

Enterprise Social Computing: Guidance for Business Productivity

Key Concepts and Resources

<p>Definition</p> <p>“...the natural evolution of collaboration: a shift from a focus on content to a focus on people.”</p> <p>Purpose</p> <p>“...to break down the barriers between functional silos and geography.”</p> <p>The ability to quickly gain access to valuable business information without respect to organizational hierarchy, membership or geography.</p> <p>Building Blocks</p> <ul style="list-style-type: none">• Identity• Conversations• Sharing• Presence• Relationships• Reputation• Groups <p>Features</p> <ul style="list-style-type: none">• Collaborative projects e.g. Team Sites• Wikis, Blogs and microblogs e.g. activity streams• Content communities – video, pictures, podcasts, slide shares, drawings• Social networking sites e.g. My Sites• Rating & Reputation e.g. tagging, rating, expertise• Presence e.g. Lync	<p>Example Projects</p> <ul style="list-style-type: none">• My Sites• Product Enhancements• Marketing and Product Launch• Quality Assurance• Customer Service• HR Benefits• Sales leads and pipelines• Knowledge management - job training & Q&A <p>Educational Resources</p> <p>The Forrester Wave, Enterprise Social Platforms Q3-2011 http://info.newsgator.com/ForresterWave2011.html?leadsource=web</p> <p>Fu, A.; Finn, C.; Rasmus, D. & Salkowitz, R.(2009) Social Computing in the Enterprise, Microsoft Vision for Business Leaders</p> <p>Kaplan, A. M. & Haenlein, M. (2010) Users of the world, unite! The challenges and opportunities of Social Media. <i>Business Horizons</i> (2010) 53, 59—68 http://michaelhaenlein.com/Publications/Kaplan,%20Andreas%20-%20Users%20of%20the%20world,%20unite.pdf</p> <p>Spataro, J. (2012) FINALLY, Microsoft Embraces Social -- And It's Going to be Big, <i>Forbes.com</i>, Fidelman, M. http://www.forbes.com/sites/markfidelman/2012/03/13/finally-microsoft-embraces-social-and-its-going-to-be-big/</p>
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