

1. Record Nr.	UNINA9910823206103321
Autore	Li Charlene
Titolo	The seven success factors of social business strategy // Charlene Li, Brian Solis
Pubbl/distr/stampa	San Francisco, : Jossey-Bass, 2013
ISBN	9781118715925 1118715926 9781118715901 111871590X
Edizione	[1st edition]
Descrizione fisica	1 online resource (86 p.)
Collana	Jossey-Bass short format series
Altri autori (Persone)	SolisBrian
Disciplina	658.4 658.4012
Soggetti	Management - Social aspects Social media Marketing - Social aspects Success in business
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
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
