

Socializing the organization

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Why socialize the organization, socialize your brand

Social media is where your actual and potential customers are interacting, and it shapes how they think.

'In the past year, traffic to Blogger and Wordpress went up 44% and 50% respectively, while traffic to CNN, MSNBC and the New York Times went up an average of just 17%.

More interesting statistics:

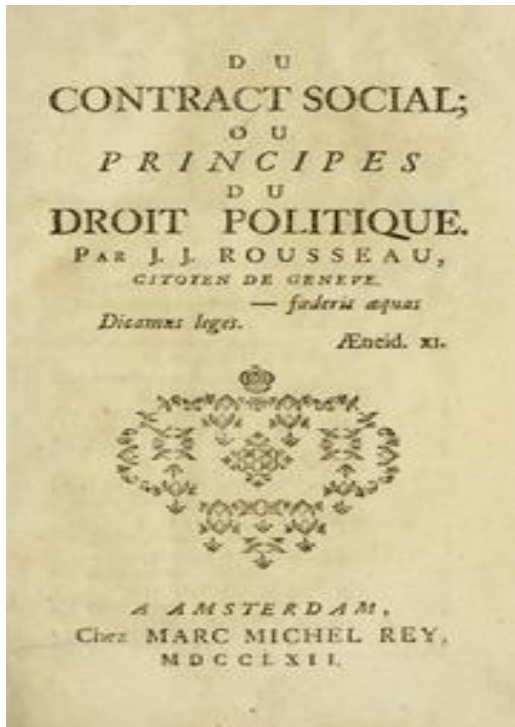
70 per cent of consumers have visited social media sites to get information;

49 per cent of these consumers made a purchase decision based on the information they found through social media sites;

60 per cent of people in the study said they are likely to use social media sites to pass along information to other online;

45 per cent of people who searched for information via social media sites engaged in word of mouth compared to 36 per cent who found information on a company or news site.

Need for a Social Contract



“The social order is a sacred right which is the basis of all rights. Nevertheless, this right does not come from nature, and must therefore be founded in conventions”

Jean Jacques Rousseau,

The Social Contract

The six Laws of the Social Contract are

1. Pure passion trumps production.

Authentic passion is critical – even more important than production – to generating a meaningful creative career in business.

The six Laws of the Social Contract are

passion

for

good, real, truthful, creative, sentimental

messaging

&

content

The six Laws of the Social Contract are

2. Community is King. Understanding the new generation of fandom is a requirement, since the group dictates the ascendance – and demise- for new social platforms creativity and commerce.

The six Laws of the Social Contract are

passion

for

messaging

&

content

are

nothing

without a

Community

The six Laws of the Social Contract are

3. Engagement-driven, not hit-driven. Fan communities can't just be addressed – they need to be collaborated with. This level of engagement empowers creators, giving them a higher level of influence than that found in traditional media.

The six Laws of the Social Contract are

continuous, ongoing
messaging

&

content programming,
engagement

in order to build

Credibility, Trust, Loyalty

The six Laws of the Social Contract are

4. Think small to be big. Thanks to community diversity and the ongoing engagement between fans and creators, the latter can financially sustain more niche business than ever before.

The six Laws of the Social Contract are

search

&

focus

at a small group/community
at a time.

Explore

every characteristic

&

behavioral pattern

Custom made strategy

The six Laws of the Social Contract are

5. Make universes, not content. Navigating and programming for all social technology platforms is cost, time and labor intensive. Approaching disparate platforms holistically as a unified brand has the opposite effect, streamlining production and easing platform navigation.

The six Laws of the Social Contract are

in the universe of
too many platforms
take the

Holistic Approach

without sacrificing
one for another.

Programming across platforms with brand stewardship in
mind is critical for building & maintaining a consistent
audience.

The six Laws of the Social Contract are

6. Revenue Grows when it disappears. The Mobile Generation hates being sold to, at least in an obvious way. As a result platforms and businesses need to engineer revenue streams that amplify-rather than interrupt- the creative experience.

The six Laws of the Social Contract are

Brands

&

Creators

have to adapt their business models

to

Amplify

rather than interrupt

content experiences

Socializing the organization

Plz

name

3 Greek companies that are active in social media

3 CEO's that are active in social media

Thank you

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