

Enterprise Social Computing Implementation Strategy

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Social computing has thrived over the past several years with consumer sites such as Facebook, Linked-In and Twitter. These sites have expanded the growth of peer groups beyond geographical and demographical boundaries and increased access to the breadth of collective intelligence on the Web. The shift of social computing within an enterprise however, has been slower to take shape. As these social aspects of Web 2.0 experiences have proved to be successful, companies are looking for ways to leverage these tools behind their firewall.

Enabling social tools such as blogs, wikis, workspaces and communities, search, RSS and more provide benefits to all users, by:

- Enhancing communication and collaboration.
- Increasing productivity in day-to-day activities and projects.
- Improving the efficiency of the business.
- Enabling information workers to find resources and colleagues quickly.
- Fostering creativity and generating collective intelligence within the company.

Organizations have a distinct set of needs and challenges that must be considered and addressed in order for any deployment of social applications and services to be successful. These key points will help establish the basics needed to define a successful enterprise social computing implementation strategy:

- Having the “if we build it, they will come” approach won’t work, as the needs of people, the relationships they create and the means in which they communicate take center stage.
- Content needs to be relevant in order to attract users to a given site. It must be easily accessible, searchable and present in order to drive users there again and again. Develop a plan about the content needed, seed the content within wikis and blogs and promote it!
- Embedded within your organization is a wealth of knowledge waiting to be found. Search needs to be a key component of your social computing strategy. If done correctly, large amounts of asynchronous, decentralized and ad hoc content will surface and provide the tacit knowledge within your organization.
- The success of social computing tools is partly due to their ease of use and self conforming nature. Creating, setting-up and using these tools must be a no-brainer for users in order for them to grow.

By taking into consideration some of these concepts in developing your enterprise social computing implementation strategy, you can build successful social tools from the ground up. If you are interested in realizing the value of these tools within your organization, Allyis can help you define, build and support your social computing strategy efforts.