

Social Networking

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Sfide del sistema

Dimensionamento
portafoglio di attività e

INNOVAZIONE: LEVA STRATEGICA POCO SFRUTTATA

Bassa priorità del top management

Focus su processi di
consolidamento

Assorbimento risorse causa
regolamentazione

Gap culturale?

Conservatorismo organizzativo

Immanenza crisi finanziaria

**REVISIONE
ASPETTATIVE
DI CRESCITA
E ROE**

**RUOLO CHIAVE
INNOVAZIONE**

RISCHIO



A new generation is emerging

TechUnfraid

ascendant

InfoRetrieval

nonLinearCognitiveCapabilities

TechFluency

young

TeamWorkAttitude

Open

SocialBehaviors

VirtualIdentity

wellconnected

infoManipulation

Authority-adverse

MultiTasking

... digital world's natives, for whom the local religion, language, and folkways are natural and indigenous, over against immigrants to this world who often are expected to adapt and assimilate to their newly adopted home.

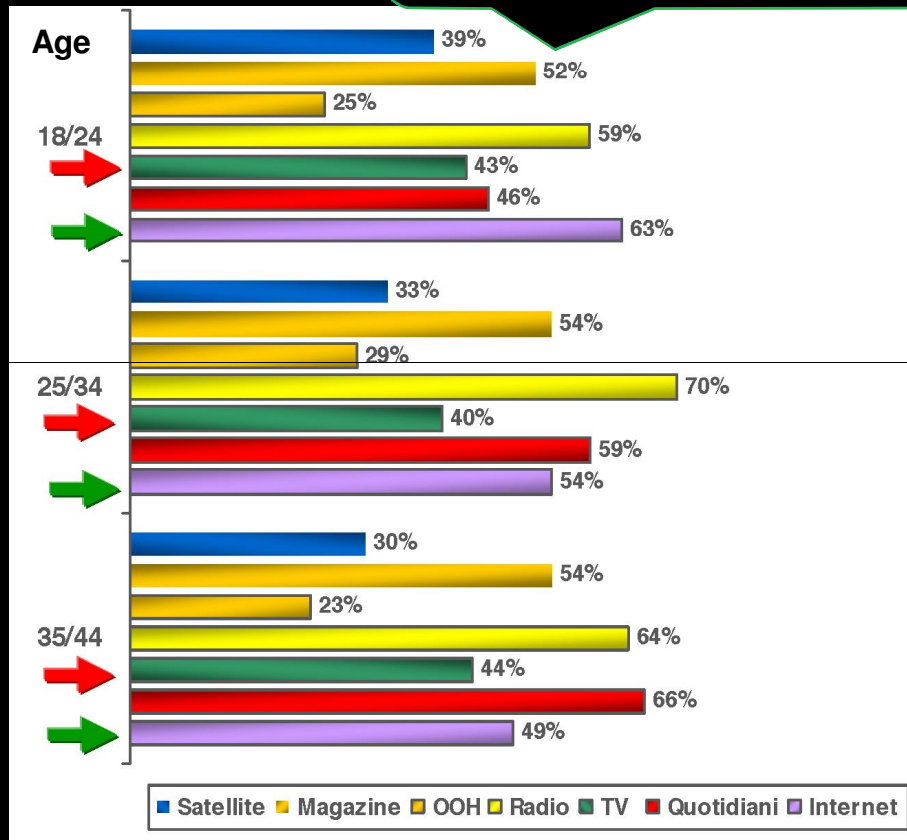
Digital immigrants are said to have a "thick accent" when operating in the digital world in distinctly pre-digital ways, when, for instance, he might "dial" someone on the telephone to ask if his e-mail was received.

Internet Penetration and Trends: Italy

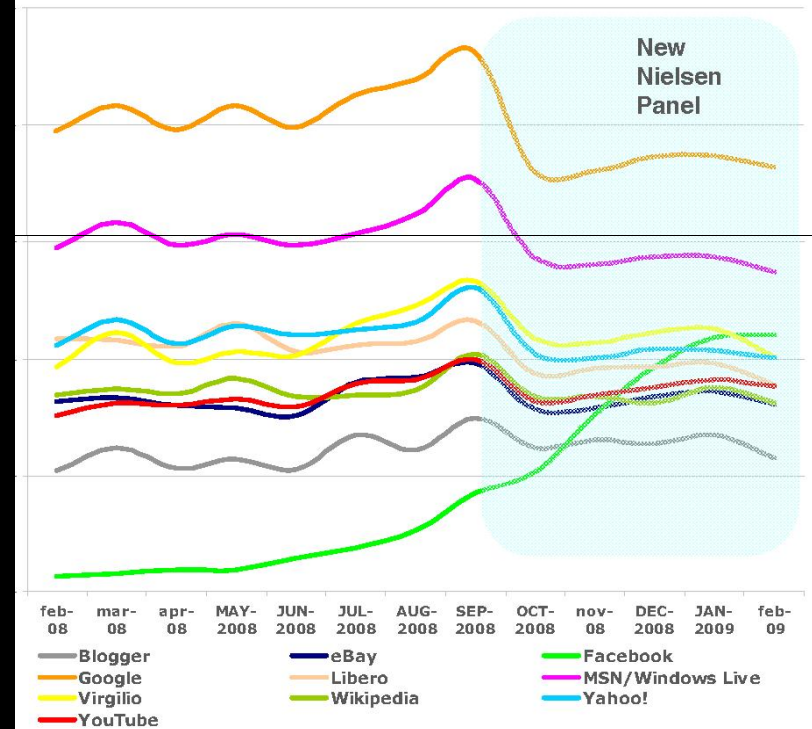
Between younger ranges Internet has an higher penetration than TV Broadcasts

Social Media (Facebook, Blog, YouTube) have gained the most significant growth patterns

Target: individuals
Composition%



Trend 13 mesi - Utenti unici (000)

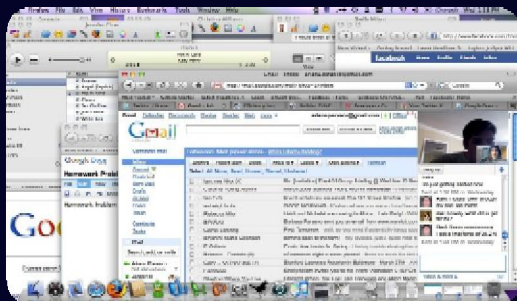


Source: Nielsen Net Ratings Febbraio 2009 Internet applications excluded, Home and Work



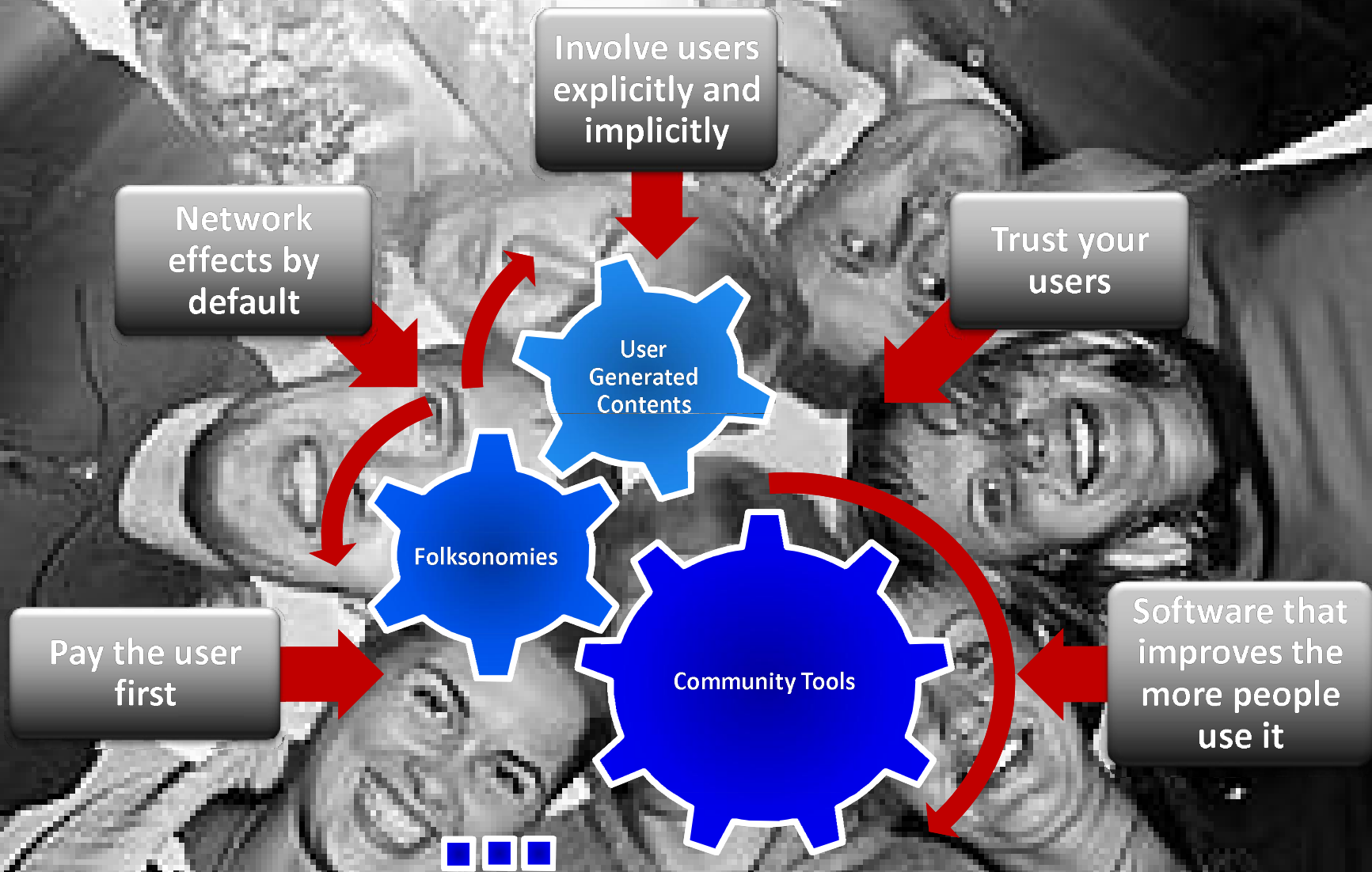
Different

expectations



What they want: dynamic, easy to navigate, personalized, fast, collaborative, user friendly, adaptive, pervasive, connected and integrated applications

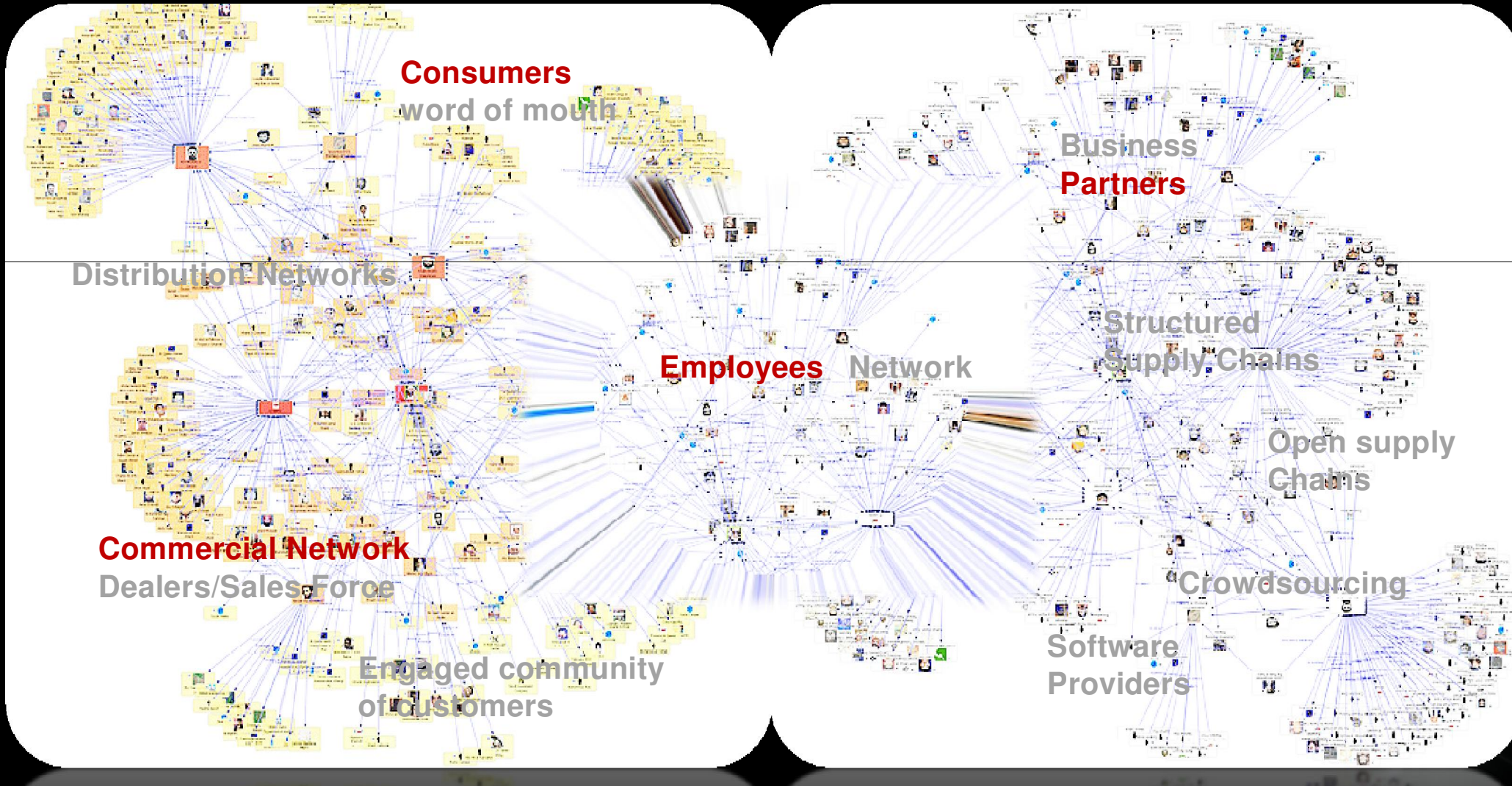
Building an Architecture of Participation



Social networks in the corporate environment

Globally visible, persistent collaboration patterns
Employees, partners and suppliers
Leaves behind highly reusable knowledge
Leverage "Enterprise 2.0" best practice

Puts workers into central focus as contributors
Case studies of early adoption consistently verifying significant levels of productivity and innovation





**Unlocking the value of relations
between people in the enterprise:
the “corporate social networks**



“In the absence of a stronger sense of shared purpose, self-interest (i.e., anything from survival to self-actualisation) prevails in decision making

“Far more powerful and enduring is to align people **with a purpose beyond profit. A hope that their endeavours at work are **meaningful** in the big scheme of things.**

Chris Nel - Tom Peters Times Newsletter



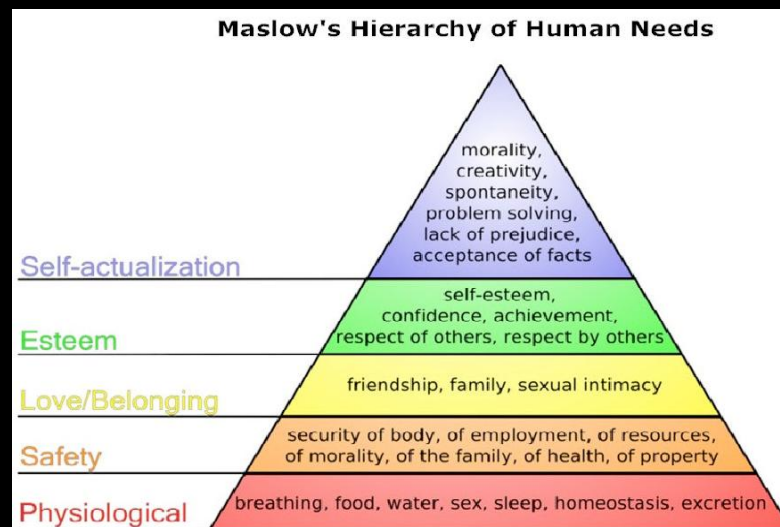
Leadership and Social Networks - Why

Large Corporations have inherent problems to generate a strong sense of common purpose in the organisation beyond making money for its shareholders

The leader's primary job is not to be a clever strategist but to help people find a clear sense of purpose (not only revenue targets) in the work that they do

Corporate Social Networks have a primary goal to share a common sense of purpose and to create space for each connected employee self-actualization

Contributing to the group is a non-zero-sum game over the long term



It is NOT about wiki and blogs

Information Architecture

Information and knowledge spreads in pattern different from formal organization. Contribution and access to knowledge by-passes organization boundaries

People Contribution metrics

Rewarding people for what they do to contribute. Make their skills visible. Publicly appreciate their extra contributions. Give it a common purpose and meaning

Flexible Infrastructure

Mesh up top-down Management Communication with User Generated Contents and applications. Community managers AND people will shape social networks. Shape the beginning, not the evolution

Holistic approach

Access Knowledge and Content, contribute in innovation, support structured business process, facilitate process improvement: Social Networking is an approach, not a set of tools

The screenshot shows a social networking page for 'Labcamp JUnit: com'è andata...'. The page features a main content area with a post by 'Silvia' and two photographs: one of people working at laptops and another of a group in a meeting. A sidebar on the right contains navigation links for 'Upcoming Events', 'Webcamps 2009', 'Recent Comments', 'Reply Innovation Award', 'Employee Survey 2009', and 'Xchange 2009'. The top of the page includes a header with the date '21.10.2009' and the text 'Netcamp - Digital Media, Roma'.



Commyounity

Immagini

The homepage features a navigation bar with categories like 'TECNICHE', 'SERVIZI & UTILITY', 'INFORMATICA', 'TECNICA', 'MEDIA', 'NEWS', 'SOFT NETWORK', 'GOVERNANCE', and 'FISICA'. A search bar is located in the top right. The main content area is divided into several sections: 'Ultime News' with a list of recent articles, 'In evidenza' featuring a featured article about a meeting, 'TagCloud' with a list of tags, 'Contenuti Commyounity' with a list of recent posts, and 'Best Blog & Wiki' with a list of top-performing content. A sidebar on the right contains a 'SERVIZI & UTILITY' menu and a 'TECNICA' menu.

Homepage

The personal page for user 'LUIGI POZZIO' shows a profile summary, including a photo and a 'Spazio utilizzato' (336,91 Kbytes, 0,83%). The page is organized into several panels: 'Ultime News' with recent updates, 'Best Wiki' and 'Best Blog' lists, 'In Evidenza' with a featured article, and 'My Equipie - eRooms Attive' showing active projects. A 'My Area' sidebar on the right contains links to 'Fluxer', 'DSI Redazione@kiwi', and 'Coordinamento@dsi'. The bottom of the page features a 'Contenuti Commyounity' section with a list of recent posts.

Pagina Personale

The profile page for 'LUIGI POZZIO' displays personal information such as 'Nome', 'Cognome', 'Servizio', 'Indirizzo', 'Telefono', and 'E-mail'. It also shows a list of 'TAGS Utenti' and a 'Contenuti Utente' section with a list of recent posts. The page layout is clean and organized, with a navigation bar at the top and a sidebar on the right.

Profilo Personale

