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Enhancing Organizational Communication and Collaboration Using Social Media

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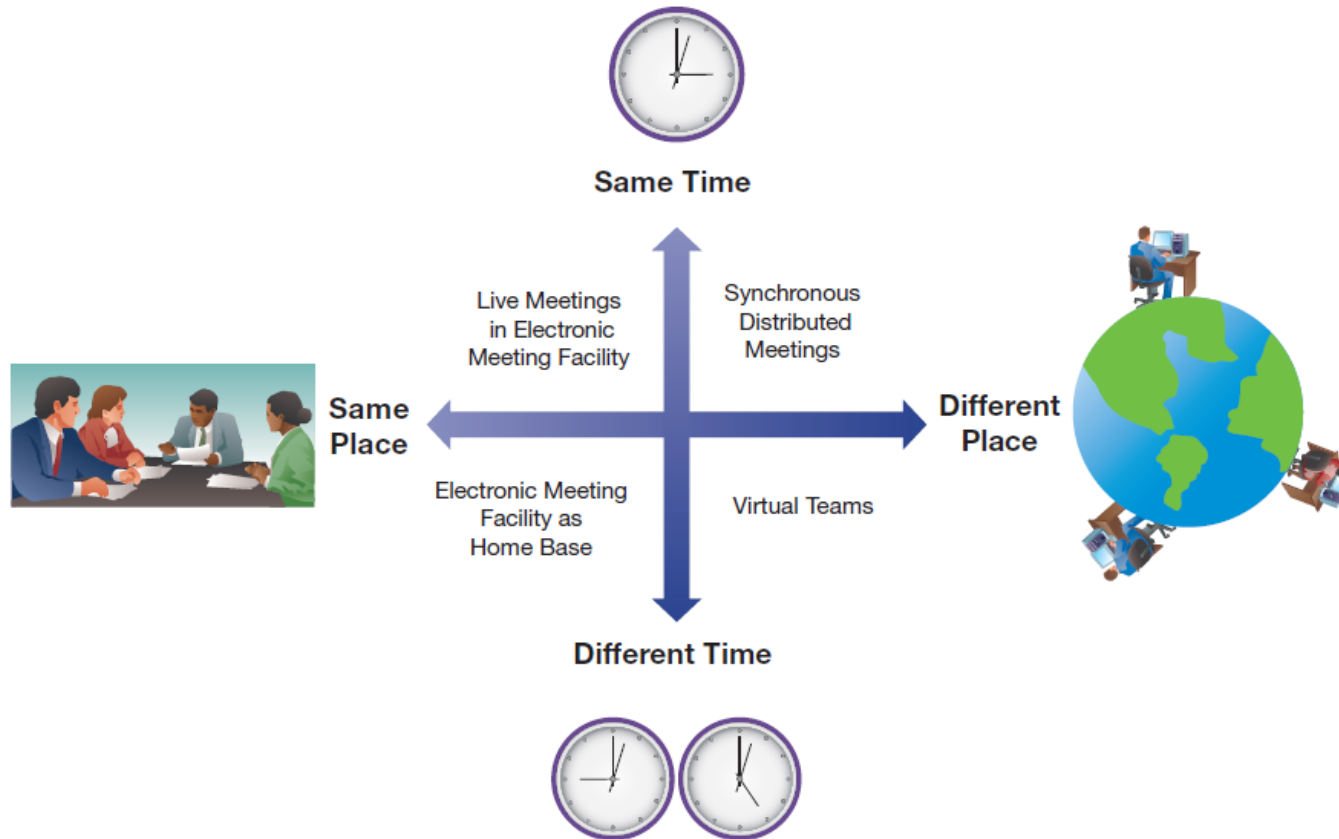
Virtual Team



Source: Toria/Shutterstock



Group Ware





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Electronic Meeting System (EMS)



An electronic meeting system utilizes networked computers and sophisticated software to support various group tasks.



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Manfaat Media Sosial untuk Komunikasi Organisasi

- Meningkatkan interaksi antar karyawan
- Mempercepat penyebaran informasi
- Mendukung kerja tim yang lebih baik

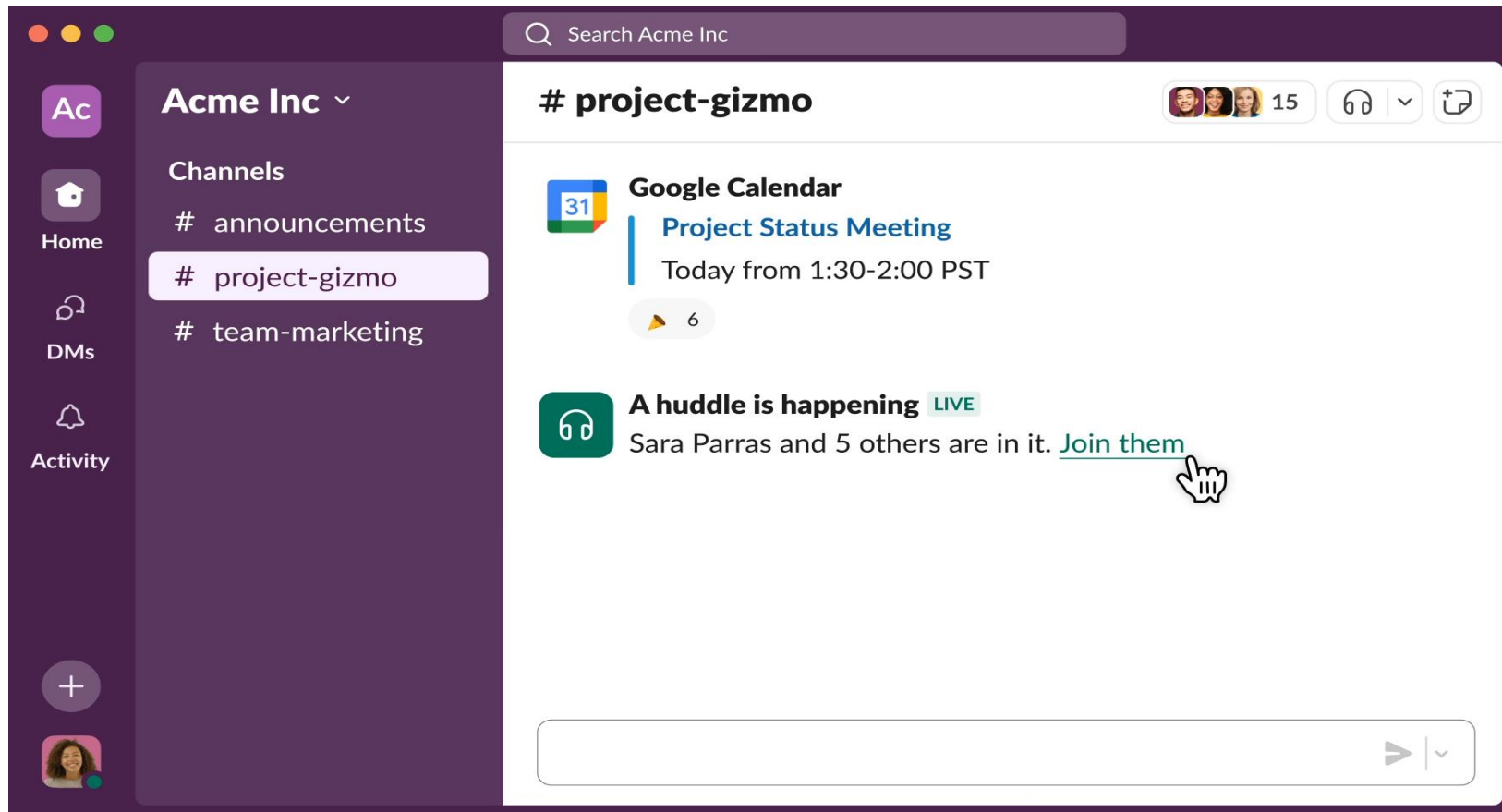


Contoh Penggunaan Media Sosial

- Penggunaan Slack untuk komunikasi tim
- Menggunakan LinkedIn untuk networking
- Platform seperti Trello untuk manajemen proyek



Slack (komunikasi TIM)



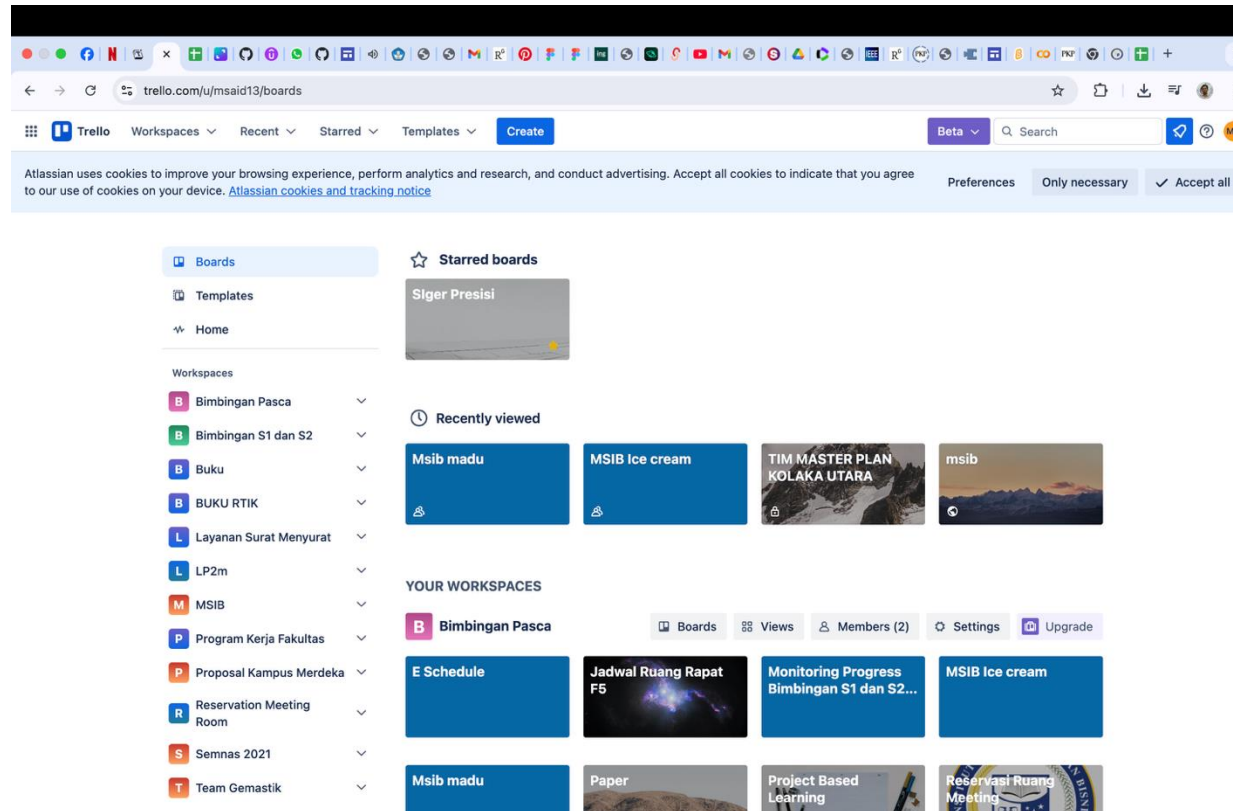


LinkedIn (networking)

The screenshot shows a LinkedIn feed on a web browser. The browser's address bar displays 'linkedin.com/feed/'. The LinkedIn navigation bar includes icons for Home, My Network, Jobs, Messaging, Notifications, and Me. The main content area features a user profile for Muhammad Said H., a job update for Arini Sofyan at Vena Energy, and a promoted post for Turnitin. The right sidebar contains 'Today's puzzle games', 'Add to your feed' recommendations, and a 'Messaging' window at the bottom.



Trello (Manajemen Proyek)





Contoh Lain: Komunitas Akademik

- Penggunaan platform seperti ResearchGate dan Academia.edu untuk berbagi penelitian.
- Diskusi dan kolaborasi antar peneliti dari berbagai universitas.

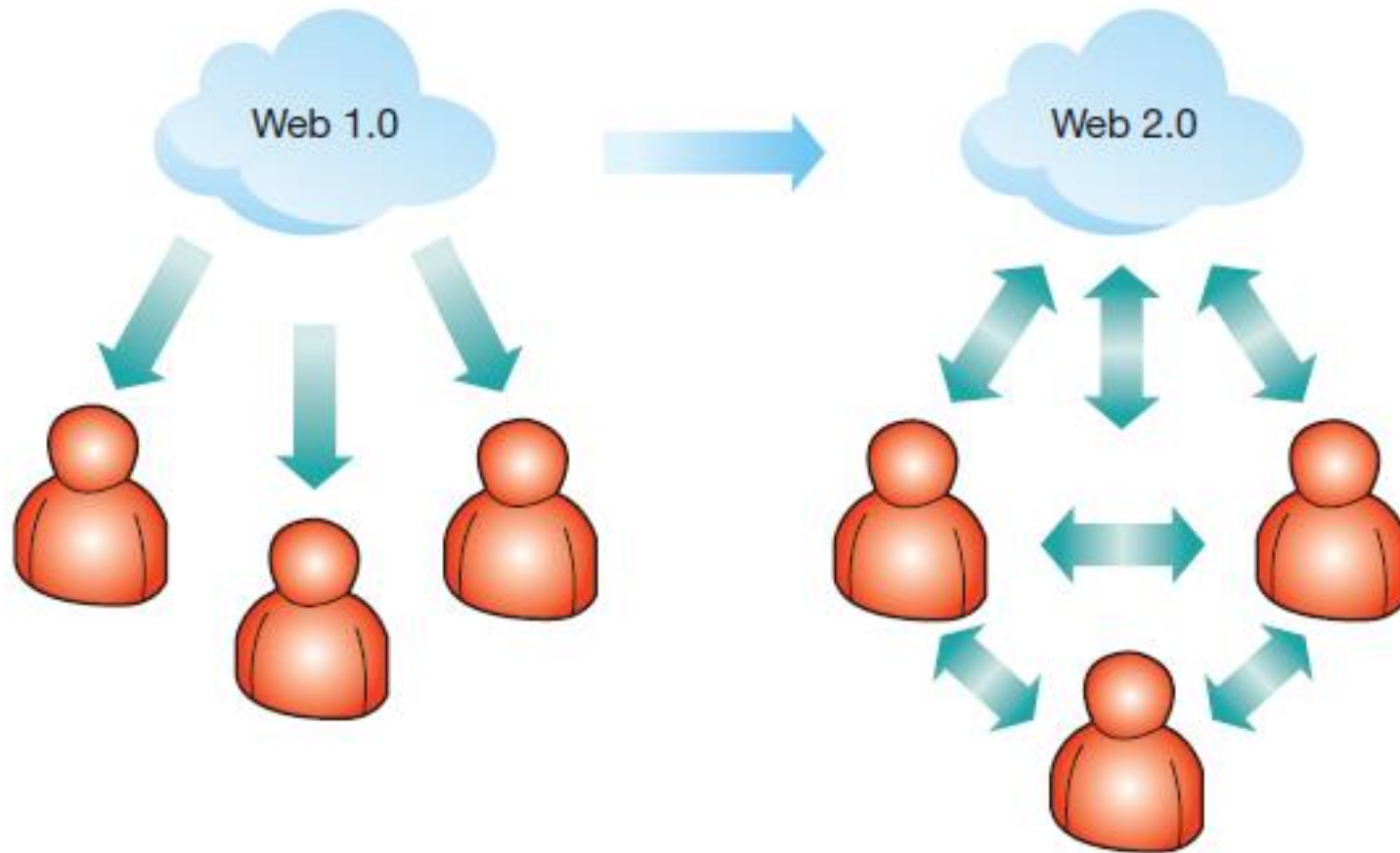


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Contoh Lain: Komunitas Akademik

The screenshot shows a web browser displaying the ResearchGate profile of MS Hasibuan. The browser's address bar shows the URL `researchgate.net/profile/Ms-Hasibuan?ev=hdr_xprf`. The ResearchGate navigation bar includes 'Home', 'Questions', 'Jobs', a search bar, and a notification bell with a red '6' badge. The profile header for MS Hasibuan includes a profile picture, a verified badge, and the text: 'Doctor of Engineering · Dean at Informatics and Business Institute Darmajaya, Bandar Lampung, Indonesia'. Below this, it states 'Working on three research Projects E-learning, Smart Cities, and Smart Village' and lists '633.0 Research Interest Score', '288 Citations', and '7 h-index'. The profile tabs are 'Profile', 'Research (105)', 'Stats', 'Following', and 'Saved list', with 'Profile' selected. The 'About me' section contains: 'My Research Interest focus on IT Education', 'Disciplines: Artificial Intelligence · Artificial Neural Network', and 'Contact information: X profile'. A 'Research Spotlight' section is partially visible with the text 'Create a Spotlight Showcase your work in a Spotlight to get 4x more reads on average.' On the right, a notification box states '2 of your research items are missing a full-text' and offers a 'View research items' button. Below the notification, the 'Top co-authors (50)' section lists 'Aziz Abdul RZ' and 'Paulus Insap Santosa', both with 'Following' buttons.

Evolving Web Capabilities



Web 2.0 applications shift a Web user's role from a passive consumer of content to its creator.



Evolving Social Interaction

- Web 2.0 technologies change how people interact and enable social media
 - Online information at our fingertips
 - Personal expression available 24/7
- Individuals often post very private information
 - About themselves
 - About others
 - Without thinking about the consequences



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Evolving Collaboration Through Collective Intelligence: Shifting Perspectives

Web 1.0	Web 2.0
Me	Me and you
Read	Read and write
Connect ideas	Connect ideas and people
Search	Receive and give recommendations to friends and others
Find	Share
Techies rule	Users rule
Organizations	Individuals



Future Web Capabilities

- The Semantic Web
 - Machine-readable Web pages
 - Enhanced search results
- Web 3.0, or “What comes next?”
 - Mobility?
 - The contextual Web?
- Enterprise 2.0
 - Leverage social media to support business processes



Cloud-Based Collaboration Tools

Type	Names
Spreadsheets	Bad Blue, Google Drive, Zoho Sheet, Microsoft Office 365
Word processors	Adobe Buzzword, ThinkFree, Zoho Writer, Google Drive, ZCubes, Microsoft Office 365
Presentation	Google Drive, Zoho Show, Microsoft Office 365, Prezi
Office suites	Zoho, Google Apps, Microsoft Office 365
Project	Trac, Redmine, eGroupWare, Collabtive
Notes/task management	Evernote, Wunderlist, Microsoft OneNote Web
Cloud storage/sharing	Dropbox, Google Drive, Microsoft SkyDrive, SugarSync, iCloud



Pitfalls of Web 2.0 Marketing

- Online Product Reviews
 - Negative reviews from competitors
 - Companies paying for positive reviews
- Microblogging
 - Easy to “cross a line” and offend
 - Negative publicity can come quickly
- Social Networks
 - Fine line between maintaining control and offending customers
 - Individuals sharing too much personal information



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Terima Kasih