

TCO 691

Social Media Management

Week Three

June 3, 2013

Dr. Codone

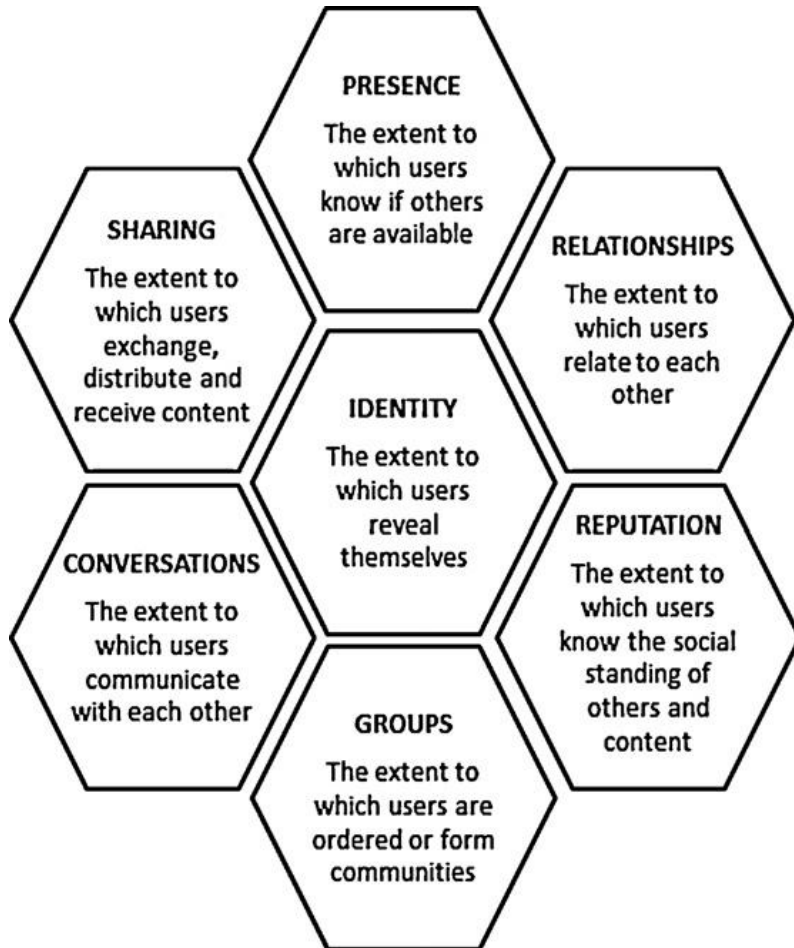
Tonight's Agenda

- The People formerly known as the Audience
- User-Generated Content
- Cluetrain Manifesto discussion
- Social Media tool analysis discussion
- Tool of the week -- GroupTweet
- Preview of next week

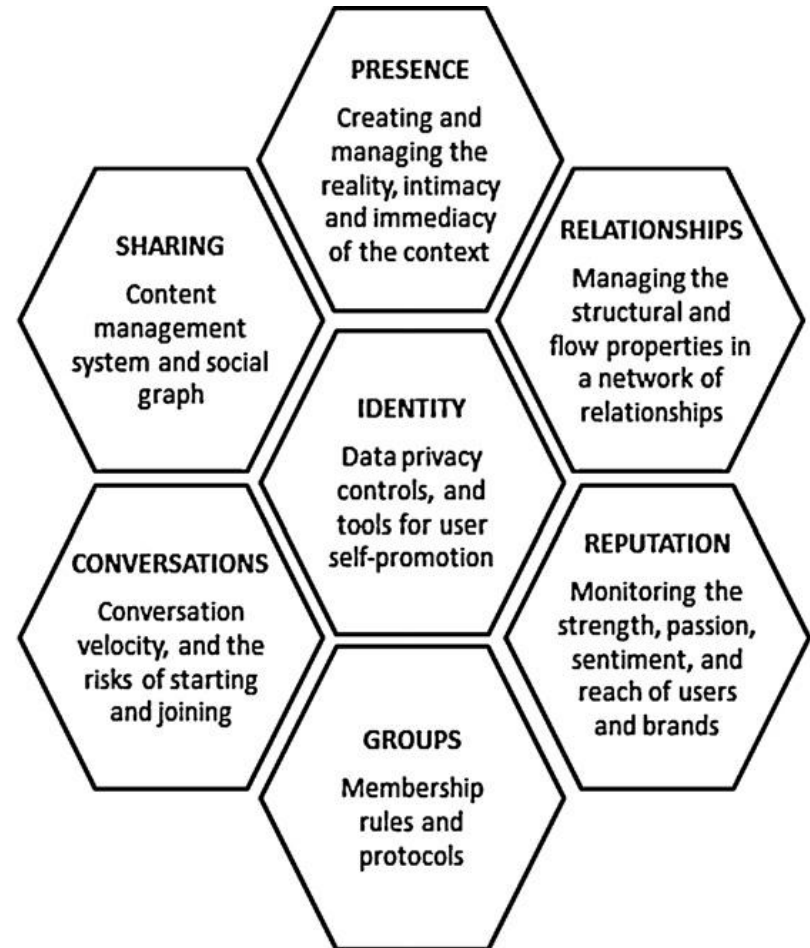
Course Objectives

1. Review and compile research in social media into an annotated bibliography reflecting a particular research trend in social media across industries.
2. Analyze existing social media/social networking applications available for organizational communication, information sharing, international communication, documentation and project management, and personal networking and create a written summary.
3. Conduct a comprehensive evaluation of an organization's social media profile, including the **intended audiences**, communication strategy (purpose), integration of applications used, organizational profiles, information deployment (content shared), deployment management (schedule and frequency of content sharing), and recommendations for expansion.
4. Utilize at least two social media tools and social media management tools to share information and administratively control, schedule, and manage information-sharing in an integrated, consistent method.
5. Identify and compile best practices in social media usage and social media management at the organizational level.

Building Blocks of Social Media



Social Media Functionality



Implications of the Functionality

Social media? Get serious! Understanding the functional building blocks of social media

Jan H. Kietzmann *, Kristopher Hermkens, Ian P. McCarthy, Bruno S. Silvestre Business Horizons (2011) 54, 241—251

Social Media Audience

- The audience & contributors for social media are now:
 - Inverted
 - Horizontal, not vertical
 - Decentralized
 - Reciprocal
 - Made up of the general public
 - Driven by users

Social Media Audiences

Once they were your printing presses; now that humble device, the blog, has given the press to us. That's why blogs have been called little First Amendment machines. They extend freedom of the press to more actors.

Once it was your radio station, broadcasting on your frequency. Now that brilliant invention, podcasting, gives radio to us. And we have found more uses for it than you did.

Shooting, editing and distributing video once belonged to you, Big Media. Only you could afford to reach a TV audience built in your own image. Now video is coming into the user's hands, and audience-building by former members of the audience is alive and well on the web.

Social Media Audience

You were once (exclusively) the editors of the news, choosing what ran on the front page. Now we can edit the news, and our choices send items to our own front pages.

A highly centralized media system had connected people “up” to big social agencies and centers of power but not “across” to each other. Now the horizontal flow, citizen-to-citizen, is as real and consequential as the vertical one.

Social Media Audience

You don't own the eyeballs. You don't own the press, which is now divided into pro and amateur zones. You don't control production on the new platform, which isn't one-way. There's a new balance of power between you and us.

The people formerly known as the audience are simply the public made realer, less fictional, more able, less predictable.

You should welcome that, media people. But whether you do or not, we want you to know we're here.

User-Generated Content

- Any content developed by members of the audience for collaborative or non-collaborative use.
 - Blogs
 - Posts
 - Tweets
 - Photos
 - Videos
 - Articles

Questions for Collaboration

- Intention
 - Goals
 - Self-governance
 - Coordination Mechanisms
 - Property
 - Knowledge transfer
 - Identity
- Scale
 - Network topology
 - Accessibility

Cluetrain Manifesto

- **Lisa -- theses 1-10**
- **Ken -- theses 11-21**
- **Johnathan -- theses 22-32**
- **Diana -- theses 33-43**
- **Varad -- theses 44-54**

Social Media Tool Analysis

- Lisa
- Ken
- Johnathan
- Varad
- Diana

Conclusion

- Discussion of Assignment 1/2
- Wrap-up, questions
- What to do for next week