

# social media

# management map

USES: Exelent Only in some cases Not recommended

## Reputation management

## Corporate communication

## Event marketing

## Online Visibility











## Crisis management

## Customer service











## Knowledge Management

## Internal communication

## Recruitment

 <p><b>Google alerts</b> <b>Technorati</b></p>	<p><b>WEB ALERTS:</b> Tools like Google Alerts, Technorati Watch Lists or the creation of alerts across RSS to monitor what is published on the Web across Blogs, news websites etc. Alerts can be set up to monitor when brands, concepts or key personnel are mentioned.</p>	<p>Excellent tools for searching the Social Web. Indispensable in management of online reputation</p>	<p>Excellent tools for searching the Social Web. Indispensable for Corporate Comms management</p>	<p>Useful for controlling follow-up of events or launches, but not to communicate them</p>	<p>Contributes to ascertaining the visibility of the company in a particular network</p>	<p>Fundamental in detecting potential crisis situations that may arise</p>	<p>Follow-up of publications, no direct contact with the client</p>	<p>Not particularly helpful for Knowledge Management</p>	<p>Not applicable</p>	<p>Not applicable</p>
 <p><b>Google reader</b> <b>YAHOO!</b></p>	<p><b>RSS / SYNDICATED CONTENT:</b> Tools like Google Reader, Yahoo or FeedReader.net allow us to consult the information published in different web pages without having to visit them all individually.</p>	<p>Reading and follow-up of info in the Social Web. Basic tool for researching online reputation</p>	<p>Monitoring of corporate communication. Incorporating RSS into corporate websites informs media and users of company news</p>	<p>RSS is the virtual press room of a company allowing punctual follow-up of information published</p>	<p>Contributes significantly to the visibility of the company on the net</p>	<p>Provides the opportunity to detect potential crisis situations as these occur, or in the early stages to anticipate a potential crisis</p>	<p>Follow-up of publications and opinions but no customer contact tracking</p>	<p>Not particularly helpful for Knowledge Management</p>	<p>Useful for the purpose of obtaining news of interest to the company and sharing this with employees</p>	<p>Not applicable</p>
 <p><b>delicious</b> social bookmarking</p>	<p><b>DELICIOUS:</b> A social bookmarking web service. Allows users to share web bookmarks and shows a "hotlist" as well as "popular" and "recent" pages.</p>	<p>Helps to monitor the digital reputation of the company and make appropriate decisions</p>	<p>Helps to promote messages and the corporate image of the company</p>	<p>Good tool for monitoring the impact of a product or an event</p>	<p>Helps to increase the visibility of the company</p>	<p>The trend lists in general can help to detect potential crisis situations</p>	<p>Useful for detecting problems although the response may not be provided via this channel</p>	<p>Useful for sharing knowledge and information published on the web</p>	<p>Useful for announcing within the company what is published on the web, be it a product, competitors, etc...</p>	<p>Not applicable</p>
 <p><b>digg</b> <b>menéame</b></p>	<p><b>DIGG/MENEAME:</b> Web site based on community participation in that the registered users share content from anywhere on the net for those users to vote and comment on. It combines social bookmarking, blogging and web syndication with a publication system without editors.</p>	<p>Support for management. The content must be perceived by users as interesting and not too commercial</p>	<p>It allows companies to generate coverage of the brand. However, the content must be interesting and not excessively commercial</p>	<p>Can be used for product communications or event announcements although without commercial content</p>	<p>Interesting with a view to promoting traffic: must be active in the network and publish non-commercial content</p>	<p>May be used to detect opinions or negative news. Its usefulness will depend on how opinions posted are managed</p>	<p>May be used to ascertain users' opinions. Its usefulness will depend on how the opinions are managed</p>	<p>Not applicable</p>	<p>Not applicable</p>	<p>Not applicable</p>
 <p><b>facebook</b></p>	<p><b>FACEBOOK:</b> Most popular general social media network in the whole world. The users publish and share all kinds of information, both personal and professional.</p>	<p>Very powerful. Users can show in their profile that "they like the brand". Major interaction and greater visibility</p>	<p>Very powerful. The "problem" is saturation. There are increasingly more companies, pages, profiles, making it difficult to stand out</p>	<p>Excellent. Activities on-site or virtual, all the users of the network can be seen (without necessarily being contacts)</p>	<p>Excellent. Well indexed in search engines and exportable to other channels</p>	<p>Allows early detection of rumours or complaints</p>	<p>Excellent tool for contact with the client</p>	<p>Good channel for sharing information and exchanging opinions</p>	<p>Its potential depends on the implication that is achieved by the employees. Good option for company events, activities and innovations</p>	<p>Posting searches, receiving immediate responses and finding interesting profiles while they are not in the market</p>
 <p><b>tuenti</b></p>	<p><b>TUENTI:</b> Invite only private social networking site. Has been called the Spanish Facebook. Mainly younger people. The users publish and share all kinds of information, both personal and professional.</p>	<p>Very powerful. The average age of users reduces the spectrum but allows segmentation very easily. They are more participative users</p>	<p>Very powerful. Company pages option is recent: easier to reach with a good profile. Less competition: it is possible to stand out</p>	<p>Excellent. With many imaginative options designed for the specific network audience (videos, etc...)</p>	<p>Useful tool although it is still not very easily registered by search engines</p>	<p>Allows early detection of rumours or complaints</p>	<p>Excellent tool for creating direct contact with the client</p>	<p>Good. Immediate answers by the objective public - very well segmented - but the scope can be limited if experts want to be reached</p>	<p>Its potential depends on the characteristics of the network (average age of the users) and varies greatly depending on the type of company</p>	<p>More suitable for certain sectors: education, NGOs, voluntary work and less so for very technical and corporate profiles</p>
 <p><b>entrelectores</b></p>	<p><b>ENTRELECTORES:</b> Social network specialized in the world of books. The members share recommendations for favourite books and authors.</p>	<p>Very powerful. It offers conversations with readers who show in their profile that "they like" a certain author or type of book. Provides interaction and high visibility</p>	<p>Very powerful. Unlike Facebook there is no saturation because there is only one topic of conversation: books</p>	<p>Excellent. All the Activities or virtual comments can be seen by all users of the network (without necessarily being contacts)</p>	<p>Good tool as the contents are indexed by the search engines</p>	<p>Allows early detection of rumours or complaints</p>	<p>Excellent tool for contact with readers, librarians, booksellers, etc...</p>	<p>Good channel for sharing information and exchanging opinions</p>	<p>Not applicable</p>	<p>Useful tool for discovering new authors based on the recommendations of other readers</p>
 <p><b>11870.COM</b></p>	<p><b>11870:</b> Social network in which the users share opinions, photos and videos of places and services anywhere in the world. Has 36,000 registered users, more than 1 million companies, and over 170,000 opinions and references.</p>	<p>Excellent tool for management of digital reputation for all kinds of sectors (services, tourist establishments, products, cities, etc...)</p>	<p>Good channel for corporate communication, thanks to the company profile</p>	<p>Excellent for products and services promotion. Company profile allows you to describe business, photos, videos, tags...ffers a service of priority listings in various categories</p>	<p>Contributes to high visibility, especially to SMEs</p>	<p>Proper management of the negative comments will help avoid crisis. Will depend on company being proactive on the site</p>	<p>You can follow users' comments and opinions and talk with them directly. Promotes communication</p>	<p>Not particularly useful for Knowledge Management purposes</p>	<p>Not applicable</p>	<p>Not applicable</p>
 <p><b>dooplan.com</b> <b>k</b></p>	<p><b>NETWORKING EVENTS AND ACTIVITIES</b> type sites: Kedin, Dooplan, etc.: Web sites that add public events taking place in Spanish territory. Their users feed these networks which create and support events.</p>	<p>It is important to make the content attractive and interact with users who, in turn, add more content of value and interest to the firm</p>	<p>It is important to make the content attractive and interact with users who, in turn, add more content of value and interest to the firm</p>	<p>Excellent for the creation of events and the promotion of products linked to events (internal or external) communication</p>	<p>To increase the visibility of the company, notably by linking it to other networks with good visibility (e.g. FB, Twitter...)</p>	<p>Weak tool for crisis prevention. It can serve to detect problems</p>	<p>Valid tool for customer service related events</p>	<p>Not particularly helpful for Knowledge Management purposes</p>	<p>Valid tool for internal communication of events</p>	<p>Weak tool for attracting talent</p>
 <p><b>friendfeed</b></p>	<p><b>FRIENDFEED:</b> web site that allows you to discover and discuss interesting content found on the net and unify / show all the material relating to the company in various networks.</p>	<p>Good for managing digital reputation. Also has potential advantages for viewing content in other networks</p>	<p>Good. Gathers and displays the web presence of the company on other networks</p>	<p>Good tool for product communication and creation of events in various networks</p>	<p>Good. It increases the visibility of the company by its links with other networks (e.g. FB, Twitter, etc...)</p>	<p>It can be powerful due to its scope and visibility in all kinds of networks and channels</p>	<p>Valid: all comments may be collected, thus enabling the company to respond quickly and more easily in multiple networks and channels</p>	<p>Good tool for group management. It allows to share material of all kinds with different networks. Also allows sharing of information of all kinds in different networks</p>	<p>Excellent for sharing all kinds of information from multiple networks and channels on the company or topics of interest</p>	<p>Good tool for attracting talent</p>

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		Reputation management	Corporate communication	Event marketing	Online Visibility	Crisis management	Customer service	Knowledge Management	Internal communication	Recruitment
	<b>FOURSQUARE:</b> Social network in which users "check-in" at places visited and share recommendations of these with their contacts.	A complement to other social media channels that it links to. With limitations: its use on mobile devices or that could not be "marked" as a previous post	Good Tool for Corporate Communication. It is fundamental in creating campaigns and interesting contents	Interesting for marketing campaigns, communication of products, events, etc... although with the limitations of mobile devices	Good tool, especially for its connection to other networks with good visibility (FB, Twitter...)	Weak tool for crisis prevention. In some cases it might serve to detect problems	Weak tool for customer service	Useless vis á vis knowledge management	Not usable for internal communication	Not applicable
	<b>TWITTER:</b> This tool, that allows its users to post messages with a maximum length of 140 characters. Very powerful two-way channel of communication. It allows users to attach links to web articles, photographs and videos etc...	Powerful tool for reputation management. In order to be effective, it is necessary to interact, be transparent and contribute interesting content	Very powerful channel of communication. It is necessary to know the channel, have a clear strategy, constant interaction and communicate vertically	Powerful for communicating product launches or events and broadcasting them. Constant feedback. Excellent for investigating a market	Excellent tool to increase the visibility of the company and generate traffic to websites or blogs	Allows the detection of early rumors or complaints. Its efficiency in crisis prevention will depend on the appropriate management of the channel	Excellent tool: direct and real time communication (more effective than many call centers). It implies commitment, openness and accessibility	Excellent channel for sharing knowledge. Useful for raising doubts and offering / obtaining answers rapidly. Possibility of connecting and sharing presentations	Substitute e-mail, calls or even inter-departmental meetings for tweets. This implies transparency and accessibility of executives	Allows companies to identify most relevant people in a sector. Powerful tool to exchange ideas and opportunities
	<b>PICOTEA:</b> Microblogging tool that allows users to send messages with a maximum length of 160 characters. It allows the creation of themed groups and chats with the users of the groups. Powerful search engine.	Powerful tool for reputation management. In order to be effective, it is necessary to converse, interact, be transparent and contribute interesting content	Very powerful communication tool. It is important to have a clear strategy, constant interaction and communicate frequently	Powerful for communicating product launches or events and broadcasting them. Constant feedback. Excellent for investigating a market	Excellent tool to increase the visibility of the company and generate traffic to websites or to blogs	Allows the detection of early rumors or complaints. Its efficiency in crisis prevention will depend on the appropriate management of the channel	Excellent tool: direct and real time communication (more effective than many call centers). It implies commitment, openness and accessibility	Excellent channel for sharing knowledge. Useful for raising doubts and offering / obtaining answers rapidly. Possibility of connecting and sharing presentations	Substitute e-mail, calls or even inter-departmental meetings for tweets. This implies transparency and accessibility of executives	Allows companies to identify most relevant people in a sector. Powerful tool to exchange ideas and opportunities
	<b>FLICKR:</b> Publication of photos that can be seen, shared and uploaded for the users of the Network.	Good for creating or reinforcing brand and image. Requires good material with added value and good descriptions and labels	Good tool for launching images of interest to the company. Perfect for showing corporate image	Reinforces communication, specially with the media via the use of varied quality images	Excellent tool. Well registered in search engines and exportable to other channels	Weak, only when needed to reinforce the message with images shown in other channels	Weak customer service tool	The channel's knowledge sharing capacity is questionable	Very limited use apart from announcing appointments or events	Not applicable
	<b>YOUTUBE:</b> Publication of videos that can be seen, shared and unloaded for users of the Internet.	Excellent. For viral campaigns, very well indexed by search engines and has the potential to reinforce messages	Perfect for presentations, press conferences, announcements... It can be very powerful with the right approach	Good. Descriptive videos, tutorials, explanatory presentations... for clients, suppliers and experts	Excellent. Well registered in search engines and exportable to other channels	Powerful tool for crisis prevention and management due to its scope and visibility in all kinds of networks and channels	Its potential lies in the strength of messages made up of images and sound. With imagination it can be a form of response "due to certain consequences"	Powerful: conferences, speeches, presentations, tutorials... exportable to other networks and channels incorporating the strength of images	Limited validity, little beyond showing presentations, events...	Not applicable
	<b>VIMEO:</b> Publication of videos which can be seen, shared and downloaded by users on the web. It does not allow commercial videos, demonstrations, video games or pornography. The content must be created by the user. High-quality resolution, cleaner than Youtube video interface.	Allows you to provide information about the company. It should be used with the right approach: videos without clear commercial content	May be useful with the right approach: videos for non-commercial content	It is possible to contribute information of interest about products and events provided that a commercial approach is avoided	Well indexed in search engines and very viral tool, provided that the appropriate approach is sought and care is taken on labelling content	Not the best tool for crisis management	There are better customer service tools	A good approach in the publication of videos may help to create a reference in a given market: tutorials, conferences, etc...	Not applicable	May be a useful channel in finding profiles of interest in certain fields linked to creativity and editing
	<b>SLIDESHARE:</b> Publication of presentations that can be seen, shared and downloaded by users.	Good for creating or reinforcing the brand, particularly in specialized areas.	Good. Perfect for presentations of results, projects, studies... and for showing the corporate image	Great for presentations, especially technical and scientific... It also allows you to create and share events	Excellent. Well indexed in search engines, perfect for posting to other networks (FB, LinkedIn, Twitter, blogs etc...)	Weak tool for crisis management although it may be a technical supplement if applied in other networks	Weak tool for customer service. May be a supplement if applied in other networks	Excellent. Access to presentations, videos, sound files. Allows development of other activities: comments, votes, etc.	Excellent, especially in facilitating access to documentation, presentations, videos, events...	It can highlight individuals by looking for contributions in groups, themed interest, etc...
	<b>LINKEDIN:</b> Professional social network that allows us to create and manage a broad agenda for business contacts, suppliers and references, follow events of interest, ask for opinions, etc...	An active presence of several employees of a company, and your attitude can increase the company's reputation	It is more useful in promoting the "personal brand" than enhancing corporate communication	Access to corporate presentations by clients, suppliers and experts. It facilitates sharing and finding face-to-face or virtual events of interest to the company	It can be a good tool to increase the visibility of the company and generate traffic to company websites or blogs	It is not the best tool for crisis management	Response to doubts and questions, starting discussions, calling for events... can be a good way of maintaining quality contact with clients	Creation and participation in groups, publications, presentations (slideshare), questions, answers or comments enhance image as relevant figure in a sector	Excellent. Optimal use improves internal communication channels and shows a company in an excellent professional showcase	Excellent. Search for people with same affinities, listing of job offers, individuals can search for jobs, etc...
	<b>XING:</b> Professional social network, allows you to create and manage a broad agenda for business contacts, suppliers and references, follow events of interest, ask for opinions, etc...	It can help to reinforce the brand, especially in specialized sectors	The active participation of the company's employees in groups or forums maximizes this potential	Access to corporate presentations by clients, suppliers and experts. It facilitates sharing and finding face-to-face or virtual events of interest to the company	Relative visibility. Optimal in certain professional circles but too elitist in relation to the profile of users and the limitations of the premium service	The premium, more complete service, is an obstacle to the development of further actions	The premium, more complete service, is an obstacle to the development of further actions	Participating in groups, uploading presentations, answering comments enhances image as relevant figure in a sector	Excellent. Optimal use improves internal communication channels. Groups (open or closed) allow sharing and organising of work	Excellent. Searches for people of interest, publication of jobs available, individuals can search for jobs, etc...
	<b>EDICIONA:</b> Professional social network specializing in the publishing sector that offers the creation and management of a broad agenda for business contacts, suppliers and references, follow events of interest, asks for opinions, etc...	An active presence of several employees of a company, and your attitude can increase the company's reputation	It is more useful in promoting the "personal brand" than enhancing corporate communication	Access to corporate presentations by clients, suppliers and experts. It facilitates sharing and finding face-to-face or virtual events of interest to the company	It can be a good tool for increasing the visibility of the company and generating traffic to company websites or blogs	It is not the best tool for crisis management	Response to doubts and questions, starting discussions, calling for events... can be a good way of maintaining quality contacts with clients	Participating in groups, uploading presentations, answering comments enhances image as relevant figure in a sector	Not applicable	Excellent. Searches for people of interest, publication of jobs available, individuals can search for jobs, etc...

SIDE B

# social media management map



Infographic by María Jesús Rojas, Toñi Rico and Javier Celaya of Dosdoce.com

Translation by Mediaprism

Design: estudioh!meno.com

