

SMR INT'L KNOWLEDGE SERVICES
SPOT-ON SEMINAR
November 6, 2009

LEARNING AND CONNECTING

3 TIPS FOR USING SOCIAL MEDIA NETWORKING

A Conversation with
Cindy Hill, Dale Stanley, and Guy St. Clair

TECHNOLOGY FOR KNOWLEDGE SERVICES: LEARNING AND CONNECTING

- Greetings from...
 - Dale Stanley
- Introducing
 - Cindy Hill
 - Guy St. Clair

TECHNOLOGY FOR KNOWLEDGE SERVICES: LEARNING AND CONNECTING

- The Questions:
 - What's all the buzz about social networking?
 - What's the value to the knowledge services business unit in using social networking media for learning and collaboration?
 - How can knowledge services professionals enhance this learning and collaboration experience?

TECHNOLOGY FOR KNOWLEDGE SERVICES: LEARNING AND CONNECTING

- Defining Knowledge Services:
 - management and service delivery that merges information management, knowledge management, and strategic learning
 - support knowledge development and knowledge sharing (KD/KS), the foundation of organizational effectiveness
 - the result is an enterprise-wide knowledge culture

TECHNOLOGY FOR KNOWLEDGE SERVICES: LEARNING AND CONNECTING

- Web 2.0: Using the Social Networking Media
 - Listening
 - Talking
 - Energizing
 - Supporting
 - Embracing

adapted from
*Groundswell: Winning in a World
Transformed by Social Technologies*
by Charlene Li and Josh Bernoff

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TIP # 1

- Different media for different populations
 - Learning styles
 - Generational interests
 - Value-driven purpose



Source: Martin Canchola's photostream

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TIP # 2

- ◉ Engage with people in the ways they're engaging
- ◉ Explore through manageable pilot experiments
- ◉ Provide multimedia experiences



Source: KIT's photostream

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TIP # 3

- Implementing
 - Partnering
 - Planning
 - Publicizing



Source: Andyrob

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WHAT'S NEXT?

What is the social media networking environment in your workplace?

Are there opportunities there for you to move into using social media networking?

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THANK YOU

We appreciate you joining us today and we look forward to seeing you at our next SMR International Spot-On Seminar

Want to learn more?

Join us for SLA's next KM/Knowledge Services Click U Course

[Using Technology: Connecting People with Knowledge](#)

(November 2 - November 19)

Cindy Hill/Dale Stanley/Guy St Clair

Contact Information

Guy St. Clair

SMR International

212.683.6285

smrknowledge@verizon.net

Cynthia Hill

Hill Info Consulting Group

650.254.0665

cindyvhill@HillInfoConsulting.com

Dale Stanley

Gilead Sciences

650.522.4254

Dale.Stanley@gilead.com