

Social Karma: The Art of Effectively Using Social Media in Business

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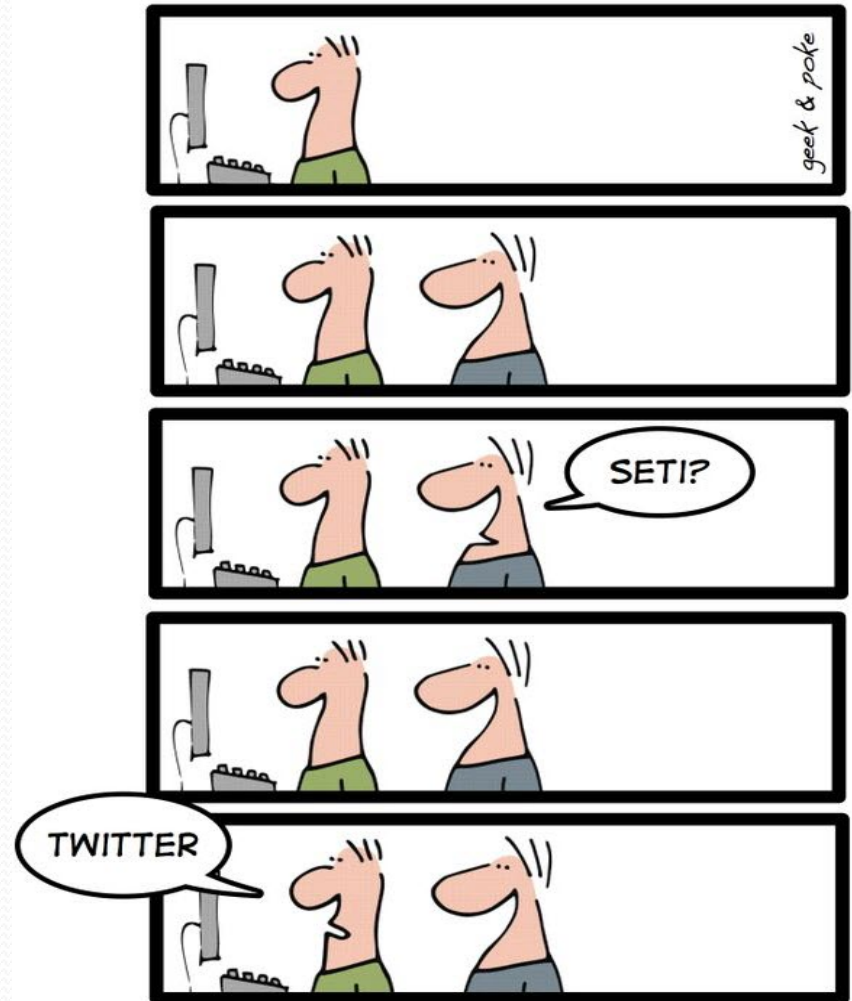
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Overview

- Presentation (30 minutes):
- ✓ Myths vs. Facts
- ✓ Conversation Medium
- ✓ Time Commitment
- ✓ Listening Stations
- ✓ Home Base with Outposts
- ✓ Blogging Best Practices
- ✓ Measuring ROI
- ✓ The Wizard of Oz
- ✓ Social Karma
- Q & A (30 minutes)



SEARCHING FOR THE SIGNAL

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Social Media: Myths vs. Facts

Myths

- Social Media is a MUST
- Broadcast Medium
- New Marketing Channels
- Business Correspondence
- All about you

Short-term Sales

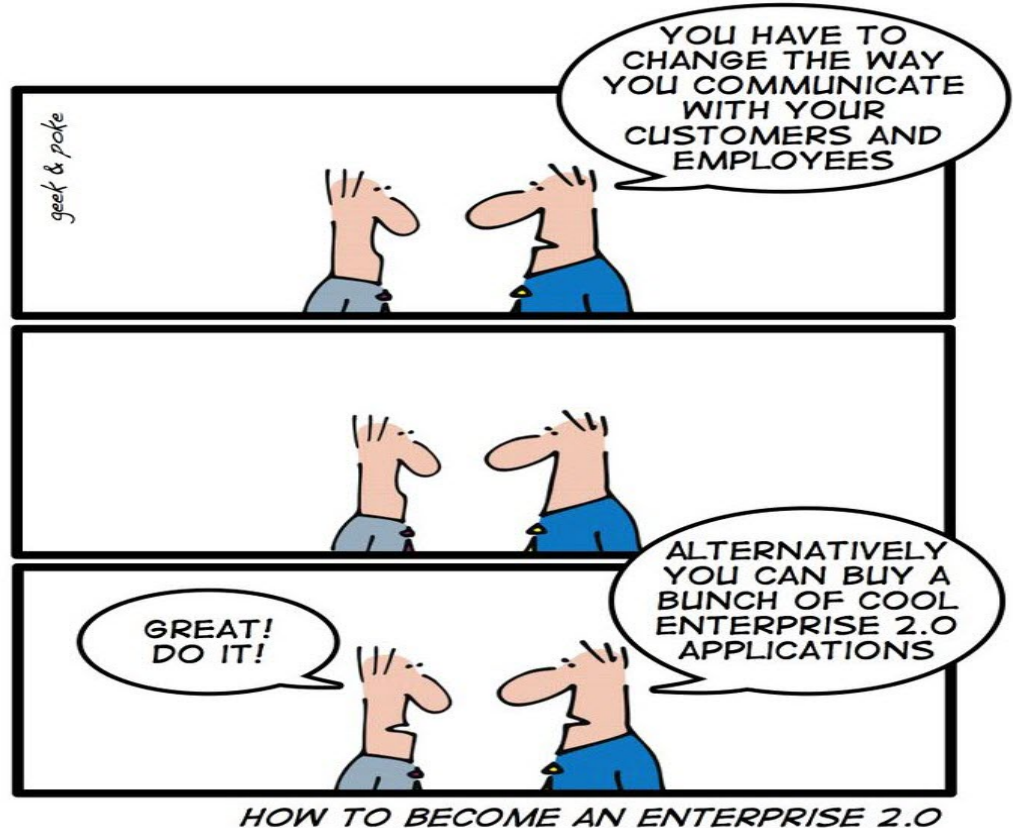
Facts

- Social Media is a MAYBE
- Conversation Medium
- New Listening Stations
- Human Communication
- All about the community

Long-term Investment

Conversation Medium

- Do you really *want* a conversation?
 - ✓ With employees?
 - ✓ With customers?
 - ✓ With partners?
 - ✓ With competitors?
- Are you *prepared* for a conversation?
 - ✓ Internally?
 - ✓ Externally?



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Social Media

Do
You
Have
The
Time?



<http://www.flickr.com/photos/lwr/60496147/>

How will you use Social Media?

Listening



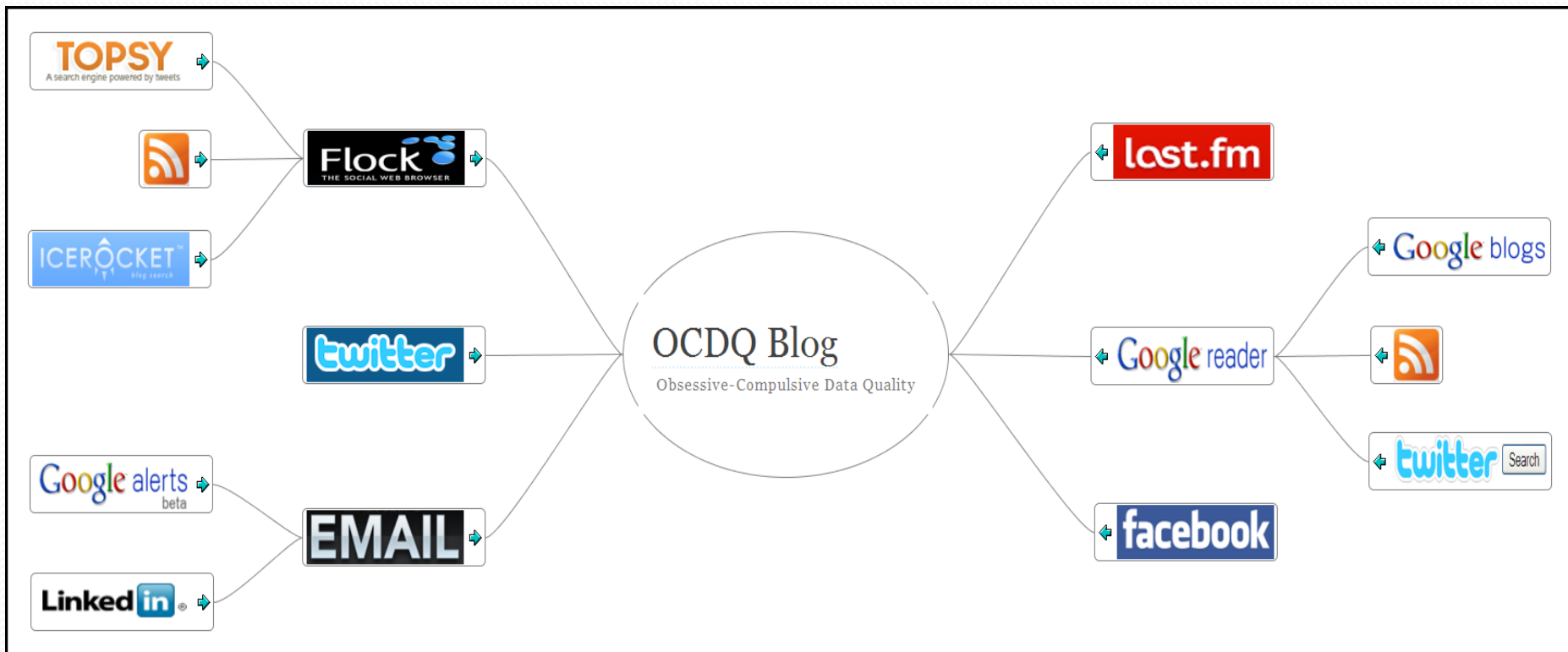
<http://www.flickr.com/photos/abletoven/3223086466/>

Broadcasting

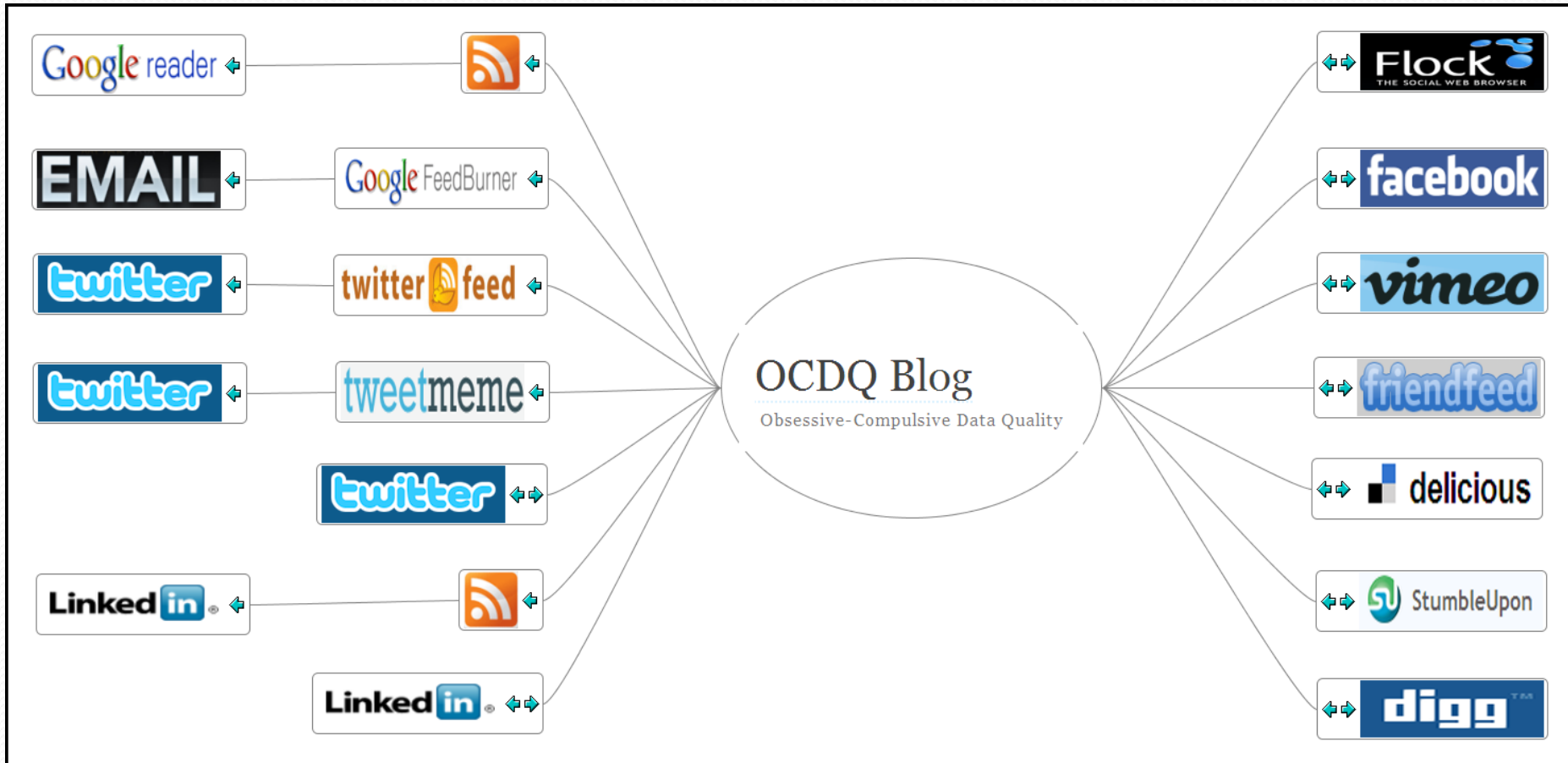


<http://www.flickr.com/photos/pollas/56034986/>

Listening Stations



Home Base with Outposts




$$B = U^2C^3$$

Blogging = Useful and Unique content that is Clear, Concise, and Consumable

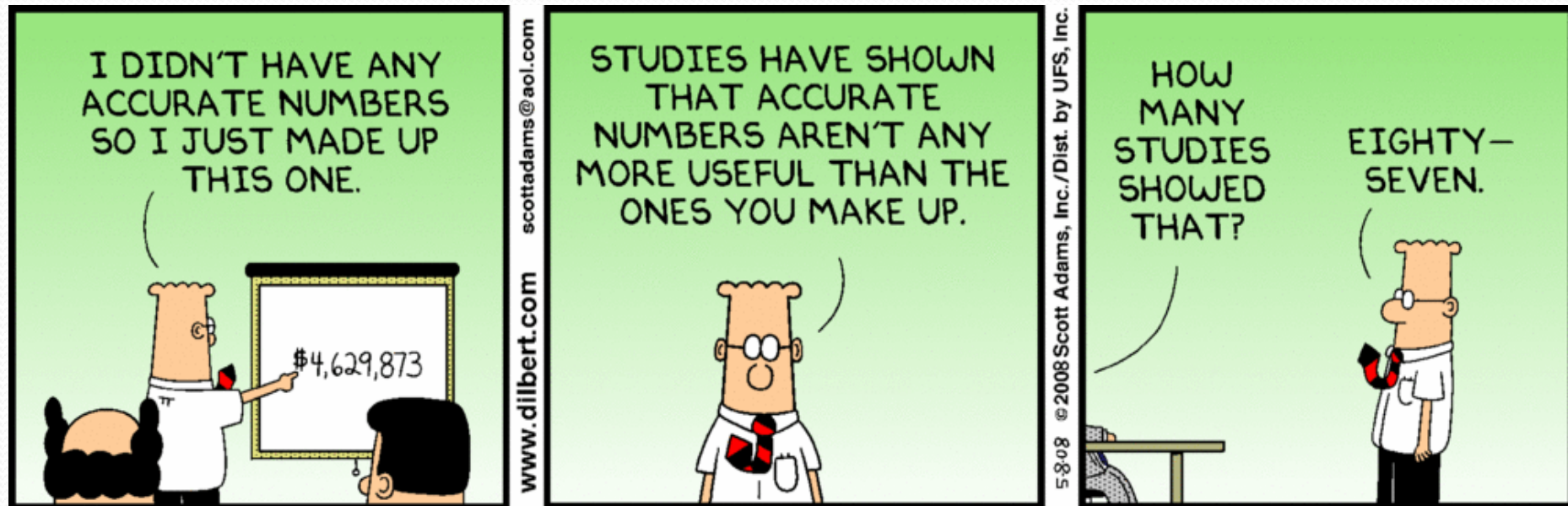
The Two U's

1. Useful – Focus on your reader and provide them assistance with a problem
2. Unique – Capture your reader's attention and share your perspective in your own voice

The Three C's

1. Clear – Get to the point and stay on point
2. Concise – No longer than absolutely necessary
3. Consumable – Formatted to be easily read on a computer screen

Dilbert on Social Media ROI



<http://dilbert.com/strips/comic/2008-05-08/>

Measuring Social Media ROI

Quantity

- Blog Subscribers / Visitors
- News / Forums / Buzz
- Followers / Friends / Links
- Revenue / Fiscal Capital
- Community presence

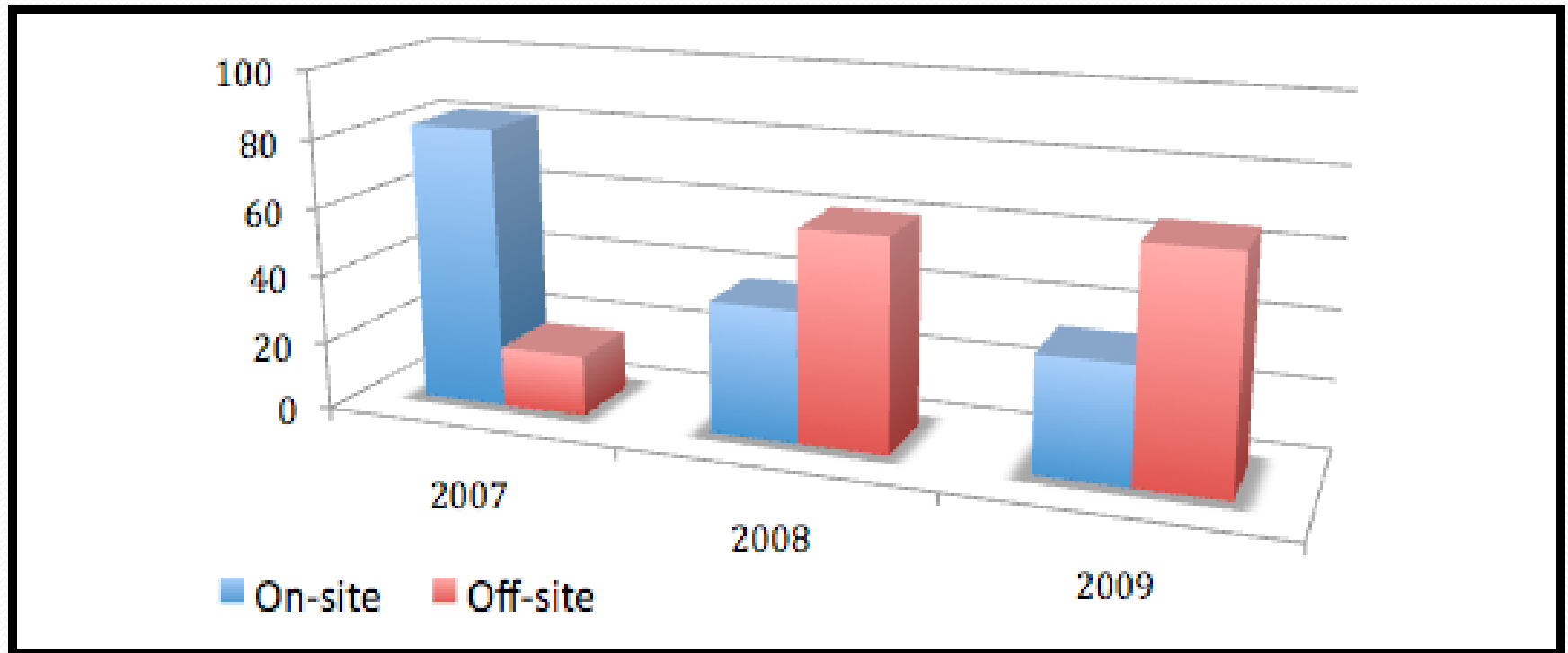
Measures Connection

Quality

- Participation / Comments
- Sentiment / Reputation
- Relationship / Rapport
- Trust / Social Capital
- Community interaction

Measures Engagement

Off-site (Outpost) Engagement



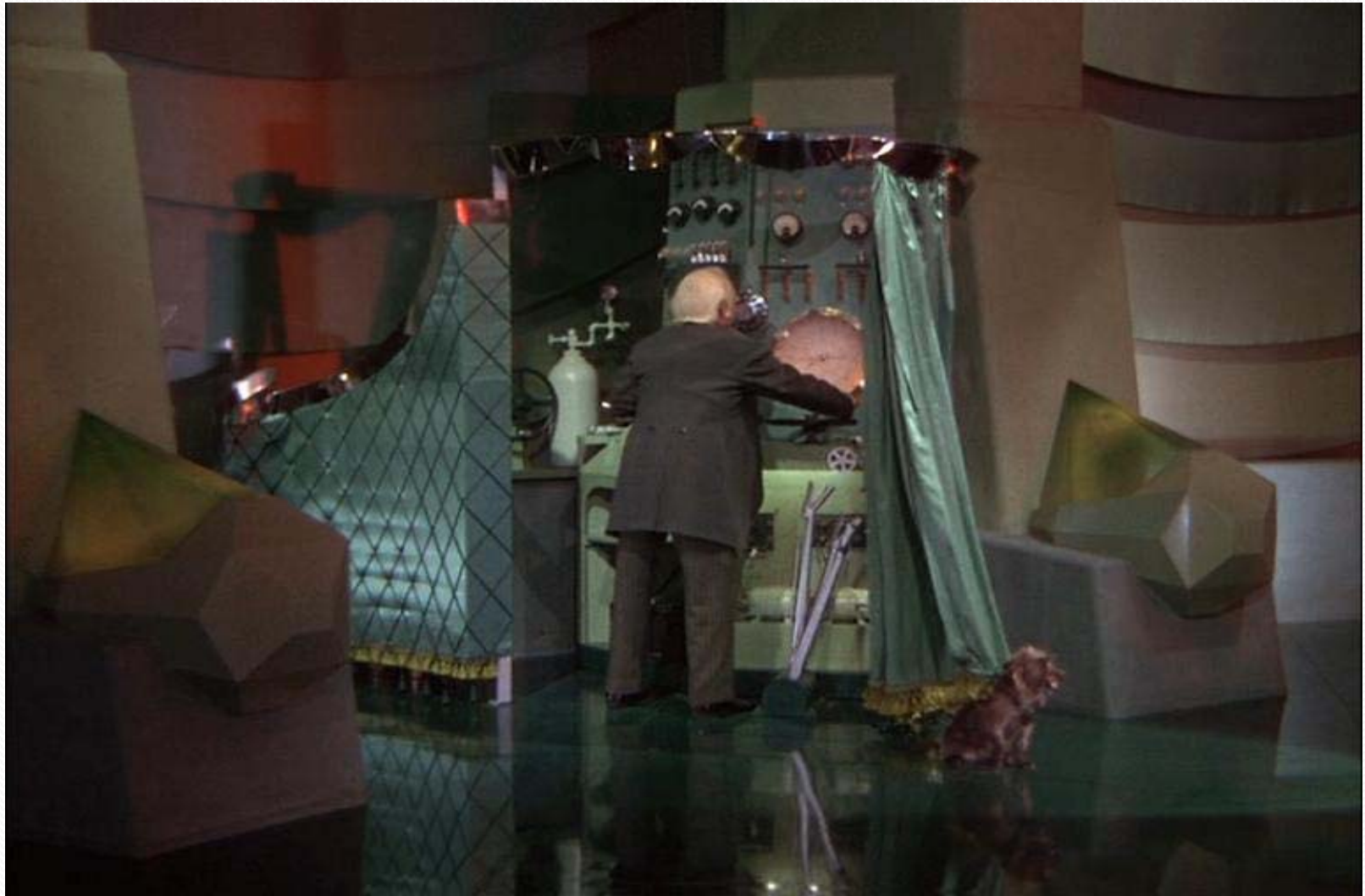
<http://blog.postrank.com/2009/11/measuring-engagement-of-the-social-web-2007-2009/>



<http://thewizardofoz.warnerbros.com/>



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Social Media = Social Karma

Social

- Strategy
- Creating Content:
 - Blogging
 - Videos and Podcasts
 - Webcasts and Webinars
- Networking Tools
- Quid Pro Quo

The Technical Variable

Karma

- Transparency
- Consuming Content:
 - Reading other blogs
 - Watching and listening to other videos, podcasts, etc.
- Reciprocal Altruism
- Quid Pro No

The Human Variable

Social Karma on the OCDQ Blog

- A multimedia library of supporting material for this presentation can be found on the OCDQ Blog:

<http://www.ocdqblog.com/social-karma/>

- Presentation slides
- Ongoing series of blog posts
- Research links, diagrams, podcasts, videos, and more
- All content is freely available, no registration required