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Nota di contenuto	The Seven Success Factors of Social Business Strategy; Copyright; Contents; 1 The Evolution of Social Business; Creating a Coherent Social Business Strategy; Introducing the Seven Success Factors of Social Business Strategy; How to Use This Book; 2 Laying Foundations: Goals, Vision, and Executive Support; Success Factor #1: Define the Overall Business Goals; Identifying Which Goals Matter; Exercise: Connect Social Goals to Organizational Goals; Tying Social Strategy to Business Goals: The Metric Holy Grail; What Happens When Business Goals Aren't Clear? Success Factor #2: Establish the Long-Term VisionCreating a Vision Statement; Exercise: Writing a Vision Statement; Success Factor #3: Ensure Executive Support; Garnering Executive Engagement; Best Practices: Getting Executives Onboard; 3 Setting the Strategy Roadmap: Identify and Prioritize Initiatives; Success Factor #4: Define the Strategy Roadmap; Identify Initiatives; Prioritize Initiatives Against Capabilities and Value; Create a Long-Term Roadmap; 4 Aligning the Organization: Establishing Governance; Success Factor #5: Establish Governance and

Guidelines; Defining the CoE

Defining Guidelines and Process Beware the Center of Excellence Pitfalls;
5 Aligning Resources and Technology; Success Factor #6: Secure Staff,
Resources, and Funding; Staffing; Education and Best Practice Sharing;
Funding and the Use of Pilot Programs; Success Factor #7: Invest in
Technology Platforms That Map to Strategy; Plan to Evolve Your
Monitoring Platform; To Scale, Invest in a Social Media Management
System; Conclusion; Notes; Acknowledgments; About the Authors

Sommario/riassunto

How to align social media with business strategy for real results For years now, businesses have approached social media in an experimental fashion unconnected to real results. There's a reason why the question about ROI is met with such hostility. But it's time for businesses to get serious about social. In this concise e-book, noted authors and disruptive technology analysts Charlene Li and Brian Solis present seven powerful factors for designing and supporting an effective social business strategy. Li and Solis studied how the best companies create measurable value that aligns with overall
