



Professional Services/Social Network Roadmap

Social Network Roadmap

The Social Network Roadmap enables companies and governments to create more value with social networking and other disruptive Web 2.0 technologies. The Roadmap is a collection of tools, processes and services that help managers to mitigate the risk of introducing social networking into their businesses—and scaling and integrating Web 2.0. The people who appreciate it most are often in situations like these:

Diversity of Engagements

- NextLevel—Various groups have experimented with any combination of Facebook, LinkedIn, blogging, Twitter and YouTube with mixed results, and management wants to formalize and expand the approach
- Go-to-market—The executive team wants a strategy to use social networks to support a major go-to-market initiative
- Orphans—The organization has launched blog(s) and abandoned them because they didn't have the resources to engage readers
- NegativeUGC—Your company or a close competitor has suffered with painful consumer generated content like United, Domino's, KFC or McDonald's and you want to mitigate the risk that it will happen to you
- Lackluster— The department has built its own social network with Lotus Connections, Microsoft Sharepoint or a pureplay platform like Ning, Small World Labs or Groupsites—with tepid results
- M&A—Management is preparing to sell the firm or merge and wants to engage stakeholders like regulators, potential buyers and analysts as well as clients
- Employees-are-us—Managers have heard about using social networks to change the alumni approach and want an approach to pilot an alumni social network
- Post-merger integration—The executive team wants a strategy for superior outplacement, attracting new talent and better collaboration among employees

The CSRA Approach

CSRA can help your company, business unit or product group to expand your horizons by understanding this new environment and the scope of hidden opportunities and threats. We can help you to acquire the capabilities you need via partnering, M&A or organic growth in new markets. Moreover, we are experts at emerging online marketing and operational business processes. We help your management team to understand that global is simply a core reality for most firms, and we help you to operationalize that reality.

To Learn More

Contact Christopher S. Rollyson via email or on +1.312.925.1549 or visit CSRA Online.



Professional Services/**Executive's Guide to Web 2.0**

Executive's Guide to Web 2.0

The Executive's Guide to Web 2.0 addresses the chasm between online social networks and executives of businesses and governments. Most leaders are too busy running their organizations to keep current on increasingly pervasive online networks like LinkedIn, Facebook, Twitter, YouTube and major blogs. They are largely unaware of how the networks work and how they might use them to increase their relevance in a rapidly digitizing world.

Moreover, if they build their own social networks, they need to know how to make them interoperate with dominant public platforms to increase leverage.

Cross-Platform Methodology

- Three-phase services delivery framework—**Vision** helps your team to understand how social networks affect the people you care most about, and other players. **Strategy** assesses your capabilities and creates a plan to implement social network initiatives. **Programs** are structured activities in which you attract and engage stakeholders using digital social networks (clients, customers, employees, channel partners, media, analysts, regulators...)
- Enterprise Process Innovation—apply social networks to the key areas of your business in order to reduce the cost of collaboration. We often focus on Business development, Recruiting, retention and outplacement, Customer-based innovation, Public relations, Product development.

Platform Consulting Services

- The Executive's Guide to LinkedIn
- The Executive's Guide to Facebook
- The Executive's Guide to Twitter
- The Executive's Guide to Blogging and Wikis

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