

Table 40.1

This is more detailed than your results from Chapter 2. You are using all the information you accumulated in those exercises. As you review the list in Table 40.1, you may see a pattern emerge. If you have asked other members of your organization to complete this exercise, take a moment and compare results. Be sure and determine whether your company’s familiarity and use of these tools has been internal or external. You may also want to add another dimension to this exercise by assessing whether familiarity and use is connected to work or personal experience. It will not be at all unusual to discover you have people in your company with considerable experience using some of these tools in their personal lives but haven’t considered—or been directed—to use them as part of a business strategy.

Start with your results from The Social Media Ecosystem.

In total how many tools did you place a check next to? (Familiar with) _____

In total how many tools did you circle? (Used) _____

Indicate how many checks and circles you had in each category:

Category Title	Checks (Familiar With)	Circles (Have Used)
Social networking		
Publish		
Photo		
Audio		
Video		
Microblogging		
Livecasting		
Virtual Worlds		
Gaming		
Productivity applications		
Aggregator		
RSS		
Search		
Mobile		
Personal		