A background image showing several architectural blueprints and rolled-up plans spread out on a surface, creating a technical and professional atmosphere.

business information systems (INFS100)

tutorial - week 2

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Introductions

Review

IS Strategy

Social Media Strategy

Questions

Wrap-up

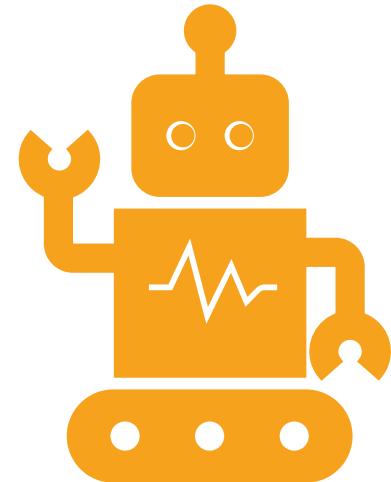


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- Take a minute to introduce yourself
 - What degree are you doing?
 - What do you want to get out of this course?
 - Are you planning on attending the seminars and tutorials? ☐

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- Why should we care about Systems Modelling?
- What makes an IS Strategy good?
- Describe what we mean by a Creative Experimenter social media strategy? What about the Predictive Practitioner?
- What's the purpose of the Business Model Canvas?





In class discussion

- There's significant overlap between Business and Information Systems strategies.
- Traditionally, business strategy has driven IS strategy but, given our reliance on technology, business strategy development is more cyclical and Information Systems plays a larger role.
- When you think about ANU and based on your work developing the BMC:
 - What are the technological priorities for the organisation?
 - What are some of technological risks that you think the Vice Chancellor faces?

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In this exercise, you'll develop a social media strategy for ANU. Recall that you are working in a competitive industry, and you already have some information about the business of ANU.

- Based on this weeks reading, identify the kind of social media strategy that you think is most appropriate for ANU to start and describe how you think this strategy might change over time.
- Go into more detail and identify the following (you can use the table on the following slide):
 - Customer segment
 - Value to ANU
 - Preferred channels
 - Content – type, frequency, etc.
 - Measurement method
- Using the content we have discussed in the seminars, describe a social media strategy that will help the ANU establish a social media presence.
- Work in groups and be prepared to share your work with the class.



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Customer Segment	ANU Value	Channel(s)	Content	Measurement method



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