



IBM Software Group

IBM Rational and social media

June 2011

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Rational. software

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Topics

- Who are we?
- Social media general concepts
- Why do you need to care?
- Simple social listening
 - ▶ Overview of a few tools
 - ▶ Identifying influencers w/ Klout
 - ▶ Conversation listening w/ TweetDeck
- How do you know if it's working?
- Q&A



Stephanie Trunzo

QuickTime™ and a decompressor are needed to see this picture.

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What is Social Media?



Connect

Put people in contact with each other to share.



Collaborate

Enable people to work together.



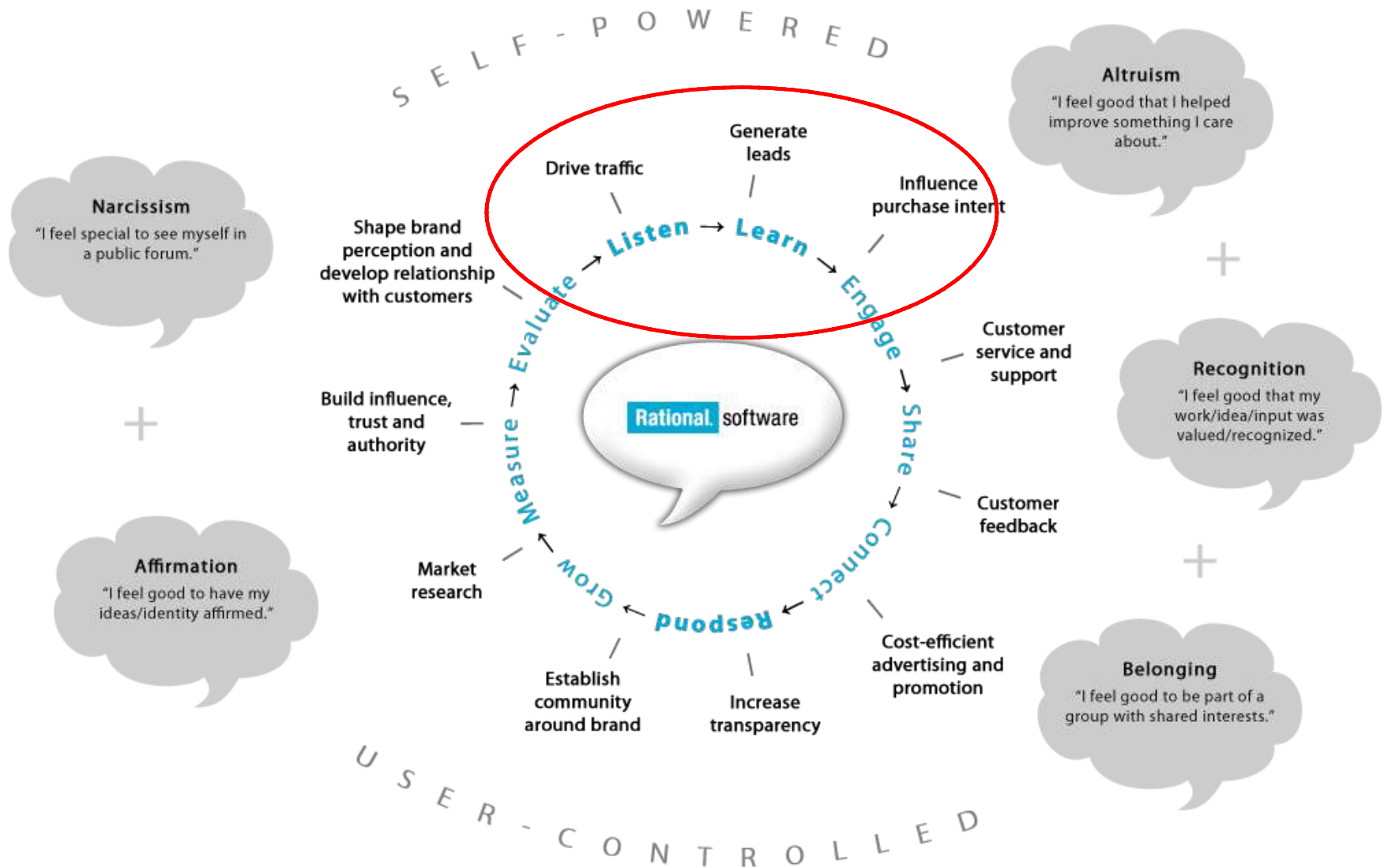
Convince (inform)

Convey information or ideas.
Change people's mind.





What social media is all about



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Why is social media so important?

2/3 of the global Internet population visit social networks (Nielsen, Global Faces & Network Places, 2009)

64% of active internet users globally manage a profile on a social network (Social Media Tracker Wave 4, March 2009)

There are 625 million active internet users worldwide, that's 1 in 3 Internet users (Social Media Tracker Wave 4, March 2009)

Visiting social sites is now the 4th most popular online activity – ahead of personal email (Nielsen, Global Faces & Networked Places, 2009)

The time spent on social networks is growing at 3x the overall Internet rate, accounting for ~10% of ALL Internet time (Nielsen, Global Faces & Networked Places, 2009)

5 billion minutes are spent on Facebook every day (Facebook)

93% of social media users believe a company should have a presence in social media (Cone, Business in Social Media Study, September 2008)

85% of social media users believe a company should go further than just having a presence on social sites and should also interact with its customers. (Cone, Business in Social Media Study, September 2008)

100 million videos are viewed on YouTube everyday (YouTube)

Twitter received more than 22 million unique visitors worldwide in December 2009 (compete.com)



Social media in a few words...

“Online applications, platforms and media which aim to facilitate interaction, collaboration and the sharing of content”

“Social media gives us the opportunity to humanize our communication and make our companies more approachable.” – Ardath Albee

“...[social media is] less about profitability and more about creating loyal and engaged customers...” – Adam Ostrow

“...[social media] is less about “context”... and more about “content” – or creating something that people find valuable in itself.” – Bob Gilbreath

“Use social media to ‘listen’ to and learn more about your audience.” – Brian J. Carroll

“Social marketing eliminates the middlemen, providing brands the unique opportunity to have a direct relationship with their customers.” – Bryan Weiner



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What is social listening?

- Social media tools are a great way to get the word out about your passions, your interests, the company's latest products, but **we tend to rush right into the “speaking” side of the toolbox without giving much thought to the “listening” part.** Knowing what people are saying about you, your competitors, and your industry as a whole are just as important as blogging and making good video.

<http://www.chrisbrogan.com/five-tools-i-use-for-listening/>

Ways to leverage listening...

- Understanding
- Reacting
- Responding
- Engaging



Identifying influencers

<http://beta.klout.com/>



The Klout Score is the measurement of your overall online influence. The scores range from 1-100 with higher scores representing a wider and stronger sphere of influence.



Amplification Probability is the likelihood that your content will be acted upon. The ability to create content that compels others to respond and high-velocity content that spreads into networks beyond your own is a key component of influence.

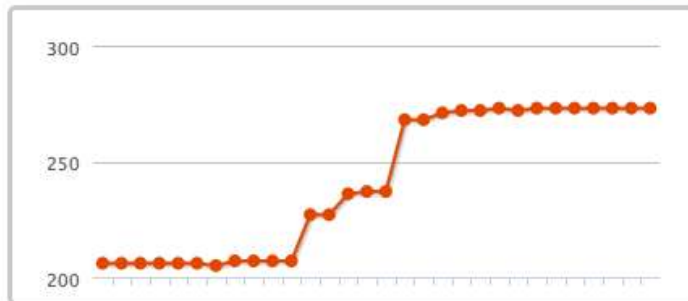


Network Influence is the influence level of your engaged audience. Capturing the attention of influencers is no easy task, and those who are able to do so are typically creating spectacular content.

True Reach:

273

You have built a good size network that is highly engaged



All-time:

Total Followers	373
Likes Per Post	1.27
Comments Per Post	1.02

[Tweet](#) [Share](#)



We're currently updating our True Reach number -- please check back soon.

How to use Klout

Cotweet

James Andrews
@keyinfluencer

Profile Conversations Updates Notes Lists

bio: Social media strategist, blogger, author, speaker, DJ, occasional CNN Social Media expert & frmr record label exec. Founder of SocialPeople.tv (@socialpeopletv)

location: Part time LA/Part time Atlanta

web: <http://about.me/jamesandrews>

updates: 20527

joined: 04/21/07

12245 Following 13401 Followers **66** K

Hootsuite

Danielle Smith (DanielleSmithTV)

Bio Timeline Mentions Favorites Insight

13,180 Followers
8,642 Following
38,945 Updates
63 Klout

Report Spammer

Location: St. Louis, MO

Bio: Connector, Believer in Good, Laughing my way through life, Correspondent, Speaker, Host, Author, Former TV News Anchor, Mom <http://www.DanielleSmithMedia.com>

Joined Twitter: Mon Jun 23 01:52:26 +0000 2008

<http://www.extraordinarymommy.com>

<http://twitter.com/DanielleSmithTV>

Follow Unfollow DM Reply

- Topic influencers - Chrome browser extension
- Samples and promotions - KloutPerks
- Customer service preference
- Influential sources attached to content - Huffington Post

Calvin Lee
@mayhemstudios
Location: Los Angeles more...

On Topic Tweet
RT @mjnewham: White iPhone 4 cancelled, blamed on camera?
<http://j.mp/b1rbMk>
10 hours ago

Klout Profile
K 81
Klout is a measure of online influence from 0 to 100

Curator
Curators highlight the most interesting people and find the best content on the web to sha...

View Klout Profile View Full Profile

TOP INF

TIME **K 86** **K 81** **K 81** **K 75** **K 74**

7 Ways Smart Businesses Are Leveraging Klout <http://socialfresh.com/klout-how-to/>

TweetDeck

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BMP decompressor
are needed to see this picture.

Listening in TweetDeck

QuickTime™ and a
BMP decompressor
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Example of social listening and IBM Rational

- An easy and effective way to provide additional value to our customers & partners
- Using “listening” tools to follow conversations about the IBM Rational brand across social networking sites
- Focus on using what we hear to improve relationships with individuals
 - ▶ Letting them know that we’re listening
 - ▶ Showing that we’re interested in improving their experience with our products

Example 1:

- User tweeted about an issue
- IBMer “heard” his tweet
- Problem found and fixed; thanked the tweeter for mentioning the issue.

Example 2:

- User tweeted a question about ClearQuest
- IBMer found the solution and delivered it to the tweeter
- Built a positive connection with a Rational customer.



What can I do TODAY?

Social listening in less than 60 minutes

Get set up:

- Join Twitter - twitter.com
- Join Klout - klout.com
- Install Tweetdeck - tweetdeck.com

Take action:

- Decide what to start listening for - choose some search terms and topic areas
- Locate the influencers in those topic areas via Klout
- Follow those influencers in Twitter
- Set up searches in Tweetdeck for those topics
- Start listening!!!
- BONUS points - begin to engage



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Learn more at:

- **IBM Rational software**
- **Rational launch announcements**
- **Rational Software Delivery Platform**
- **Accelerate change & delivery**
- **Deliver enduring quality**
- **Enable enterprise modernization**
- **Ensure Web security & compliance**
- **Improve project success**
- **Manage architecture**
- **Manage evolving requirements**
- **Small & mid-sized business**
- **Targeted solutions**
- **Rational trial downloads**
- **developerWorks Rational**
- **Leading Innovation**
- **IBM Rational TV**
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Social computing guidelines

- The IBM social computing guidelines were written by and for IBMers, and available for everyone to see
- Call for **responsible engagement in innovation and dialogue**
- Remind us to be honest, be open, and present ourselves as ourselves
- Used as a model by others
- See this slideshare for a quick view of how IBM shifted corporate culture to embrace social media



- <http://www.web-strategist.com/blog/2008/04/04/the-variance-of-corporate-social-media-policies/>
- http://www.businessweek.com/magazine/content/08_22/b4086056643442.htm
- <http://erikkaiser.com/wp/2009/06/the-experiment-ibm-social-media-jams/>

