

Looking in from the outside: Developing your own windows of opportunities using social media

UCISA Social Media Conference

Sue Beckingham

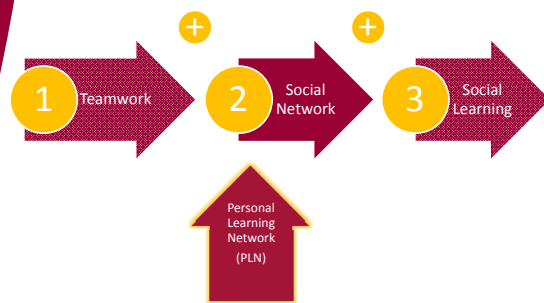


What do we do?

Focus of our work

- As educational developers and trainers it is on supporting others to learn and develop new skills.
- Keeping up to date
- Horizon scanning

A focus on PLNs



What is a team?

"A small number of people with complementary skills who are committed to a common purpose, set of performance goals, and approach for which they hold themselves mutually accountable."

Katzenbach and Smith 2005

How do we pass on information?



Within a team/organisation

Microsoft SharePoint 2010

Blackboard

STAFF INTRANET

Social ways to share

twitter

WordPress

Google docs

YouTube

yammer

Blackboard collaborate

Some findings...

- 95% of company knowledge in heads of people
- 90% of people are searching for knowledge via internet that is also available within the company
- 92% of executives are using LinkedIn *
- 69% of people think that meetings are not productive *
- In three years, 20% of business will replace e-mail with social media tools*
- Millennials make up 35% of today's workforce. This figure will rise to 47% by 2014 (BLS.gov)

* Data from: Pew, Gartner, Wall Street Journal, Nielsen, Socialnomics.net

Reasons to introduce internal social media tools

- To find colleagues and let them connect - 92%
- An easy way of keeping each other up-to-date - 54%
- Captures informal knowledge - 48%
- Keeps young employees in the company - 37%
- Offers a modern way of working and facilitate a new world of working - 32%
- Decreases the amount of e-mail - 21%
- Prepares our employees for external social media participation - 18%
- Social CRM - 17%

Features most requested

Which features are most requested?

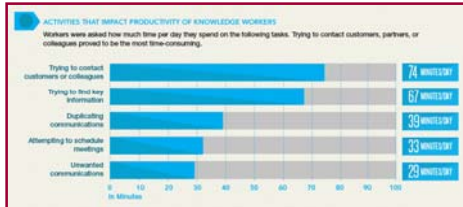
Microblogging	Find specialists	News
78%	75%	71%
Mobile client	Document collaboration	Blogs
65%	63%	54%
Video and Images	Groups	Activity streams
41%	33%	29%
Innovation cooker	Wiki	
20%	12%	

Why every company should use Internal social media

- Finding expertise using Internal Social Media is easy. It connects people cross-company
- Millennials will leave the company if not given the chance to be effective with these new ways of communicating and collaborating (35% of the current work force are millennials, rising to 47% in 2014 (BLS.gov))
- You need to make the knowledge in employees' heads accessible. This can be captured informally using social media tools
- The western economy can only survive by ways of creativity and innovation. Knowledge is everywhere. Capture ideas and acknowledge ideas using social media tools.
- Managers will increasingly be evaluated by their hierarchical status in favour of their contribution to their people and to the company. With social media tools they can prove their contribution
- Return on advertising is decreasing and the influence of personal recommendations is on the increase. Train your people how to use social media networks now, so that they are prepared for participating externally

...and more reasons

Top 5 time wasters at work



Benefits

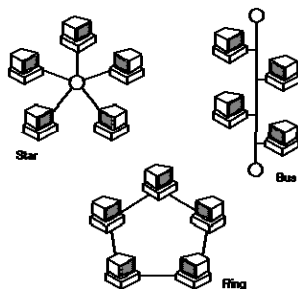
- People can connect with each other
- Easily update their colleagues
- Share knowledge and experiences
- Collaborate
- Learn efficiently

Looking Beyond the Team to the Network

What is a network?



Not this kind of network



What is a network?

“A network is a larger, informal, loosely defined group of people with various types of expertise, who can weigh in to solve different types of problems.”

Katzenbach 2012

Network benefits



Access to information, knowledge and experience

- The goal in a network is to make all the experience, skills and knowledge – tacit or explicit – available to anyone at the point of need

Anklam 2007

Network benefits



Resiliency

- The ability to survive and thrive in the face of change. Networks allow you draw upon a rich set of relationships

Anklam 2007

Network benefits



Credibility

- Participation in a network, and connections within and across networks *provides the potential* to enhance an individuals status

Anklam 2007

Network benefits



Reach

- Participation in a network, and connections within and across networks *provides the potential* to enhance an individuals status

Anklam 2007

Network benefits



Diffusion of knowledge and innovation

- Networks – *especially electronic communications* – provide the reliable way to transmit learning and ideas from one source to another

Anklam 2007

Network benefits



Collective intelligence

- Working collaboratively it is possible for anyone in a technology-advantaged network to have finger tip access to everything that the network knows and has shared

Anklam 2007

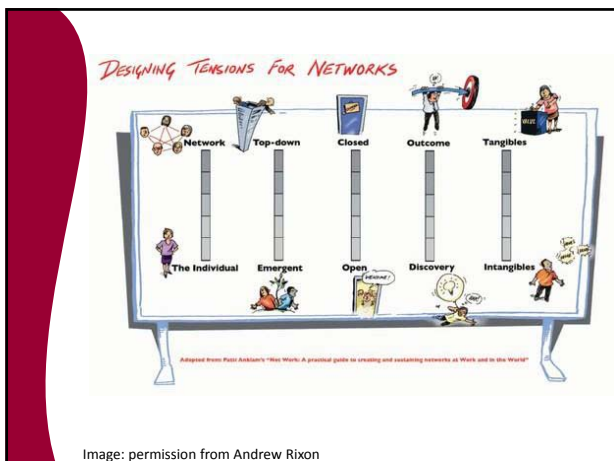
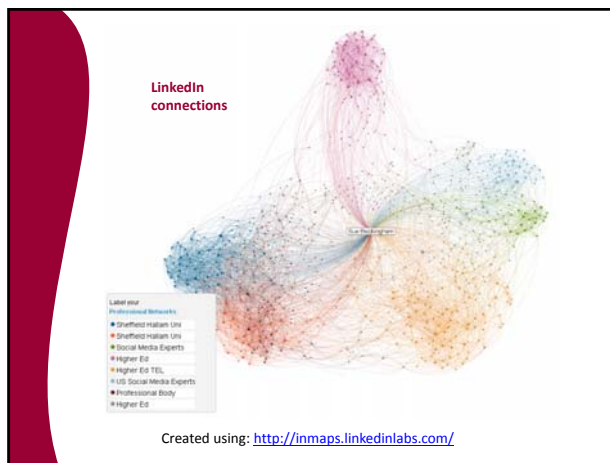
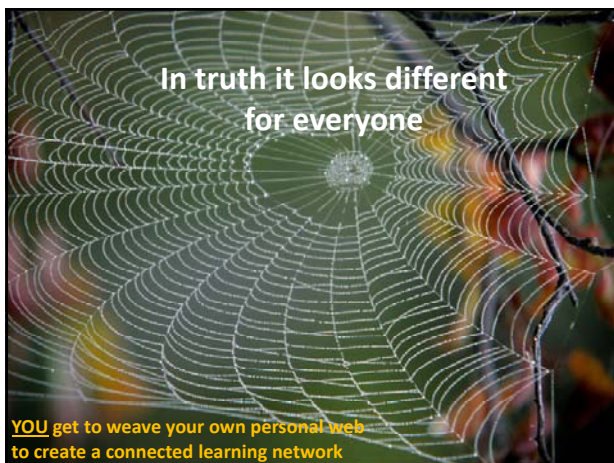
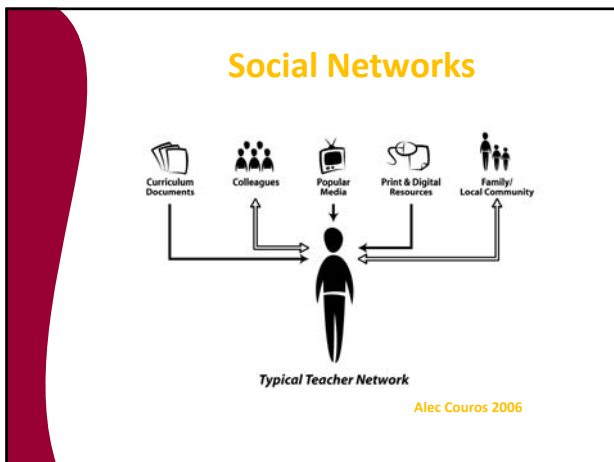
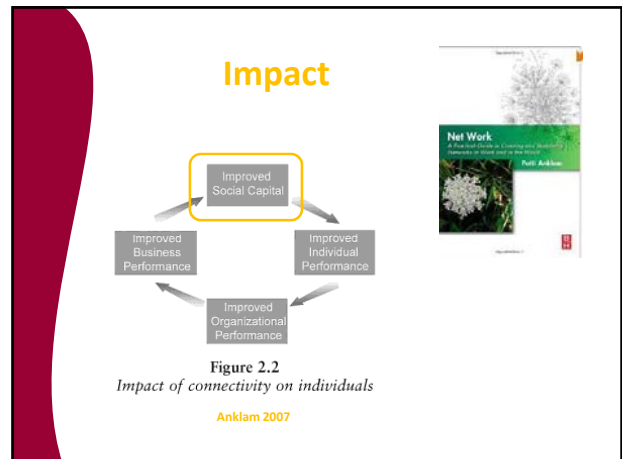
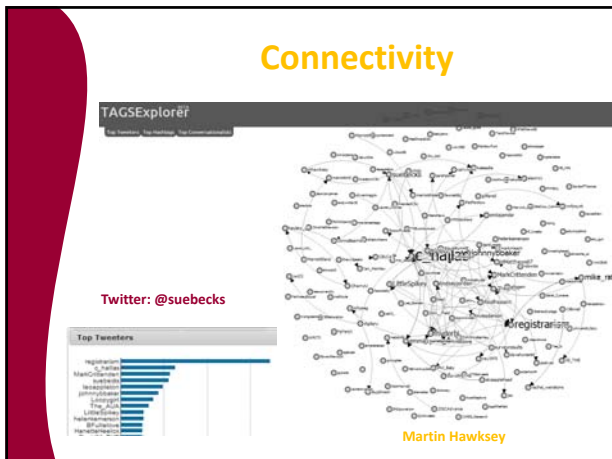


Image: permission from Andrew Rixon

What does a social network look like?





Social capital refers to

- the collective value of all “social networks” [who people know] and
- the inclinations that arise from these networks to do things for each other [“norms of reciprocity”].”

Putman 2000

Social Capital

“Social Capital is the stock of active connections among people; the trust, mutual understanding, and shared values and behaviours that bind the members of human networks and communities and make cooperative action possible.”

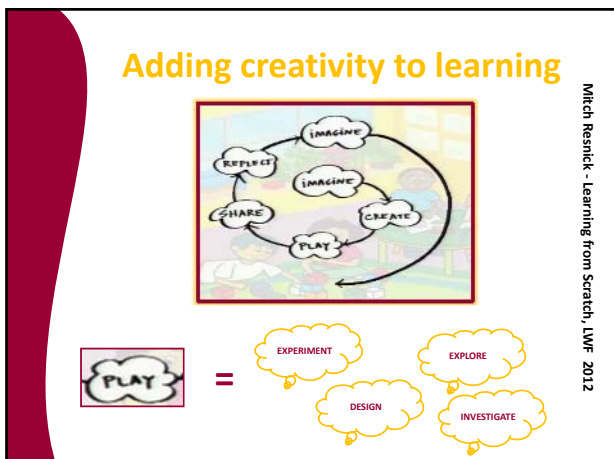
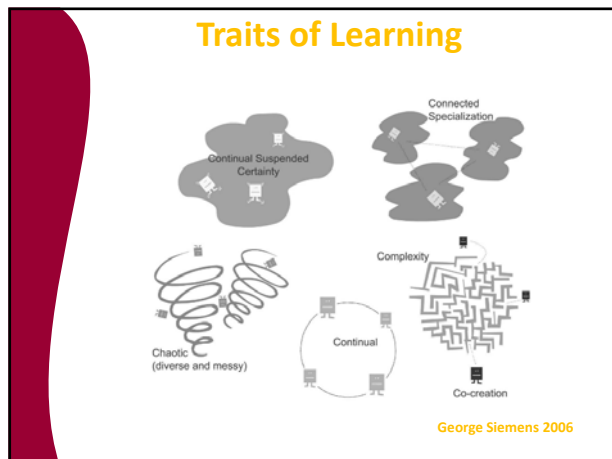
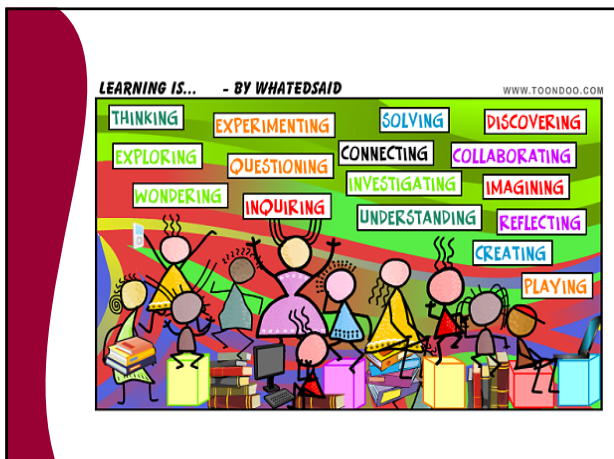
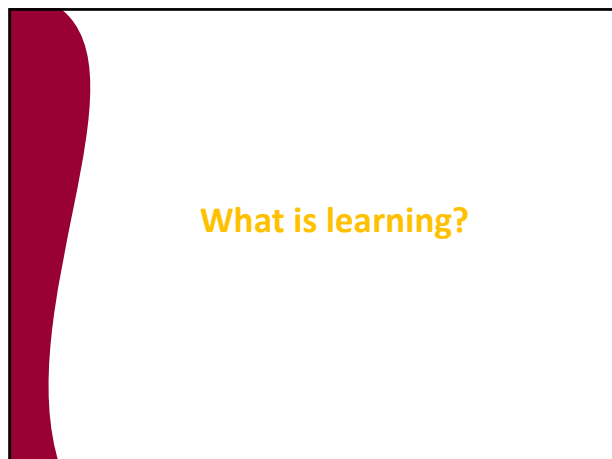
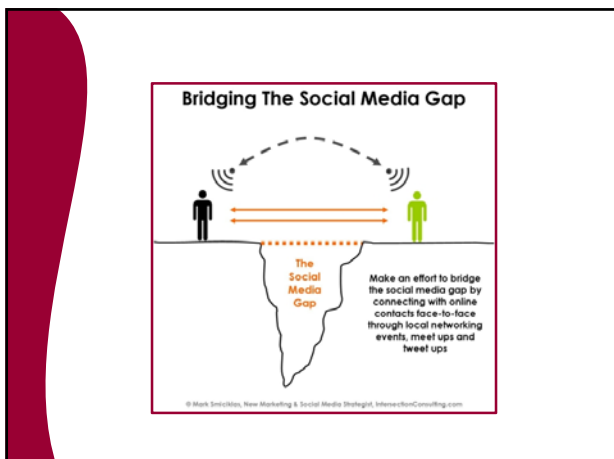
Cohen and Prusak 2001

“The central premise of social capital is that social networks have value.

Putman 2000

“The last 20 years were about forging, sharpening and distributing all the new tools to collaborate and connect. Now the real information revolution is about to begin.”

Friedman 2005

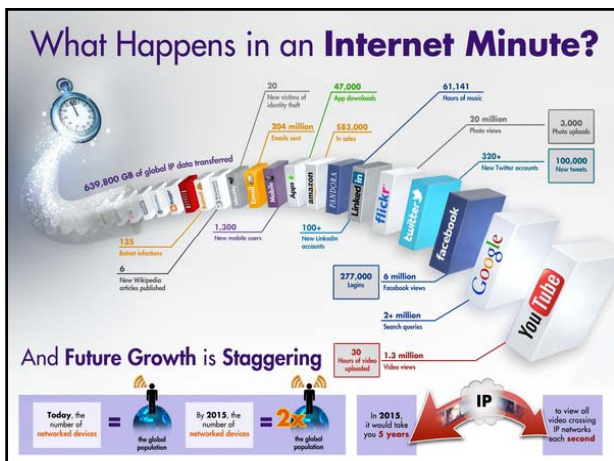




Tools to support connected learning

Alec Couros 2008

Information saturation?



Humanity will survive information deluge

“The Information Age offers much to mankind, and I would like to think that we will rise to the challenges it presents.”

But...

Sir Arthur C. Clarke

"It is vital to remember that information (in the sense of raw data) is **not** knowledge, that knowledge is **not** wisdom, and that wisdom is **not** foresight.

But information is the first essential step to all of these.

Sir Arthur C Clarke

Such concerns are not new

"As long as the centuries continue to unfold, the number of books will grow continually, and one can predict that a time will come when it will be almost as difficult to learn anything from books as the direct study of the whole universe. It will be almost as convenient to search for some bit of truth concealed in nature as it will be to find it hidden away in an immense multitude of bound volumes."

Diderot 1755

"It is not information overload, it is or filter failure"

Clay Shirky

Mavens

Mavens are "information specialists", or "people we rely upon to connect us with new information."

Malcolm Gladwell 2000

Users as Producers



"Social and participatory media offer new ways **[for anyone]** to communicate and collaborate"

Grainne Conole

Some of the social media tools I'm using to develop my own personal learning network (PLN)

LinkedIn



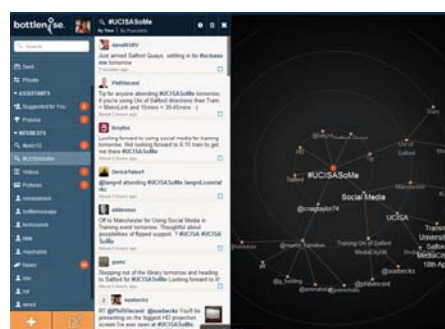
- 150 million members
- Groups
- Slideshare
- Events

Twitter



- Create lists
- Follow other people's lists
- Search facility
- # hashtags
- dashboards...

Bottlenose



Blogs




- Read
- Comment
- Create
- Curate
- Keep a reflective log

Social Bookmarking




- Diigo
- Delicious
- Pearltrees

RSS



- Google Reader
- Blogs
- Use with caution....

iGoogle




- News
- Weather
- Email
- RSS feed
- Dictionary

Flexible Access



- Possibly the most useful piece of tech I've ever bought
- Maximise the 'spare' time you have

The Message is the Medium Attention is Shifting



Email

- messages

→

Web

- documents

→

Social Media

- messages

Nova Spivack

Follow experts (with caution)

This was covered years ago in school.
You have to break it down into its
component parts to understand.


'x', as you are well aware, is an
unknown.

a 'spurt' is a drip under pressure. Put
them together and...

**"Everything that needs to
be said has already been
said. But since no-one
was listening everything
must be said again"**

Andre Gide
Author of The Immoralist

Sue Beckingham
Educational Developer
Faculty of ACES
Sheffield Hallam Uni



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<http://plus.to/suebecks>