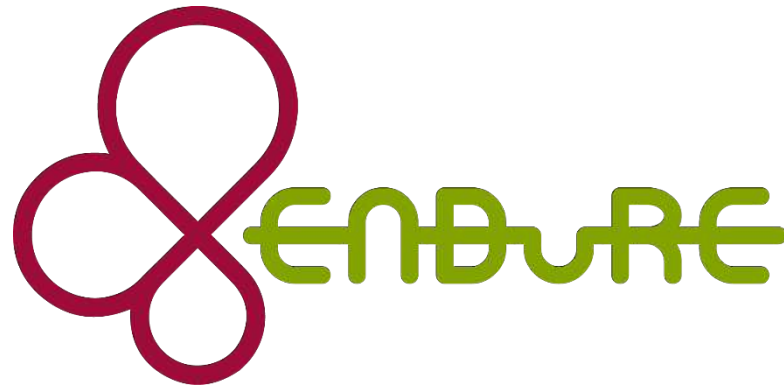




Analyse, plan and use your personal social network to reach your company success!



Co-funded by the
Erasmus+ Programme
of the European Union

The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Who I am

- *Computer scientist*
- *Member of the permanent national board for Innovation and Italian Digital Agenda*
- *Teaching Technologies for PAs*
- *Consultant for innovation*

What do I do



- President of the Association **Stati Generali dell'Innovazione**



- Teaching Technologies for PAs **Sapienza Università di Roma**

- Teaching Methods and techniques for social research, **Link Campus University**



- Member of the **Link University Campus Board**



... and... IHABICNRWTSF



***I Hate Abbreviations, Because
I Can Never Remember
What They Stand For***

https://encrypted-tbn3.gstatic.com/images?q=tbn:ANd9GcR31mgmBqp2jZaFIN8V_kUGo19x5zF88fl1VvVtS_Qd4qT29rZr2g

-

depositphotos

Intuition

Creativity? Serendipity?

- G. Marconi – radio (ionosphere)
- C. Colombo – India America

There is no reason why an inventor must understand all the implications of his invention.

(Ezra Pound)



<http://cdn.makeuseof.com/wp-content/uploads/2014/10/Creative-Ideas-Serendipity-840x420.jpg?3b9af7>

Novelty > novus > new

≠ old
≠ used



http://images.chesscomfiles.com/uploads/images_users/tiny_mce/webmaster/phpozINYs.png
http://img.freepik.com/foto-gratuito/un-vecchio-libro_2907761.jpg?size=338&ext=jpg

Add value to your company, it's worth it!



<http://customerthink.com/wp-content/uploads/ValueImage.jpg>

- work environments
- changing roles (vertically and horizontally)
- **do not adapt technologies to the processes, but redefine processes**
- listen
- mutual trust



http://3.bp.blogspot.com/-zs2wKjF_2pg/UtlPV7SaJZI/AAAAAAAAACy4/IYCipVOw_Uc/s1600/4google-office-design-700x466.jpg

Technologies



They create a new **ecosystem** and new lifestyles, they are neither good, nor bad, **nor neutral**, but require competences, strictness, ethics and discipline.

<http://thumbs.dreamstime.com/z/human-technology-interaction-26330562.jpg>

**Minds are like parachutes;
they work best when open**

•(A. Einstein)

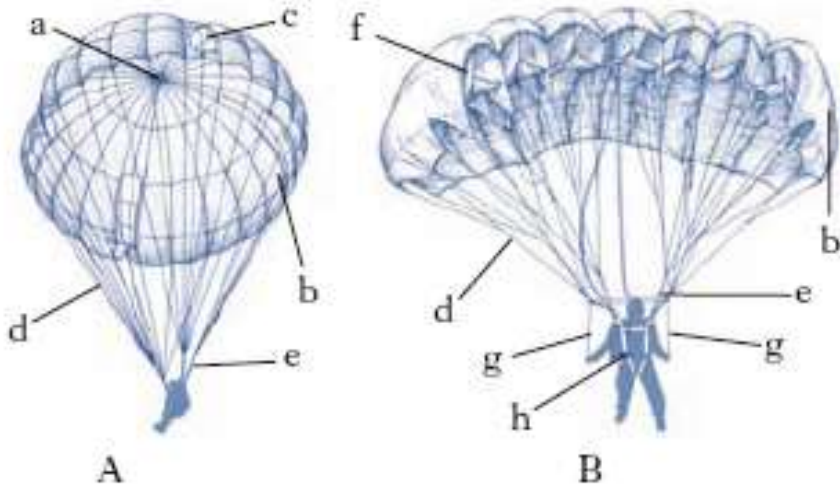


1485 - Leonardo Da Vinci
Intuition

1797 - André-Jacques Garnerin, The first
parachute jump game

1912 - Albert Berry, the
first parachute jump from a
moving airplane

Innovation!



$$F = K * v^2 = m * g$$



http://cdn1.montagna.tv/cms/wp-content/gallery/GALLERIE_MONTAGNAORG/paraleo/4.jpg



Openness...



Open Government, Open Data, Open Access, Open Source, Open Standard, Open Innovation (*H. Chesbrough*) and any other way of sharing and collaborating without the “owner attitude” in order to ensure sustainability replacing the pernicious **Not Invented Here** syndrome (**NIH**) with **Proudly Found Elsewhere...**

http://expertintegratedsystemsblog.com/wp-content/uploads/2012/07/Come+in_Were+OPEN-EDITED.jpg



Networking



Collaborative vs traditional leadership

**Be more concerned with what you
can do for others than what others
can do for you.
You'll be surprised at the results**

(John Wooden)





A present for you

3 rules that describe our perception of progress

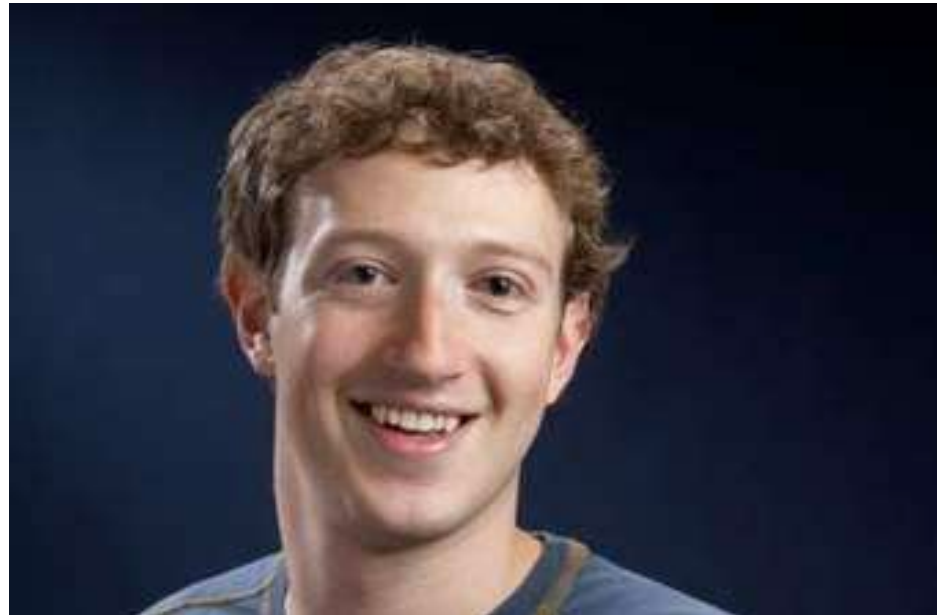


1. Anything that is in the world when you're born is normal and ordinary and is just a natural part of the way the world works.



http://www.fastweb.it/var/storage_feeds/CMS/articoli/5c1/5c1dda076c3fea1fcedbfa82258458ed/640x360.jpg

2. Anything that's invented between when you're fifteen and thirty-five is new and exciting and revolutionary and you can probably get a career in it.





3. Anything invented after
you're thirty-five is against the
natural order of things.
(Douglas Adams)

I add: after it has been in circulation for **at least ten years** it can be considered quite normal...

Internet is a place ...



...where power is exercised through influence.

- In the beginning internet offered only **monologues** (sites)
- Now **conversation** through social media is a new way of being connected
- Easy access to internet makes **everybody a potential opinion maker and influencer**



Influencers

The number of people that somebody can reach and influence depends on **personal talent** but can also be increased by **marketing strategies** aimed at orienting choices in the desired direction.

In internet (as everywhere else)
influencers lead and drive the market.

Somebody is an **influencer** if he/she possesses:

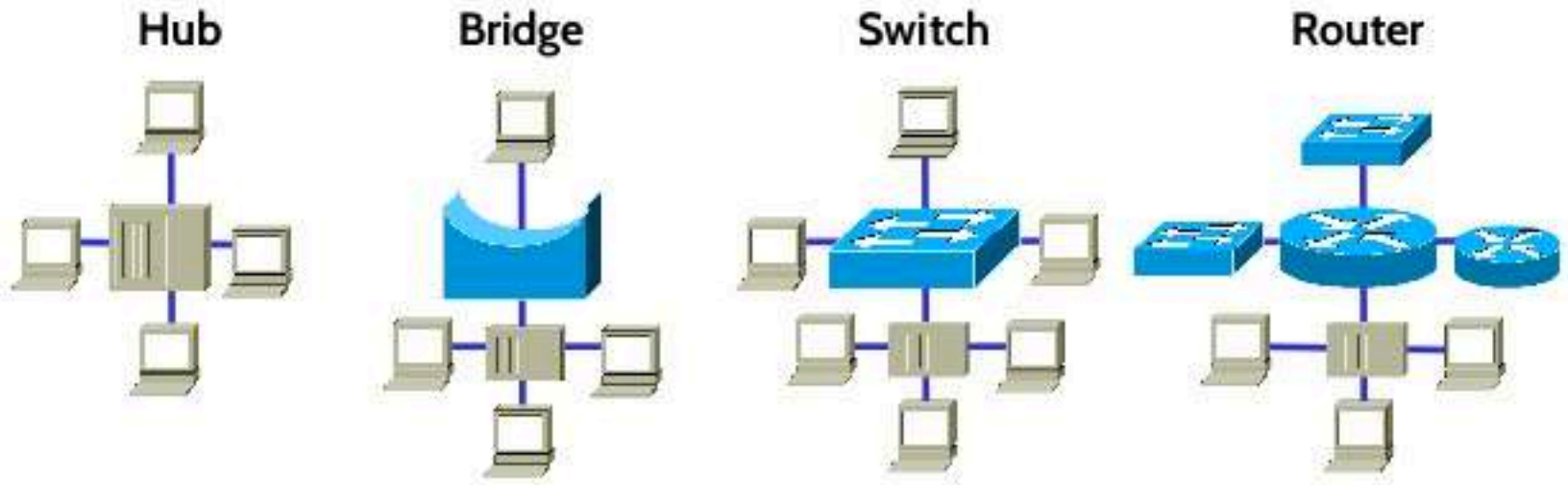
- Ability to raise emotions
- Charisma
- Knowledge



The value of the message is determined by the **reputation** of its author and of the subjects that spread it.



<http://smart-reputation.com/wp-content/uploads/2015/08/reputation-management.jpg>



Influencers' features

- Many contacts
- Ability to connect people with each other (**hub**)
- Information and Knowledge (**router**)
- Power of persuasion (in behaviour or buying choices) (**switch**)
- Ability to manage relations and connections in order to find information and skills (**bridge**)

The medium is the message (?)



Social network

A social network is a group of individuals connected with each other through different types of social ties, which can be family ties, job relations or even superficial knowledge.

The anthropologist J.A.Barnes described (1954) a social network as a set of points joined by lines. The dots represent people or groups and the lines indicate which people are interacting with each other.

Social network variables

Multiplexity: the number of relationships connecting people with each other

Symmetry: the power relationships between two people

Intensity: the degree of involvement in a tie.

Range: the number of subjects included in the network

Density: the number of interrelations among the subjects in the network compared to the total possible number

Reachability: the minimum number of links needed to connect two nodes

Clustering: subdivision of the network into homogeneous subgroups of nodes.

Social Networks and business



- #1. **LinkedIn** “The” Social network for business
- #2. **PartnerUp** online community for startups, small business owners and entrepreneurs. It connects innovators with the people helping them to build and grow their businesses.
- #3. **Meet The Boss** Business content and digital roundtables for business leaders and decision makers
- #4. **StartupNation** offers business consulting to entrepreneurs and startups
- #5. **Ryze** Ryze.com a free social networking site connecting startups and helping them to promote their own business.



Social Networks and business



- #6. **Cofoundr** a private social network for entrepreneurs, programmers, designers, investors and other individuals interested in new ventures.
- #7. **Perfect Business** helps entrepreneurs launch and grow their businesses
- #8. **Entrepreneur Connect** a site where professionals can network, communicate, and collaborate with others.
- #9 **Go Big Network** a site helping to connect companies with investors
- #10. **Unstucture.org** an open discussion platform for business professionals, bloggers and contemporary thought leaders to discuss and debate action ideas that would aid the evolution of business



Launching events with Twitter



- A few days before the event: small flashes just to attract attention and “save the date”
- Hashtag... let's work on that
- Check and follow who is talking about the event
- Live tweet with hashtag
- Post contents, pictures, videos of the event and of its backstage





KEEP
CALM
AND
#HASHTAG

Hashtag



Storify

- **Storify** is a social network service that lets the user create stories or timelines using social media such as Twitter, Facebook, Flickr, Youtube and Instagram. Storify is a good tool in order to tell an event in a “social” way.



<http://www.ebookextra.it/wordpress/wp-content/uploads/2014/01/storify-mainpic.jpg>

Big Data and Sentiment Analysis



“Big data is a term for data sets that are so large or complex that traditional data processing applications are inadequate.

Challenges include analysis, capture, data curation, search, sharing, storage, transfer, visualization, querying, updating and information privacy.

The term often refers simply to the use of predictive analytics or certain other advanced methods to extract value from data, and seldom to a particular size of data set.

Accuracy in big data may lead to more confident decision making, and better decisions can result in greater operational efficiency, cost reduction and reduced risk.”



Errors to be avoided

- Consider SN:
 - a low cost marketing
 - as a loss of time
 - an “easy” thing
- Few content
- Insufficient updating
- Lack of interaction
- Being dispersive
- Lack of SNs competences
- Ignoring analyses



http://blog.carpedia.com/Portals/36923/images/Errors_kill_credibility-resized-600.jpg

Things to do...

- Facebook: fan page, group, ...
- Twitter: personal, professional,...
- Professional and not personal life
- ROI
- Interact
- Respect
- Listen
- Timing
- Measure the results
- Social Team Building
- Cyber-security



... and say I am sorry when needed

Plan your marketing strategy on Social Networks

- Define your project, your goals, your target, your strategies
- Get to know your potential customers
- Editorial plan
- Check the level of customer engagement
- Choose your social network(s)
- Prepare periodic reports

“Content is the king” (Bill Gates)

A goal should be SMART

S

- **Specific**: State exactly what you want to accomplish (Who, What, Where, Why)

M

- **Measurable**: How will you demonstrate and evaluate the extent to which the goal has been met?

A

- **Achievable**: stretch and challenging goals within ability to achieve outcome. What is the action-oriented verb?

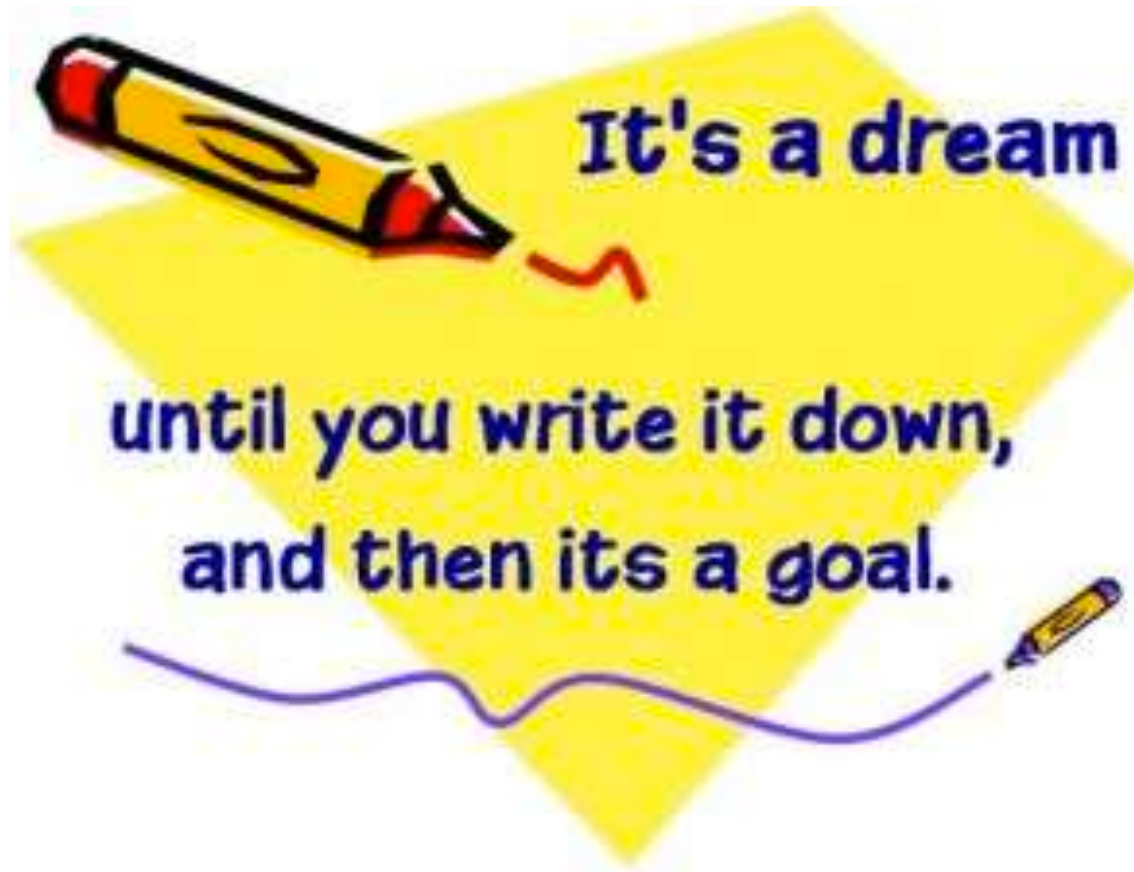
R

- **Relevant**: How does the goal tie into your key responsibilities? How is it aligned to objectives?

T

- **Time-bound**: Set 1 or more target dates, the “by when” to guide your goal to successful and timely completion (include deadlines, dates and frequency)

Be passionate!



https://encrypted-tbn2.gstatic.com/images?q=tbn:ANd9GcTZi3TooBldYjR5TJwycwoGbKho06HR3JC9cML8VUec8k6_uoQw

New



- **V**iew from different perspectives
- **I**nvolve (bottom up)
- **S**hare (knowledge, ideas, ...)
- **I**magine (no constraints in thinking)
- **O**rganize (your self first)
- **N**avigate (drive your collaborators)
- **... yet another acronym** 😊

<http://startupmanagement.org/wp-content/uploads/2015/06/vision-320x240.jpg>

Sharing

- What do you loose?
- What will you gain?



Sharing... multiplies!



What we see is mainly based on what we look for (John Lubbock)



A different part of our brain is activated when we think about what's possible as opposed to what's required. (Godin)



https://media.licdn.com/mpr/mpr/shrinknp_800_800/AAEAAQAAAAAAAAAJ0AAAAJDQ3NDBiYzk5LWlyYmItNDI3YS1iNjE2LWExNmNhZjNiODI1Ng.jpg

USER

“The users are considered as mere faceless objects for who the systems are designed”



Reframing Humans in Information Systems Development
(Hannakaisa Isomäki, Samuli

<http://www.andrehonsberg.com/media/3peeps.png>



USER...should be considered:

- **U**nique
- **S**ensible
- **E**ngageable
- **R**eactive



Customers love a company that loves its employees.

http://www.trademob.com/wp-content/uploads/2014/01/User-Acquisition-_Workshop.jpg

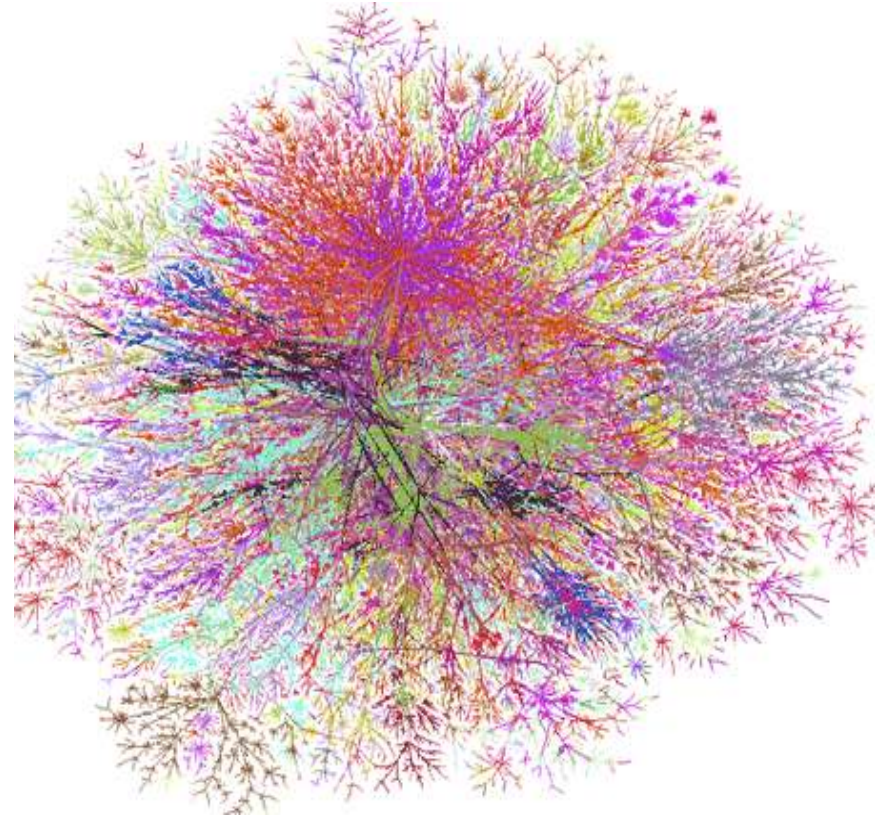
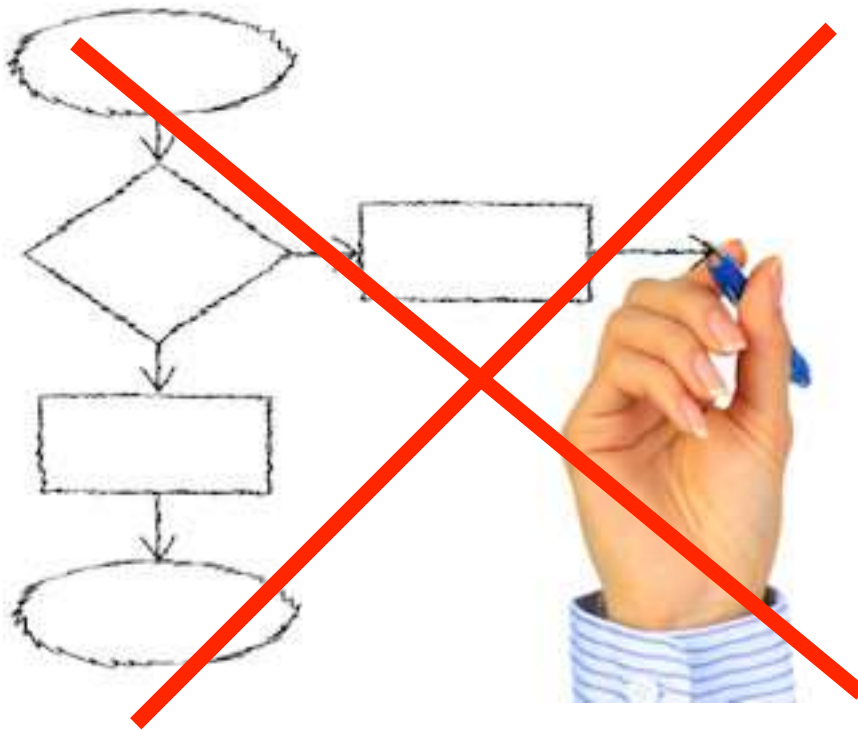
An example?



“The term **utopia** is the easiest way to get rid of what you are not able or daaring or willing to do. A dream looks like a dream until you start to do something. Only then it becomes ad aim, that is something infinitely greater.”

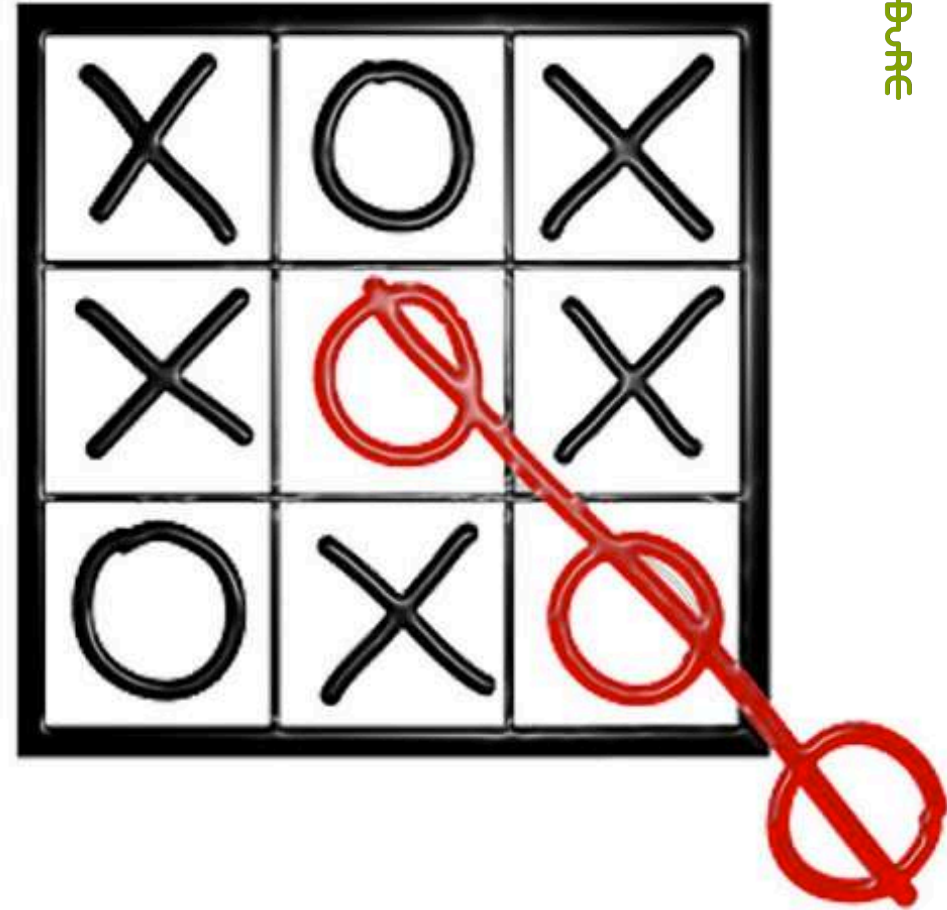
- “**The work should be a great joy** but for many people is still pain. Pain for the lack of it, pain for a useless or aimless job”
- “The factory should not look only at the index of profits. It must **distribute wealth, culture, services, democracy**”

How does the human mind work?



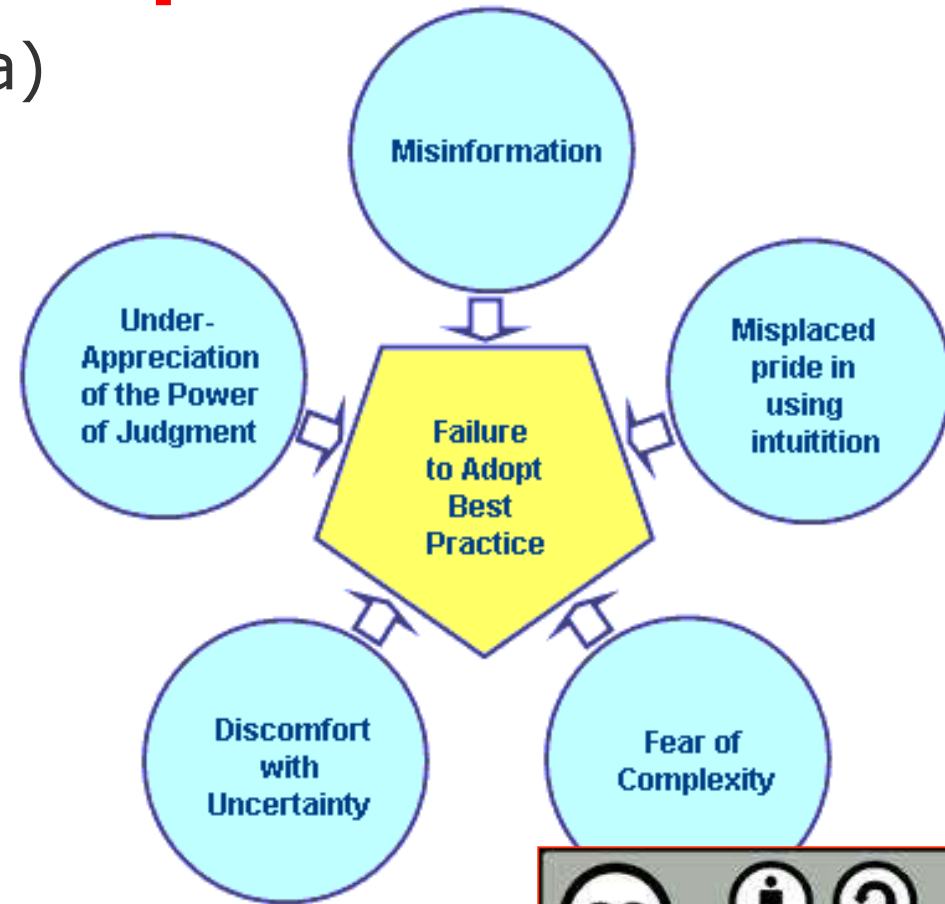
<http://www.stickyminds.com/sites/default/files/article/2015/flow-chart-algorithm.jpg>
<http://www.dolquest.info/wp-content/uploads/2012/11/image-network-C2.png>

***Enabling
condition for
this type of
innovation is
thinking and
working
"outside the
box"***



Best practices? Experts?

Many times experts fail because they're experts in the past version of the world (Vinod Khosla)



<http://prioritysystem.com/images/fig45.gif>

Do not forget...

- ***We are what the search engines say we are***
- ***90-9-1 Rule, Paul Schneider suggests that it's more 70-20-10***

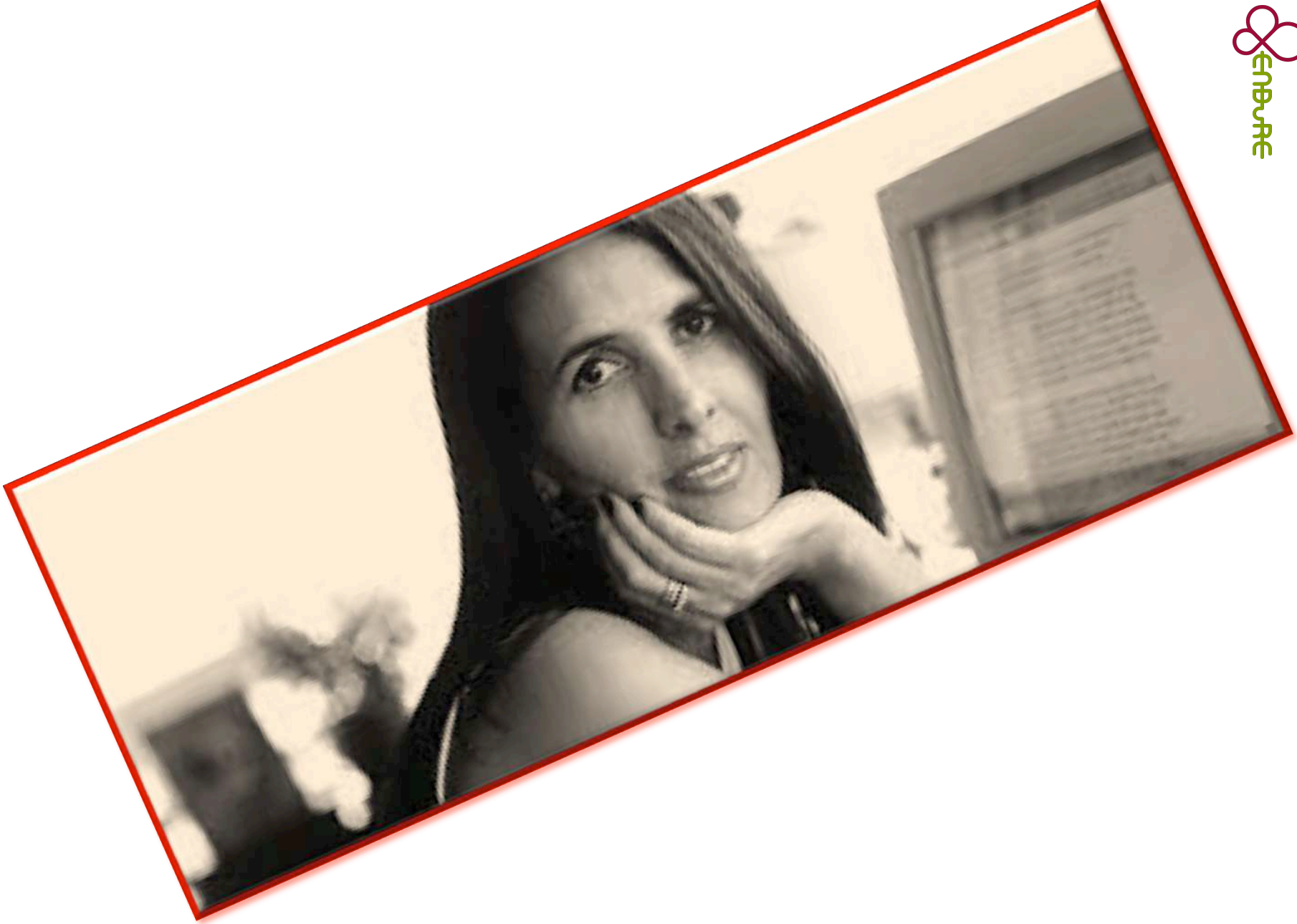


<https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcRWKwNSluYQCMAWhhSZRctxYVvK9Lt7NmxxmZAJstGGCc7TJYI7V>

Innovation?



<http://jeffdegraff.com/wp-content/uploads/2014/05/Innovation-and-Leadership-in-a-Company-Culture.jpg>



“He or she who becomes the **slave of habit**,
 who follows the same routes every day,
 who never changes pace,
 who does not risk and change the color of
 his clothes,
 who does not speak and does not
 experience,
 dies slowly.

He or she **who shuns passion**,
 who prefers black on white,
 dotting ones "it's" rather than a bundle of
 emotions, the kind that make your eyes
 glimmer,
 that turn a yawn into a smile,
 that make the heart pound in the face of
 mistakes and feelings,
 dies slowly.

...

He or she who does not turn things topsy-
 turvy,
 who is **unhappy at work**,
 who does not **risk certainty for**
uncertainty,
 to thus follow a dream,
 those who do not forego sound advice at
 least once in their lives,
 die slowly.

...

He who does not **travel**, who does not
read,
 who does not listen to **music**,
 who does not find grace in himself,
 she who does not find grace in herself,
 dies slowly.

He who slowly destroys his own self-esteem,
who does not allow himself **to be helped**,
who spends days on end complaining
about his own bad luck, about the rain that
never stops,
dies slowly.

He or she who **abandon a project before starting it**, who fail to ask questions on subjects he doesn't know, he or she who don't reply when they are asked something they do know, die slowly.

Let's try and avoid death in small doses, reminding oneself that being alive requires an effort far greater than the simple fact of breathing.

Only a burning patience will lead to the attainment of a splendid happiness.

(Martha Medeiros)

Up to you now...



<https://encrypted-tbn1.gstatic.com/images?q=tbn:ANd9GcRkdBAIJTOZrpG13dVGsRJHIQf16yhWuYnwXR2TRAtTzuvBdqIkWQ>

The real voyage of discovery consists
not in seeking new landscapes, but in
having new eyes.
(Marcel Proust)



http://www.nostrofiglio.it/il-bambino/alimentazione-salute/bambino_oculista.html

Sharing knowledge 😊



BY-SA

You are free to:

Share — copy and redistribute the material in any medium or format

Adapt — remix, transform, and build upon the material

for any purpose, even commercially.

The licensor cannot revoke these freedoms as long as you follow the license terms.

Under the following terms:



Attribution — You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.



ShareAlike — If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original.

No additional restrictions — You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits.

<https://creativecommons.org/licenses/by-sa/3.0/>



@flavia_marzano



flavia(dot)marzano (@) gmail(dot)com



it.linkedin.com/in/flaviamarzano/

<http://previews.123rf.com/images/aabb/aabb1405/aabb140500108/28391479-Thank-You-Word-Cloud-printed-on-colorful-paper-different-languages-Stock-Photo.jpg>