



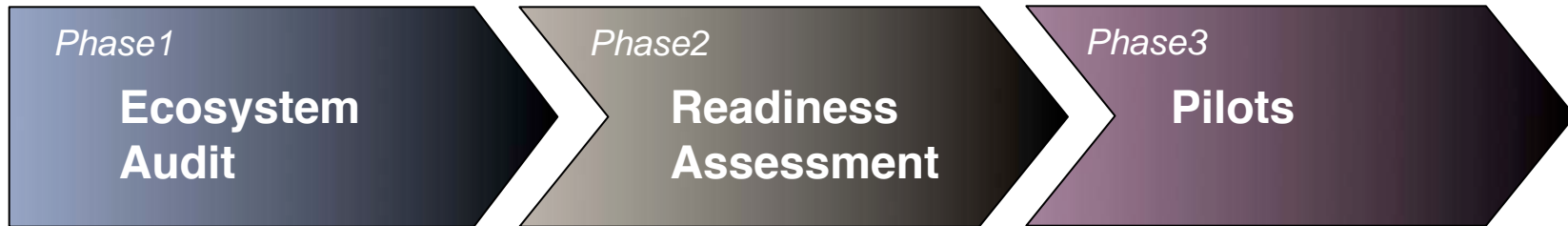
*Discussion Document*

# **Social Network Roadmap<sup>SM</sup> Pilot**

- **Ecosystem Audit**
- **Readiness Assessment**
- **Pilots**



# Social Network Roadmap Pilot Overview



- Assess digital social environment
- Identify & rank stakeholders (SH) & basic work processes
- Social venue analysis
- Brand analysis
- SNR Analytics
- Ecosystem Map

- SH activity/advanced workstreams
- Identify firm value & how it transfers to social venues
- Assess resources to engage SHs
- Measure gaps
- Social Business Strategy

- Design pilots to mitigate risk
- Fast cycles with rapid feedback
- Small investments
- Portfolio approach
- Skills transfer focus
- Measurements

## Requirements for Pilots

**Ecosystem vision**

**Company vision**

**Pilot(s) launched**

End State



# Ecosystem Audit



Subphase	Key Activity
<b>1.1</b> Prediagnostic	Gather preliminary data on SH activity in digital social venues via questionnaire and team calls
<b>1.2</b> Stakeholder Analysis	Identify and rank SHs and personas; answer, “who matters most to your business?” Identify key traits, scenarios and keyword families
<b>1.3</b> Process Analysis	Translate SH traits into basic SH workstreams and keyword families
<b>1.4</b> Venue Analysis	Detailed analysis of venues relevant to SHs; pay attention to trends, not only numbers; apply SNR Analytics to rank sites quantitatively; develop Top10, Top20 and digital social metrics
<b>1.5</b> Brand Analysis	Compare key brand competitors and substitutes online, analyzing Web presence and digital social metrics
<b>1.6</b> Opportunity Analysis	Synthesize 1.2, 1.3, 1.4 and 1.5 findings; conduct opportunity analysis; recommend general course of action
<b>1.7</b> Ecosystem Report/Map	Use SNR Analytics’ 1.4 quantitative findings to produce Ecosystem Map & Report



# Ecosystem Audit

Phase1

## Outcomes & End State

- Explicit, multifaceted understanding of SHs
  - Personas, characteristics, keywords
- Understand SH activity in social networks
  - Where clients/customers, employees, partners and investors are spending their time
  - How they are using social networks, blogs and other digital social venues
  - Trends to project future adoption
- Assess how your brand representation compares
- Understanding the digital social ecosystem
  - What venues matter, what people are doing
  - How to engage SHs: topics, tone
  - What competitors are doing and how SHs respond

### Deliverables

- Ecosystem Analysis
- Ecosystem Map
- Navigation Data



# Readiness Assessment

Phase2

Subphase	Key Activity
<b>2.1 Firm Competency Analysis</b>	Explicitly identify firm key competencies; answer “what can we share with ‘the ecosystem’ to add value?”
<b>2.2 Stakeholder Issues &amp; Actions</b>	Conduct advanced SH workstream analysis (their opportunities, threats); create detailed SH workstream maps via survey & interview
<b>2.3 Social Business USP</b>	Overlay 2.1 onto 2.2, create firm Social Business USP and derive USP Scenarios to make it actionable
<b>2.4 Social Business Good Practices</b>	Identify & select emerging good practices for 2.3’s USP Scenarios; include bad practices
<b>2.5 Firm Resource Analysis</b>	Analyze firm’s ability & resources to deliver its “gold” to market + gap analysis
<b>2.6 Organization Analysis</b>	Look at the org; dependencies, conflicts and champions; also other SH-touching initiatives
<b>2.7 Social Business Strategy</b>	Tactical pilot charters plus 6-8 quarter strategy, integrated with other marcom; ROI analysis of existing social media/network initiatives



# Readiness Assessment

Phase2

## Outcomes & End State

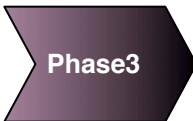
- Validate understanding of stakeholder issues
  - Opportunities and threats that motivate SHs
- Map SH workstreams
  - How they address issues with digital social venues
  - Also Web 1.0 and non-Web
- Assess firm assets
  - “What can we bring to the ecosystem”?
    - Address gaps in the ecosystem and workstreams
    - Align contribution with assets
    - Persistent advantage = sustainable position
  - USP and competencies & gap analysis
- Invoke emerging good practices
- Social Business Strategy with pilot descriptions, governance & ROI analysis of existing initiatives

### Deliverables

- SH issue & workstream summary
- Firm social asset inventory
- Good practices report
- Social Business Strategy



# Example Pilots



Subphase	Key Activity
<b>3.1</b> Blog Outreach Program	Develop ties with bloggers to influence SHs; measure with blog or microsite
<b>3.2</b> LinkedIn Group	Build LinkedIn Group aligned with SH issues; leverage LI community; measure with blog or microsite
<b>3.3</b> Microblogging	Leverage Twitter's combination of mobility, spontaneity, speed and multimode sharing; measure with blog or microsite
<b>3.4</b> Facebook Group or Page	Launch cause-focused group (≠ marketing)
<b>3.5</b> Cause-focused Community	Build/launch social network/community that interoperates with ecosystem
<b>3.6</b> YouTube Campaign	Engage SH influencers in YouTube
<b>3.7</b> White Label Social Network	Build your own social network; usually recommended for firms with significant online presence
<b>3.8</b> Geosocial or Mobile Initiative	Foursquare, Gowalla, iPhone, Android...
<b>3.9</b> ... illustrative list...	white label social networks... podcasts... wikis... crowdsourcing...



# Example Pilots

Phase3

## Outcomes & End State

- Risk-mitigated Pilots designed & first wave done
  - Focus resources to create most impact
  - Spread risk by pursuing several focused Pilots instead of one larger effort
- Measurements in place
  - Understand feedback in terms of relationship, engagement, revenue
  - Business-oriented measures using Social Network Life Cycle Model
- Social business aligned with top management
- Plan Social Business Competency Team
- SNR Pilot management process highly transferable
  - Leverage Ecosystem Audit and Readiness Assessment knowledge to launch other Pilots

### Deliverables

- Pilot results
- Vet unknowns fast & cheap
- Scale success
- Kill failure
- Scale social initiatives profitably



# Contact

- The Social Network Roadmap
  - Helps companies use social business for innovation
  - <http://socialnetworkroadmap.com>
  - Blog rated #1 worldwide by Technorati
- The Global Human Capital Journal
  - CEO/CMO/CIO journal for innovation
  - Rated #10 worldwide by Technorati
  - <http://globalhumancapital.org>
- The Executive's Guide to Social Networks
  - LinkedIn blog #4 worldwide by Technorati
  - Facebook management advice for business
  - Twitter, blogging & geosocial management advice
  - <http://executivesguide-socialnetworks.com>
- Social networks
  - <http://www.linkedin.com/in/csrolllyson>
  - <http://www.facebook.com/csrolllyson>
  - <http://myspace.com/csrolllyson>
  - <http://tinyurl.com/orkut-csrolllyson>
  - <http://tinyurl.com/xing-csrolllyson>



## Microblogs & Video

<http://twitter.com/snroadmap>  
<http://twitter.com/eglii>  
<http://twitter.com/egtsw>  
<http://twitter.com/egfb>  
<http://twitter.com/csrolllyson>  
<http://identi.ca/csrolllyson>  
<http://kwippy.com/csrolllyson>  
<http://csrolllyson.tumblr.com/>  
<http://plurk.com/user/csrolllyson>  
<http://friendfeed.com/csrolllyson>  
<http://youtube.com/user/csrolllyson>

## Other

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