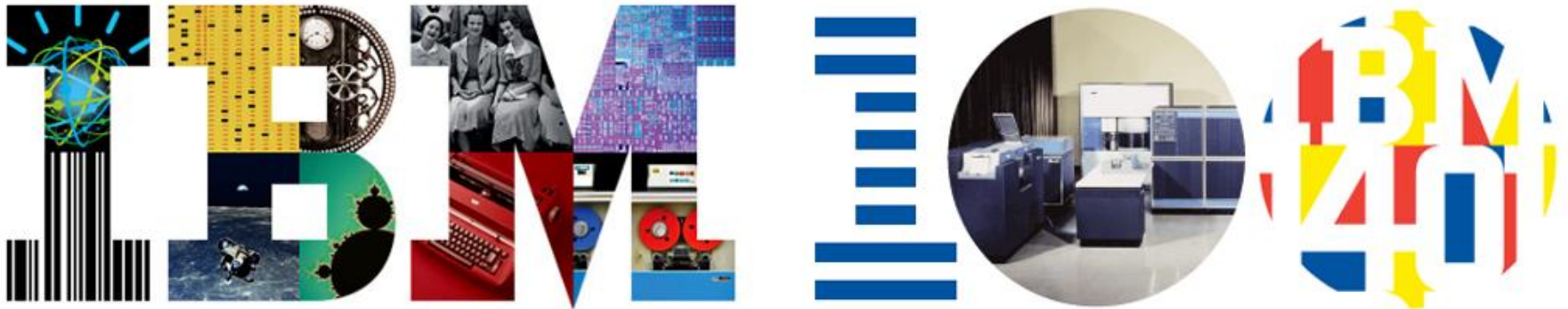


How IBM has transformed into social business



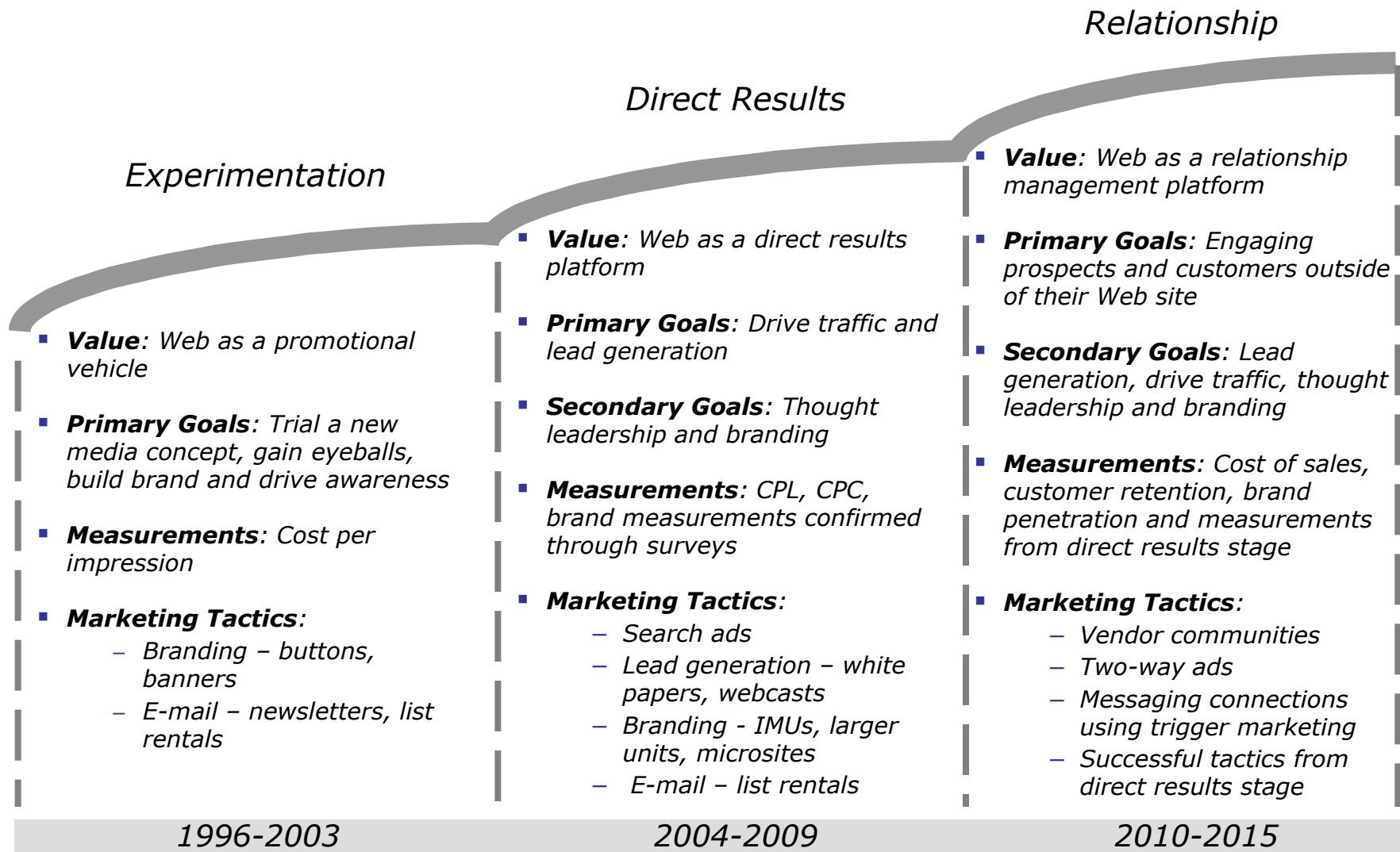
Over last 100 years, the world has come to know IBM through the IBMer



The IBM brand strategy today still leads with the employee

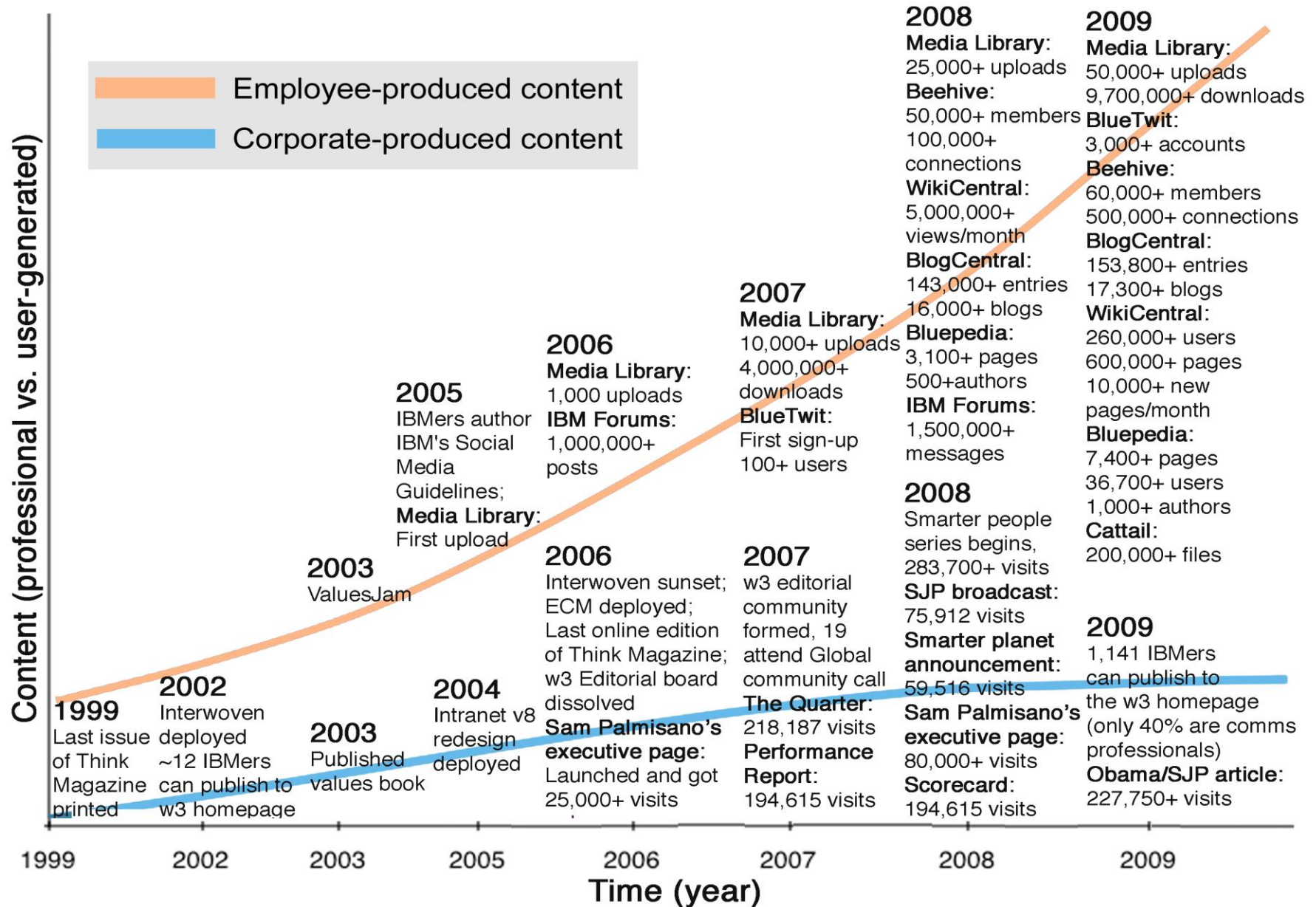


Evolution of online marketing



Source: Toolbox

Employee-generated brand interactions are growing exponentially



Snapshot of IBM employee social computing activity

Internal

- **Blogs** - 17,000 blogs
- **SocialBlue** – 70K members
- **WikiCentral** – 1 million daily page views
- **InnovationJam** – 4 Jams, 500,000 participants
- **Media Library** – 14 million downloads

External



300,000+



25,000+



100,000+



200,000 +



370,000+

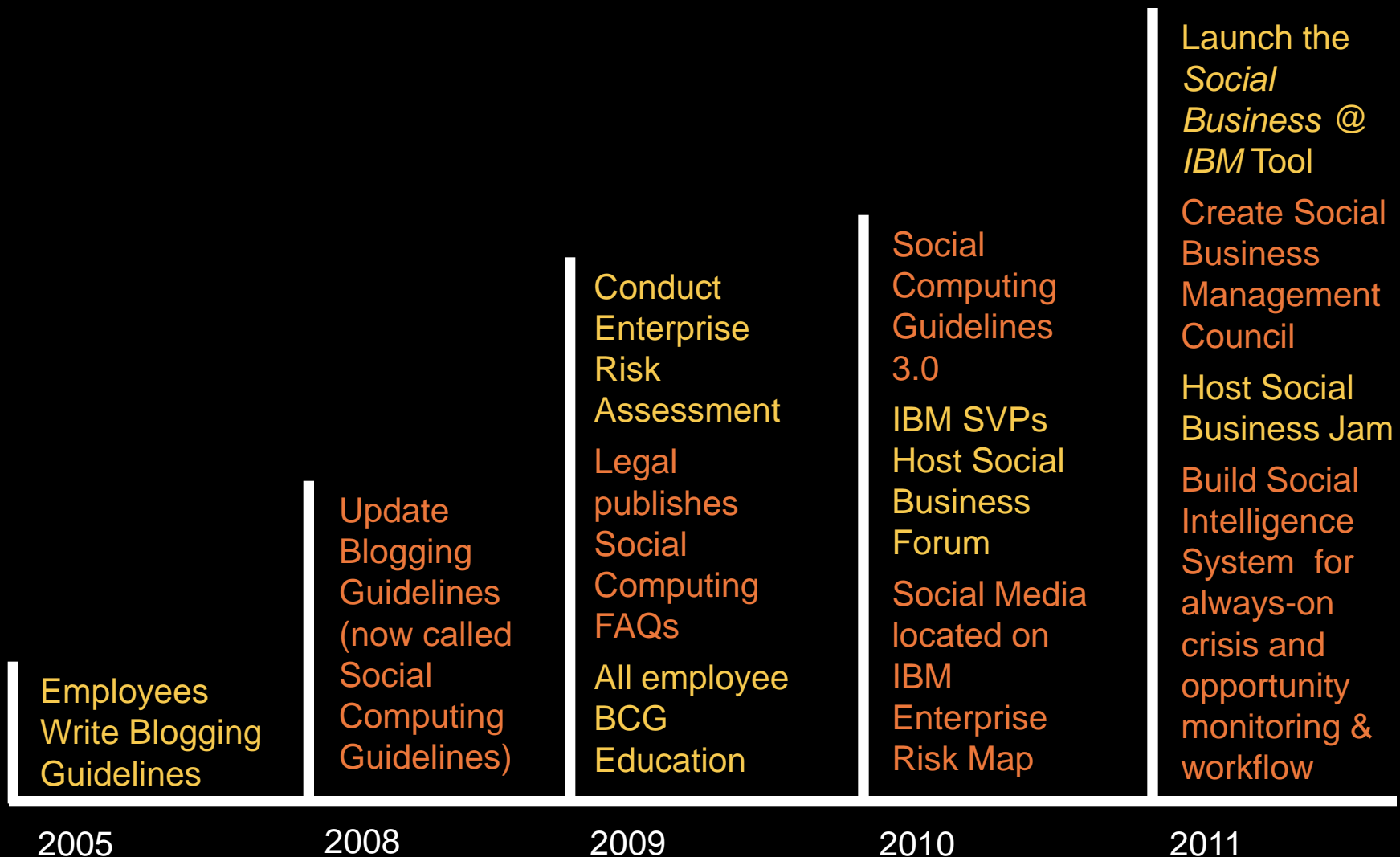


social media guidelines, education,

IBM social media programs timeline

80s-90s	2001	2003/04	2005	2006	2007	2008	2009	2010	2011
<p>Online VM Chat Forums (1980s)</p> <p>Launched online employee portal, w3 (1996)</p> <p>Launched Lotus <i>SameTime Instant Messaging</i> (1998)</p> <p>Launched <i>developer Works Communities</i> (1999)</p>	<p>Launched first all-employee online brainstorm, WorldJam</p>	<p><i>ValuesJam</i>: Employees collaborate to create Values</p> <p><i>BlogCentral</i>: All-employee blogging platform on intranet</p> <p><i>developer Works</i> blogs on ibm.com</p> <p><i>WikiCentral</i> launched on w3.</p>	<p>Employee self publishing platform, <i>IBM Media Library</i>, launched on intranet</p>	<p>IBM hosts <i>Innovation Jam</i> for employees, clients, etc.</p>	<p><i>Cattail</i>: social file sharing</p> <p><i>DogEar</i>: social tagging</p> <p><i>Fringe4</i>: Internal social networking</p>	<p><i>BeeHive</i>: Internal social network</p> <p><i>BlueTwit</i>: microblogging behind firewall</p>	<p><i>Lotus Connections</i> established on w3 and ibm.com</p> <p><i>SocialBlue</i>: Internal social network</p>	<p><i>BlogCentral</i>, <i>WikiCentral</i>, <i>BlueTwit</i>, <i>SocialBlue</i>, <i>DogEar</i>, <i>Cattail</i> all merge into <i>Lotus Connections</i></p> <p>Social Aggregator launched</p> <p>Expert Locator launched on ibm.com</p> <p>IBMers form largest employee communities on LinkedIn, Facebook, Twitter</p>	<p><i>Social Business & IBM</i> tool launched</p> <p>Expert Locator across P.O.E. domains</p> <p>Deployed <i>Social Business Manager</i> role</p>

IBM social media governance timeline



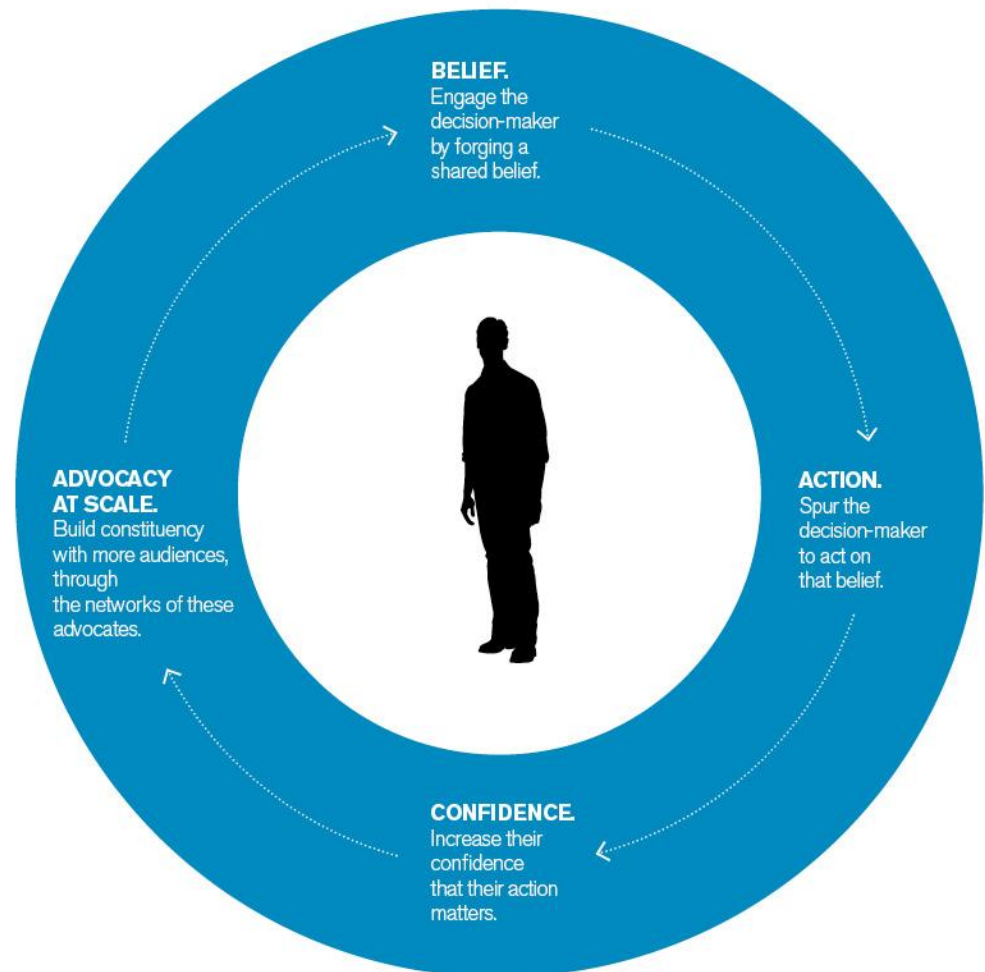
Social Computing Guidelines **Living IBM Values in the Digital World**

IBM supports open dialogue and the exchange of ideas: To learn, to contribute

IBM Social Computing Guidelines

Blogs, wikis, social networks, virtual worlds and social media

- ✓ ***Be who you are***
- ✓ ***Speak in the first person***
- ✓ ***Use a disclaimer***
- ✓ ***Respect your audience***
- ✓ ***Add value***
- ✓ ***Don't pick fights***
- ✓ ***Be the first to respond to your own mistakes.***
- ✓ ***Use your best judgment.***
- ✓ ***Don't forget your day job.***



Social Business enablement program



Our digital strategy places IBM's most important brand resource, the IBMer, at the center of our social business efforts. It seeks to focus IBMer interactions on concrete outcomes: enhancing social presence, projecting expertise, driving innovation, and delivering business value.

This site is intended to help you achieve your social goals more effectively whether you're a newcomer to social media, an expert seeking to project your expertise, or an active social business practitioner who wants to engage in specific IBM programs. — Read less

Basic skill-building courses for using social tools and networks

Social Computing Guidelines

Time: 10 Minutes ☐ Mark Completed

Start

Why IBMers Need Social Computing

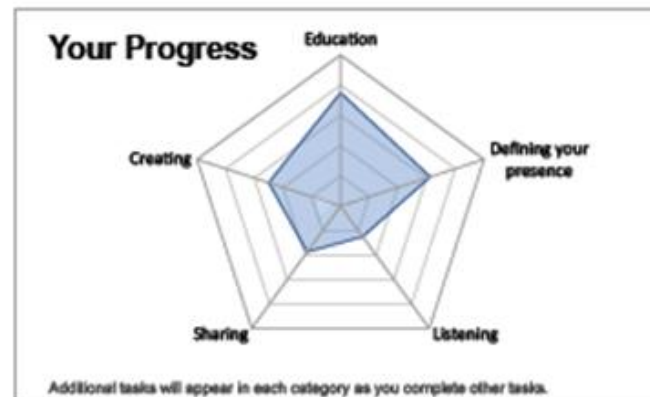
Time: 45 Minutes [How to Complete](#)

Start

Social Computing Demystified

Time: 45 Minutes [How to Complete](#)

- ☐ **Publish My Expertise and Build My Network**
Time: 45 Minutes [Start course >](#) [How to Complete](#)
- ☐ **Digital citizenship**
Time: 45 Minutes [Start course >](#) [How to Complete](#)
- ☐ **Communities and relationships**
Time: 45 Minutes [Start course >](#) [How to Complete](#)



Welcome to the Expertise Locator, below you can find resources to track your social activity as well as resources to expand your reach.

My social activity and tools (beta)



Congratulations! You completed your Expertise Locator Profile. Now you're in the best position to represent IBM to our customers.

Personal s

Coming soon:
Get your personalized social metrics

Experts now posting



Betty Patterson
IBM Distinguished Engineer and Chl Architect for IMS
Betty Patterson works out of the IBM Silicon Valley Lab... [more>](#)



Jim Kahle
IBM Fellow
IBM Fellow Jim Kahle, a renowned expert in the micropro... [more>](#)



Padmaja (Padmaja) Patil
ASE
In Expertise Locator Project...!!

Evangelization: Blue IQ Ambassador program

Worldwide community of social software evangelists **passionate** about social networking

Volunteer their time and talent to energize and enable every IBMer to benefit from using social software, both internally and externally



BlueIQ Resource Center
 News
 Home
 About BlueIQ
 Ambassadors
 Clinics
 Jumpstart
 Engagements
 Lunch and Learn
 Get started
 Success stories
 Top tools
 Meet the team
 Pages
 Attachments
 Templates
 Advanced

Published on Jan 13, 2008

Collaborate Meet Social software Share
 Lead the way
 Community Expert knowledge Success stories Business

BlueIQ Ambassador Program Overview

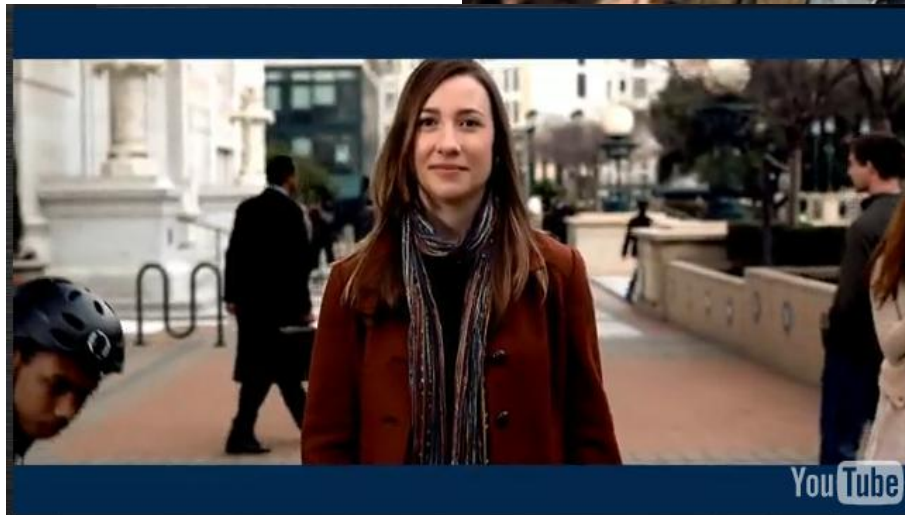
1. What is a BlueIQ ambassador?
 BlueIQ ambassadors are social software experts who help IBM individual employees, teams and communities with using IBM social software. We need a worldwide community of social software experts who can volunteer their time and talent, to energize and enable every IBM employee in order for him/her to benefit from using IBM social software.

2. What is in it for you?
 As a BlueIQ ambassador, you might:

- become famous... as an expert in this "hot" space
- become rich and have fun... rewarded with cash or an admission ticket to a recognition event
- become popular... networking with others with similar interest and passion

Using social media to surface IBMers' expertise

Surfacing experts: In our mass marketing...



Surfacing experts: On our own domains

Meet the experts

Turn information into insight



George Parapadakis - ECM Business Value Advocate

Over 15 years specializing in ECM and leading the ECM Strategic Innovation Council, George can help you turn content into strategic advantage.

[Options to connect](#)

Manage risk and security



Calvin Powers - Security Architect, IBM Tivoli

Calvin's experience can help you take a comprehensive approach to security, risk management and compliance.

[Options to connect](#)

Connect and collaborate



Ed Brill - Director of Product Management, IBM Lotus

Ed is responsible for IBM Lotus end-user messaging and collaboration. Contact Ed and collaborate more effectively.

[Options to connect](#)

Enable business service



Grady Booch - Research Scier

Recognized into software archite engineering, an development, G you innovate an your software d

[Options to connect](#)

Drive enterprise

Meet the experts

Software IT Architect



Ananta Ray - Software IT Architect Leader - C&I and Sector Accounts

Ananta Ray is the Software IT Architect Leader for IBM Software Group, India.

Industry Solutions Sales



Gaurav Garg - Industry Solutions Sales Leader

Gaurav Garg works as Industry Solutions Sales Leader for IBM Software Group, India.

Business Value Assessment



Rajesh Shidore - Business Value Assessment Leader

Rajesh Shidore is a Business Value Assessment Leader at IBM Software Group, India.

Insurance Industry Solutions



Umer Qureshi - Leader - Insurance Industry Solutions

Umer Qureshi is Leader of Insurance Industry Solutions at IBM Software Group, India.

BVA Consulting



Goutam Kurnamella - BVA Consulting Leader

Goutam Kurnamella is a BVA Consulting Leader at IBM Software Group, India.

[Options to connect](#)

How to participate

Sign up

to create your profile



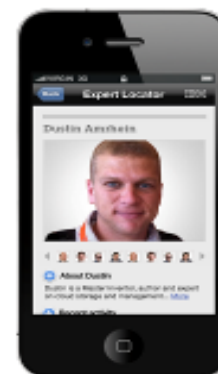
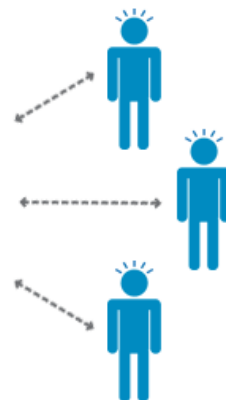
View

your profile on w3, ibm.com and non-IBM domains



Interact

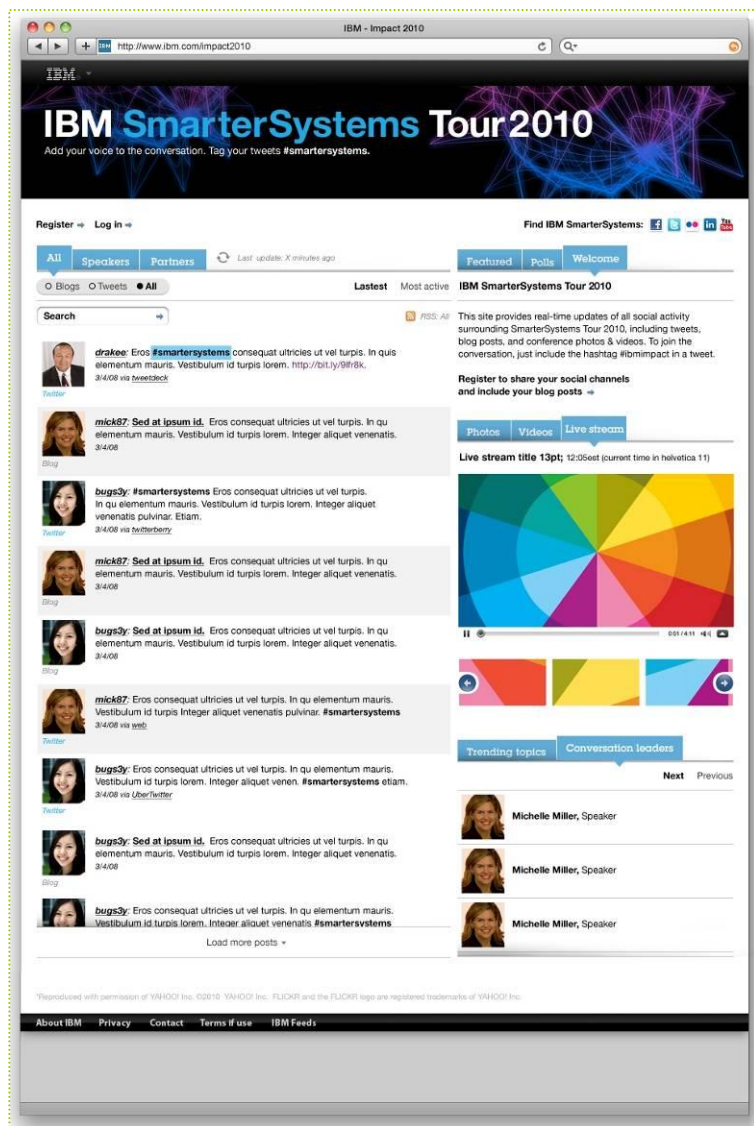
with people who value your expertise



Grow IBM's digital eminence



Aggregating experts' social activity across Web on our own domain



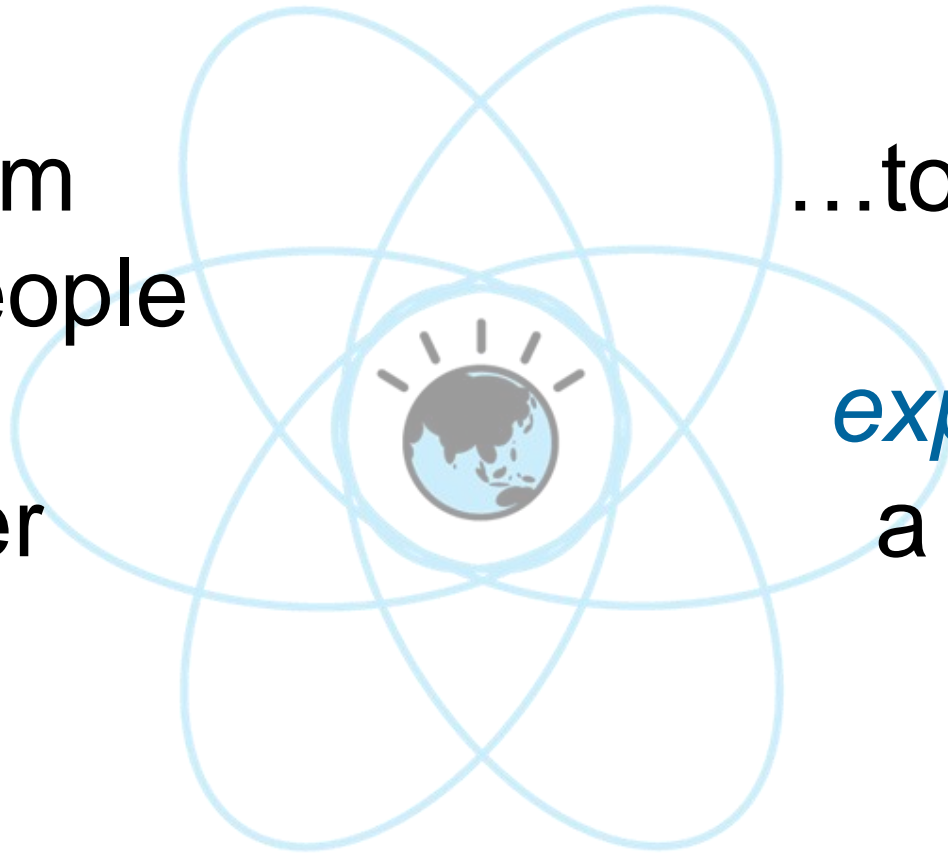
Surfacing experts: On third-party platforms (First ever Slideshare network)

The image shows a screenshot of the Slideshare website, specifically the IBM Expert Channel and IBM Expert Network. The top navigation bar includes links for HOME, GO PRO, CHANNELS, EVENTS, and a SEARCH button. The main header for the IBM Expert Channel features a banner with colorful human icons and the text "IBM Expert Channel". Below this, there's a section for "Featured Presentations" with a thumbnail for "Asking the Open Source".

The IBM Expert Network section is prominently displayed, featuring a large banner with the text "IBM Expert Network" and a row of colorful human icons. Below the banner, there's a navigation bar with links for Analytics, Newsfeed, and Presentations. The main content area shows a user profile for "delphRB" (Delphine Remy-Boutang) with a profile picture, a "Like" button, and options to "Post on wall", "Private message", and "Style your profile". The profile information includes the name "IBM", location "London, London, United Kingdom", and industry "Technology / Internet".

To the right of the profile, there's a section for "Presentations (7)" with a link to "Edit uploads". Two presentation thumbnails are visible: "Foursquare for business" (uploaded 1 week ago, 84 views) and "Tapping the power of social med..." (uploaded 1 week ago, 181 views).

Move from
telling people
about
a Smarter
Planet...



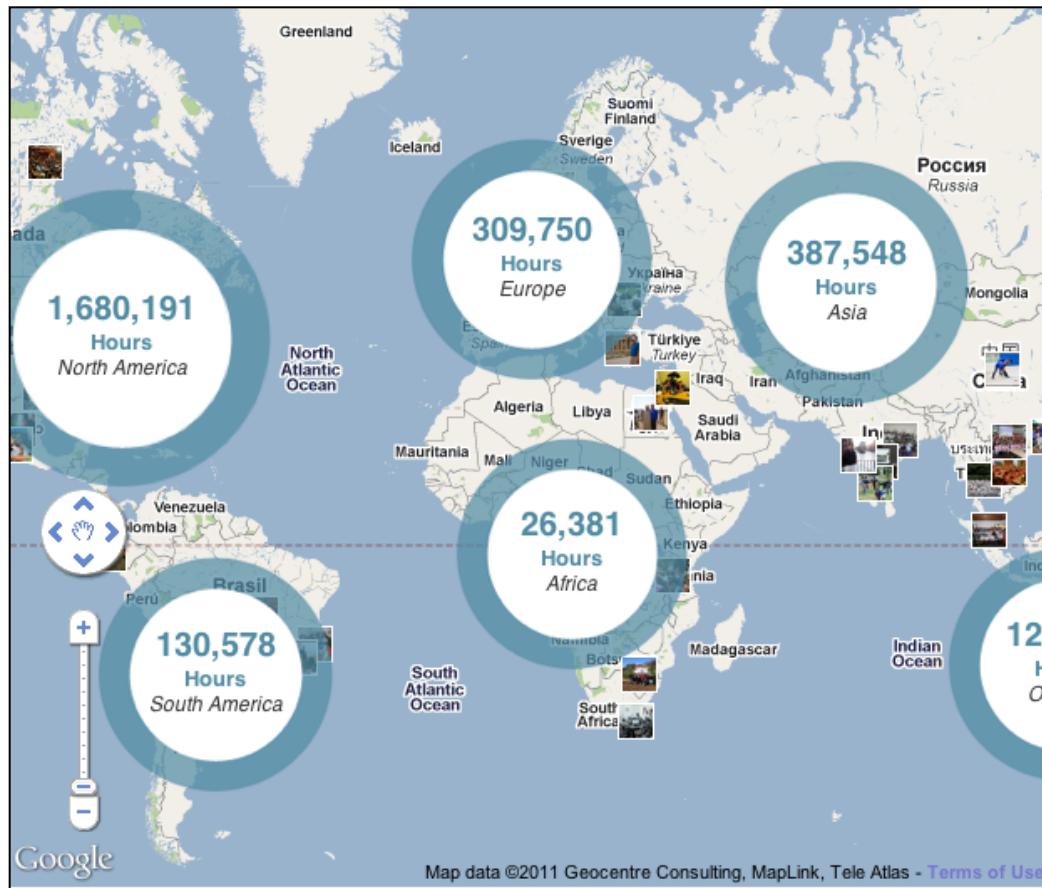
...to helping
people
experience
a Smarter
Planet

IBM 100 Social Campaign example

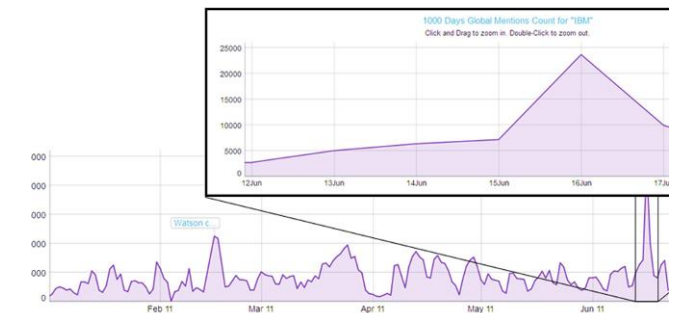
@delphinerb

The Celebration of Service social conversation

Celebration of Service participants worldwide uploaded over 1500 photos on ibm100.com.



#IBM100 #progress



The sentiment expressed in the Celebration of Service social conversation was notably high, with the conversation classified as 4% "very positive", 15% "positive", and 0% negative.

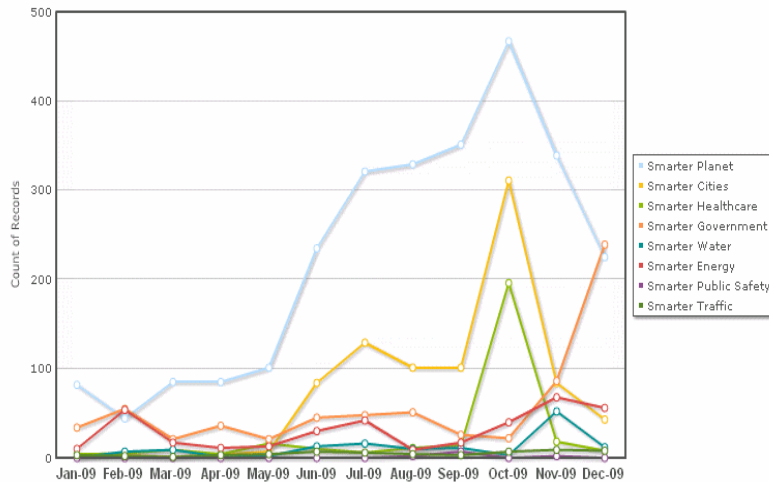


Another campaign example

- Wimbledon – LHR campaign – video

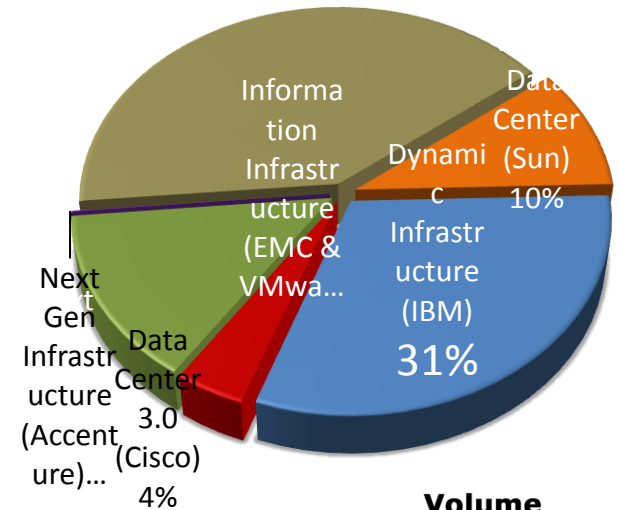
Social Media KPI #1

Volume (how to measure)



Social Media KPI #2

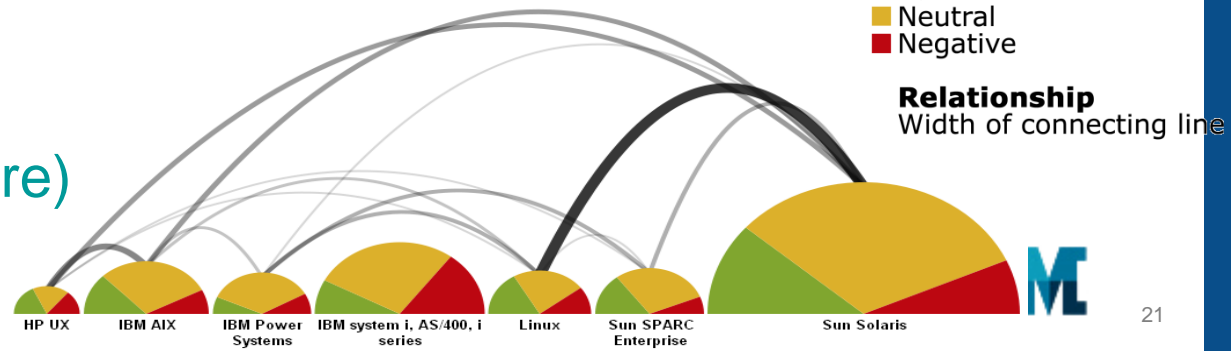
Share of Voice (how to measure)



Volume
Size of half circle

Sentiment
Positive
Neutral
Negative

Relationship
Width of connecting line



Social Media KPI #3

Sentiment (how to measure)

Evolution of social KPIs

Objective	Metric	Measure
Generate awareness	-Traffic from social -Reach and impressions	-# of clickthroughs -# of visits -# of viewers (reach by tgt audience) -# of impressions/freq of exposure
Set the agenda	-Volume of voice -Social assets published -Views of social assets -Sentiment	-# of keyword mentions -# of assets -# of visits to assets -% positive/negative/neutral
Beat the competition	-Share of voice -Sentiment -Competitive wins	-% of mentions (versus competitors) -% positive versus competition -TBD: Competitive wins
Build advocacy	-Non-IBM advocates -Outcome of activity	-# of Champions recruited -# of influencers reached -Quality of social activity/influence
Increase thought leadership and influence	-IBM SMEs -SME social eminence -Preference for IBM	-# of SMEs recruited and active -Reach, authority, respect, influence, of SMEs, competitive wins -Leads and Brand health monitor?
Develop community	-Network growth -Engagement -Community sentiment	-Growth in # of members -Comments, responses, likes, re-mentions, ratings -Community value and SAT
Transform the business	-Market insights	-Ideas for business transformation, product innovation, new markets, etc.
Capture leads Earn revenue	-IWM registrations -Validated lead revenue	-# of conversions/registrations -\$ from VLR and Win revenue

http://www.youtube.com/watch?v=YjMTx4b6bLw&feature=player_embedded#!

Stop at 1.09

Thank you



Delphine Remy-Boutang

@delphinerb

founder & CEO

the social bureau

www.about.me/delphineRB

[My Social Media Blog](#)

[Linkedin](#)

[Slideshare](#)

[Facebook](#)

[My Social Media daily News](#)

You have two choices:

*You can continue to lock
yourself behind facile
corporate words and happy
talk brochures.*

*Or you can join the
conversation*

The ClueTrain manifesto