

Social Media & e-Services

Werner Kunz - *University of Massachusetts – Boston*



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?



In-class activity/Homework

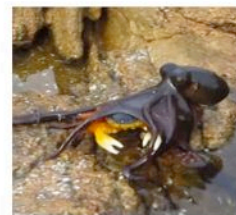
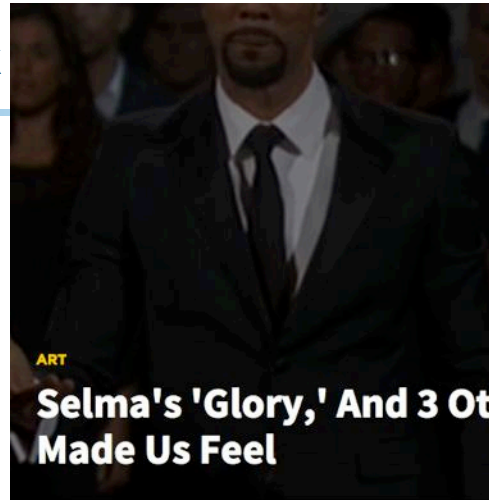
A+ website class room discussion

What differentiates A+ from regular news sites?

Why is A+ so successful?

What is the biggest pitfall for A+?

What has A+ to do with social media?



EARTH

Here's An Octopus, Crab, And More From The Coolest Ocean Animals

How many cool characteristics

by Isaac Saul 4 minutes ago



HUMOR

'Canadian Snipe'

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What is Social Media?

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What is Social Media?

- Sharing opinion
- Interactive
- Networking
- Your status
- Stay connected
- Informative
- Promote (Advertising)
- Database
- News updates
- Collaboration
- Fast awareness
- More in-depth
- Communication
- Social cause
- Entertainment
- Your profile

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... 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)

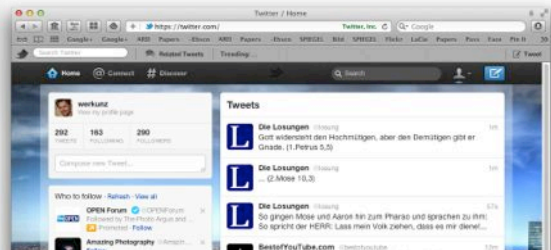
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Technology has changed

- Technology makes a lot of things **possible** (esp. cheaper and faster)
- Web **technologies** are highly accessible, scalable & adaptive
- Web platform **standardize** the process
- Infinite **Beta**

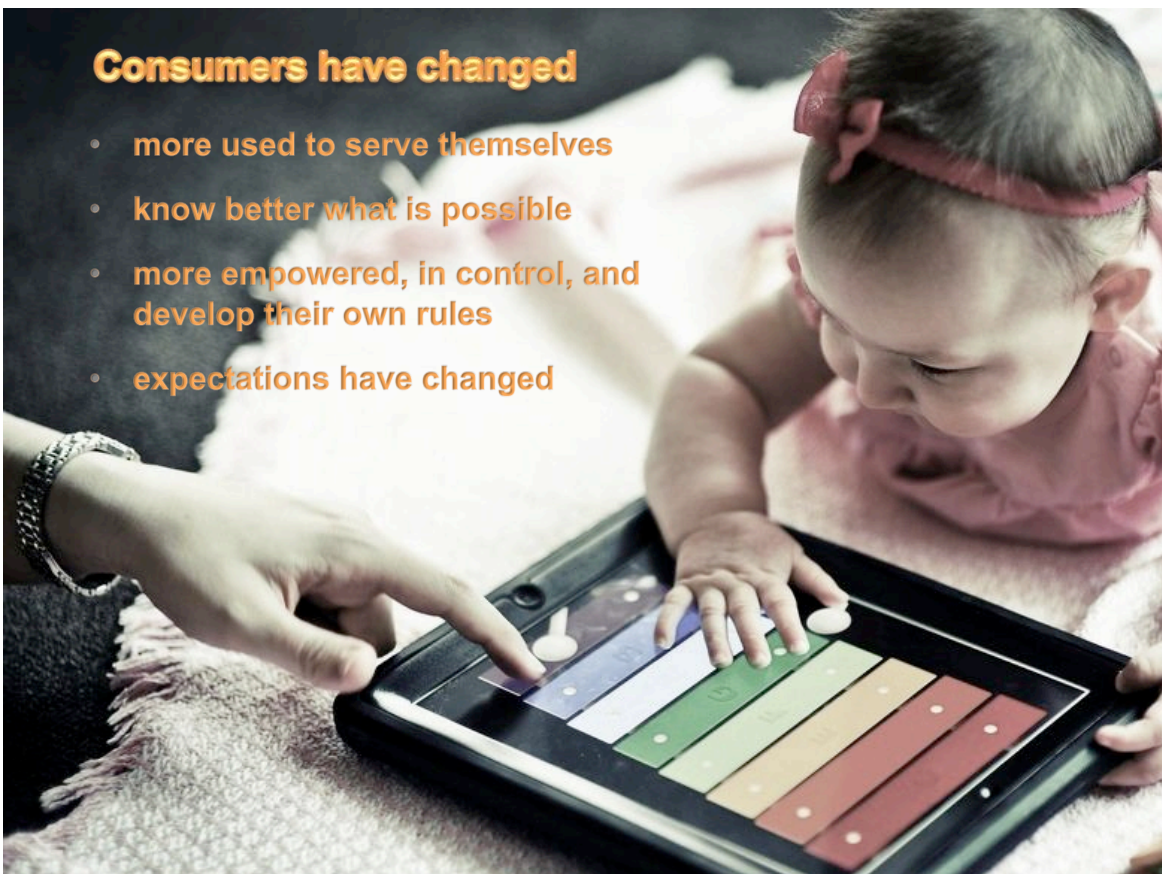


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Consumers have changed

- more used to serve themselves
- know better what is possible
- more empowered, in control, and develop their own rules
- expectations have changed



What do all these things have in common?



Social media are internet-based applications that ...



Periodic Table of the Social Media Elements

group	1*	2	3-10										11	12	13-18				
period	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
1	Li	Be											B	Al	Si	P	S	Cl	Ar
2	Na	Mg	Al	Si	P	S	Cl	Ar	Kr										
3	Na	Mg	Al	Si	P	S	Cl	Ar	Kr										
4	Na	Mg	Al	Si	P	S	Cl	Ar	Kr										
5	Na	Mg	Al	Si	P	S	Cl	Ar	Kr										
6	Na	Mg	Al	Si	P	S	Cl	Ar	Kr										
7	Na	Mg	Al	Si	P	S	Cl	Ar	Kr										
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9	Na	Mg	Al	Si	P	S	Cl	Ar	Kr										
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15	Na	Mg	Al	Si	P	S	Cl	Ar	Kr										
16	Na	Mg	Al	Si	P	S	Cl	Ar	Kr										
17	Na	Mg	Al	Si	P	S	Cl	Ar	Kr										
18	Na	Mg	Al	Si	P	S	Cl	Ar	Kr										

* This is a purely subjective chart, based solely on my opinions and experiences. - @eyecube; www.eyecube.wordpress.com
 ** Listings of individual people in certain categories, while not arbitrary, are certainly open to debate.
 *** This table is not written in stone and is open for updates and re-assignments.



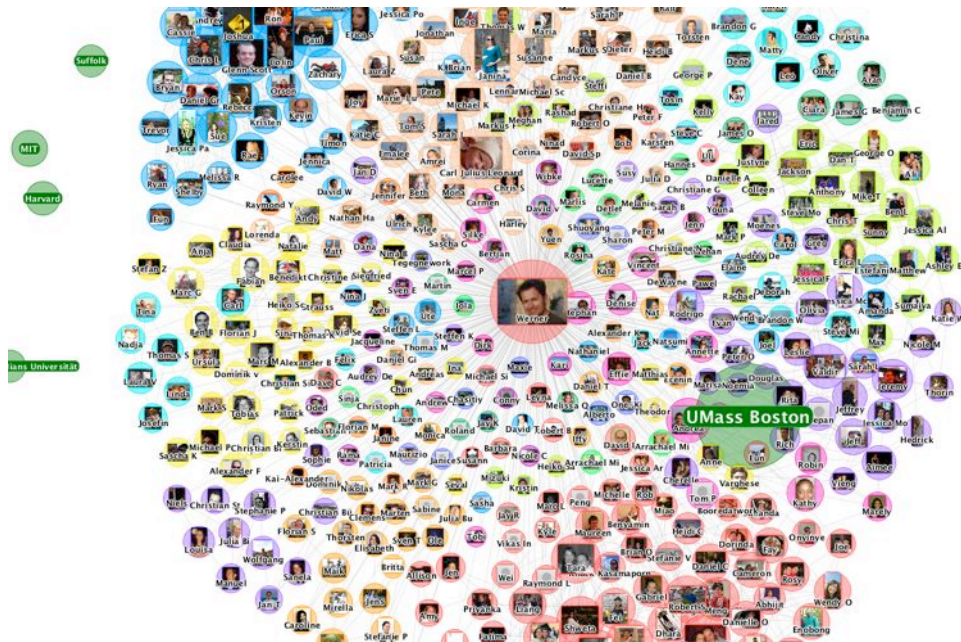
... that enable **anyone** to publish or access content



unnamed Bridge between Austria and Slovakia



... is a **Network of People with a common interest**



powered by
TouchGraph

... consists of People Generated Content

IMDb Charts: IMDb Top 250

For this top 250, only votes from regular voters are considered.
Track which films you've seen from the Top 250 right here!

Rank	Rating	Title	Votes
1.	9.2	The Shawshank Redemption (1994)	726,327
2.	9.2	The Godfather, Part I (1972)	543,518
3.	9.0	The Godfather, Part II (1974)	342,393
4.	8.9	Pulp Fiction (1994)	571,146
5.	8.9	The Good, the Bad and the Ugly (1966)	227,273
6.	8.9	12 Angry Men (1957)	177,987
7.	8.9	Schindler's List (1993)	381,614
8.	8.8	The Dark Knight (2008)	661,417
9.	8.8	The Lord of the Rings: The Return of the King (2003)	510,191
10.	8.8	One Flew Over the Cuckoo's Nest (1975)	305,862
11.	8.8	Star Wars: Episode V - The Empire Strikes Back (1980)	370,409
12.	8.8	Fight Club (1999)	548,884
13.	8.8	Inception (2010)	514,974
14.	8.8	Seven Samurai (1954)	124,736
15.	8.7	The Lord of the Rings: The Fellowship of the Ring (2001)	531,647
16.	8.7	Goodfellas (1990)	322,866
17.	8.7	Star Wars: Episode IV - A New Hope (1977)	417,004
18.	8.7	City of God (2002)	240,443
19.	8.7	Casablanca (1942)	212,570
20.	8.7	The Matrix (1999)	528,953
21.	8.7	Once Upon a Time in the West (1968)	104,054
22.	8.7	Rear Window (1954)	157,095
23.	8.7	Raiders of the Lost Ark (1981)	319,140
24.	8.7	The Silence of the Lambs (1991)	350,571
25.	8.7	The Usual Suspects (1995)	353,044

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... Interaction and Sharing of Content is central

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.

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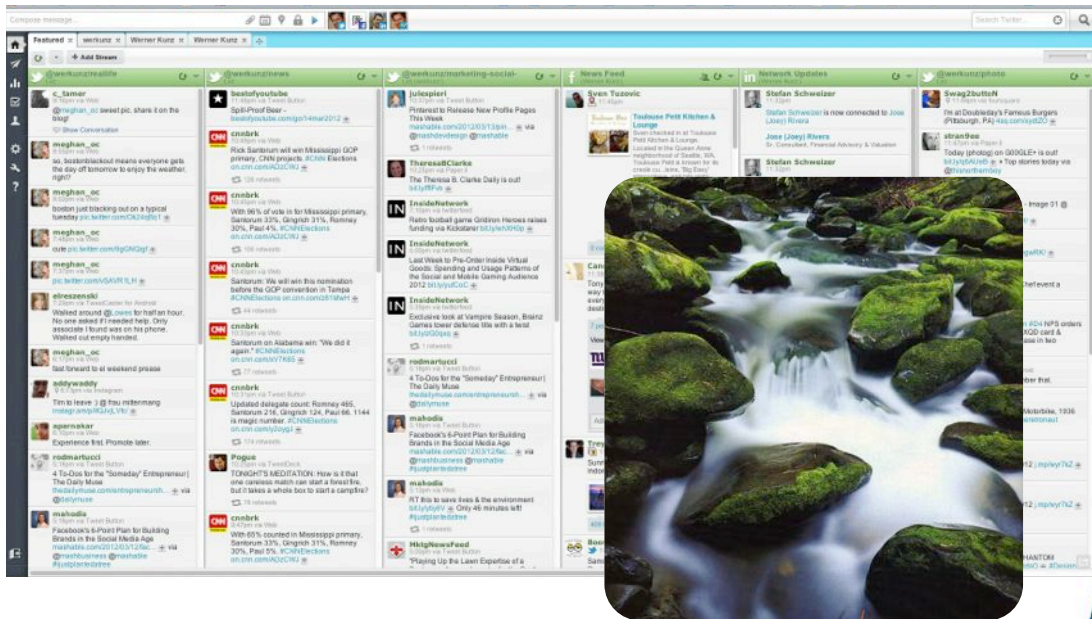


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... Is stream of content & updates



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The Stream Economy: Offer a Home for your Content

- Your website is the **your home**
- The stream is **not only stressful** for you as a business
- People look for **something stable**

Channels to reach
your Community



→ Offer your people your home(site) as a place to stay and enjoy

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... build on accessible, scalable & adaptive technologies



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

We're moving from Big Bangs...

...to Continuous Engagement

<http://www.slideshare.net/chriss/social-media-at-nokia-social-media-marketing-conference>

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The difference between owned, paid and earned media

Media type	Definition	Examples	The role	Benefits	Challenges
Owned media	Channel a brand controls	<ul style="list-style-type: none"> • Web site • Mobile site • Blog • Twitter account 	Build for longer-term relationships with existing potential customers and earn media	<ul style="list-style-type: none"> • Control • Cost efficiency • Longevity • Versatility • Niche audiences 	<ul style="list-style-type: none"> • No guarantees • Company communication not trusted • Takes time to scale
Paid media	Brand pays to leverage a channel	<ul style="list-style-type: none"> • Display ads • Paid search • Sponsorships 	Shift from foundation to a catalyst that feeds owned and creates earned media	<ul style="list-style-type: none"> • In demand • Immediacy • Scale • Control 	<ul style="list-style-type: none"> • Clutter • Declining response rates • Poor credibility
Earned media	When customers become the channel	<ul style="list-style-type: none"> • WOM • Buzz • "Viral" 	Listen and respond — earned media is often the result of well-executed and well-coordinated owned and paid media	<ul style="list-style-type: none"> • Most credible • Key role in most sales • Transparent and lives on 	<ul style="list-style-type: none"> • No control • Can be negative • Scale • Hard to measure

54869

Source: Forrester Research, Inc.

What is so special about Social Media?

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

Characterized by:

1. **Network** of people with a common interest
2. **People generated content**
3. **Sharing & interaction**
4. Is a **stream** of content & updates
5. Accessible, scalable & adaptive **technologies**
6. **Earned media** not paid media

What does social media mean for you as a person and leader?

- Do you have something to say the world?
- What does the world know about you?

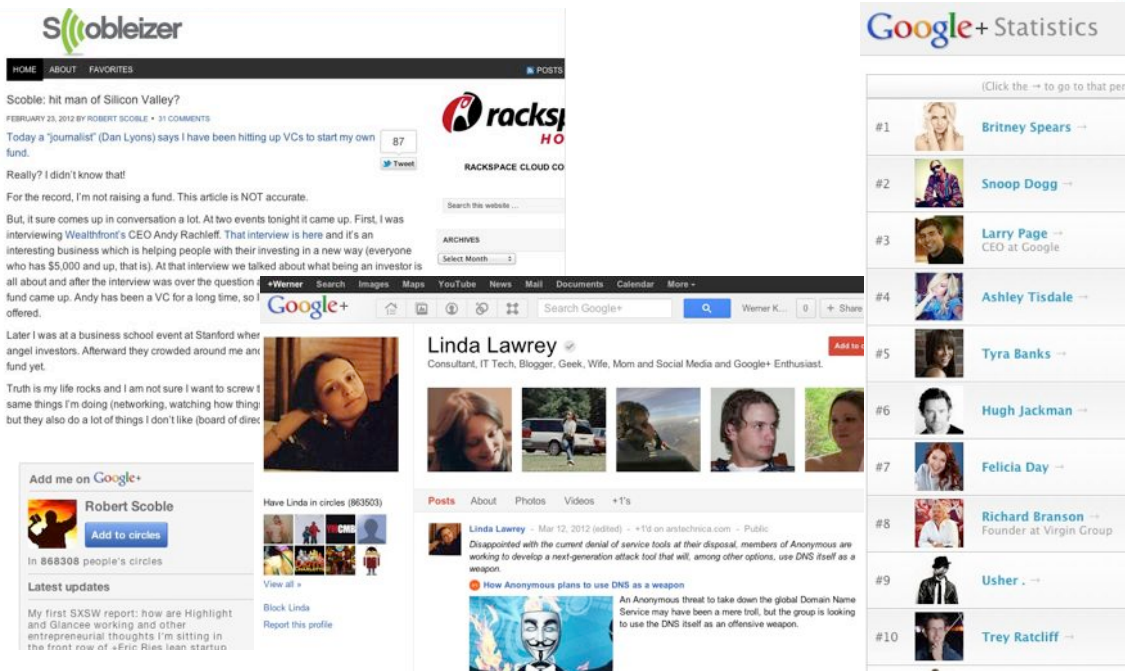


your name

Google Search I'm Feeling Lucky



Blogs - Showing Thought Leadership in your Industry



The screenshot shows a blog post on Scobleizer titled "Scoble: hit man of Silicon Valley?" dated February 23, 2012. The author is Robert Scoble. The post discusses his experience as a VC and his interview with Wealthfront's CEO Andy Rachleff. It includes a "Tweet" button and a "Share" button. Below the post is a "Google+ Statistics" sidebar listing 10 users, including Britney Spears, Snoop Dogg, Larry Page, Ashley Tisdale, Tyra Banks, Hugh Jackman, Felicia Day, Richard Branson, Usher, and Trey Ratcliff. The main content area shows a Google+ profile for Linda Lawrey, a Consultant, IT Tech, Blogger, Geek, Wife, Mom and Social Media and Google+ Enthusiast. Her profile includes a "Posts" section with a post from March 12, 2012, about Anonimous plans to use DNS as a weapon.



Trey Radcliff – Photographer, Blogger, Thought Leader

- **Average Guy** with a passion for landscape photography (since 2005)
- **Free Tutorial** for HDR Processing
- **Daily picture**
- Daily own view of the business
- **Free download** of pictures (any size)
- Cheap **e-books**
- Free iphone apps (paid apps)
- Regular speaker (e.g. Google HQ)
- Host of a weekly tech show: **Trey's Variety Hour**

#	Change	Name	# Days	Peak	Price
1.	0 ▲	Angry Birds	351	1	\$ 0.99
2.	0 ▲	Fruit Ninja	282	2	\$ 0.99
3.	0 ▲	Tap DJ - Mix and Scratch your Music	15	3	\$ 1.99
4.	1 ▲	Cut the Rope	121	1	\$ 0.99
5.	-1 ▼	Trenches	14	3	\$ 0.99
6.	0 ▲	Angry Birds Seasons	105	1	\$ 0.99
7.	0 ▲	Doodle Jump - BE WARNED: Insanely...	557	1	\$ 0.99
8.	0 ▲	90 in 1 - APPZILLA!	46	2	\$ 0.99
9.	0 ▲	Flick Golf!	15	3	\$ 0.99
10.	0 ▲	100 Cameras in 1	8	10	\$ 0.99



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Second Decision: Participation Levels of Social Media Marketing



Source: adapted from Mary Lou Roberts

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Rules of Engagement on Social Media

Participatory → Use social media as intended

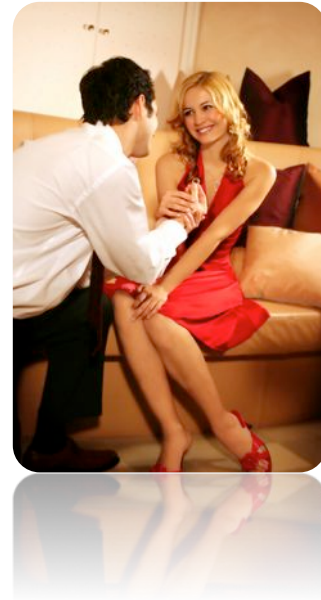
Credible → Social Media Profiles are not Billboards

Respectful → Be nice, Don't be a dirty spammer

Authentic → Dare to be a human being

Thoughtful → Assume people don't care about your product

Resourceful → Contribute where you can contribute



Homework: Time to participate

Please **participate on at least 3 channels** with other people/strangers about your **group topic**

Send me 5 episode, where you were involved in interaction in social media (link or screenshot)

Till monday

Hint: the last homework gives you enough places to look for like minded people

Social Media Strategy

A Template for a Social Media Strategy

