

Social Software, Business Excellence and Communication Strategies

A framework for theorizing about weblogs, podcasts, wikis and RSS

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Will communication ever be the same?



Source: Robin Sloan/Matt Thompson, Epic 2015, www.snarkmarket.com 2006

The sociological point of view: Social Software expands our communication culture

Main characteristics of the „Google world“

- New information patterns and active publics:
stakeholders search for information, using search engines, knowledge platforms and recommendation systems
 - New structures of content production:
creativity and authenticity are most relevant, technologies are available for everyone
- Digital reputation, passion and hubness/connectedness gain in importance
- Renaissance of personal communication and social networks

Characterizing the Google World

	Gutenberg Galaxy	McLuhan Galaxy	Internet Galaxy	Google World
Most important media channel	Book	Television	Internet (Linear Applications: Websites, E-Mail)	Internet (Social Software: Weblogs, Wikis, Search Engines)
Overcoming the barriers of ...	Space	Time	Sequentiality	Linearity
Kind of mediation	Narrowspread	Broadcast	Narrowcast	Narrowsearch
Enabling ...	Mass communication	Mass communication	Mass comm., Personal comm.	Mass comm., Personal comm.
Gatekeeper	–	Journalists	Online journalists	Search engines, Bloggers
Bottleneck	Distribution	Media agenda	Attention	Digital reputation
Drivers of success	Availability	Coverage	Credibility	Authenticity

The economic point of view: Social software can drive business excellence

Personal publishing tools (weblogs, podcasts), social services (wikis, communities) and interactive web technologies (RSS) open up new market opportunities for

- **Communication agencies and technology providers**
 - Programming social software
 - Developing business applications
 - Consulting and content production
- **Online services and media companies**
 - New business models (communication platforms)
 - New services (personal weblogs for readers)
 - Extended products (weblog monitoring, weblog advertising)
- **Industry, NGOs, Political institutions**
 - Communication management (PR, Marketing, Internal Com.)
 - Knowledge management
 - Project management, etc.

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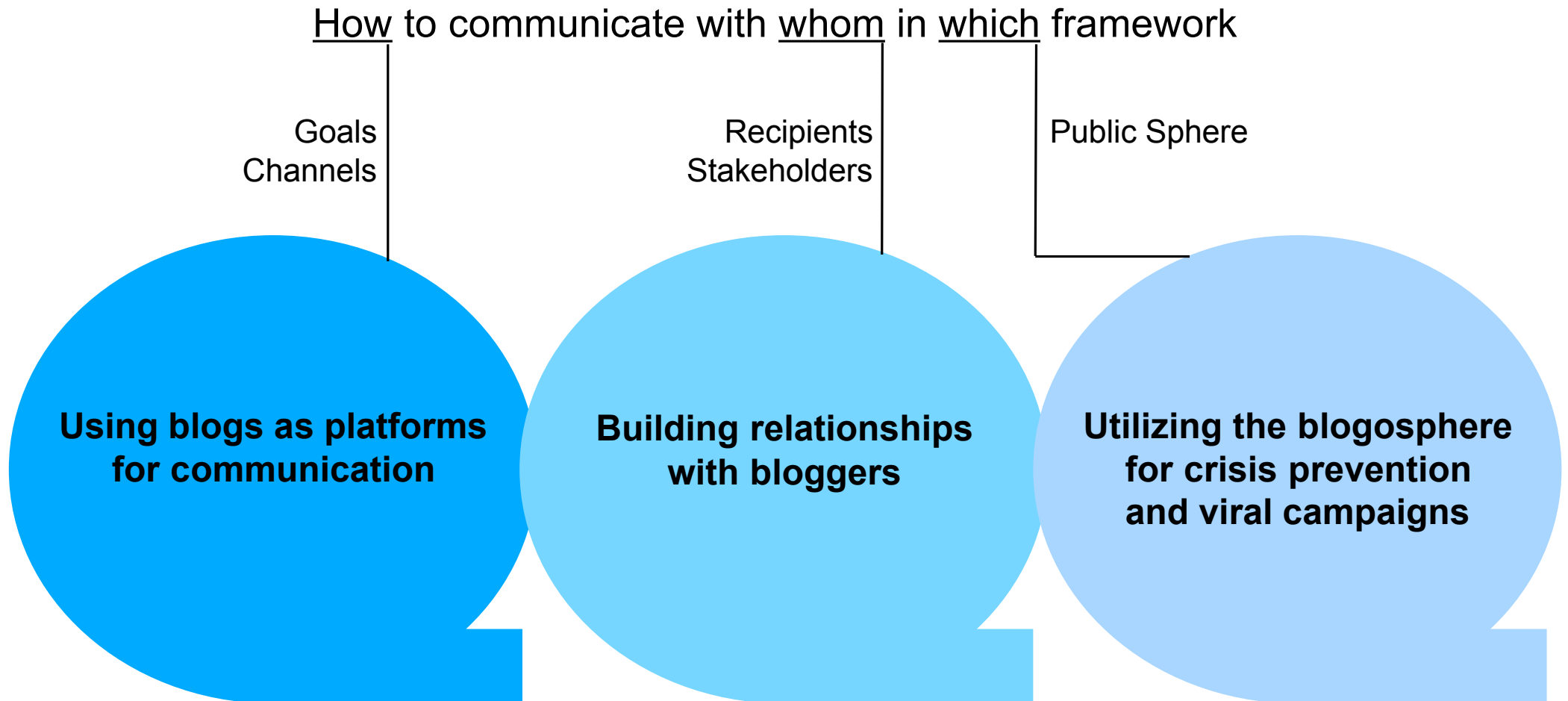
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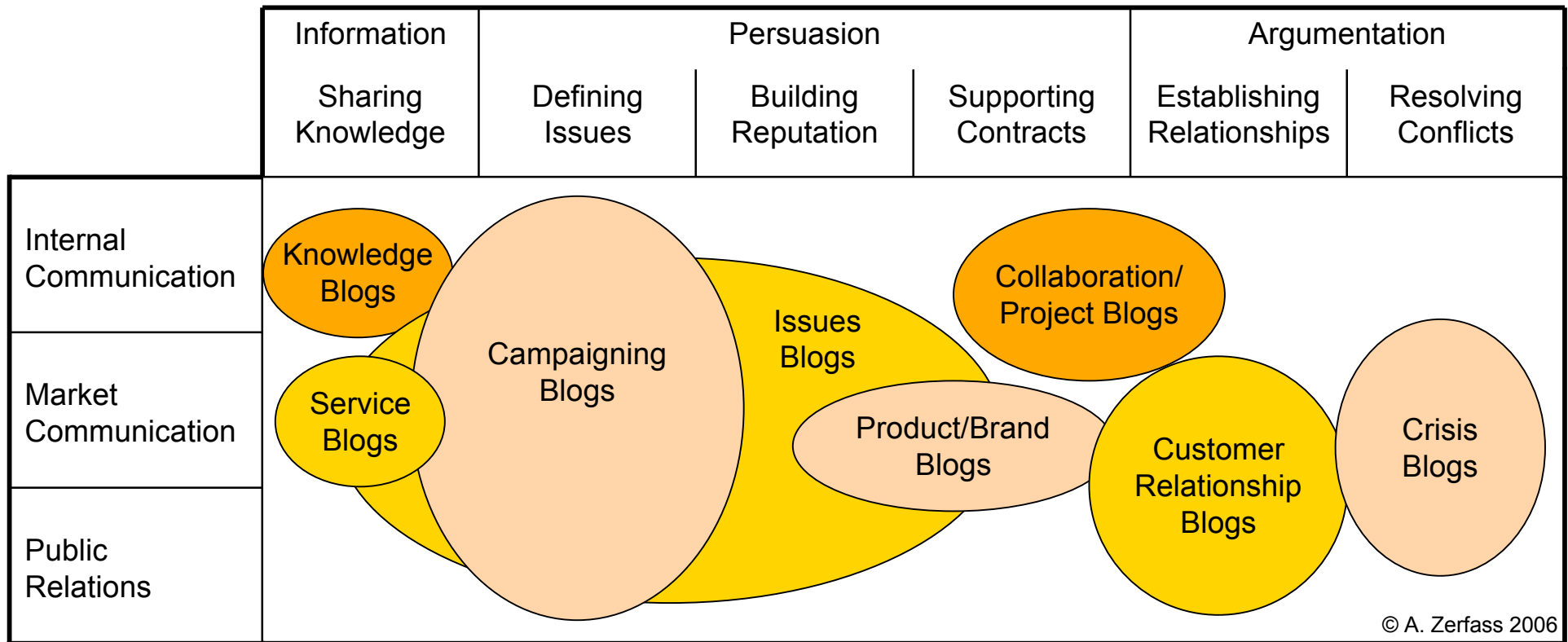
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The management point of view: Social software and communication strategy

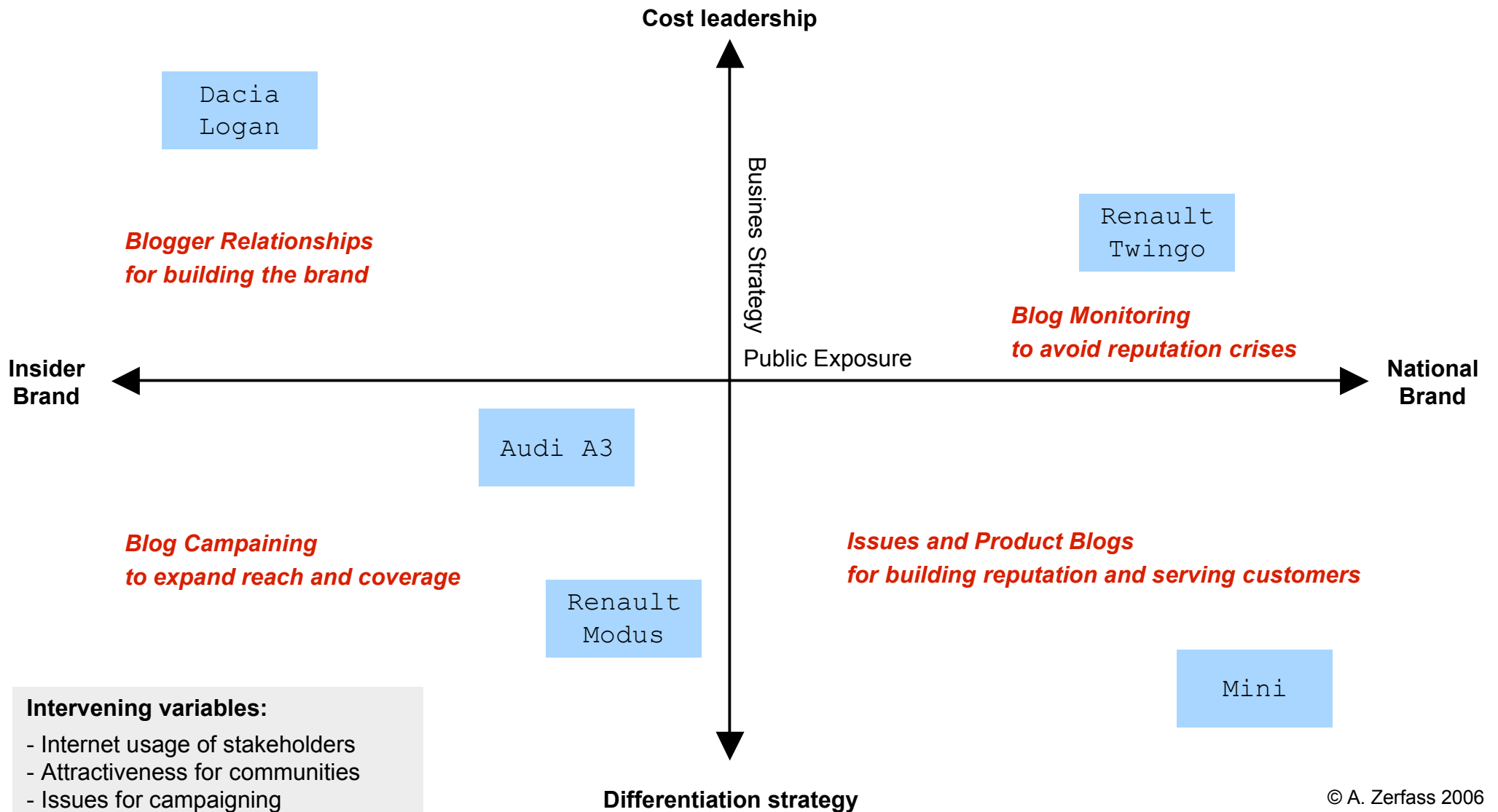


Using weblogs and podcasts to attain communication goals and business objectives



Classification of corporate blogs

Defining priorities: Strategy-Exposure-Matrix



Literature

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