

Creating a Coherent Social Strategy for Business

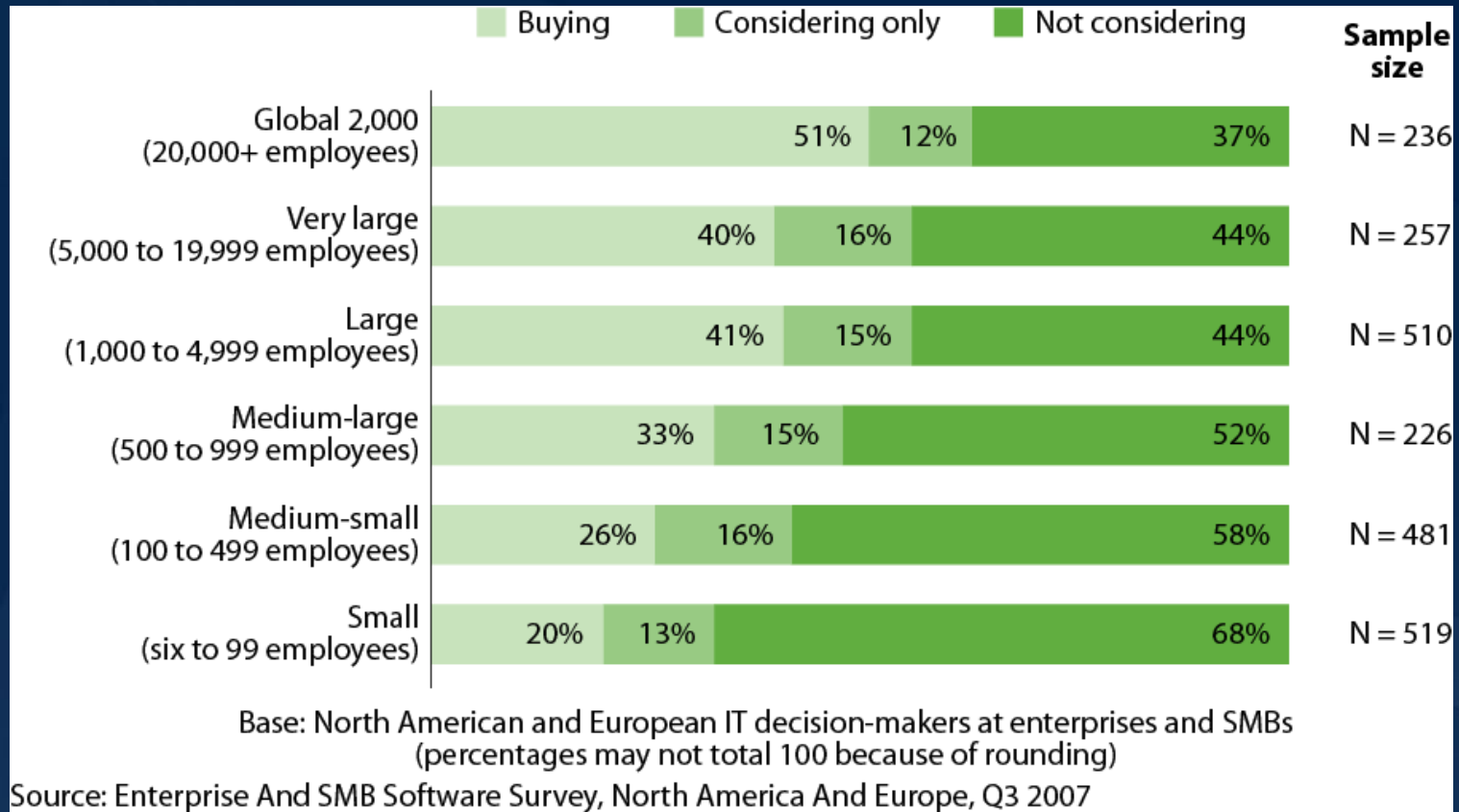
Charlene Li & Josh Bernoff
Co-authors, *Groundswell*
VPs, Forrester Research

groundswell.forrester.com

FORRESTER®

Businesses expect to participate

% of companies adopting Web 2.0 tools in 2008



Web 2.0 approach-avoidance syndrome

- Symptoms

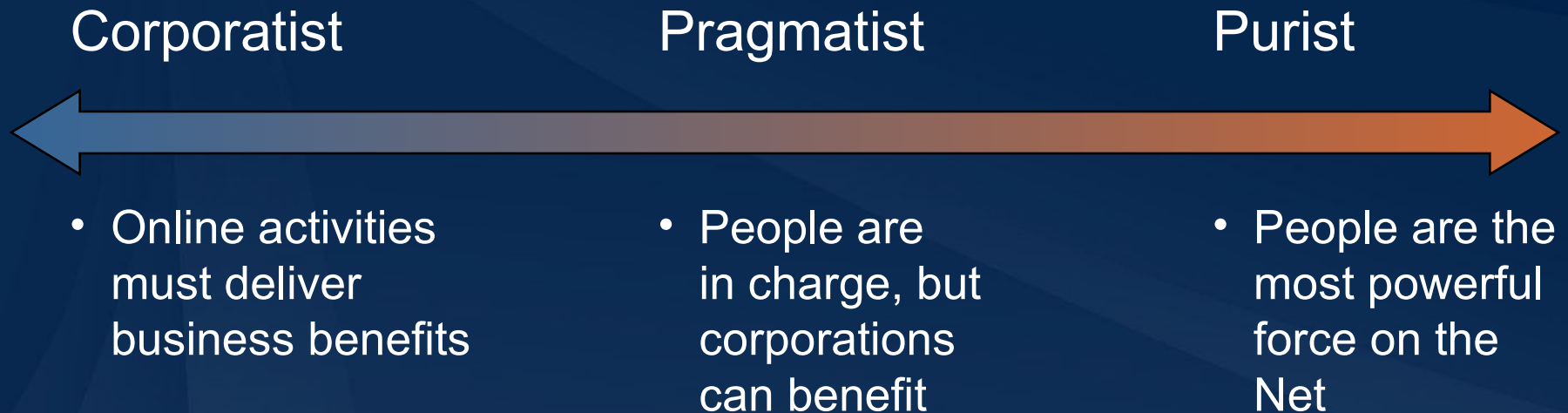
- » Obsessive interest in the blogosphere, Facebook, YouTube, Twitter, FriendFeed . . .
- » Excessive salivation upon hearing of successful corporate applications
- » Checking TechCrunch and Techmeme hourly
- » Increasing nervousness answering bosses' and colleagues' questions about "Web 2.0 strategy"
- » Asking your teens "What's up with this MySpace thing?"
 - And taking careful notes on the answer

Definition

► Groundswell

A social trend in which people use technologies to get the things they need from each other, rather than from traditional institutions like corporations

Where are you on this scale?



Theme



Objectives are the key to
successful social strategy

The four-step approach to the groundswell

P

People

Assess your customers' social activities

O

Objectives

Decide what you want to accomplish

S

Strategy

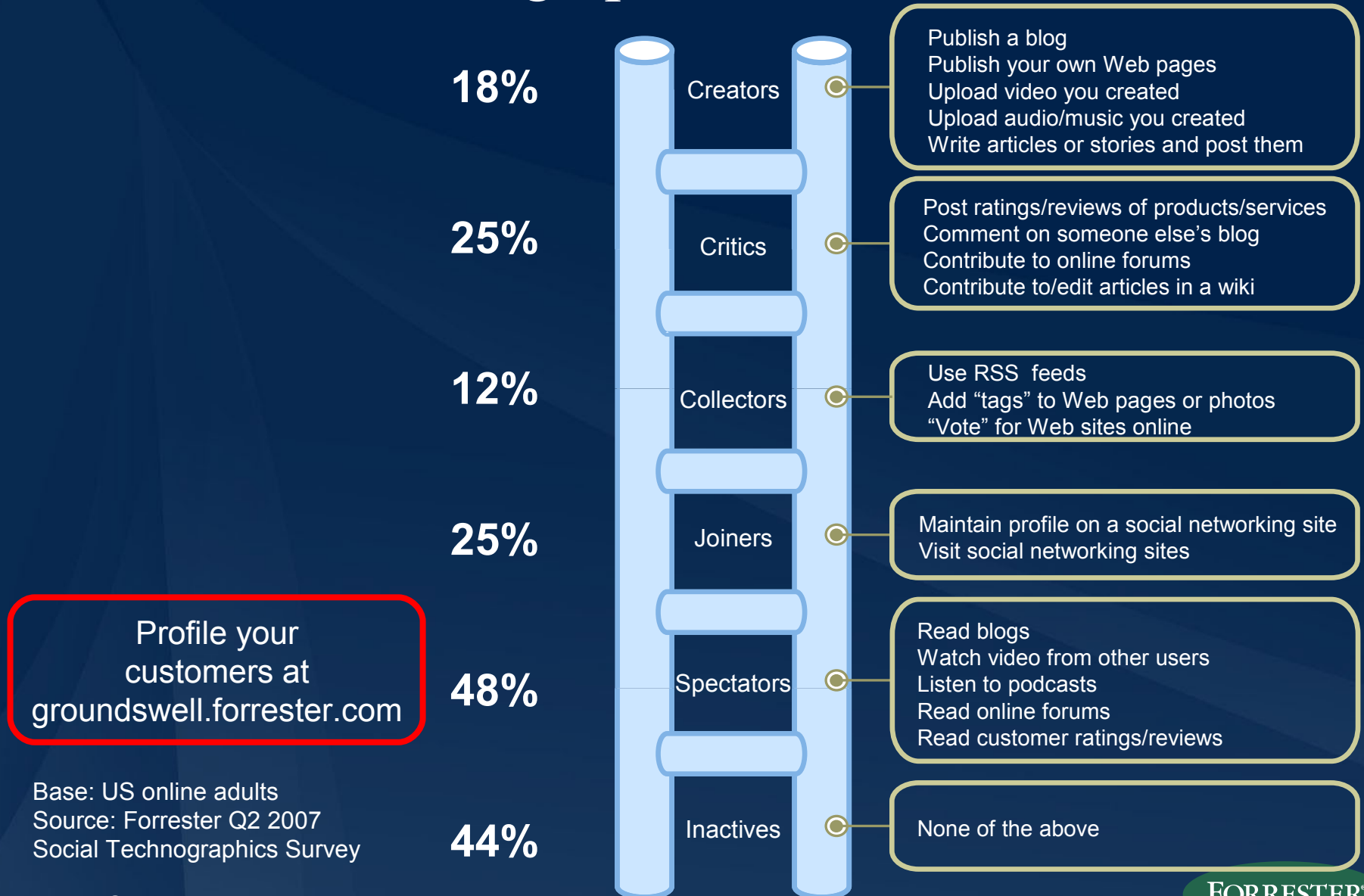
Plan for how relationships with customers will change

T

Technology

Decide which social technologies to use

The Social Technographics Ladder




Base: US online adults
Source: Forrester Q2 2007
Social Technographics Survey

Key roles and their groundswell objectives

<u>Roles</u>		<u>Groundswell objectives</u>
Research	----->	Listening
Marketing	----->	Talking
Sales	----->	Energizing
Support	----->	Supporting
Development	----->	Embracing

Listening to dog owners (Del Monte)



Home | Member List | Message Boards | Polls | Log Out

Active Message Boards

- Doggie Haiku Contest!!!
- Questions about thirsty dogs....
- What Do You Do For Your Doggie's Birthdays???
- Pup'd Out Jeep Adventure -- What do you think of this???
- Would You Try These?

[more](#)

Poll

What do you think has the most influence on your doggies health? Use comments to elaborate


diet	<div></div>	30%
exercise	<div></div>	19%

Home » Message Boards » Doggie Playpen

What Do You Do For Your Doggie's Birthdays???

Submitted by [HostDeb](#) on Wed, 2007-01-10 22:03.


Doggie Playpen | fun



Do you give them special food and/or treats? What kinds? Where do you get them? Pee Dee, my beagle just turned 13 on December 17th and he got some scrambled eggs and a doggie bisquit shaped like a cake that I got at a local pet store called "babies." He LOVED them all! --HostDeb

[« Doggie Haiku Contest!!!](#)
[NEW Contest + MORE Prizes!!! WINNERS EVERY WEEK!!! »](#)

[» ADD YOUR COMMENTS](#)



Dixie Birthday

Submitted by [elaine1949](#) on Thu, 2007-01-18 12:29


MugglesAndMe

- Gallery
- My Account
- recent posts
- Ask HostDeb

Who's online

There are currently 1 user and 0 guests online.

Online users

-  [MugglesAndMe](#)

Who's new

- [crobertson](#)
- [LADYDRAGON517](#)
- [firedust37](#)
- [donjes](#)

A conversation with customers



Del Monte: What does your dog eat for breakfast?

George: . . . she would definitely want bacon and eggs and she would want ketchup on her eggs. She loves ketchup!!!

Del Monte: Would you buy more treats if they had vitamins and minerals as ingredients?"

George: I would buy healthier treats over ones that didn't have vitamins and minerals. . . . I try to look for amino acids and omega 3 and fish oils.

The result: a successful product launch . . .

Would You Try These?

Submitted by HostDeb on Wed, 2006-12-20 16:02.

Feeding Your Furry Friend | new products



Remember, HostDeb is NOT trying to sell you on any new idea introduced here in the community. I need your honest feedback. Please use the comments link to give your opinion of this new idea. Please tell us what you think of it. If you'd be interested, why or why not. Thanks! --HostDeb

Let's talk about tampons

THE SCOOP

YOUR PERIOD

ASK IRIS

EXPRESS YOURSELF

FUN STUFF

THE GOODS

BG FRESHCUTS

BEING A HERO

SOLO DE CHIKAS

FREE SAMPLES

YOUR HOT NEW BG FRESHCUTS ARTIST!

KAT DELUNA

U already luv her hi-NRG hot single "Whine Up"! Get the scoop on her hot nu single with Busta Rhymes!

[BG FreshCuts! Info on Kat](#)
[Sound On](#)
[Sound Off](#)
[close](#)

[PRODUCT ASSISTANT](#)
[ASK IRIS](#)
[FRESHCUTS MUSIC 'N MORE!](#)
[FREE SAMPLES](#)

TAMPAX *always*

[SEARCH](#)

Welcome to beinggirl! Member, [Log In](#). Not a member? [Here's how!](#)

your LOCKER

It's private
It's personal
It's your space

[GET YOURS NOW](#)

Already a member? [Log In](#)

EVERY GIRL DESERVES HER CHANCE 2 SHINE

GET INVOLVED!

check our new

solo de chikas

Click here to find out why u should be careful what you blog!

articles

- > Identity Theft: Another Reason You Shouldn't Share TMI
Online by Anastasia Goodstein
- > Shaving Myths
- > Those Jeans are Cute! Can I Wear them Some Time?
- > Saturday Night Slumber Party
- > It Is Best Foot Forward--Especially Online
- > Bed Head, Buh-Bye!

ask Iris *ASK HEAT!*

- > What can I do about leaking (heavy flow)
- > What if I forget to remove my tampon
- > How can I talk to mom about the changes I am going through
- > Can I shower and bathe during my period
- > Is there a problem with using scented tampons
- > Can a tampon get lost inside me

Today's Poll

How often do you visit beinggirl.com?

☐ This is my first time
☐ Once a month
☐ Once a week
☐ More than once a week

P&G talks with young girls

BEINGGIRL
for girls, by girls

TAMPAX *always*

THE SCOOP
YOUR PERIOD
ASK IRIS
PERIODS
YOUR BODY
RELATIONSHIPS
INNER GIRL
ASK A QUESTION
ABOUT IRIS
EXPRESS YOURSELF
FUN STUFF
THE GOODS
BG FRESHCUTS
BEING A HERO
SOLO DE CHIKAS
FREE SAMPLES

Click here TO LEARN MORE!

Ask Iris

Send to a Friend | AOL IM | Save to Locker

Total Votes: [1825] Did you like it? Give it a thumbs up! **THUMBS UP**

Is it normal to have cramps this bad

Dear Iris,
I'm 13 yrs old and I started my period over a yr and a half ago. I was wondering if it was normal to have really bad cramps? I feel like I'm going to die. I don't want to go anywhere. I have them all through out my 5 to 7 days is that normal? I don't feel comfortable talking to my mom or my doc. but these cramps really hurt!! I've used pain killers and a heating pad almost everything. I need answers!! Please help!!!!
Sincerely,
Dying of pain!!

Dear Dying of Pain,
You should not be having such intense pain every month. There are prescription medications that may be able to help you. Please discuss this with your mom. Let her know (I'm sure she is already aware) of how much pain you are in. You should be seen by a gynecologist...s/he may not even do an examination...but s/he can prescribe medication to help you. You have woman "problems" and you need to ask for and get help.

Good Luck, Iris, for beinggirl.com, brought to you by Always pads & pantliners and Tampax tampons

BACK TO SEARCH RESULTS **BACK TO TOP**

SEARCH

welcome to beinggirl:
Member, [Log In](#). Not a member? [Here's how!](#)

your LOCKER

It's private
It's personal
It's your space

GET YOURS NOW

Already a member? [Log In](#)

We wanna know!

Do you do your part to save the earth?

- ☐ No, I don't really pay attention to that stuff.
- ☐ I recycle when it's convenient.
- ☐ I always recycle and try to conserve
- ☐ Not only do I recycle, I get on other people's cases if they don't.

Brides.com energizes brides

Brides.com on myspace

+ ADD TO FRIENDS + ADD TO GROUP + ADD TO FAVORITES → FORWARD TO FRIEND

VIDEO



Real Engagement

Jeffrey and Anna are high school sweethearts who began their relationship in New York City. Watch him propose to her at Rockefeller Center's legendary rink.

Credit:
Melissa Pomeroy

MORE ENGAGEMENT VIDEOS

SEE ALL VIDEOS


WIDGET

Add our Wedding Countdown Timer to your MySpace Page



The widget now appears on my page

Charlene Li



Female
42 years old
California
United States


Last Login:
3/15/2008

View My: [Pics](#) | [Videos](#)

Contacting Charlene Li

Send Message	Forward to Friend
Add to Friends	Add to Favorites
IM / Call	Block User
Add to Group	Rank User

MySpace URL:
<http://www.myspace.com/charleneli>

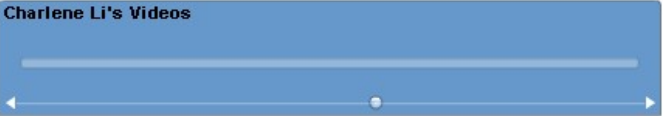
 **Song has been** deleted by the artist

00:00

Charlene Li's Interests

General	Balancing family, work, and personal time Family travel Cooking (the faster, the better) Swimming, biking, running/walking (have been doing triathlons) Needlecrafts (knitting, crochet, crosstitch) Sudoku (the harder, the better) Piano playing (sometime band member, classical accompanist, and
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Charlene Li's Videos




Charlene Li is in your extended network

Charlene Li's Latest Blog Entry [[Subscribe to this Blog](#)]

[[View All Blog Entries](#)]

Charlene Li's Blurbs

About me:



Supporting front line employees at Best Buy

The screenshot displays the BlueShirtNation.com website interface. At the top, there is a header with the BSN logo and the URL BLUESHIRTNATION.COM. Below the header is a navigation bar with links: HOME, POST, CONTACT, WTF, BSN FAVORITES, and RECENT. A search bar is located on the right side of the navigation bar. The main content area shows a user profile for 'WTF' with a timestamp of 5:17 PM | 11.16.06. The profile includes a blue banner with the text 'WTF (what's this for?)' and a drawing of a stick figure. Below the banner, there is a text post that reads: 'Lot's of people have been asking me what's the goal of BlueShirt Nation. This turns out to be a hard question but one that's really important to answer. So after thinking about it for a long time, here's the simplest answer I can offer:'. The post is signed 'Make'. Below the text, there is another drawing of a stick figure. To the right of the text, there is a small image of a person labeled 'Gary'. On the right side of the page, there is a sidebar with a user profile for 'guest' with 0 BUDDIES ONLINE. Below the profile, there are links: LOG OUT, MY PROFILE, MY TAGS, MY FAVORITES, and MY MESSAGES. Further down, there is a 'Who's Online' section showing three user avatars and a message: 'There are currently 3 users and 7 guests online.' At the bottom of the sidebar, there is a 'popular tags [-]' section with tags like '149 401k Achievers ad', 'advertising', 'Agent', 'animation', 'apple', and 'i'. The Forrester logo is visible in the bottom right corner.

BSN BLUESHIRTNATION.COM

HOME POST CONTACT WTF BSN FAVORITES RECENT Search ...

Home » WTF

WTF 5:17 PM | 11.16.06

WTF (what's this for?)

Lot's of people have been asking me what's the goal of BlueShirt Nation. This turns out to be a hard question but one that's really important to answer. So after thinking about it for a long time, here's the simplest answer I can offer:

Make

It's weird because I guess I thought the goal was the thing itself. And I suppose when I started hacking it together that was a lot of it. But back then it was just me and Steve and a few others. But now it's getting bigger. And I think it's cool. But I

upload picture guest 0 BUDDIES ONLINE

LOG OUT MY PROFILE MY TAGS MY FAVORITES MY MESSAGES


Who's Online

There are currently 3 users and 7 guests online.

popular tags [-]


149 401k Achievers ad advertising Agent animation apple i


Starbucks solicits ideas




SHARE.
VOTE.
DISCUSS.
SEE.


Share Your Idea | View All Ideas | Ideas In Action | About This Site




Got a great idea?



Vote
27140
Points

Welcome, Guest

Sign In
to share, vote
& discuss


Free Wi-Fi Internet **COMING SOON**
From the My Starbucks Idea team: Look for this in stores this spring. See our 3/25 Ideas in Action post.
Starbucks needs to make ALL stores have free Wi-Fi. In Seattle I go to Tully's, because of the free Wi-Fi, not superior service.
=]
Free Wi-Fi, especially for Seattle.

 Comments [296] | Posted by **KineticK** to *Atmosphere & Locations* , 3/19/2008 11:44 AM

And then posts on a “blog” to close the loop

Wi-Fi changes—coming your way

March 25, 2008 posted by **Kevin Shawver**

This is Kevin Shawver and I work on the Wi-Fi program at Starbucks. First of all, I am excited to see all the energy around **free Wi-Fi**—we know it is important to our customers. I was secretly hoping that free Wi-Fi would be #1 amongst the popular ideas, but I'll take #2.

Back in February we announced that we're switching to AT&T as our Wi-Fi provider in our U.S. company-operated stores. As Brad Stevens mentioned in his post on March 24, we're thrilled to be rolling out two hours of complimentary Wi-Fi service for customers who have a registered Starbucks Card. It'll be simple to sign up. All you have to do is:

1. Register a Starbucks Card
2. Sign up for an AT&T Wi-Fi account (and limited ATT marketing)
3. Come to Starbucks and login

To keep your newly created Wi-Fi account “active” you'll need to make a purchase with your registered Starbucks Card or add additional funds to it within the prior 30 days of logging on. We feel that the complimentary two hours is a meaningful amount of time and a fantastic way to reward Starbucks Card holders.

We have customers with a variety of needs—some want to come in and read, some want to chat with a friend and others want to use Wi-Fi. Starbucks means different things to different people and the two-hour limit helps balance the many needs of our customers so that everyone can enjoy spending time at Starbucks. This service will be available to all customers nationwide later this spring.

I love all the dialogue around Wi-Fi and look forward to hearing more. Look for me in the comment strings...my screen name is sbx_shvr.

Crédit Mutuel's "suggestion box"

http://www.sijetaisbanquier.com - Crédit Mutuel - Si j'étais banquier - Mozilla Firefox

Si j'étais banquier
je donnerais la parole à mes clients
et ensemble on bâtirait la banque de demain



Voir les films

Voir toutes les idées

Je propose mon idée
Chaque semaine un iPod nano 2 Go à gagner !

En savoir plus... Règlement Mentions légales Le site Crédit Mutuel

Crédit Mutuel
la banque à qui parler

Transferring data from www.sijetaisbanquier.com...

ROI of executive blog (year one)

Cost

Planning and training	\$35K
Platform and IT	\$30K
Brand monitoring service	\$50K
Content production and review	\$170K
Total costs	\$285K

Value

Advertising visibility	\$7K
Press stories	\$240K
Blog word of mouth	\$37K
Support savings	\$69K
Total value	\$353K

Keys to success for pragmatists

- Start with your customers
- Choose an objective you can measure
- Line up executive backing
- Romance the naysayers
- Start small, think big

Summary

- Pragmatists bring companies and the groundswell together
- Objectives are the key to successful social strategy
- Use POST to frame your strategy
- Line up backers, and think big

Thank you

Charlene Li

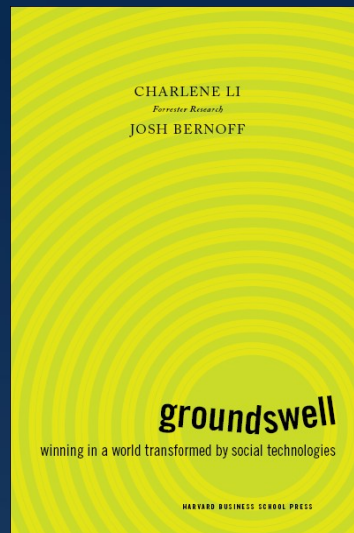
+1 650.581.3833

cli@forrester.com

Josh Bernoff

+1 617.613.5789

jbernoff@forrester.com



groundswell.forrester.com