987

Company Overview
You need nature for every breath you take, every bite you eat, and every sip you drink. You need it for the fabrics of your clothes. You need it for the materials of your house. You need it for many of the world’s most effective medicines. And you need it for every gorgeous sunset you’ve ever enjoyed, every light bulb you’ve ever turned on -- and every Facebook page you’ve ever visited.

Mission
Building upon a strong foundation of science, partnership and field demonstration, CI empowers societies to responsibly and sustainably care for nature, our global biodiversity, for the well-being of humanity.
Conservation Intl
@ConservationOrg HQ - Arlington, VA
Conservation International - an environmental organization working with partners in 40 countries around the globe to protect nature for the benefit of people.
http://www.conservation.org

Stay in touch with Conservation Intl
Join Twitter right now:

Full name:
Email:
Password:
Sign up

Curious how Conservation Intl uses Twitter?

About @ConservationOrg

3,338 Tweets 7,746 Following 14,644 Followers 862 Listed

ConservationOrg Conservation Intl
It takes 7-10 kg of grain to produce 1 kg of meat. Related: Meat consumption is rising in the most populous countries.
#WorldFoodDay
1 hour ago.

ConservationOrg Conservation Intl
By 2050, the world will have 9 billion mouths to feed. If we're not sustainable today, we won't have enough food tomorrow.
#WorldFoodDay
3 hours ago.
Engagement
- (Barriers) Lack of resources. Lack of understanding of how social media is two way
- Push for establishment of two-way communication...even outside of your control
- Explore social media as internal support tool

Broadcast

Ad Hoc
- (Barriers) Fear of the unknown..of letting go...of consequences
- Educate leadership on social media
- Establish a social media policy
Engagement

- Allow customer to talk via forums, blogs, Twitter conversations
- Join and start conversations
- External stakeholders provided content to help marketing

Integrate
Freddie Hargraves: I kind of agree with Steve. I've had several hunts interrupted by walkers and gawkers, and many have even been off the beaten path. I understand everyone part, but during the big seasons some areas should be designated, or hunting only...while others parts could be kept open to the public.

Steve Patchin: Hikers, mushroom hunters, birdwatchers, flower sniffers, heck I believe some people are out there just to disturb the hunters and the hunted.

Allen Mulkins: What can you feed deer through the winter to keep their nutrients up?

Missouri Dept. of Conservation: Great question Allen -- here is a link to plenty of info: [http://mdc.mo.gov/landwater-care/animal-management/deer-management](http://mdc.mo.gov/landwater-care/animal-management/deer-management) - Joe@MDC

Missouri Dept. of Conservation: Here are some fun and informative facts from Yahoo News on a popular topic for Cards fans. -- Joe@MDC

**Missouri Squirrels Focus of Cardinals' Postseason Run**

Missouri has plenty of furry creatures that inhabit the state. White-tailed deer are one of the most prominent as annual hunting trips during deer season are popular in the fall. Elk were recently reintroduced to Missouri on a conservation ranch in the south central part of the state.
Wildlife Sightings
@WL Sightings South Africa
See the latest Wildlife Sightings. The BIG 5, birds and many more for Kruger Park. Join us on FACEBOOK
http://www.facebook.com/WildlifeSightings
http://japiebronkhorstphotography.blogspot.com/

Stay in touch with Wildlife Sightings
Join Twitter right now:

Full name
Email
Password
Sign up

Curious how Wildlife Sightings uses Twitter?
Discover who @WL Sightings follows

About @WL Sightings

931 Tweets 82 Following 305 Followers 5 Listed
Act for Our Future

Social Media Tool Kit

Help spread the word and build momentum using these tools on your Facebook, MySpace, and Twitter pages.

Facebook & MySpace

Use these postings for Facebook and MySpace:

- Every region of the United States is feeling the effects of climate change today. And it will only get worse if we don’t act now. [www.ActForOurFuture.org](http://www.ActForOurFuture.org)
- I called my Senator to support the climate bill. Will you, too? [www.ActForOurFuture.org](http://www.ActForOurFuture.org)
- Don’t leave the problems of climate change to our children. Act for our future, call your Senator, tell them to support the climate bill. [www.ActForOurFuture.org](http://www.ActForOurFuture.org)

Twitter

Twitter Hash Tags

Supporters of climate change legislation generally use these tags:

- #climate: General climate talk
- #climatebill: Specific discussion about the legislation
- #ACES: Policy focused. Often used by

Tweet Your Senator

Select the state you live in and click on the Senator’s Twitter name to send them the message: "I live in your state. Please support the climate bill and strong action on climate change!"
Request for Permission

**Personal Water Footprint Calculator** is requesting permission to do the following:

**Access my basic information**
Includes name, profile picture, gender, networks, user ID, list of friends, and any other information I've made public.

By proceeding, you agree to the Personal Water Footprint Calculator Privacy Policy • Report App

Logged in as Kirk Keller • Log Out

Allow  Don't Allow
Why?

Water is a scarce resource, and being aware of your water consumption is a first important step. Calculate your personal water footprint, compare with friends, and take steps to reduce your impact.

Where do you live?

North America

My house is...

- Small
- Medium
- Big
- Apartment

I wash my car...

- 1 times per month
low flush  

vegan (just vegetables)

My washing machine is...

I wash my dishes...

Like us and join the conversation!

Personal Water Footprint Calculator

Like 4K
I've taken the Water Footprint Calculator and understand my personal usage. Take it now »

My water footprint is 56,104 gallons per year. What's yours?
Nice job Kirk!
Your water consumption is...
56,104 gallons per year! View details »

Make a commitment to save
Click on a change you’ll make... View details »

Goal: 200,000,000 gallons/year
Make a commitment to save
Click on a change you'll make...

**Goal:** 200,000,000 gallons/year

---

**Commit to save**

- **4,745 gallons a year**
  - **Take shorter showers.** Bring a radio in and try to get your shower time down to one song (or less).
  - 2619 People have committed.

- **468 gallons a year**
  - **Be dishwasher-smart.** Only run it completely full. Don't rinse dishes, scrape (into the compost bin).
  - 1010 People have committed.

- **6,300 gallons a year**
  - **Get bubbly.** Install low-flow faucet aerators in your sinks.
  - 1274 People have committed.
• (Barriers) Still just an ad tool. Not a tool for empowerment.
• (Barriers) Not all departments are coordinated in social media efforts
• Create organizational social media policy
• Create organizational social media processes
• Empower internal and external stakeholders to create content
Community

- Empower internal and external brand advocates
- Social tools help define the marketing
- Division between internal units fades
- Cooperation with external partners in marketing campaigns
- UGC (user generated content)
Easily see how active a thread is and jump to the latest response.

See correct and helpful answers without reading the entire thread.

Respond by liking or replying to a post.
Use widgets to bring you the content you're interested in, from within or even outside the community.
Collaboration

- (Barriers) External stakeholders cannot help evaluate, plan and execute services.
- Create organizational innovation process
- Create organizational strategic planning process
- Create process within which external stakeholders can work
Collaboration

• Co-creation with customers, partners, internally ("Crowdsourcing")
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Work For Water Neighborhood Challenge One

The weather is far too nice to take winter seriously yet. But, fall colors are peaking all over Minnesota and you know what that means? Leaf raking season is here! The Freshwater Society is extending the deadline for the Work For Water Neighborhood Challenge until Oct. 25, to give you more time to get your friends, neighbors, and colleagues out sweeping up leaves. Leaves that are washed from streets and parking lots into the storm sewers promote the over-growth of algae in area lakes and rivers, turning them green and smelly by summer’s end.

We’ll award two $500 prizes for the most innovative, creative ideas from around the state that bring people together to protect Minnesota’s lakes and rivers. Two additional prizes of $500 will be awarded to entries from participants in Central Minnesota, thanks funding from to the Initiative Foundation.

Tell us how you will inspire your friends and neighbors to help you clean up soil, grass clippings and leaves from streets and stormdrains. If you were to put up signs, what would they say? Will you host a neighborhood Leaf Party? Organize your Scout group to offer free leaf-raking? Create a Compost Committee? You have until Oct. 25 to submit your idea to the Work For Water Neighborhood Challenge. Projects should be completed by
<table>
<thead>
<tr>
<th>Title</th>
<th>Contributor</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>The student senior connection</td>
<td>David Rittenhouse</td>
<td>United States, Minnesota, Hennepin County</td>
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<tr>
<td>Blaine Leaf Rake</td>
<td>Kjell Ferris</td>
<td>United States, Minnesota</td>
</tr>
<tr>
<td>The World Record Plan</td>
<td>Scott Horst</td>
<td>United States, Minnesota</td>
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<tr>
<td>Lake Minnewashta Clean Up</td>
<td>Todd Foster</td>
<td>United States, Minnesota, Carver County</td>
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<tr>
<td>Raking for Zephyr Nordic</td>
<td>Jeff Ledermann</td>
<td>United States</td>
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<tr>
<td>Green Alley Clean-up Pilot Project</td>
<td>Erin Pavlica</td>
<td>United States, Minnesota, Ramsey County</td>
</tr>
<tr>
<td>Leaf Round Up</td>
<td>Dustin Overwick</td>
<td>United States</td>
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</tbody>
</table>
LEAF ROUND UP - PREVIEW

Idea description: The Over all Idea would be to have a city organized block party challenging each zoned neighborhood to accumulate the most leaves. The winning neighborhood would get bragging right for the following year and you could also use this as a event for local yard maintenance companies to get good PR with the local community to help drive business and possible create jobs! If you were to make it a family organized event it will help make kids more aware of keeping yards clean!

Author: Dustin Overwick

Read more of this idea
Welcome to InCommons, a community-based initiative to connect people face-to-face and online to share credible tools, knowledge and resources to solve community problems. InCommons is guided by a set of values that nurture a new way of working together: listening, co-creating, local, get and give, diversity, safety, transparency, respect, collaboration and action.
Recent Challenges

**popHealth Tool Development Challenge**
Created by Office of the National Coordinator for Health Information Technology

The popHealth Challenge tasks developers with creating applications that leverage the popHealth framework, functionality, and datasets to improve patient care and insight into patient populations.

View details ➤

**One in a Million Hearts Challenge**
Created by Office of the National Coordinator for Health Information Technology

This challenge is a call to innovators and developers to create an application that activates and empowers patients to improve their heart health.

View details ➤

**HealthyImagination Challenge: Assembling Tools to Fight Cancer**
Created by U.S. Department of Health and Human Services

An open call to action for businesses,

View details ➤
How Challenge.gov Works

Challenge.gov is for everyone!

You are the secret ingredient. Challenge.gov works when you tell people you care about an issue, or participate in a challenge.

Government posts challenges
Citizens share with their friends
Talented people find solutions to the problem

Sign Up and Participate
Collaboration
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Q&A

http://common-nature.com

http://www.slideshare.net/kirkeller/social-media-maturity-model-9739677