

IBM & Euro RSCG 4D

B2B:

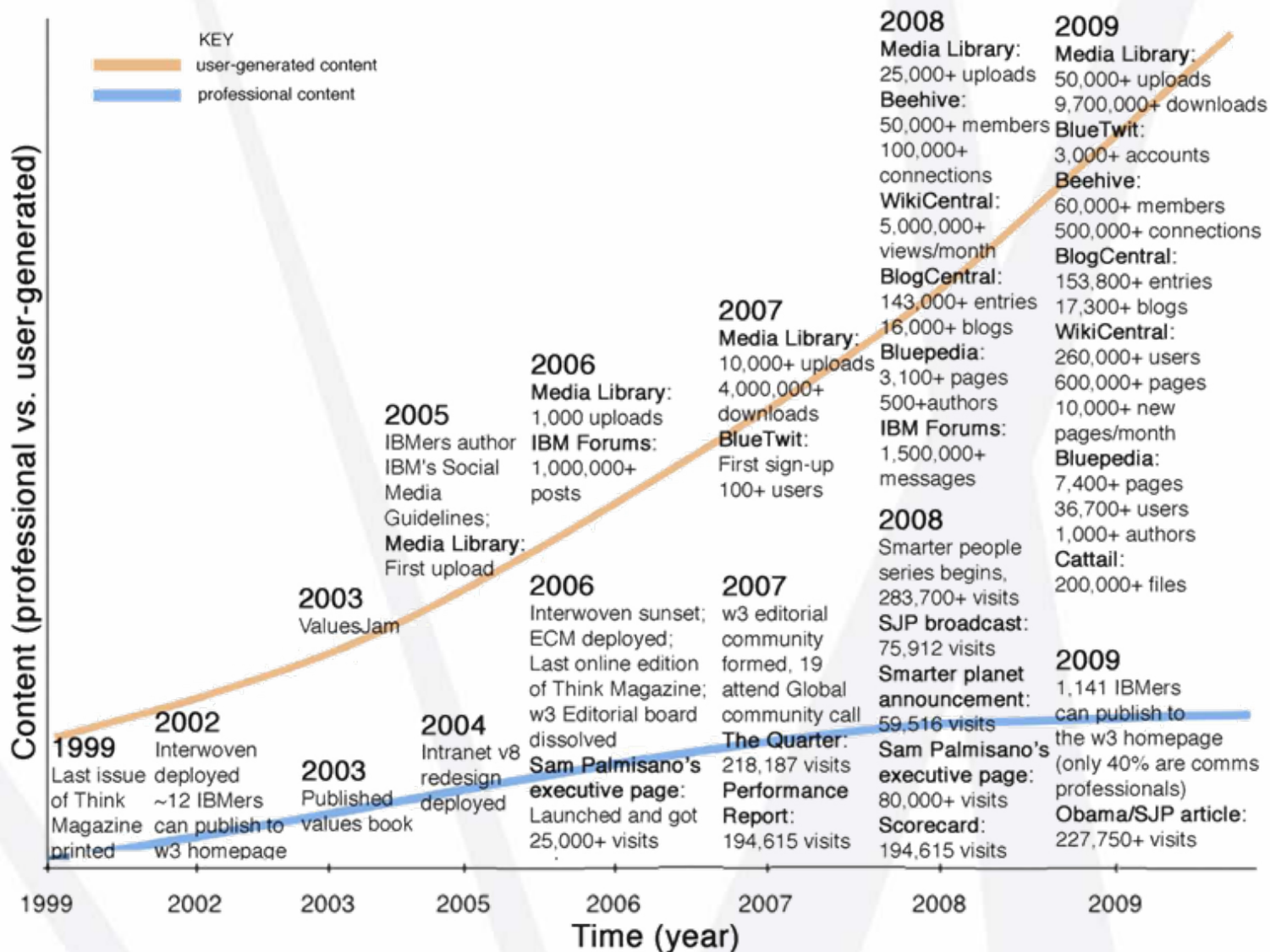
Using
Social to
Accelerate
your
Business



EURO RSCG 4D

some background on IBM's internal social media

our journey



Source : A smarter workplace
(August 2009 PowerPoint – no link)

IBM social computing guidelines

IBM Social Computing Guidelines: Executive Summary

1. Know and follow IBM's [Business Conduct Guidelines](#).
2. IBMers are personally responsible for the content they publish on blogs, wikis or any other form of user-generated media. Be mindful that what you publish will be public for a long time—protect your privacy.
3. Identify yourself—name and, when relevant, role at IBM—when you discuss IBM or IBM-related matters. And write in the first person. You must make it clear that you are speaking for yourself and not on behalf of IBM.
4. If you publish content to any website outside of IBM and it has something to do with work you do or subjects associated with IBM, use a disclaimer such as this: "The postings on this site are my own and don't necessarily represent IBM's positions, strategies or opinions."
5. Respect copyright, fair use and financial disclosure laws.
6. Don't provide IBM's or another's confidential or other proprietary information. Ask permission to publish or report on conversations that are meant to be private or internal to IBM.
7. Don't cite or reference clients, partners or suppliers without their approval. When you do make a reference, where possible link back to the source.
8. Respect your audience. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in IBM's workplace. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory—such as politics and religion.
9. Find out who else is blogging or publishing on the topic, and cite them.
10. Be aware of your association with IBM in online social networks. If you identify yourself as an IBMer, ensure your profile and related content is consistent with how you wish to present yourself with colleagues and clients.
11. Don't pick fights, be the first to correct your own mistakes, and don't alter previous posts without indicating that you have done so.
12. Try to add value. Provide worthwhile information and perspective. IBM's brand is best represented by its people and what you publish may reflect on IBM's brand.

Written by IBMers for IBMers

<http://www.ibm.com/blogs/zz/en/guidelines.html>



internal tools

- IBM's social media efforts began on the inside, behind the firewall
- Researchers and software developers designed tools which were then put out into the IBM community to see how they worked
- Tools that were widely adopted, were developed and eventually became products sold by IBM (eg Lotus Connections)

w3 (intranet)



- Nearly 2,000 IBMers are now in official publishing positions
- Publishing not just limited to those in Marketing/Communications
- Ability to profile and tag content using ETS (Enterprise Tagging Service) as well as rate and comment on articles

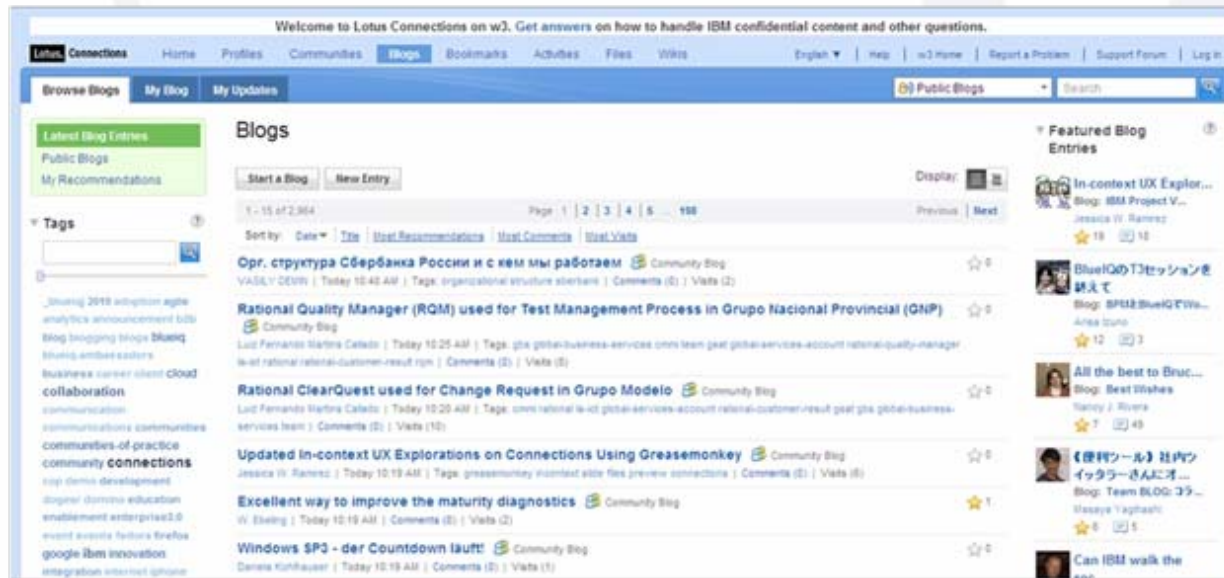
media library

The screenshot shows the IBM w3 Media Library website. The header includes the user name 'Hello Michael Schuchter | Sign Out', a search bar with 'w3' entered, and the IBM logo. The main content area is divided into 'Featured selections' and 'New media'. The 'Featured selections' section contains three featured items: 'Search and Help including new IT Help Central v8', 'iA on Demand: Recording your presentation', and 'Conversation with Jim Stallings'. The 'New media' section has tabs for 'Recommended', 'Most popular', 'Highest rated', and 'Most recent'. Below these tabs is a table of media items with columns for Title, Downloads, Rating, Added, and Download. The table lists three items: 'Global Travel policy change highlights', 'CCCA West Team Package Grants Call, ...', and 'ITCAM for Transactions Demo Session for ...'. The right sidebar contains a 'Home' menu, 'Popular tags', and 'Numbers that count' statistics.

Title	Downloads	Rating	Added	Download
Global Travel policy change highlights	4	★★★★★	Jun 11, 2010	
CCCA West Team Package Grants Call, ...	15	★★★★★	Feb 3, 2010	
ITCAM for Transactions Demo Session for ...	22	★★★★★	Jan 29, 2010	
EP 01: 80 Seconds of Innovation	1,890	★★★★★	Jan 26, 2010	

- Provides IBMers with an open publishing space
- Anyone can publish a wide variety of files, build web pages to support the content, share and tag the content and engage in discussion

internal blogging



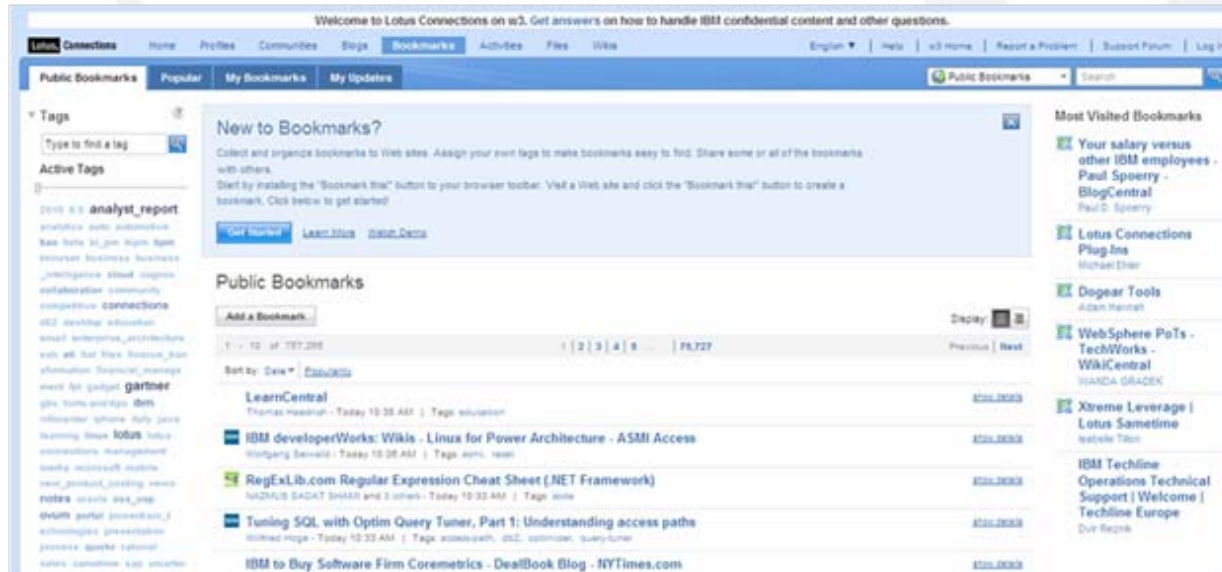
- Blogging adds a sense of community within the workplace by creating a common language and conceptual framework for employees to work with
- Blogs updated between four times a week and twice a month generate more than 57% of the total blog traffic

WikiCentral

The screenshot shows the WikiCentral homepage with a blue header. The header includes the WikiCentral logo, a search bar, and the IBM logo. Below the header, there are several sections: 'WikiCentral Home' with navigation links (Create a wiki space, Bug Reports, Content Examples, FAQ, User Guide, WikiCentral Policy), 'Find a Wiki' with a search input field, 'Welcome to WikiCentral' with a message about the migration to Lotus Connections, 'Top 10 Watched Spaces' with a list of spaces and their member counts, 'Top 10 Collaborated Pages' and 'Top 10 Rated Pages' with lists of pages and their member counts, and 'Favourite Wiki Spaces' with a note to see favoured spaces and pages.

- Wikis allow IBM's geographically dispersed teams to track action items, and distribute workloads so that team members have equal access to information and tools to contribute to the bottom line
- Two years after launching the initiative, 150,000 IBMers were using the service

social bookmarking



- Using an internal tagging service called Dogear, a small number of employees (1%) quickly tagged the majority of important intranet documents
- This was immediately integrated into the w3 search engine, improving search by 60%

external sites

The Greater IBM Connection



- A worldwide business and social network for current and former IBM employees and retirees
- The network offers many features, including business networking events, online educational events and access to the latest IBM thought leadership and IBM career opportunities. It includes IBM alumni group presences on LinkedIn, Facebook, and Xing
- Large percentage of IT decision makers and CIO level members

the greater IBM connection (cont.)

- Opportunities and Business Value
 - Reach key influencers and decision makers
 - Increase awareness of former IBMers now working in accounts; build relationships
 - Identify new opportunities, particularly in General Business
 - Many IBMers leave for more entrepreneurial pursuits; common bond opens doors
 - Extend brand permission with IBM friendly audience
 - Enhance IBM reputation by sharing thought leadership and POV