



Figure 42.1 and Exercises

Social Networking	Microblogging	Aggregator
Publishing	Livecasting	RSS
Photo Sharing	Virtual Worlds	Search
Audio	Gaming	Mobile
Video	Productivity	Interpersonal

1. Familiarity with Social Media Applications. With which of the social media tools and applications are your company's employees most familiar? Is there any pattern regarding the tools they are familiar with, such as employee age or job function?

2. Use of Social Media Applications. Which of the social media tools and applications are your employees currently using? Indicate how they are being used formally or informally in the context of your business. Explore how employees are using these applications in their personal lives and how their facility with these applications may be beneficial to your business.



Figure 42.1 and Exercises

3. Social Media Applications:

Internal Value Assessment. Which tools and applications are believed to have the highest value inside your company?

a. Within Functional Groups (e.g., sales, accounting/finance, operations). How do you envision them being used? What additional information or training would be required to implement each tool?

b. Company-wide. While some applications may have specific benefits for functional groups (see a), others will have broad, intracompany appeal. How do you envision them being used? What additional information or training would be required to implement each tool?



Figure 42.1 and Exercises

4. Social Media Applications:

External Value Assessment. For each of the groups (a – c), which tools and applications do you believe have the highest value outside your company?

a. *Your Current Customers.* How can you envision employing one or more of the four pillars with this group? What are the potential risks and benefits of using each pillar?

b. *Your Prospective Customers.* How can you envision employing one or more of the four pillars with this group? What are the potential risks and benefits of using each pillar?



Figure 42.1 and Exercises

c. Your Vendors and Suppliers. How can you envision employing one or more of the four pillars with this group? What are the potential risks and benefits of using each pillar?

d. Investors and Others. How can you envision employing one or more of the four pillars with this group? What are the potential risks and benefits of using each pillar?