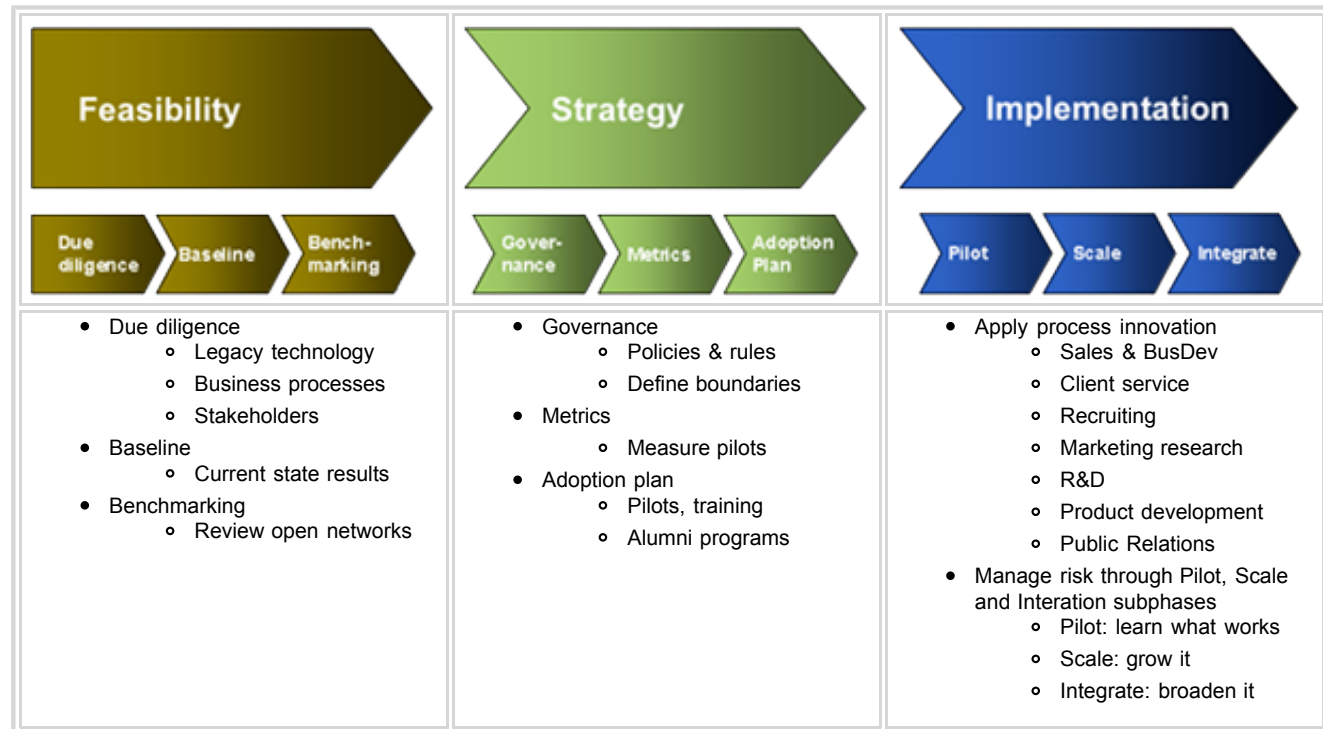
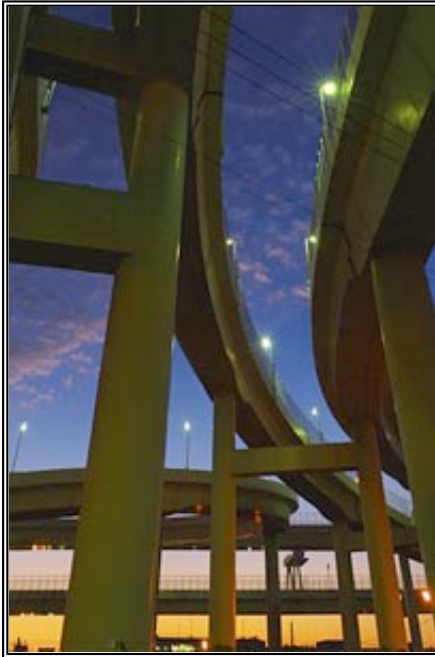




Services/Social Network Roadmap

CSRA beta launched the Social Network and Web 2.0 Roadmap at the [Social Networking Conference](#) in San Francisco. The Roadmap is a modular yet global approach to determining how your organization might best adopt Web 2.0 and social networking: we guide you in discovering what your customers, partners and competitors are doing in these emerging venues, what the adoption rate is in your industry and how you can apply these new technologies and behaviors to your business while mitigating risk. The roadmap applies equally to B2B and B2C businesses.



Learn more about the Roadmap

- [Launch news release](#)
- [Presentation](#): overview
- [Paper](#): expanded overview
- [Interview](#): Webmaster radio
- [Beta program](#) ([ask](#))
- [Adoption model](#) ([ask](#))

Use social networks to innovate in:

- Business development
- Marketing research
- Client service
- Public relations
- Human resources
- Product development