



Social Computing in Microsoft SharePoint Server 2010

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Session overview

- Social computing – Why should you care?
- Microsoft journey to "social"
- Social features in SharePoint 2010
- Organizational implementation

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Categories:
Strategy, Governance, Adoption

SharePoint **Sailing** Denmark
Microsoft **Consulting** Information Work
Governance ICASA Speaker
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Let's connect....



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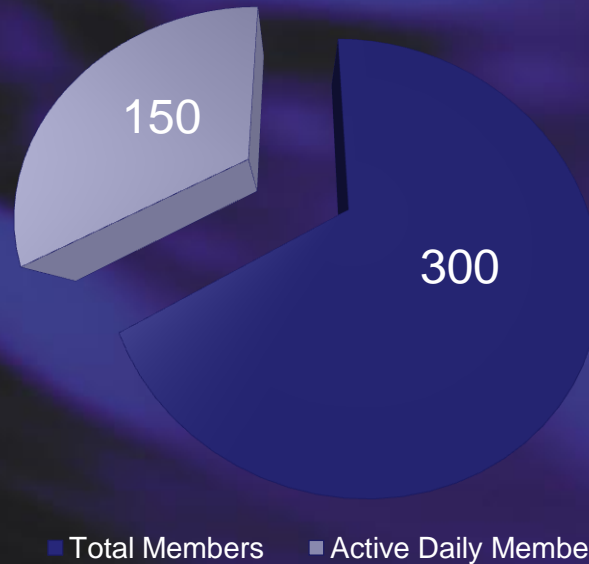


sharepointpeople.wordpress.com

Why should you care?



Members (in millions)



2/3

Outside
of College

1	China	1,333,140,000
2	India	1,169,340,000
3	United States	307,465,000
	Facebook	300,00,0000
4	Indonesia	229,965,000
5	Brazil	191,898,00

- Average of 130 friends per user
- More than 6 billion minutes are spent on Facebook each day
- More than 40 million users update their statuses at least once each day
- 10 million users become fans of Pages each day

Why should you care?

- The SOCIAL dimension
 - You trust people you know
 - People that know you trust you
 - JeffreyatDell...
 - You can learn from your customers
 - Employees too...
 - Gen Y employees live "social"


http://twitter.com/JeffreyatDell



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Jeffrey Roux (JeffreyatDell) on Twitter

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 **Dell Inc.**
Jeffrey Roux
1-800-999-3355 ext 2160096
Hi everyone! Myself and @AngelieatDell are here to answer your ?'s from @dellhomeoffers. We can help with all your PC and electronics needs! If you'd rather call I can be reached at the number above. Ask about Co-browse if you need help on Dell.com.
Website:
dell.com/homeoffers

 created at 

 **JeffreyatDell**

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[@disneymom2jhe](#) That would definitely get you the zoom! I take it you already have a bunch of the Sony memory sticks?
6 minutes ago from CoTweet in reply to disneymom2jhe

[@1stLOVEvintage](#) You could even move into a starter SLR for not much more <http://bit.ly/86sl8l> ...let me know any ?'s about either!
7 minutes ago from CoTweet in reply to 1stLOVEvintage

[@1stLOVEvintage](#) If you go p+s this is hands down my favorite <http://bit.ly/6EafVI> easy, but has a great lens. Does really well in low light.
11 minutes ago from CoTweet in reply to 1stLOVEvintage

[@pxls2prnt](#) that's a good deal! I've done some portfolio printing before, so feel free to ask any other ?'s
13 minutes ago from CoTweet in reply to pxls2prnt

[@cpoole27](#) This is a range I like <http://bit.ly/4qK9zJ> You also can't beat a 50mm with a 200-300mm zoom
about 1 hour ago from CoTweet in reply to cpole27

[@pxls2prnt](#) Epson's a great idea for portfolio work (I used one a lot in college) Something like this would work great <http://bit.ly/7cABUj>
about 1 hour ago from CoTweet in reply to pxls2prnt

[@NayabA](#) Is there anything you want to make sure the netbook can do besides go online?
about 2 hours ago from CoTweet in reply to NayabA

Name Jeffrey Roux
Location Round Rock, TX
Web <http://www.twitter.com/JeffreyatDell>
Bio Hi everyone! Myself and @AngelieatDell are here to answer your ?'s from @dellhomeoffers. We also handle PC and Electronics needs.

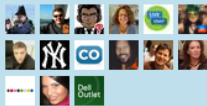
15 following 19 followers 0 listed


Tweets 277

Favorites

Actions
[block JeffreyatDell](#)
[report for spam](#)

Following



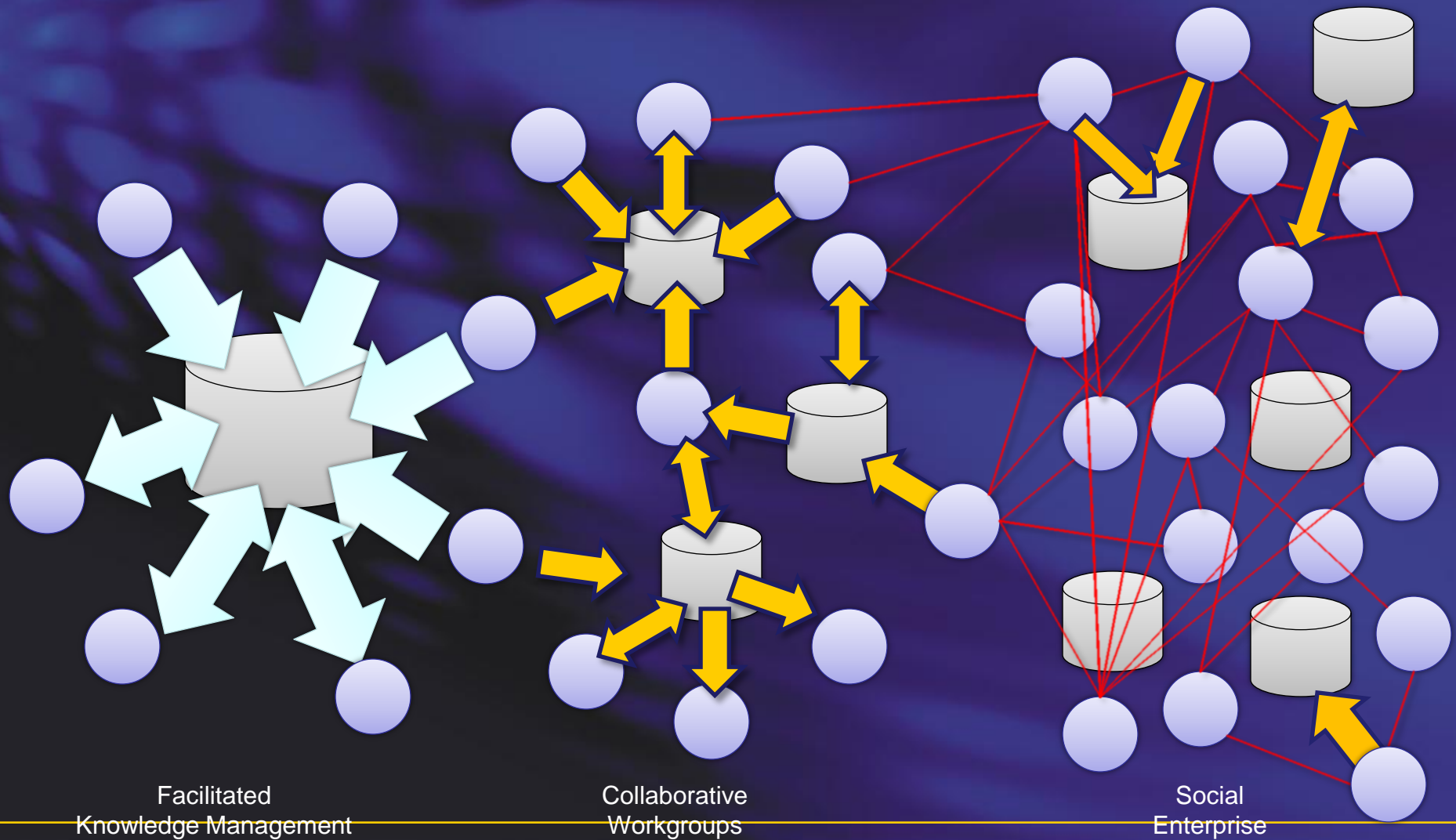
 [RSS feed of JeffreyatDell's tweets](#)

Internet | Protected Mode: On 100%

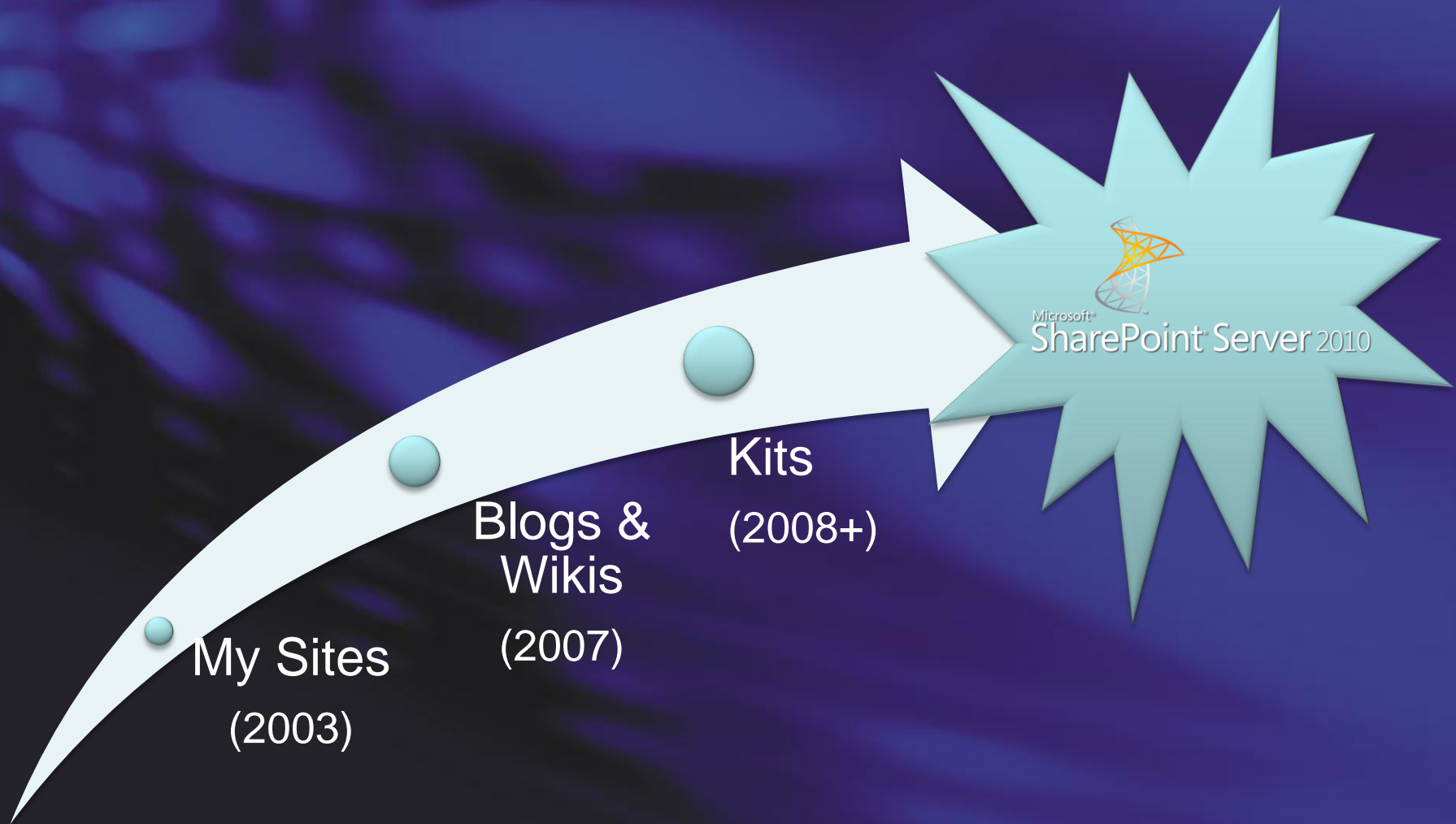
Why should you care?

- Enterprise Value
 - Lower the cost of sharing and organizing
 - Find new networks and knowledge
 - Boost of employee engagement
- Typical "old-timers" statements
 - *We will loose control over what our people do...*
 - *I will loose my value as an employee...*

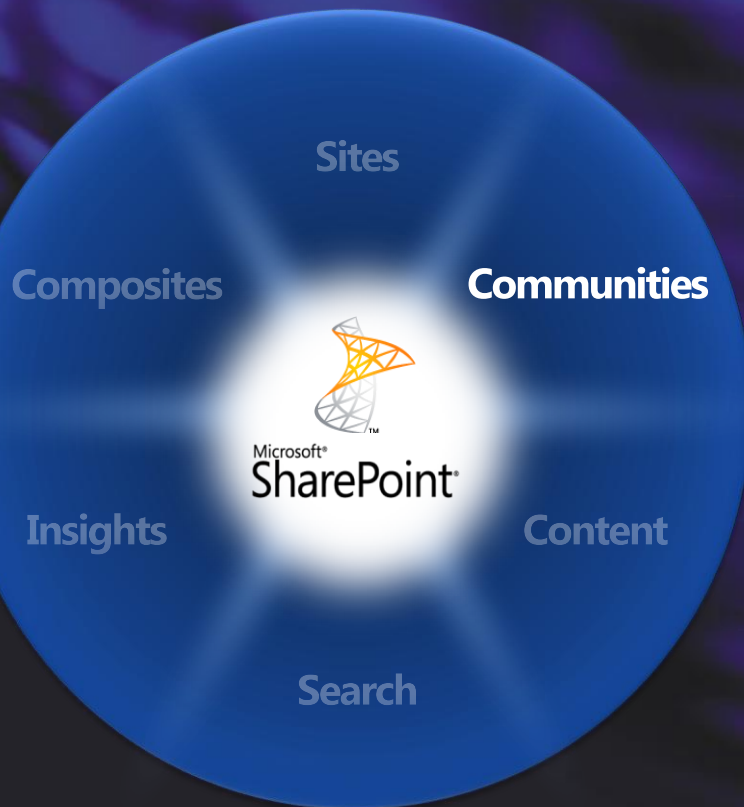
Evolution of Social computing



Microsoft's road to "social"



SharePoint Server 2010



Connect and empower people

Cut costs with a unified infrastructure

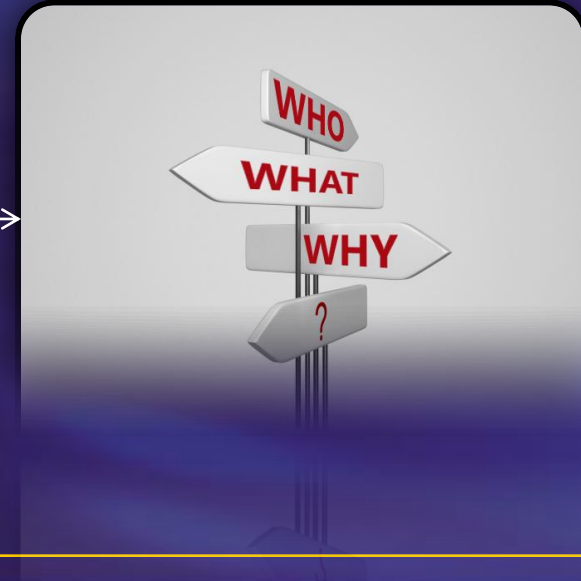
Rapidly respond to business needs



Social demonstration

New marketing manager in Contoso, Phyllis Harris

Organizational implementation strategy







CHRIS HOWARD, BURTON GROUP

***“THE ANTI-SOCIAL
ORGANIZATION IS
ULTIMATELY NON-
PRODUCTIVE”***

Chris Howard, vice president and research director for the Burton Group

NASA, Booz Allen Hamilton find treasure in social networking

By John Fontana , Network World , 07/31/2009

Questions

Let's connect....



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Connect for more information and discussions

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