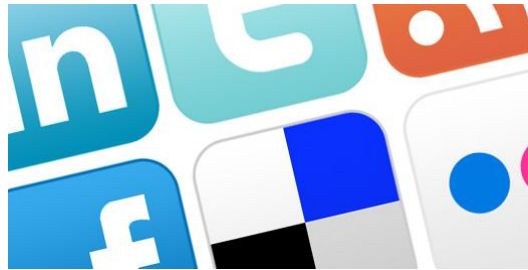
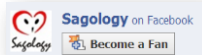


Social Knowledge: Are we ready for the Future?

1

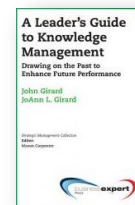
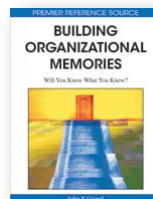


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My Story ... My Perspective

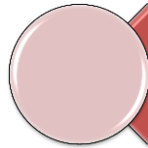
2



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Social Media: Three Themes

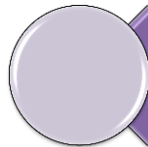
3



Know Your
Environment



Understand the
Groundswell



Listen, Learn,
Lead

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Know Your Environment . . .

4

Plain
English
Campaign



" . . . there are known knowns; there are things we know that we know. There are known unknowns; that is to say there are things that we now know we don't know. But there are also unknown unknowns — there are things that we do not know we don't know."

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Runner Up

5

"I think that gay marriage is something that should be between a man and a woman."

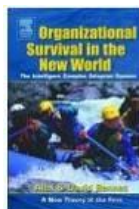
Plain
English
Campaign



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Knowns and Unknowns

6



<i>Unknown Knowns</i>	<i>Unknown Unknowns</i>
<i>Known Knowns</i>	<i>Known Unknowns</i>

HP Wal-Mart

Comp. Intell

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Unknown unknowns

7

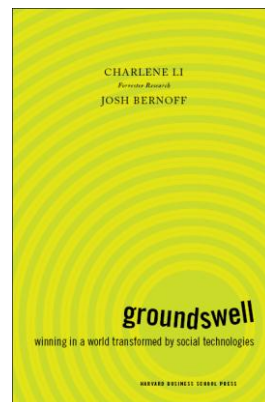
Somewhere on the West Coast

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Social Technology

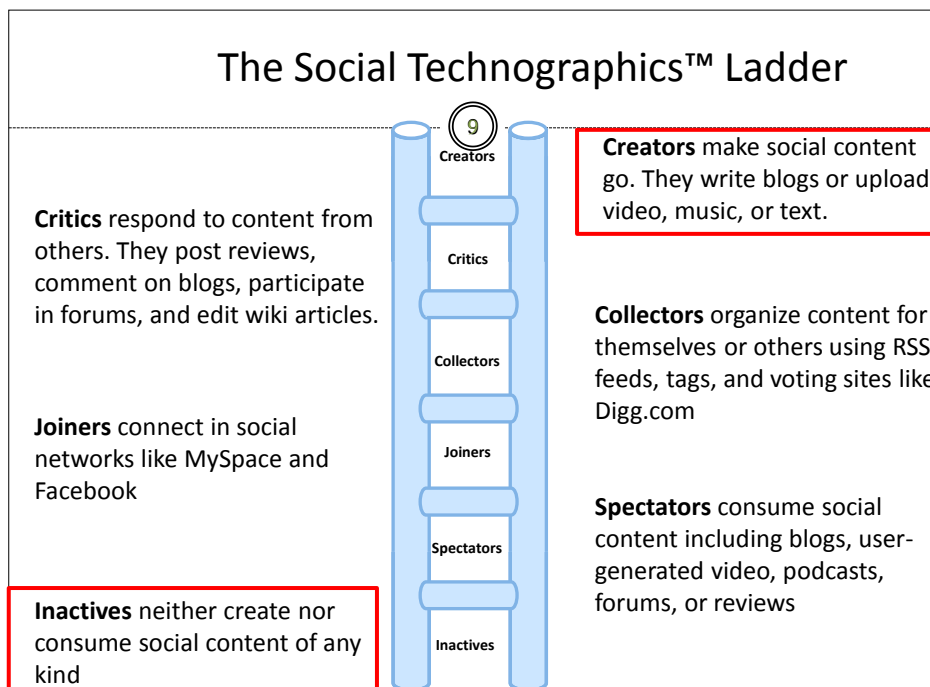
8

“A social trend in which
people use technologies
to get the things they
need from each other,
rather than from
traditional institutions
like corporations.”

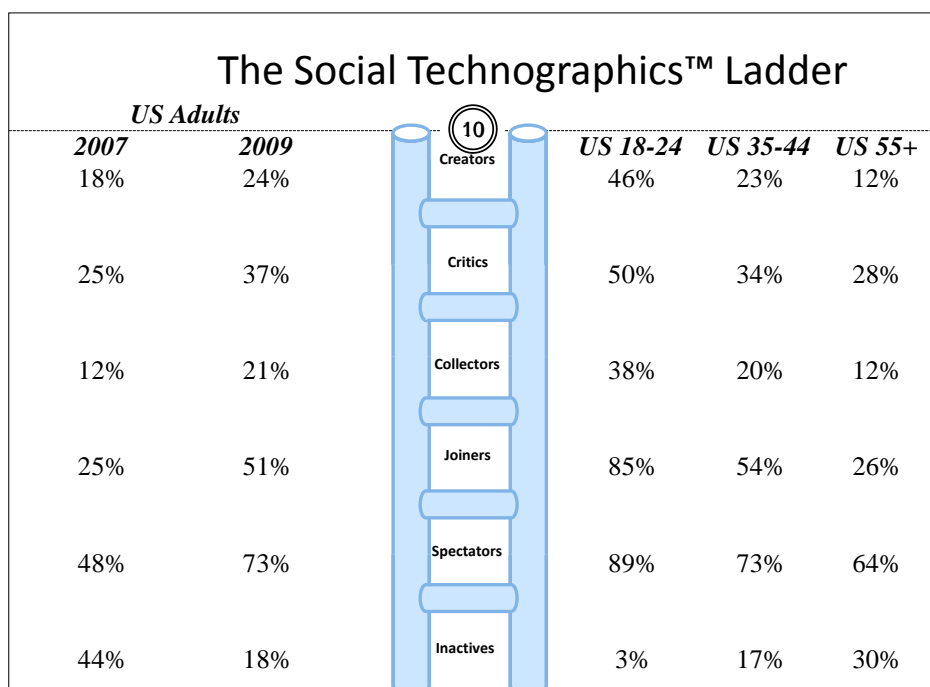


groundswell.forrester.com

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The Generation Game

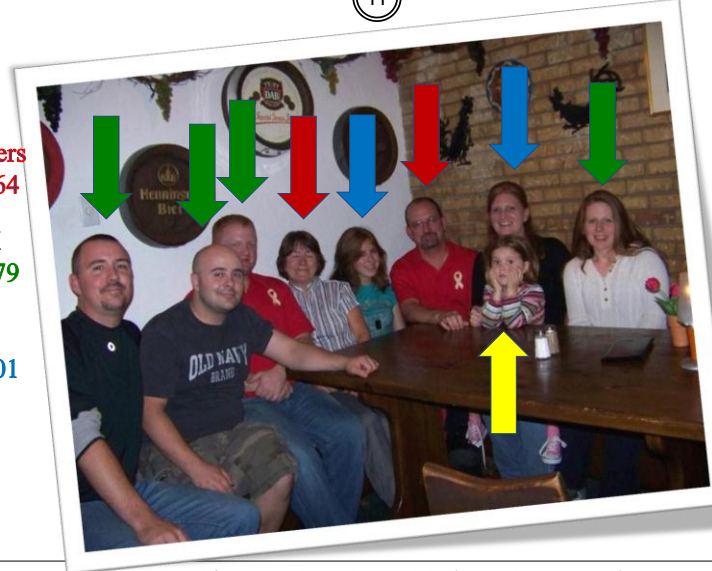
11

Baby
Boomers
1946-64

Gen X
1965-79

Gen Y
1980-01

Gen Z
2001 -



80M in US

46M

76M

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Digital Native or Digital Immigrant?

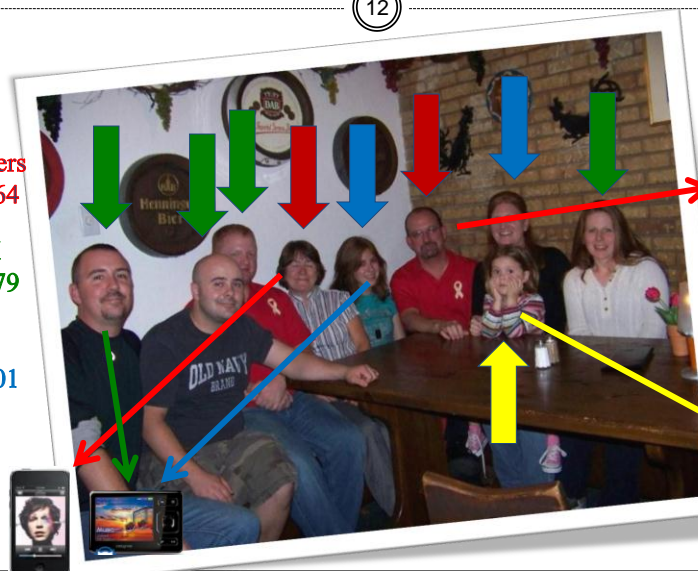
12

Baby
Boomers
1946-64

Gen X
1965-79

Gen Y
1980-01

Gen Z
2001 -



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Global Top Internet Sites (Reach) – 8 Sep 2010

13

<http://www.alexa.com/topsites/>

1. Google
2. Facebook
3. YouTube
4. Yahoo!
5. Live
6. Wikipedia
7. Baidu
8. Blogger
9. MSN
10. Twitter

1. Google
2. Facebook
3. Yahoo!
4. YouTube
5. Amazon
6. Wikipedia
7. eBay
8. Craigslist
9. Twitter
10. Blogger



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Why **facebook** Matters

14

> 500M
active users

> 250M login
daily

130 friends is
average

30B pieces of
“stuff” shared
each week

70% of users
outside USA

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Why **facebook** Matters in



15



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Why **facebook** Matters in



16

97,180 users
(18-25) in
North Dakota

66,500 users
(26-34) in
North Dakota

44,180 users
(35-44) in
North Dakota

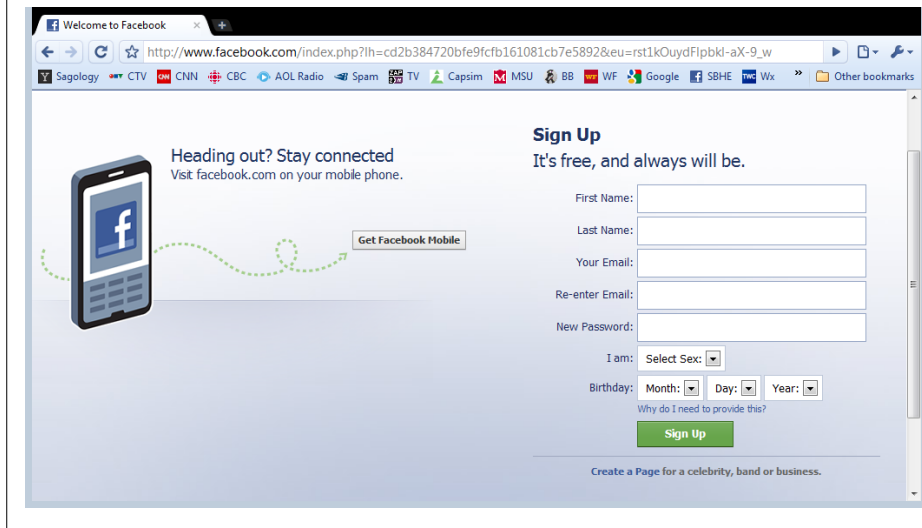
34,260 users
(45-54) in
North Dakota

32,200 users
(55+) in
North Dakota

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Personal, Professional, or Both?

17



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Facebook Example

18



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Connecting with People

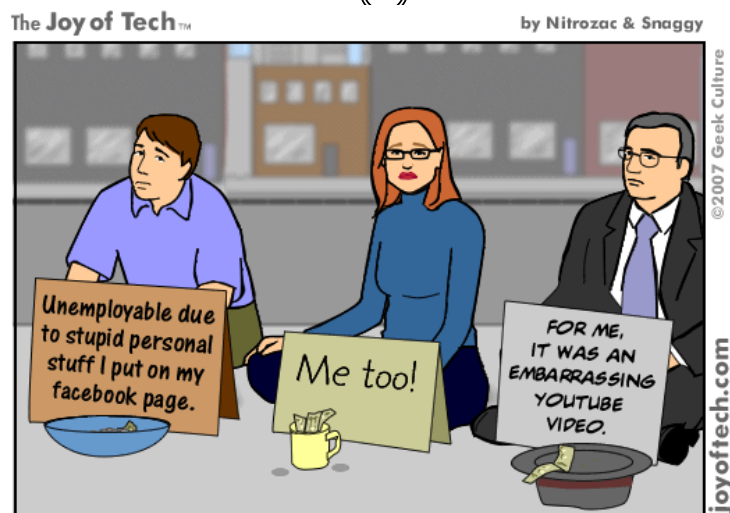
19



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Think before you post . . .

20



Signs of the social networking times.

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WIKIPEDIA

English
The Free Encyclopedia
3 256 000+ articles

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フリー百科事典
669 000+ 記事

Deutsch
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1 054 000+ Artikel

Español
La enciclopedia libre
588 000+ artículos

Français
L'encyclopédie libre
937 000+ articles

Polski
Wolna encyklopedia
690 000+ haseł

Italiano
L'enciclopedia libera
678 000+ voci

Русский
Свободная энциклопедия
525 000+ статей

Português
A enciclopédia livre
560 000+ artigos

Nederlands
De vrije encyclopedie
598 000+ artikelen

?

Wikipedia is driven by a global community of more than 150,000 volunteers—all dedicated to sharing knowledge freely. Over almost eight years, these volunteers have contributed more than 11 million articles in 265 languages. More than 275 million people come to our website every month to access information, free of charge and free of advertising.

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Convergence

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The image displays a screenshot of the Sagology website, which is a convergence of various digital content. The website features a header with the Sagology logo and navigation links. The main content area is divided into several sections, including:

- Home**: A central section with a large image of John Girard and text about the UAE KM Forum 2010.
- Books**: A section titled "Virtual Business Book by John Girard, Cindy Gordon & John Girard".
- Events**: A section titled "Speaking Engagements" with a link to the UAE KM Forum 2010.
- Features**: A section titled "UAE KM Forum 2010 - June 2010 - Abu Dhabi".
- Recent Articles**: A section with links to "UAE KM Forum 2010 - June 2010 - Abu Dhabi" and "UAE KM Forum 2010 - June 2010 - Abu Dhabi".
- Verety: Virtual Business in Action**: A section with a link to "Verety: Virtual Business in Action".
- John's Interview on KSA2 Television**: A section with a link to "John's Interview on KSA2 Television".
- Sagology and Success: Steps form Strategio**: A section with a link to "Sagology and Success: Steps form Strategio".
- Canadian Manager Magazine Features our New Book**: A section with a link to "Canadian Manager Magazine Features our New Book".
- The Future of Management... Are you Ready?**: A section with a link to "The Future of Management... Are you Ready?".

The website also includes a sidebar with a search bar and a list of recent articles. The overall design is professional and informative, reflecting the convergence of various digital content into a single platform.

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Social Media Action Plan

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Leading the Conversation

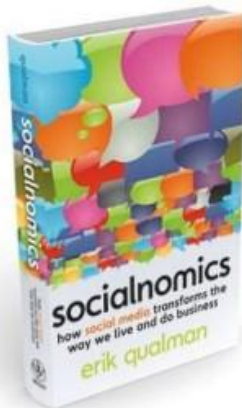
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***Make sure your
message is clear***

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Are you ready?

25



<http://socialnomics.net/>

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Social Knowledge: Are we ready for the Future?

26



John P. Girard, Ph.D.

