Welcome to the UNICON 2012 Annual Workshop!

“Leveraging Social Media for Business Value in Executive Education”

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UNICON Workshop Learning Objectives

• Deeper understanding of what is (and what is not) social media – separate myths from reality

• Strategies to avoid common pitfalls and minimize risk in the domain of social media

• Best practices for using social media to generate value in executive education

• Ability to identify opportunities for applying social media creatively and effectively in your executive education organization
Learning Activities: How Will We Learn?

II. What is Social Media

III. Insights from Field: Research

V. Making Web Work for You

I. Introduction Activity

IV. Business Value: Mini-cases

KNOW WHAT

KNOW HOW

KNOW WHY

I. Introduction Activity:
Sharing Your Experiential Learning

1. In your pre-assigned groups, discuss your experiences trying something new in social media (for example, LinkedIn group, Twitter). Summarize your insights/observations in a few bullet points. Assign one person from each group to report out to all UNICON participants [10 minutes]

2. One person from each group reports out:
   – names of group members
   – insights captured in bullet points
   [2 minutes maximum per group X 8 groups ]
II. What is Social Media?

Social Media as "Connective Tissue"

Biology
Connective tissues often
- bind other organs together
- hold organs in place
- cushion organs
- fill space.

(Biology Reference)

Social media
“Connective tissue” that
- binds or links people together
- holds social networks in place
- cushions organizations
- can enhance efficiency & effectiveness.
$$S = UMC^2$$

(Social = User-generated content X Many-to-many interactions X Collection of computer apps)
Social Media
Online platforms that connect people and offer user-generated content, many-to-many interactions, and collections of computer apps for diverse functionality.

**SOCIAL MEDIA**

**NOT SOCIAL MEDIA**

**?**

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**Business Uses of Social Media**

- Collaboration, Engagement, Learning, Recruitment
- Marketing
- Supply Chain
- New Product Development, Ideation
Business Uses of Social Media

- Collaboration, Engagement, Learning, Recruitment
- Marketing
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Social Media Platforms:
- Facebook
- LinkedIn
- YouTube
- Twitter
- Acuratr
- Yammer
- Moxie
- 2degrees
- WordPress.org
- IdeaScale
- INNOCENTIVE
Is Social Media a Fad?

- Social Media is the #1 activity on the Web.
- 80% of companies use social media for recruitment.
- 90% of consumers trust peer recommendations.
- Generation Y and Z consider e-mail passé.
- 25% of search results for World’s Top 20 largest brands: links to user-generated content
- 34% of bloggers post opinions about products & brands

We will no longer search for products and services, they will find us via social media

Source: http://www.socialnomics.net/2012/01/04/39-social-media-statistics-to-start-2012/
Review: What is Social Media?

- Online platforms that connect people and offer user-generated content, many-to-many interactions, and clusters of functionality.
- S = UMC²
- Marketing, Hiring, Learning, Internal Collaboration, Employee Engagement, NPD/Idea Generation, Supply Chain

Specific platforms may come and go, but the idea is not going anywhere... taps into fundamental human need to be social.

What does research tell us about business use of social media?

Why use it, what’s the value, what can go wrong, how to implement in my organization?
BREAK

RESUME AT 3:00PM