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Webinar – 24 March 2010

5 reasons why your company should block access to social networks

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More about the **team at ComMetrics** http://info.cytrap.eu/?p=156

_Overview

> Goals for this webinar

> 5 critical factors to consider before the company
   allows or blocks access

> Conclusions & Q&A

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_ComMetrics – webinar

During the webinar you can ask questions

by using the:

   - chat function,

   - tweeting comments/ideas

       (pls. use the Hashtag #ComMetrics)

Thank you and here comes the **first poll**

the Financial Times describes ComMetrics ...
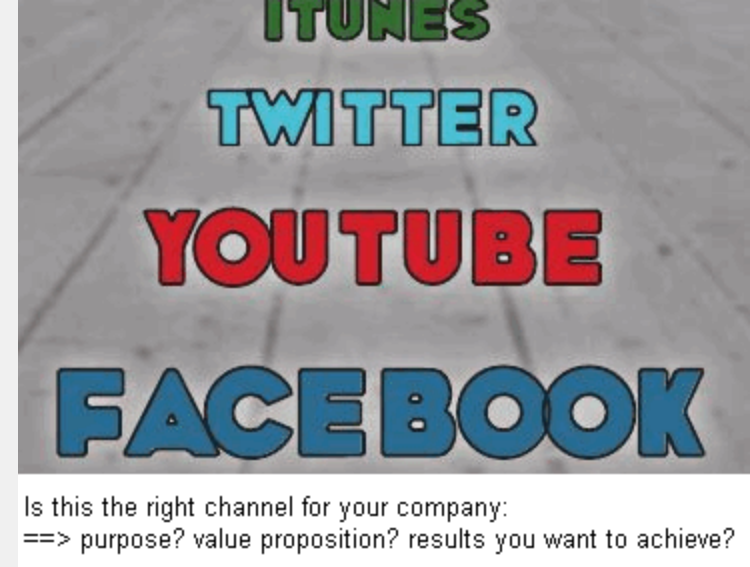„... Good things come in small packages.“

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_Overview

> Goals for this webinar

1 Understand differences about social networks

2 Being able to answer the 5 critical questions ...

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Is this the right channel for your company:
==> purpose? value proposition? results you want to achieve?

_5 critical factors to consider before the company allows or blocks access

1 What type of SM channels does the company use?

1	Collaborative work	corporate blogs, wikis, etc.
2	Networking	LinkedIn, Xing, Viadeo, etc.
3	Sharing info	Twitter, Naijapulse, Identi.ca, YouTube, SlideShare, Vimeo, IM
4	Socializing	Facebook, Second Life

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_5 critical factors to consider before the company allows or blocks access

2 How do the country's labor laws look at this challenge?

   1 Actions/behaviors – things that are tolerated are permitted (e.g., phone calls)

   2 If rules are established they must be applied (SM = 20 minutes a day)

   3 If person violates rules or social media policy what are the consequences? http://info.cytrap.eu/terms-privacy/sm-policy

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3 Could resistance be futile?

    1 How widely is social media used by the public?

    2 How extensively do customers use social media?

    3 Do customers reach out to employees via social media (e.g., Facebook message, Direct message on Twitter and SMS or eMail)?

    4 Do employees reach out to customers via social media to foster better engagement?

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4 Can greater collaboration increase know-how?

    1 Can the company learn from internal expertise (e.g., from wikis)?

    2 Can the team learn from external expertise (e.g., joining groups on Xing)?

    3 Will the team be quicker in spotting trends?

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_5 critical factors to consider before the company allows or blocks access

5 What is the context – economy, culture & industry?

    1 How affordable and prevalent is mobile Internet for employees

    2 Does a government employee (e.g., tax inspector, unemployment counsellor) need to leave comments on „clients'" Facebook wall?

    3 How important is SM in the construction business or will bricklayers start to update their Twitter status right from the construction site (is that a safety hazard)?

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_Access versus blocking social networks

Poll – restricting access

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_Overview

> Goals for this webinar

    1 Understand differences about social networks
    (Collaborative work, Networking, Sharing info, Socializing)

    2 Being able to answer the 5 critical questions ...
    (SM channels, labor laws, futility of resistance, better know-how, context =>
    matter)

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_Conclusions

- Using 20 minutes for social media each day requires a lot of discipline

- Writing a comment on a customer's Facebook wall is the beginning of establishing a relationship

- Employees tend to find a way around rules, fewer is sometimes better

twitter   Home Profile Find People Settings Help

The purpose of social media marketing is to help find, relate, engage and keep a customer #QUOTE #SM #pr #socialmedia

about 19 hours ago from identica

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Urs E. Gattiker

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Thank you

FINANCIAL TIMES

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