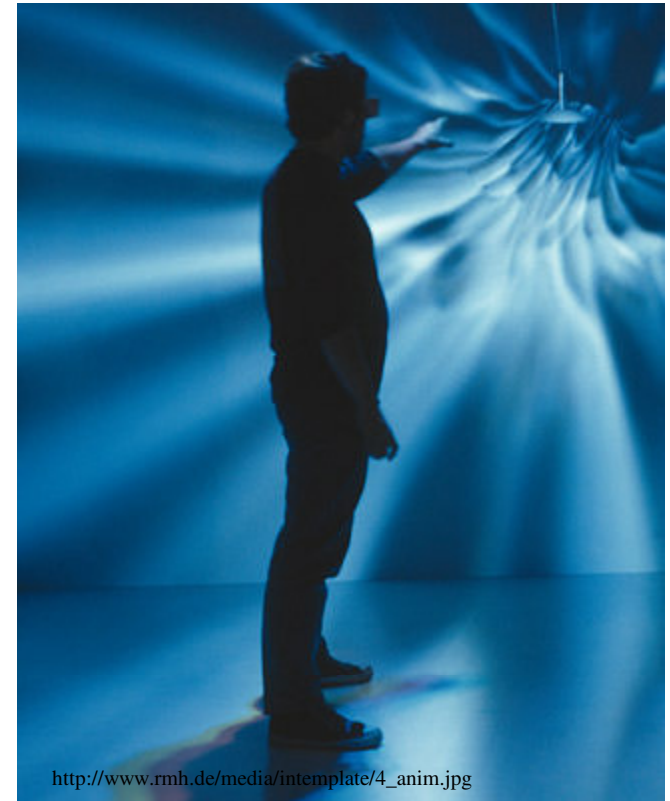


Social Media Strategy



Bob Boiko

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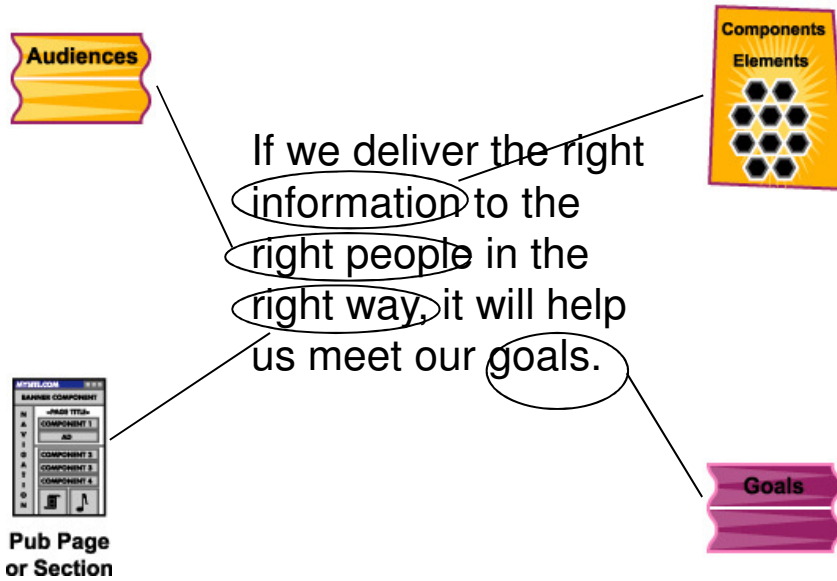
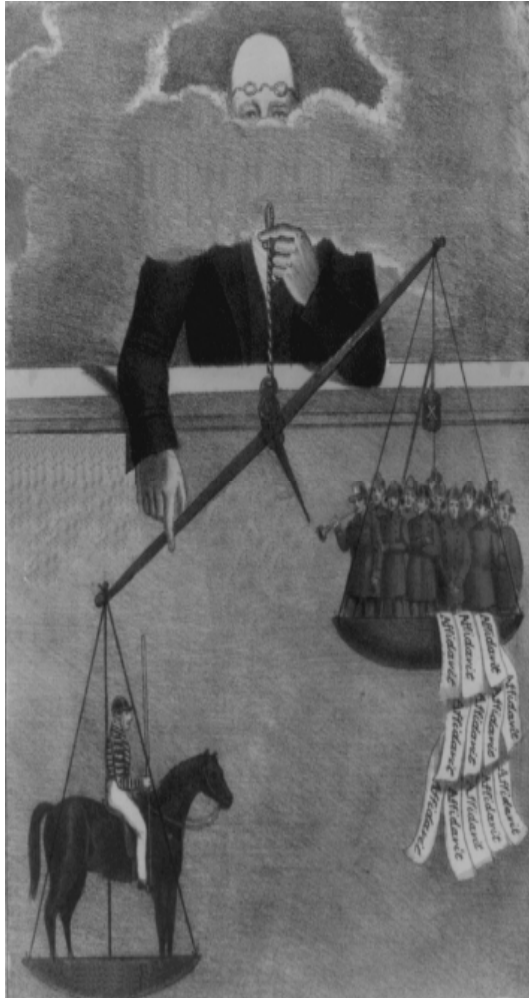
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Bob Boiko

- Consultant
 - Boeing, Motorola, Microsoft, Honeywell
 - UN World Food Program, Edgerton Foundation
- Author
 - CM Bible
 - Laughing at the CIO
- Teacher
 - iSchool, University of Washington
 - The iSchool CMS Curriculum
 - MSIM Program
- Business Man
 - CM Pros
 - Metatorial Services
- Programmer
 - Database and XML systems



The Wider Strategy Context



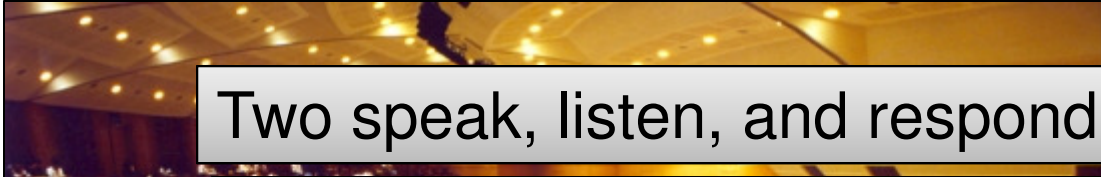
“Social” Technologies

- Wikis
- Blogs
- YouTube
- Facebook
- MySpace
- Twitter
- Delicious
- Yelp
- LinkedIn
- IM
- Digg
- Second Life
- Flickr
- Epinions
- Picassa
- FriendFeed
- eBay
- Craig’s list
- Discussion lists
- Recommenders

How to untangle the mess

- There are people “speaking” (creating communication)
- There are people “listening” (consuming communication)
- There may be people responding

One speaks, many listen, few respond



Two speak, listen, and respond



<http://www3.ntu.edu.sg/dso/>

Many speak, listen, and respond



<http://americancorner.hu/userfi>

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<http://www.phillipscollection.org/images/content/collection/1637.4.630.jpg>

So what?

Choose the right medium for the situation

Your user is a listener

- Broadcast – the expert speaks to the world
 - TV, Radio, Newspapers
 - Web 1.0
 - Webcast
 - Classes and tutorials
 - KBase, FAQ, Help
- Narrow cast – the expert speaks to you
 - IM
 - Email
 - Personalized Web
 - Blog
 - Auto Recommenders
 - Phone call, chat

Your user is a responder

- Broadcast with backchannel
 - Web 2.0
 - Rating controls
 - Comment fields
 - Errata and bugs
- Conversation – We work together
 - Wikis
 - Discussion lists
 - Social tagging (delicious)
 - User generated tips and tricks

Your user is a speaker

- Party line – Peers interact
 - Social networks (Facebook)
 - User recommenders (epinions)
 - Exchanges (Craig's list)
 - Immersions (Second Life)
- Mass contribution
 - Media uploads (YouTube)
 - Wikis (Wikipedia)
 - Micro Blogs (Twitter)

So...

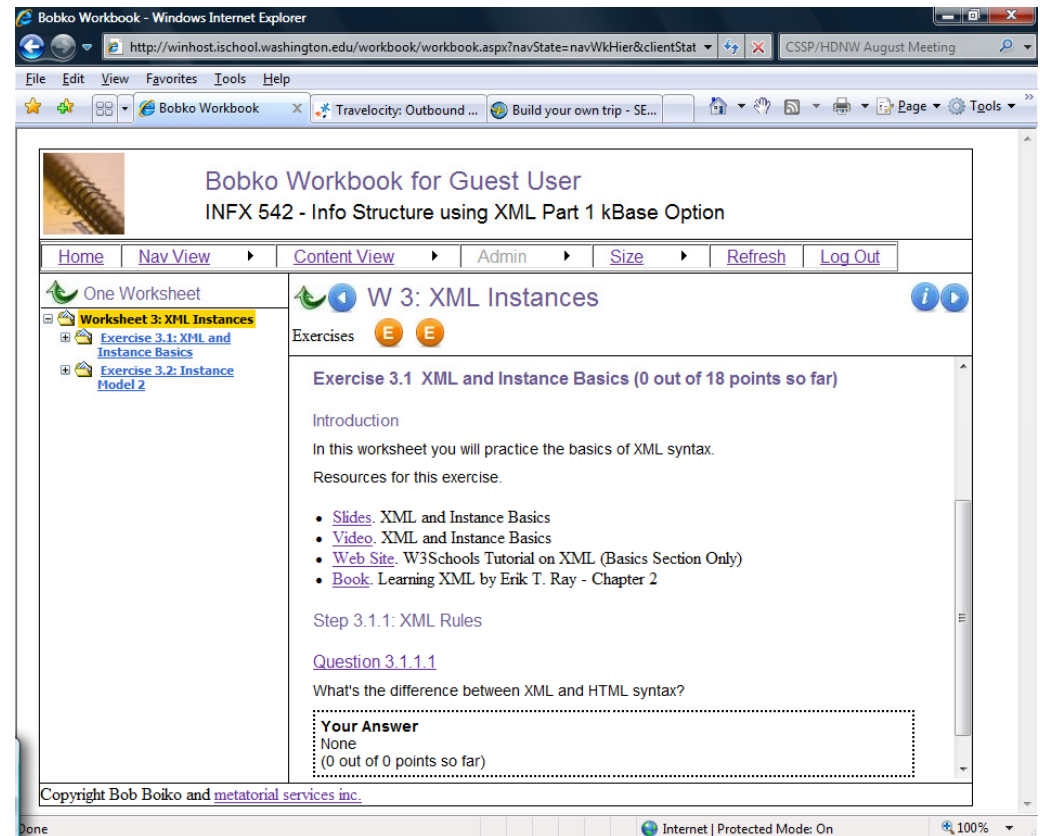
1. Know what kind of users you have
2. Use the communication options that fit them
3. Inform listeners
4. Facilitate responders
5. Use response to hone broadcasts
6. Create user-speakers

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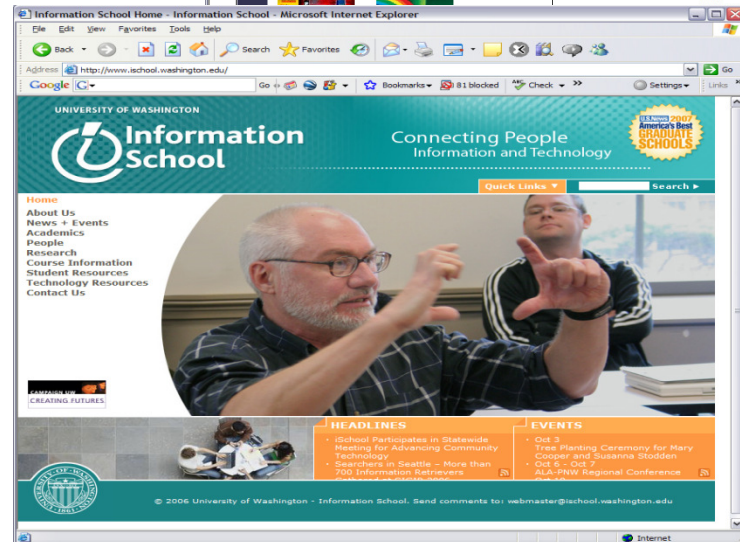
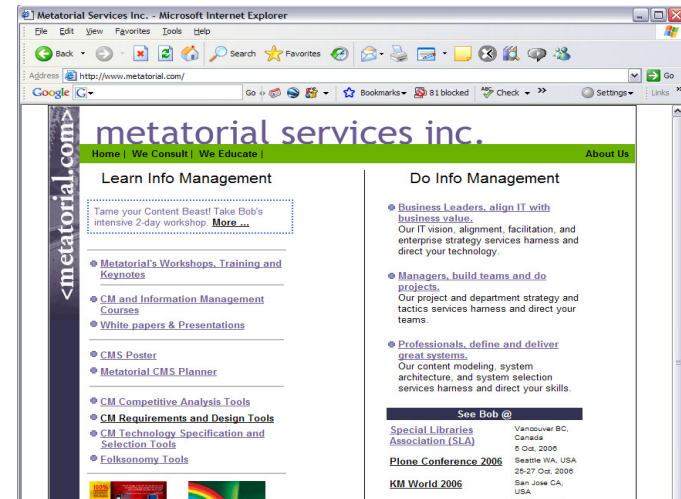
Info Structure using XML

- Self paced course
- How to structure information for management and delivery
- Focus on XML
- Mail me if you are interested
- bob@metatorial.com
- Try it at
 - <http://winhost.ischool.washington.edu/workbook>
 - Login as guest, guest



Want More?

- Metatorial.com
 - CM Bible/ Laughing at the CIO
 - White papers, Presentations
 - Recorded Lectures and Courses
 - CM Design Tools
 - Workshop: Taming the Content Beast
- iSchool.washington.edu
 - Distance learning
 - Research
 - Summer IA Institute



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