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the
brainyard

the community for social business

How Social Media Is Changing Communications

David F. Carr

Editor, The BrainYard

InformationWeek.com/thebrainyard

david@carrcommunications.com

@davidfcarr #socstc

Outline

- About me (and you)
- What is social media, anyway?
 - Public and enterprise social networks
 - Basic connection models and variations
 - Types of posting and sharing
- Movie break
- Changing styles of communication
- Summary
- Q + A

About me

- David F. Carr – writer, editor, web consultant
- Former Technology Editor Internet World (mid-to-late 90s), Baseline Magazine
- Editor for InformationWeek.com *enterprise* social media coverage
- Creator of Facebook Tab Manager plugin for WordPress (and its documentation)
- Married technical writer and editor, Beth Anne

Social Networks

- Broad public networks: Facebook, Twitter, LinkedIn, Google+
- Specialized Public: Foursquare, Quora, YouTube, Flickr, Yelp, Wikipedia
- Enterprise Social Networks: Jive, Yammer, IBM Connections, Socialtext, Socialcast, Atlassian Confluence
- Social Software Example: Project management software with social status updates

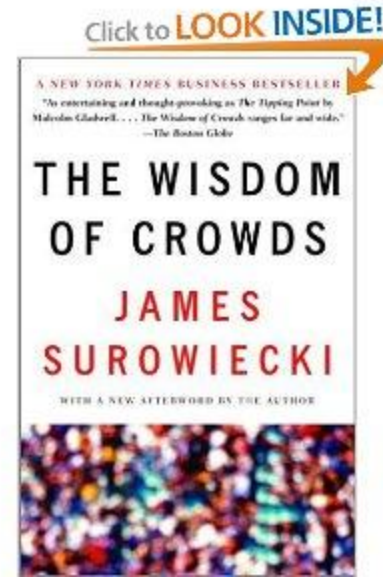
The Death of Technical Documentation

Traits of Traditional Documentation	Challenges Presented by Traditional Documentation	Business Impact
<i>Static</i>	Current documentation processes make it difficult or impossible to make incremental updates available to customers.	Customers find outdated information in documentation and may not be able to achieve self-service and therefore make a call to the call center. Out of date information may also affect purchasing decisions.
<i>One Size Fits All</i>	Documentation is written in a generic manner and can't be tailored to product needs, experience or skill level of the customer.	Customers are frustrated with extraneous information that is not relevant. Experience may lead a customer to abandon documentation and pick up the phone to the call center.
<i>Text Heavy</i>	Documentation is "text-only"	Customers are increasingly expecting visual presentations of technical information in interactive or animated graphics and videos.
<i>Inconsistent Content</i>	Current processes create content that is inconsistent across products and business organizations	Customers find multiple inconsistent sources of information and can't solve their problem.
<i>Can't Find Information</i>	Customers often can't find information they want because a search produces too many results and the customer can't find the right answer to his or her question	Customer frustration mounts and the customer leaves the company website in search of information elsewhere.

*From "The Death of Technical Documentation As We Know It,"
SDL Position Paper*

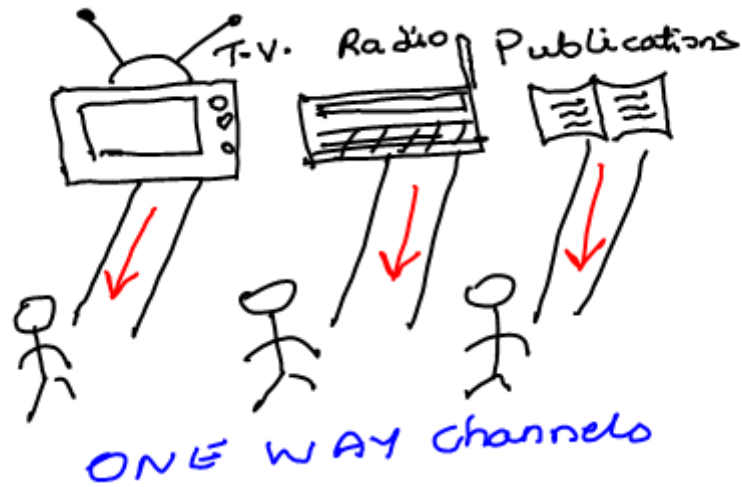
Related Concepts

- Social Media
- Social Networking
- Community Content
- Crowdsourcing
- Gamification



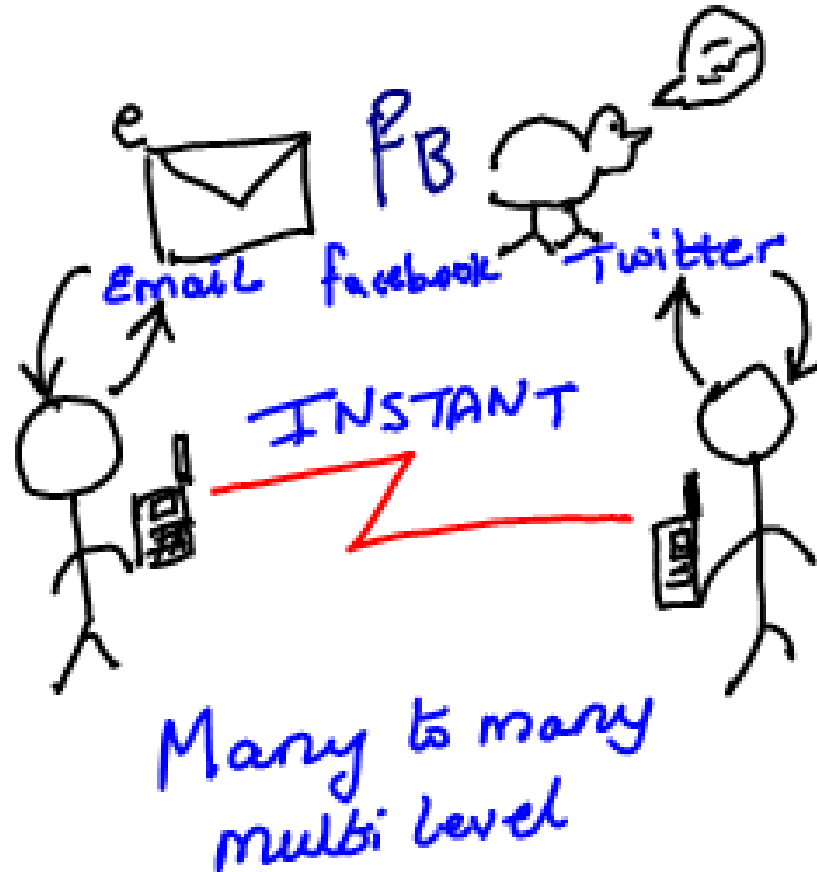
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Old Media



Source: Sanjay Shetty, *Communities R Us*
communitiesrus.in

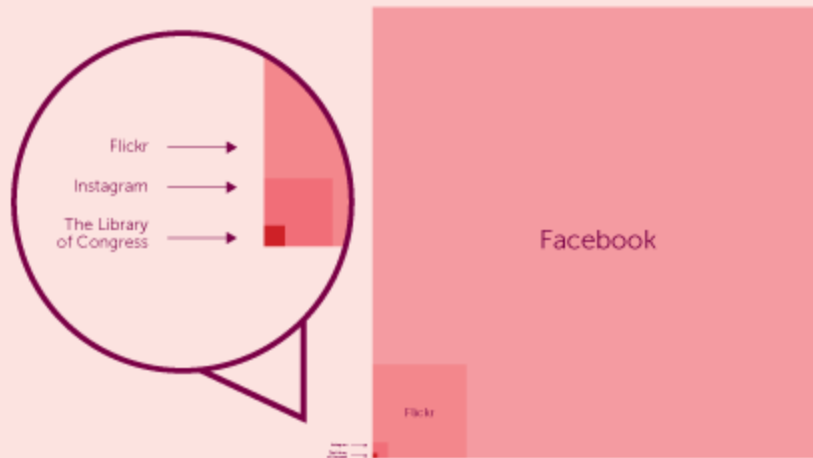
Social Media / Web 2.0



Source: Sanjay Shetty, Communities R Us
communitiesrus.in

Facebook: 800 Million Users, 140 Billion Photos

THE WORLD'S LARGEST PHOTO LIBRARIES



- 10,000 times Library of Congress Photo Collection
- 250 million photo uploads per day
- That's 7 billion per month, more than total on Flickr (since 2004)

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Basic Connection Models

Facebook - Friend

- Will you be my friend?
- Two-way
- Reciprocal
- Sharing between friends
- Searchable? Not so much. Search for people but not topics
- Discovery? Yes, through friends of friends, sharing

Twitter - Follower

- I want to follow your posts
- One-way
- Reciprocate? Optional
- Publishing to the world
- Searchable? Yes, use #hashtags to enhance
- Discovery? Yes, see who followers and followees follow, watch retweets

Connection Model Variations

- LinkedIn professional connections similar to Facebook friends
- Facebook business/organization/celebrity pages, LinkedIn company pages use follower model (no “friend” approval required)
- Facebook now allows you to “subscribe” to rather than “friend” a personal profile
- Google+ “circles” are follower model with categorization. Facebook response: “Smart Lists”

Google+ Circles

The screenshot shows the Google+ interface for a user named David F. Carr. At the top, there is a navigation bar with links to Gmail, Calendar, Documents, Photos, Sites, Web, and More. Below this is the Google+ logo and a search bar. The main content area is titled "People in your circles (175)" and includes a search box and a "Find people" button. A "Sort by: Relevance" dropdown is visible. The list of people is organized into three rows of profile cards, each with a profile picture and name. Below the list, a dashed line with a downward arrow indicates the area to "Drag people to your circles to follow and share". This area contains a grid of circles representing different social groups. The circles are arranged in two rows: the first row has eight circles and the second row has three circles. Each circle has a blue center with white text indicating the circle's name and the number of members. The circles are: "Drop contacts here to create a new circle", "Friends (10)", "Family (1)", "Acquaintances (3)", "Following (65)", "Business contacts (62)", "Googler (17)", "SF (19)", "hangout (1)", "company (1)", and "G+API (5)". At the bottom of the page, there is a footer with copyright information and a "Send feedback" button.

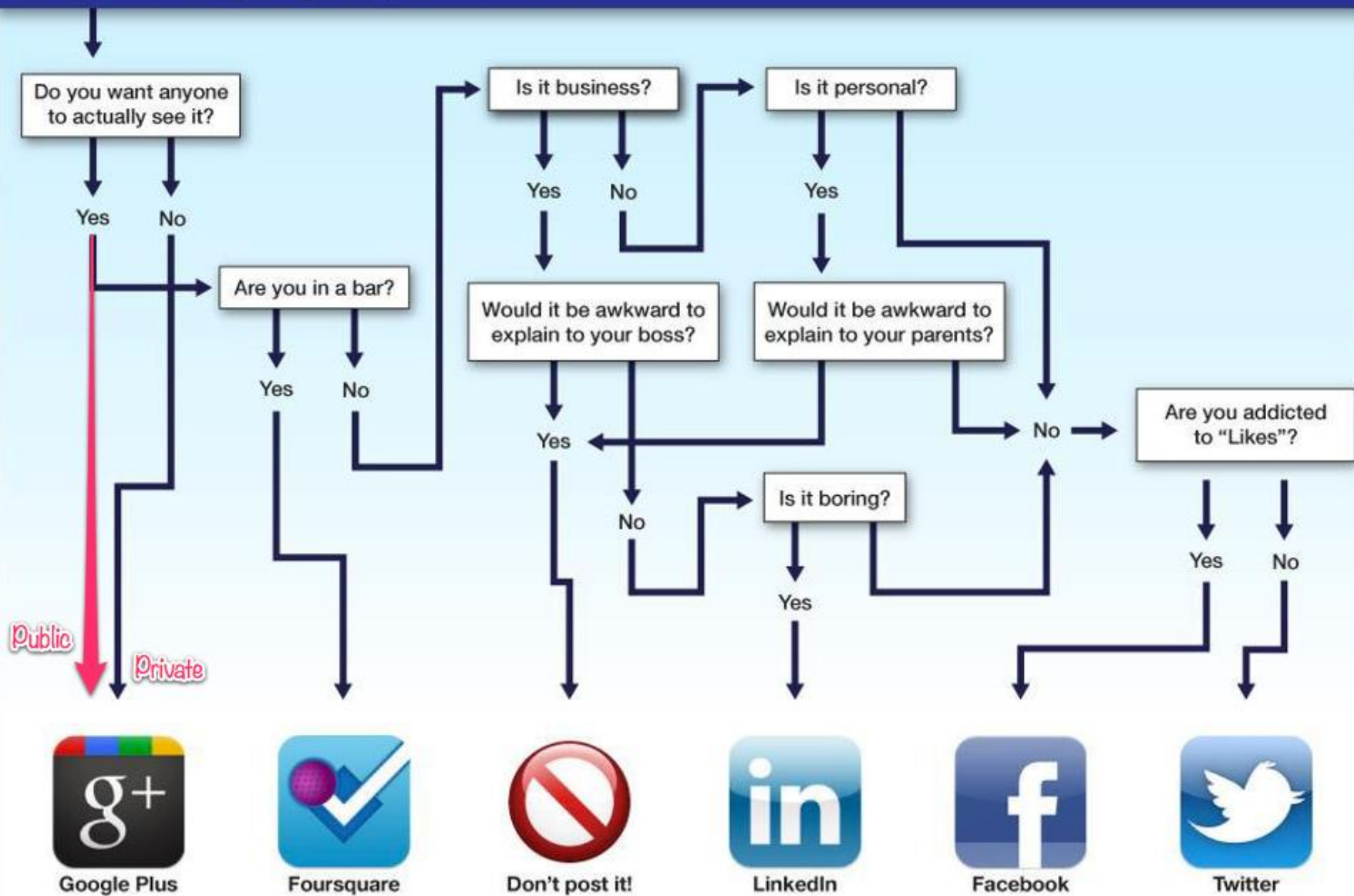
©2011 Google - Terms - Content Policy - Privacy - English (United States) / No region

Send feedback

What You Can Post

- Twitter: 140 characters, links must be shortened, linked multimedia now shown on Twitter.com
- Facebook: Status posts (420 characters), longer notes, links, photos, videos, app and game updates
- Google+: Long blog-like posts (only blurb shown in news feed), links, photos, videos, slowly adding apps / games

Where should you post your status?



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Movie Break

Introducing the topic

- The social enterprise
 - Engaging customers and readers
 - Documentation as living, interactive hub
- Engaging your readers
 - Social media
 - Documentation as an emotional experience

Huh?

Felt the earth move when I read your docs - by Sarah Maddox

Sarah Maddox, Technical Writer, Atlassian

When to Wiki

- Wiki writing and editing:
 - Advantages: Broader community contributions
 - Disadvantages: Loss of control, trolls, spam
- Open editing more appropriate for some types of doc: developer, API documentation
- Professional writers / editors as curators of correct copy
- More tightly controlled doc can still benefit from community contributions (comments, discussion groups)

Vandals and Jerks

Line 90:

In 1997, use of sponges as a [[tool]] was described in [[Bottlenose Dolphin]]s in [[Shark Bay]]. A dolphin will attach a marine sponge to its [[rostrum (anatomy)|rostrum]], which is presumably then used to protect it when searching for food in the sandy [[sea floor|sea bottom]].<ref name="Smolker 1997">{{cite journal |author=Smolker, R.A., "et al." |title=Sponge-carrying by Indian Ocean bottlenose dolphins: Possible tool-use by a delphinid |Journal=Ethology |Year=1997 |Volume=103 |Pages=454-465}}</ref> The behaviour, known as "sponging", has only been observed in this bay, and is almost exclusively shown by females. This is the only known case of tool use in [[marine mammal]]s outside of [[Sea Otter]]s. An elaborate study in 2005 showed that mothers most likely teach the behaviour to their daughters.<ref name="Krutzen 2005">{{cite journal |author=Krutzen M, Mann J, Heithaus MR, Connor RC, Bejder L, Sherwin WB |title=Cultural transmission of tool use in bottlenose dolphins |journal=[[Proceedings of the National Academy of Sciences]] |volume=102 |issue=25 |year=2005 |pages=8939-8943}}</ref>

- ===By humans===

- ==== Skeleton as absorbent====

- {{ main|Sponge (tool) }}

In common usage, the term "sponge" is applied to the skeleton of the animal, from which the tissue has been removed by [[maceration (bone)|maceration]] and washing, leaving just the [[sponging]] scaffolding.

- [[calcium|Calcareous]] and [[silicon dioxide|siliceous]] sponges are too harsh for similar use. Commercial sponges are derived from various species and come in many grades, from fine soft "lamb's wool" sponges to the coarse grades used for washing cars.

- The manufacture of [[rubber]], [[plastic]]- and [[cellulose]]-based synthetic sponges has significantly reduced the commercial sponge [[fishing]] industry in recent years.

- The [[luffa]] "sponge", also spelled "loofah," commonly sold for use in the kitchen or the shower, is not derived from an animal sponge, but from the [[locule]]s of a gourd ([[Cucurbitaceae]]).

- ====Antibiotic compounds====

Sponges have [[medicine|medical]] potential due to the presence of [[antimicrobial]] compounds in either the sponge itself or their microbial [[symbiosis|symbiont]]s.<ref>See e.g. Teeyapant R, Woerdenbag HJ, Kreis P, Hacker J, Wray V, Witte L, Proksch P. (1993) Antibiotic and cytotoxic activity of brominated compounds from the marine sponge Verongia aerophoba. "Zeitschrift für Naturforschung C, Journal of biosciences" "48":939-45.</ref>

==Bibliography==

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+ get a life losers

==Bibliography==

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Treat Your Community Well

Contributor Satisfaction

Provide a positive experience:

No literary critics / no trolls / no grammar nazis

Better to lose one knowledgeable but nasty editor than ten
enthusiastic contributors

Moderate community discussions to keep it positive and
constructive

Congratulate, encourage, acknowledge:

Swag

Public acknowledgement



*From “Coordinating Documentation and Support: Turning
Complaints into Contributions” on SlideShare.net*

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Social Media Overload!

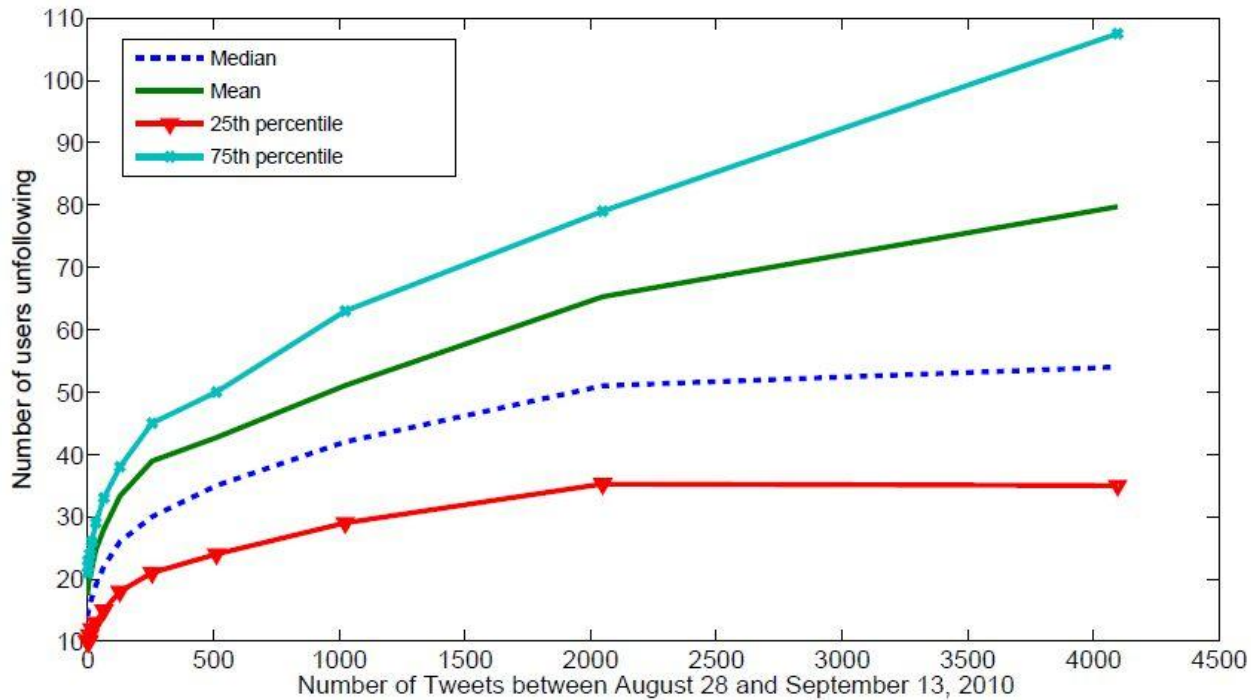


Fig. 1. Number of unfollow events against the number of tweets authored in the observation period.

“Game-theoretic Models of Information Overload in Social Networks,” Microsoft Research New England

Listening and Talking Back

[@sivlam](#) I am so sorry! Is there anything I can do to help? Please follow so I can DM.



3:02 PM Sep 9th from CoTweet in reply to sivlam



SouthwestAir
Southwest Airlines

InformationWeek



Facebook Tab Manager Feedback



Add New Comment

Logout



Type your comment here.

Showing 5 comments

Sort by popular now ▾



TinaC1973

I have created an app for my sister and her new business however I can not find it when I go to add it to their page. HOW do I allow her to access the app to add it to her fan page???

1 month ago Moderate

Like Reply



davidfcarr

The documentation here under the subhead "Adding the Tab to the Page" is meant to answer that question. Have you tried following those steps?

0 minutes ago in reply to TinaC1973

Edit Reply

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Follow Up

- References: bit.ly/socstc
- InformationWeek.com/thebrainyard
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- david@carrcommunications.com

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