Social Media & e-Services

Werner Kunz - University of Massachusetts – Boston

What is Social Media?
In-class activity/Homework

What is your favorite social media website and explain their Business model

- What is so special?
- Who are the customers?
- What value do they offer?
- From where comes their money?

Till Monday

What is Social Media?

- Networking
- Connection
- Social Interaction through Web
- Sharing
- Communication
- Forming Relationships
- Internet
- Entertainment
- Artistic Expression
- Facebook Advertising
- Hashtag
- Global
- Not-face-to-face
- Just-in-time
- Your need audience
- You can specific target
- Addictive
- You can be everyone/Online Identity
- Self-edit
- Stalking
- Easy accessible/mobile
- Everybody in one place
- No social filter
- Customize
- Public feedback
- Can be contact with old friends/weak ties
- Privacy Risk
Social media is “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content” Kaplan/Haenlein (2010)

Web 2.0 is commonly associated with web applications that facilitate interactive information sharing, interoperability, user-centered design, and collaboration on the World Wide Web.

Main characteristics of web 2.0

- Supporting **participation**
- Encouraging **creation** of user generated content
- Enabling **rating** of content and online services
- Ad funding of **free** services
- **Hosted** as web services or interactive **applications**
- Involve data exchange between sites through **XML-based data standards**
- Using **SDK** technology approaches
- **Simplicity** in design and style

... there is nothing new under the sun

You still need to
... come across with you **message**
... talk to the **right customer**
... to think about the **needs** of your audience
... to use the right **language**
... offer good & relevant **content**

→ Good Communication is still a lot of work

*If you want us to talk to you, tell us something. Make it something interesting for a change.* Cluetrain Manifesto (1999)

..., but the sun shines so differently these days.

**Technology changed**

- Technology makes a lot of things **possible** (esp. cheaper and faster)
- The platform **standardize** the process
- **Expectations** regarding functionality changes

**The consumer changed**

- Consumers are **active production partners**
- Consumers are empowered and completely **in control**
- Consumers develop their **own rules**
What do all this things have in common?

Social media are **internet-based applications** that …
… that enable **anyone** to publish or access content

... is a **Network of People** with a **common interest**
... consists of People Generated Content

Seeking New Start, U.S. and Russia Press Arms Talks
By HELENE COOPER and PETER BAKER 18 minutes ago
A treaty to slash strategic nuclear arsenals would be the centerpiece of an effort to improve relations, officials said after President Obama met with President Dmitri A. Medvedev.

Add to Delicious
Digg it
Add to Dzone
Send by email
Share on Facebook
Fork It
Furl it
Add to Google Bookmarks

Post a Comment | Read (9)
Path – The Automatic Documentary of your Life

... Is stream of content & updates
... build on accessible, scalable & adaptive technologies

... is about earned media (not paid media)

http://www.slideshare.net/chriss/social-media-at-nokia-social-media-marketing-conference
The difference between owned, paid and earned media

<table>
<thead>
<tr>
<th>Media type</th>
<th>Definition</th>
<th>Examples</th>
<th>The role</th>
<th>Benefits</th>
<th>Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned media</td>
<td>Channel a brand controls</td>
<td>• Web site • Mobile site • Blog • Twitter account</td>
<td>Build for longer-term relationships with existing potential customers and earn media</td>
<td>• Control • Cost efficiency • Longevity • Versatility • Niche audiences</td>
<td>• No guarantees • Company communication not trusted • Takes time to scale</td>
</tr>
<tr>
<td>Paid media</td>
<td>Brand pays to leverage a channel</td>
<td>• Display ads • Paid search • Sponsorships</td>
<td>Shift from foundation to a catalyst that feeds owned and creates earned media</td>
<td>• In demand • Immediacy • Scale • Control</td>
<td>• Clutter • Declining response rates • Poor credibility</td>
</tr>
<tr>
<td>Earned media</td>
<td>When customers become the channel</td>
<td>• WOM • Buzz • “Viral”</td>
<td>Listen and respond — earned media is often the result of well-executed and well-coordinated owned and paid media</td>
<td>• Most credible • Key role in most sales • Transparent and lives on</td>
<td>• No control • Can be negative • Scale • Hard to measure</td>
</tr>
</tbody>
</table>

Source: Forrester Research, Inc.

Topic of your Individual Assignment

**Topic:** Please choose your topic by writing your name behind one of the topics in the table. Every topic can only be assigned two times at maximum.

**Process:** Please **start early to research** your topic and be prepared to do a small presentation. Please use different sources of information for your report (at least five) and cite the work adequately.

**Content:** Please cover with your report the following aspects:

* What is the topic/technology? Explanation? Definition? History?
* Provide and explain some examples
* Advantages/Disadvantages of this topic/technologies
* Recommendations to use it.
* Future of this topic/technology

(Presentation: I plan to use your input for the class sessions. If you do a presentation in class, I will count that for the participation grade. You still have time till the end of the semester to finish your report and revise your slides.)

**Format:** Every student has to hand in a report about his assigned topic (about 5 pages text) plus associated powerpoint slides. The individual assignment will be graded based on the report, the slides, the creativity, the comprehensiveness, the quality and the audience orientation.
What is so special about Social Media?

Social media are internet-based applications that enable anyone to publish or access content

Characterized by:
- Network of people with a common interest
- People Generated Content
- Sharing & Interaction
- Highly accessible, scalable & adaptive technologies
- It is about earned media not paid media

What is Social Media? – second conclusion

Important Findings for Social Media

Social Media

… is not just another messaging channel

… are conversations that are powered by internet platforms

… are conversations that are not organized, not controlled, and not just one message

… is a new way of getting insights from your customer
Important Implications for Social Media

Think about the customer:
- What is the common interest/object of your community?
- Think about customer needs not marketer issues
- The customer is good, can contribute excellent and has all the rights you have

Think about the stream:
- Come to the point with your message
- Use the technology smart
- Organize the stream of content for the consumer

Think about your reputation:
- No page is better than a bad page
- Grow at the beginning as fast as possible
- What could be a limited basis

Important Implications for Social Media

- Attention Economics
- Network Economics
- Social Capital Economics
- Participation Economics
- Democracy Economics
- Reputation Economics
Homework: Collaborate in Wikipedia

- Go on wikipedia and contribute new knowledge to one article
- Make a screenshot before and after your change
- Send me this till Monday

Hint: Use on area of your own interest, read the wikipedia article, do a little google research add some new facts.

Your Contribution? Your experience?
What is a wiki?

- Posting homework
- More interactive between users
- Limited group of people
- Like a forum
- More sharing
- More questioning
- More discussion
- Not like a blog, users can edit
- Wiki-answers

Wiki is a website that allows the easy creation and editing of any number of interlinked web pages via a web browser using a implemented text editor.

* everything is editable
* every revision is preserved and revertible
* everything is discussable via comments appended to pages
* documents can be personal statements or instruments of collaboration
* every page can be tagged with multiple tags (more on this later)

Is a blog a wiki? Is google documents a wiki?
Blog Proposal

- Mission & strategy statement
- List of competitor websites
- Target group & customer needs that are satisfied by the blog

- Name and website of the blog
- Short description of the blog (60 Words)
- Long description of the blog (200 Words)
- Key terms & tags

- Design template and why you chose this
- Type of content that will be posted
- Which channels will be used
- Draft of a posting schedule
- Expectation about controlling variables (i.e. visits, comments, backlinks)

First Decision:
The Home Base – An Integrated Channel Perspective

Which social media channels help me to serve my community?

Source: Mary Lou Roberts