

Enterprise Social Network Roadmap Session to Debut at Social Networking Conference

By CSRA Inc.

Dated: Jan 15, 2009

Pre-Conference Workshop to Advise Web 2.0 Managers on All Phases of Enterprise Social Network Initiatives, from strategy and design to business cases, vendor review and a blueprint for implementation

Chicago, IL – CSRA, a management consultancy that advises firms on Web 2.0 strategy and programs, announced today that it would use its Enterprise Social Network Roadmap in a pre-conference workshop at the Social Networking Conference in Miami on January 21-23, 2009.

Participants will learn emerging good practices for using Facebook, LinkedIn, MySpace, Twitter and other Web 2.0 sites to drive revenue and efficiency. They will use the Social Network Roadmap methodology for determining when they should build their own white label social networks, and how the latter need to interoperate with big brands to drive value. The Social Network Roadmap is unusual because it assumes widespread enterprise adoption of Web 2.0, and it focuses on managing risk to drive adoption.

"It was difficult to shrink the Social Network Roadmap (<http://socialnetworkroadmap.com>) into a half-day workshop, but we did it, and I look forward to using it to work with social networking pioneers at the conference," CSRA Managing Director Christopher Rollyson said. "The Social Network Roadmap is a full-cycle methodology for assessing, piloting and scaling emergent social networking processes as well as integrating them into legacy business processes."

The Workshop

The workshop, " Successful Social Networking Projects in the Enterprise," is comprised of three sections:

Key Concepts of Enterprise Social Networks presents strategic and design principles of corporate social networks and how they mesh into the Web 2.0 ecosystem.

Business Cases & Solutions is a survey of how companies are using big brands and white label networks, as well as an overview of vendor types and selection criteria.

A Pragmatic Approach to Enterprise Innovation introduces good practices and presents a blueprint for starting and managing successful social network initiatives in the enterprise.

Workshop deliverables will include: application templates for LinkedIn, Facebook, Twitter, wikis and blogs, business case examples, a vendor selection framework, and the Social Network Roadmap application templates.

"The workshop is designed to give participants the insight and the tools to approach social networking projects at a much more strategic level," said Rollyson. "They will learn how to evaluate each venue's appropriateness for their business goals and how to manage risk during implementation."

Rollyson presented the roadmap in public for the first time at the Social Networking Conference in San Francisco on July 11, 2008. Its Feasibility, Strategy and Implementation phases are designed to guide executives through a risk-mitigated process to evaluate social networks' applicability to their businesses, map out a strategy and implement the strategy by interacting with stakeholders in new social networks and Web 2.0 venues with which many executives are barely familiar.

For more information

Conference agenda: <http://www.socialnetworkingconference.com/agenda-miami-2009.php>

Roadmap presentation: http://www.rollyson.net/download/Ent_Socnwk_roadmap3.pdf

###

CSRA is a management consultancy that helps business and government leaders understand how disruptive market phenomena like social networks and Web 2.0 are transforming relationships and business. By understanding these developments ahead of their competitors, CSRA clients act with more confidence and purpose because they understand the opportunities and risks at stake behind the choices they make. Managing Director Christopher Rollyson is a 20-year veteran of two global consultancies and several business ventures. As a consultant and marketing executive, he has both advised executives on transformation and managed it as a line executive.

Category	Internet, Marketing, Technology
Tags	web 2 0, strategy, management consulting, Social Network, Roadmap, linkedin, risk management,
Innovation	
Email	Click to email author
Phone	+1.312.235.2753
Address	3270 N Lake Shore Drive
City/Town	Chicago
State/Province	Illinois
Zip	60657
Country	United States