

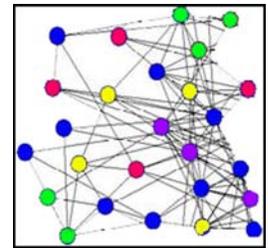
The Emerging Force of Social Media¹

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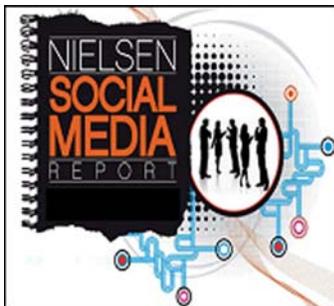


There seems to be no end in sight for the explosion of new communication technologies. The last two decades have spawned a variety of types of social media that have great implications for organizational processes and how people work with one another. For example:

- ◆ Social networks, such as Facebook, Twitter, LinkedIn, and MySpace, allow users to send messages, share content, and connect with friends and coworkers.
- ◆ Media-sharing sites, such as YouTube, Flickr, and Photobucket, enable users to share photos and videos.
- ◆ Internal social media network sites, such as Yammer (www.yammer.com) and Chatter (www.Chatter.com) are accessible exclusively to employees of a given company to securely share ideas, news, and updates in real time.
- ◆ Wikis (such as Wikipedia or MediaWiki), are sites on which many different users can contribute content any time they want from any place.
- ◆ Blogs (hosted on platforms such as WordPress, TypePad, and Blogger) are essentially online journals where anyone can write about anything he or she wants and share content picked up from other social media sites.
- ◆ Social bookmarking lets people using the Internet to organize, store, manage, and search resources online by saving bookmarks to a public website and “tagging” them with keywords. It allows users to share pages they find with one another.



These forms of social media and many more are being increasingly used by people every day. According to the 2011 Nielsen Social Media Report:



- ◆ Twenty-five percent of the time that Americans spend on the Internet is devoted to social networks and blogs.
- ◆ Eighty percent of active Internet users visit social networks.
- ◆ Seventy percent of adults, using social networks, actively shop online.
- ◆ You have just acquired a brand-new computer system with a new operating system that holds the promise of providing you with all kinds of fascinating and useful programs, but you really don't know how to operate it. So, you attend a series of weekly training sessions to develop the skills you need.
- ◆ Fifty-three percent of adults actively using social networks follow a brand.
- ◆ In ten major global markets, social networks and blogs reach over 75 percent of active Internet users.

As part of the Internet information explosion, the use of social media is influencing the way business is

¹ From: http://www.arniedahlke.com/120331_The_Exciting_Force_Of_Social_Media.pdf.
Take a moment to explore my previous Timely Tips at: <http://www.arniedahlke.com/timelytips.htm>

conducted. For example:

- ◆ Social networking is becoming a valuable source of information about the needs and wants of customers and customer feedback.
- ◆ Social media is used as a tool for “loyalty marketing” by strengthening business relationships and marketing new products or services to existing customers.
- ◆ Organizations are beginning to use social-networking sites to effectively advertise their products and/or services.



As part of the Internet information explosion, the use of social media is influencing work is being performed. For example:

- ◆ Social media is a perfect vehicle for stimulating internal communication among employees and encouraging them to participate in internal organizational initiatives.
- ◆ Given its power to stimulate internal communication, social media informs people about the current status of their organization, new additions in staff and facilities, and plans for the future. As such, it's a perfect tool to help bring people together as one organizaional team.



- ◆ In many organizations, social media is being used to generate new business and increase productivity by allowing employees to work collaboratively online no matter where they are in the world.
- ◆ The availability of Wi-Fi and accompanying computing technology has spurred the growth of telecommuting. People can do their work from any place at any time, including holding virtual meetings, planning marketing campaigns, submitting reports, and all of the other tasks typically performed in the office.
- ◆ When recruiting people, social media is a very powerful and effective resource. Sources such as Facebook, Twitter, and LinkedIn are wonderful sources of talent and are being used to build the presence of organizations.
- ◆ In addition, organizations are attracting talent through such sites as YouTube or company video contests sponsored on organizational websites.
- ◆ The increasing use of social media calls for fresh delineations of employee competencies. Newly hired employees will need to possess a broad range of proven social media skills. This is becoming a critical screening element in the hiring process in organizations.
- ◆ Given the prevalence of social media, many organizations are recognizing the importance of establishing an organizational social media use policy to guide people in its proper use



Social Media Is Here To Stay. It Is Up To Your Organization To Reap Its Benefits!²

² Image from <http://www.chennai-social-media.com/wp-content/uploads/2011/01/Networking-tips.jpg>