

# Social Media Strategy

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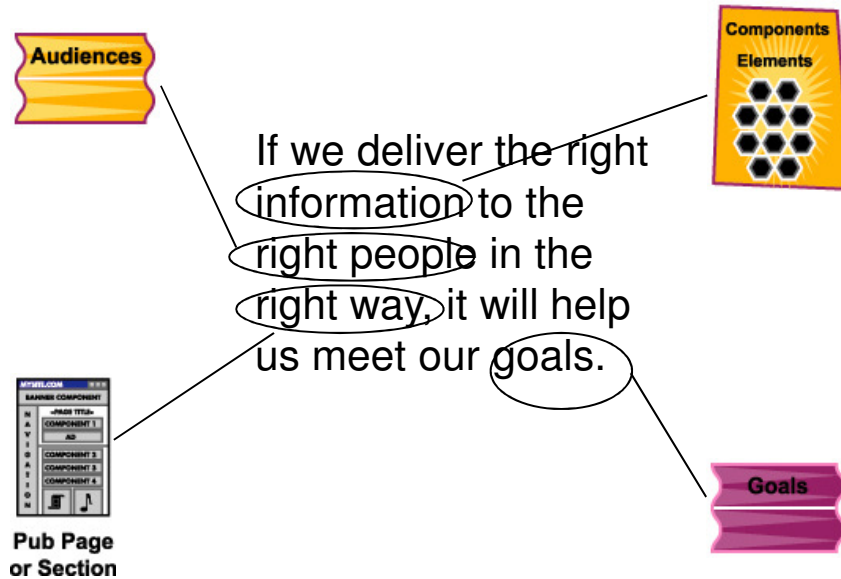
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# Bob Boiko

- 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

# 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

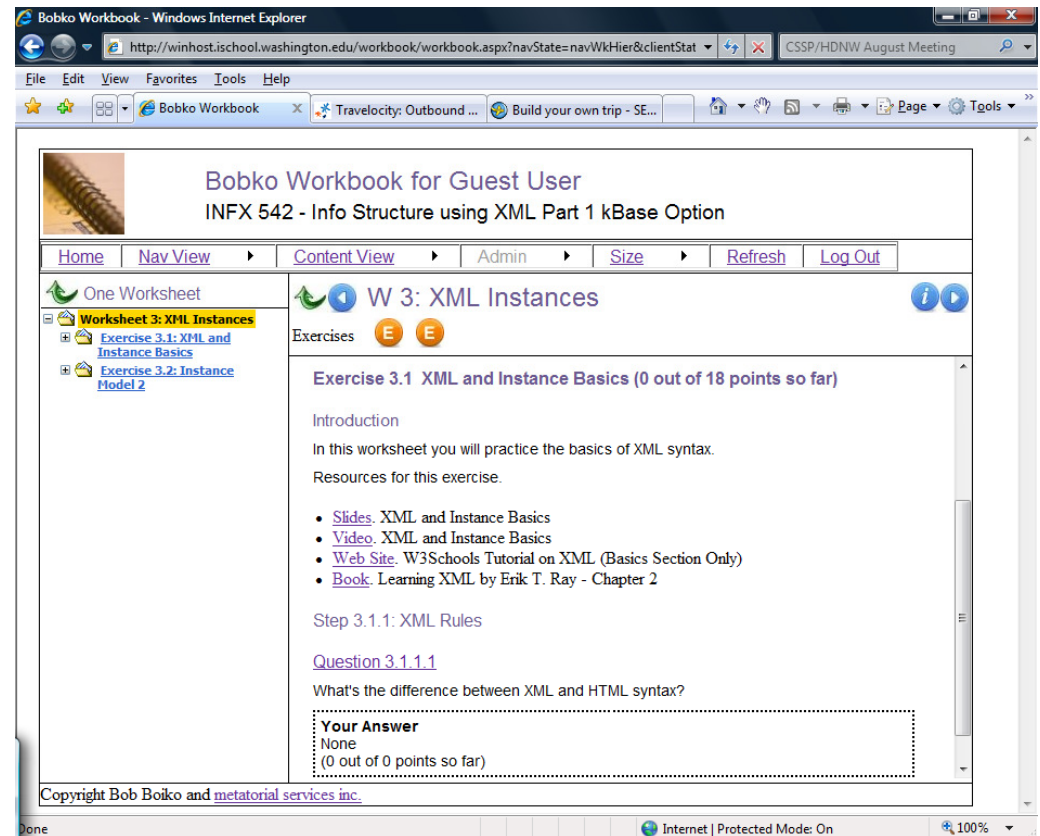
- Party line – Peers interact
  - Social networks (Facebook)
  - User recommenders (epinions)
  - Exchanges (Craig's list)
  - Immersions (Second Life)
- Mass contribution
  - Media uploads (YouTube)
  - Wikis (Wikipedia)
  - Micro Blogs (Twitter)

## 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

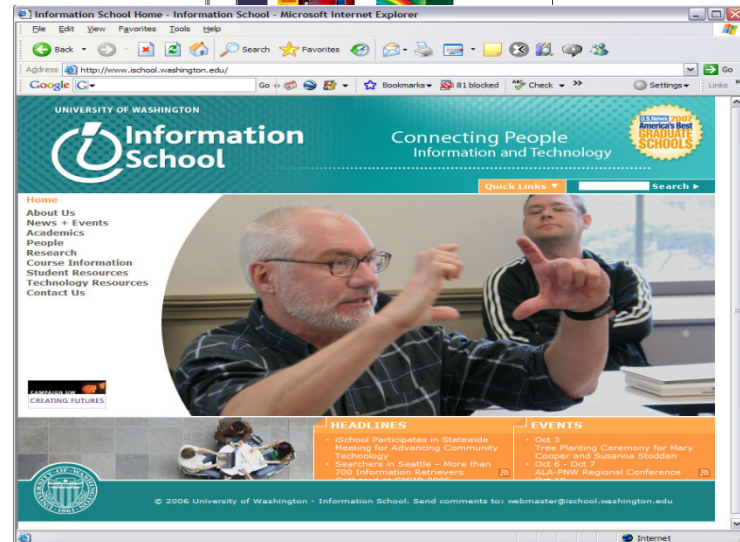
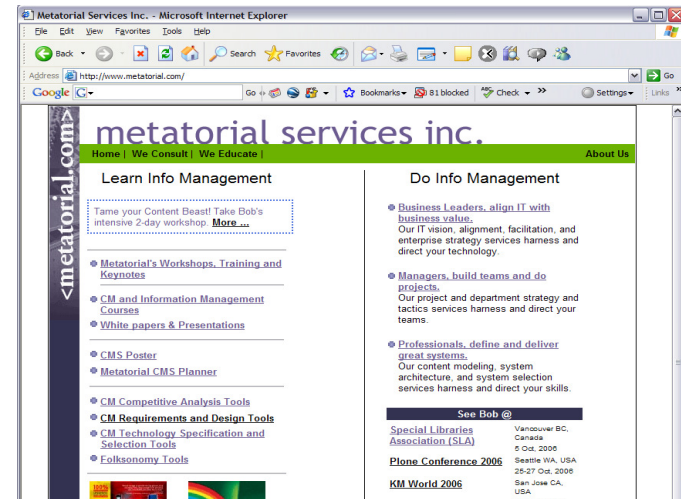
# Info Structure using XML

- 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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