



The Social Revolution in the Enterprise

Kendall Collins | SVP & GM, Chatter

Safe Harbor

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Our Mission: Cloud Computing Driver, Catalyst, and Evangelist



1960s
Mainframe

ORACLE
SAP
PEOPLE
SIEBEL
Microsoft



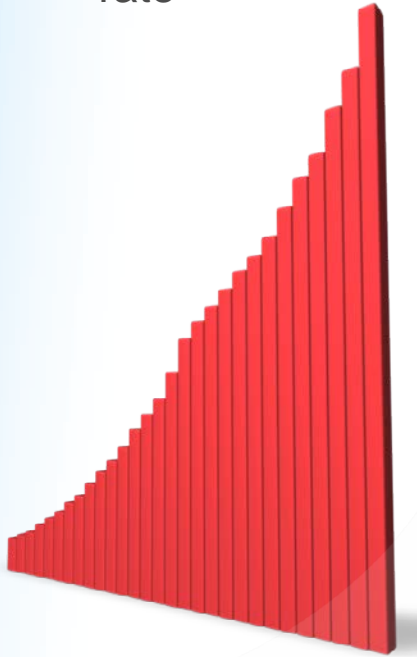
1980s
Client/Server

Enterprise
Cloud Computing

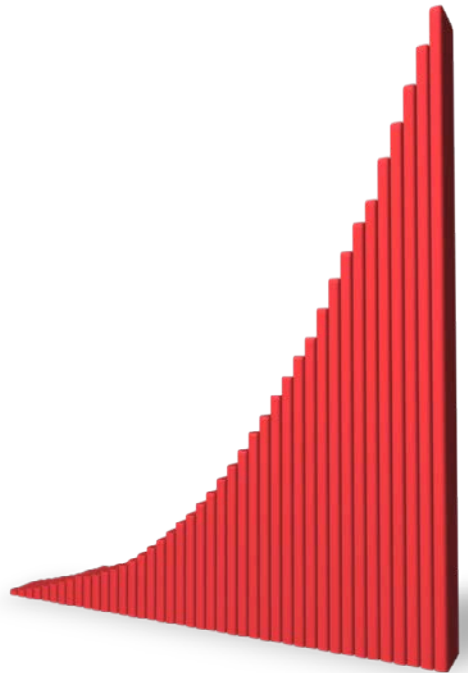
Today

First Cloud Company to Exceed \$2.1 Billion Annual Run Rate

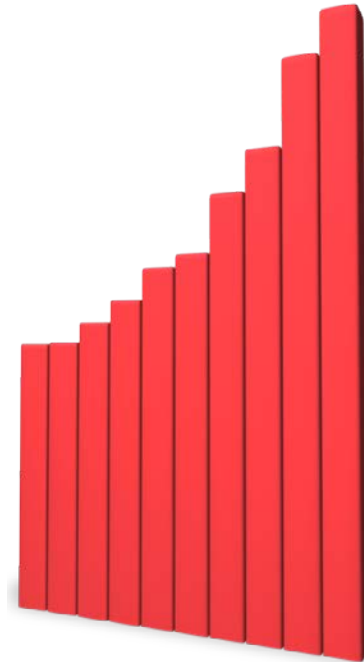
\$2.1 Billion
Annual
revenue run
rate



100,000+
Customers



36 Billion
Transactions
per quarter



#1
World's Most
Innovative
Companies



Salesforce Foundation



1% time
equity
product

12,000 non-profit organizations

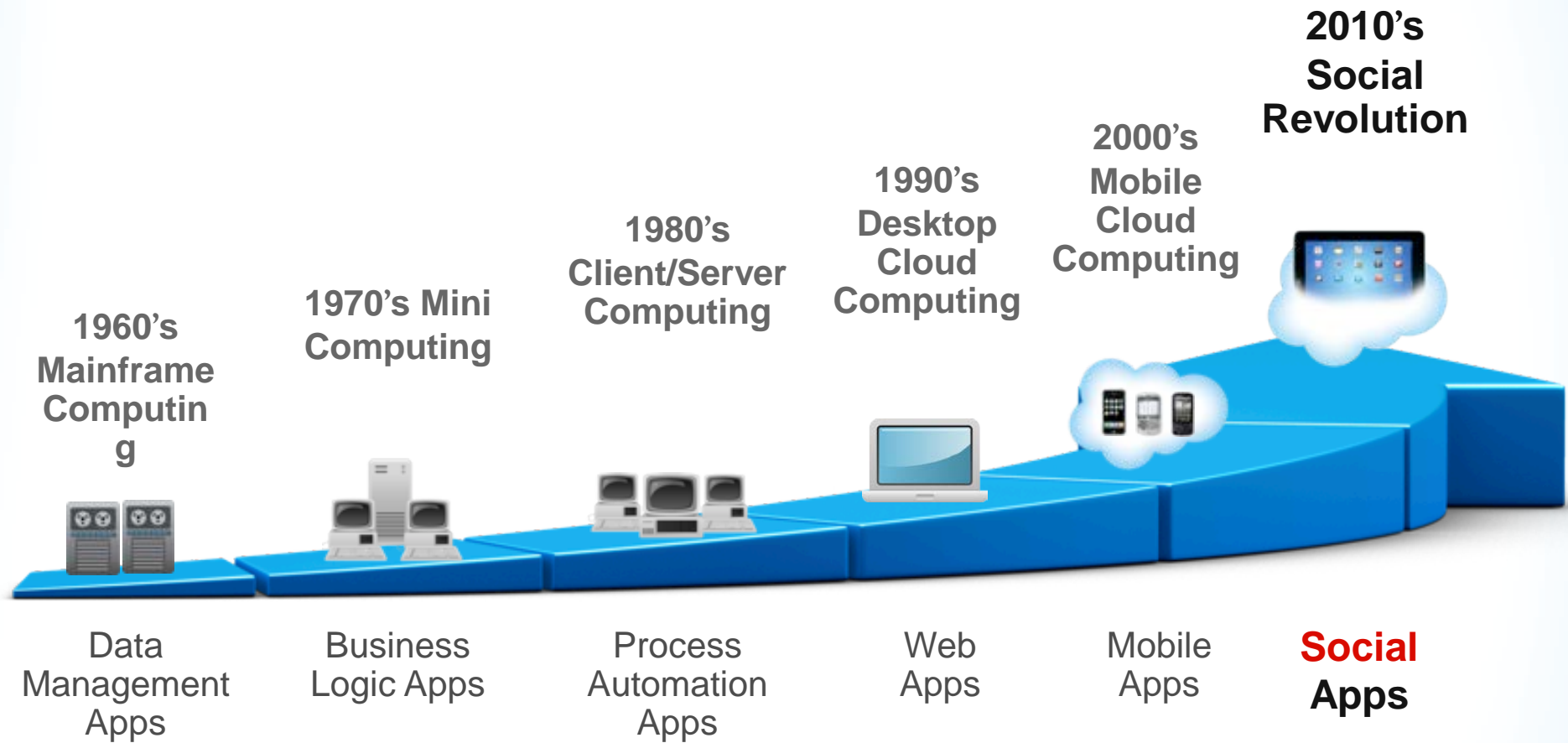
270,000+ hours service

\$24 million+ grants

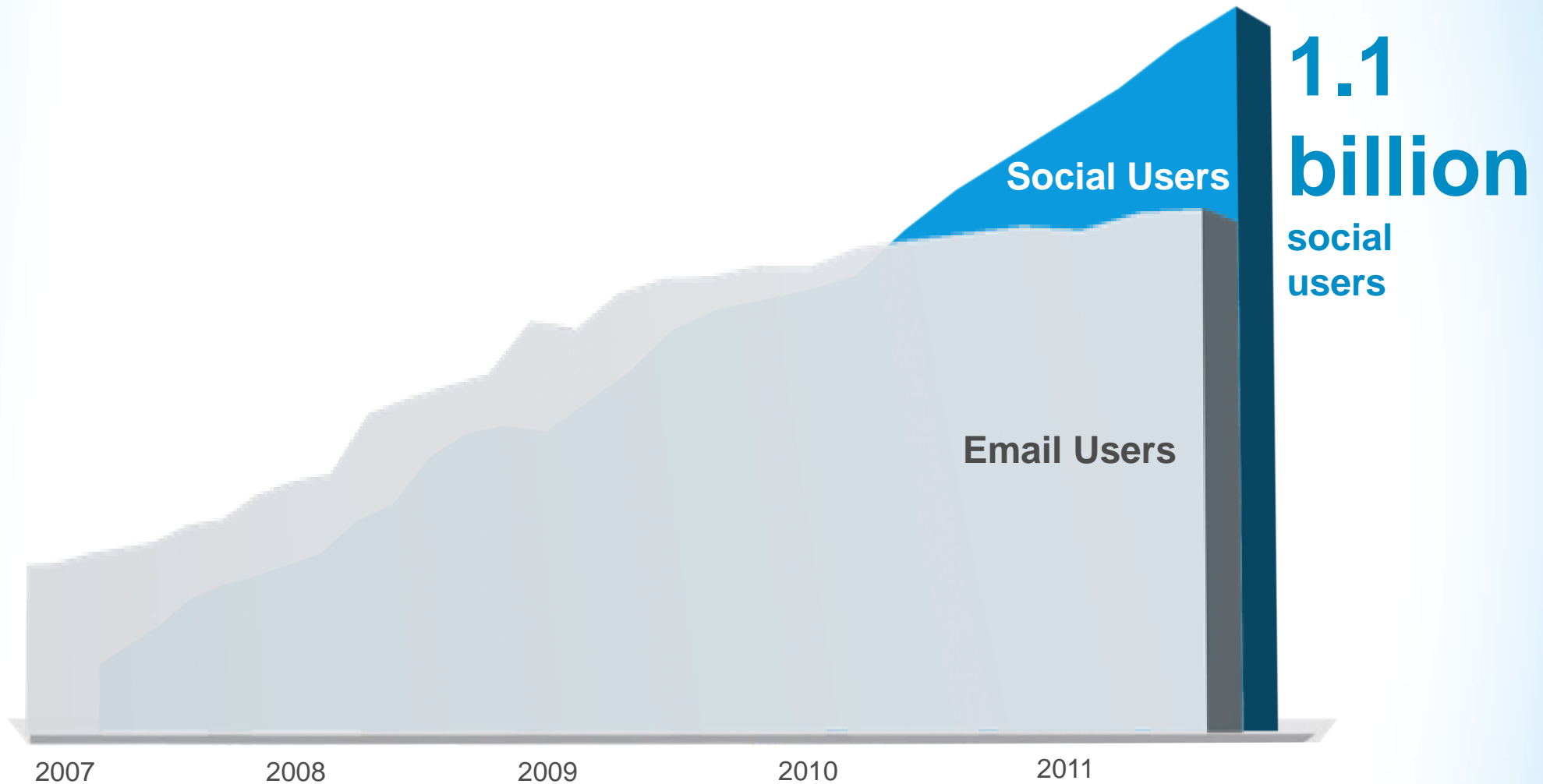
ShareTheModel.org

Ten Year Computing Cycles

10X more users with each cycle



Social Revolution: Social Networking Surpasses Email

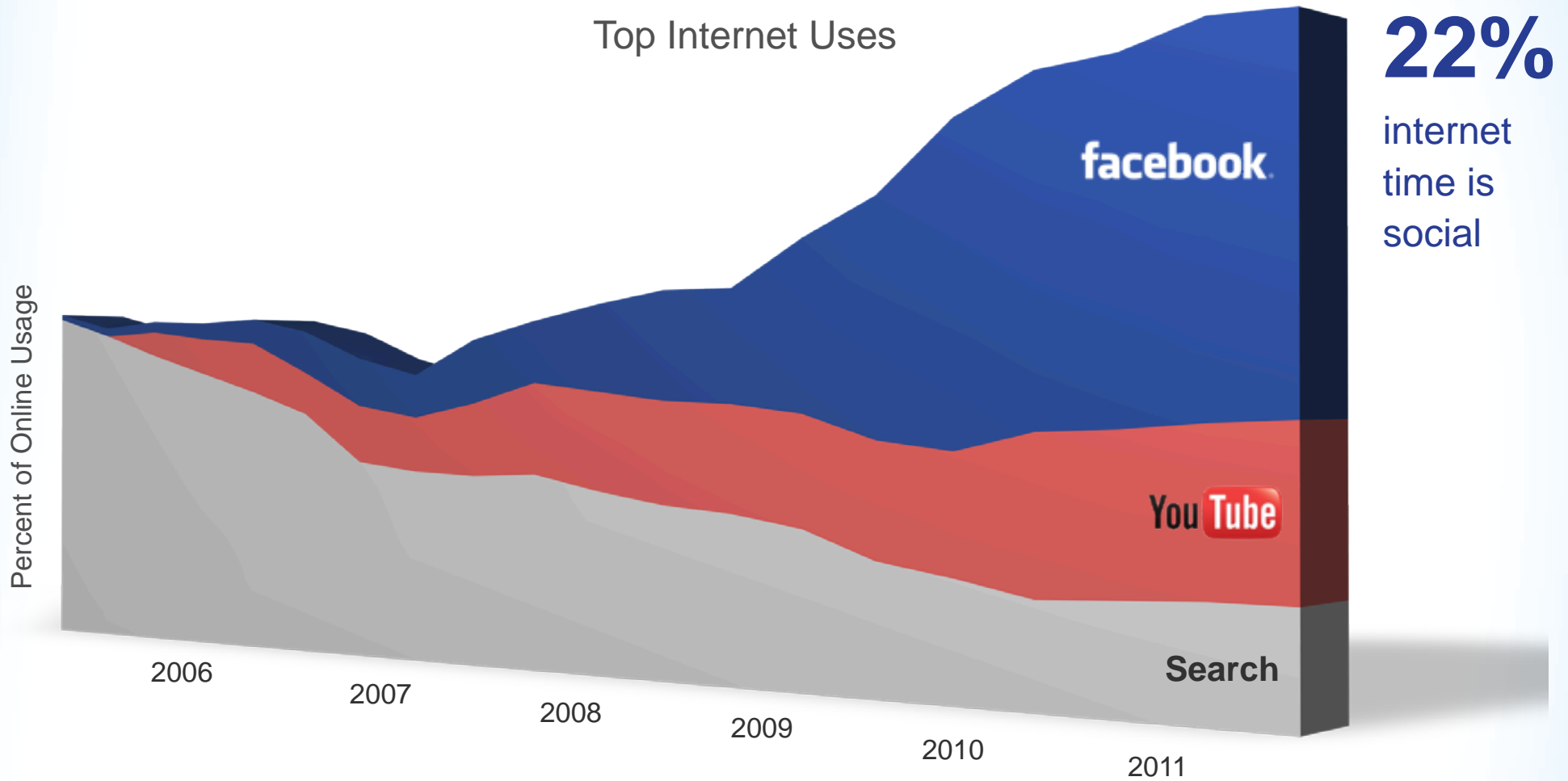


Source: Comscore, June 2011

salesforce



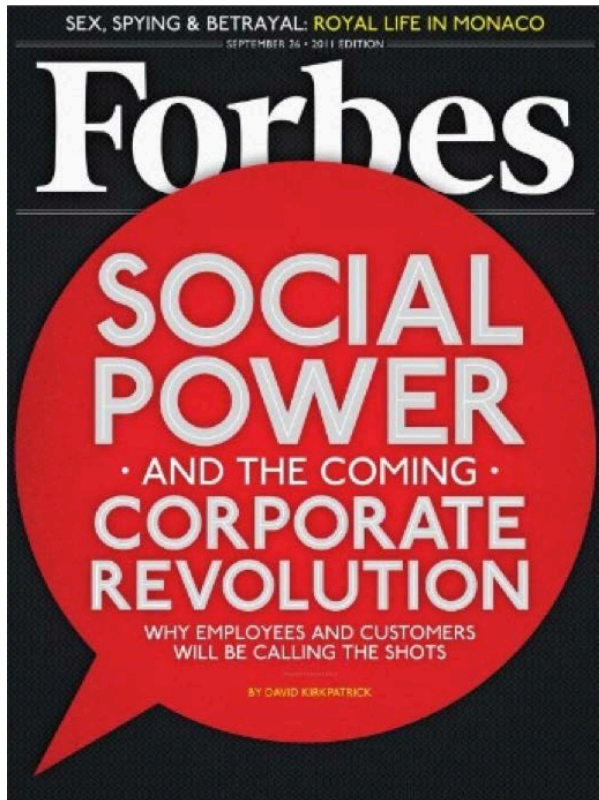
Social Revolution: Facebook Eats the Web



Sources: Nielsen Wire, January, 2011.
Morgan Stanley Internet Mobile Report, December 2009







“Both your customers and your employees have started marching in this burgeoning social media multitude, and you’d better get out of their way—or learn to embrace them.”

- David
Kirkpatrick
Forbes Magazine

Delight Your Customers and Employees

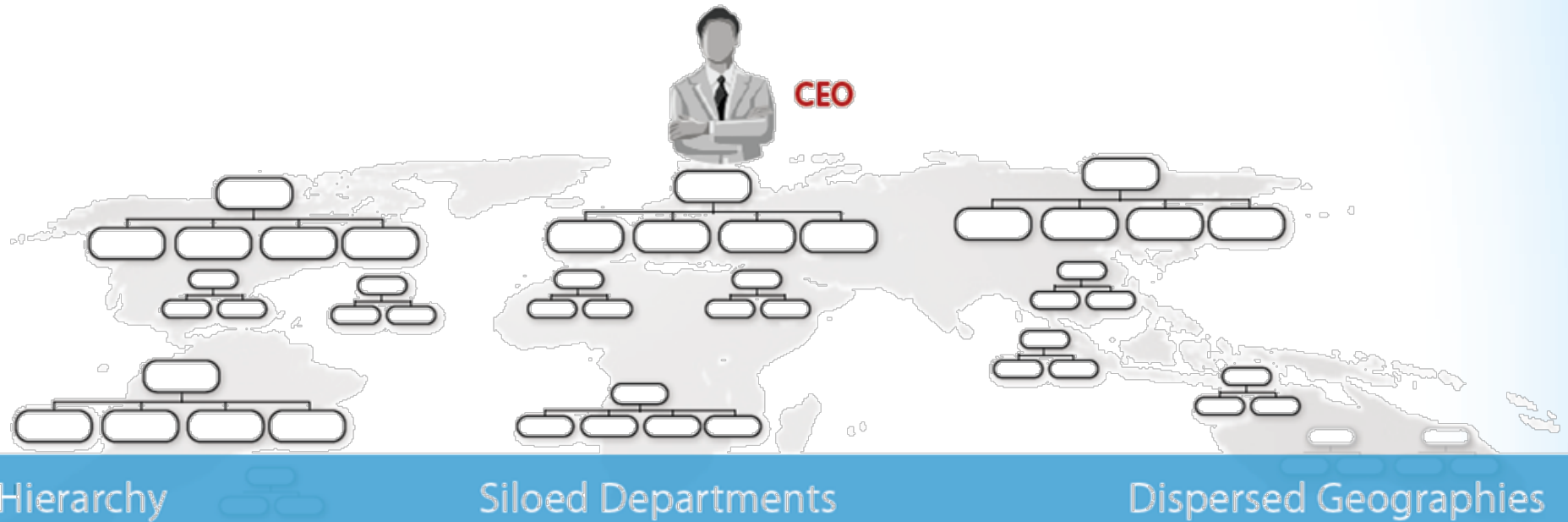


Create An Employee Social Network

Employee Social Network



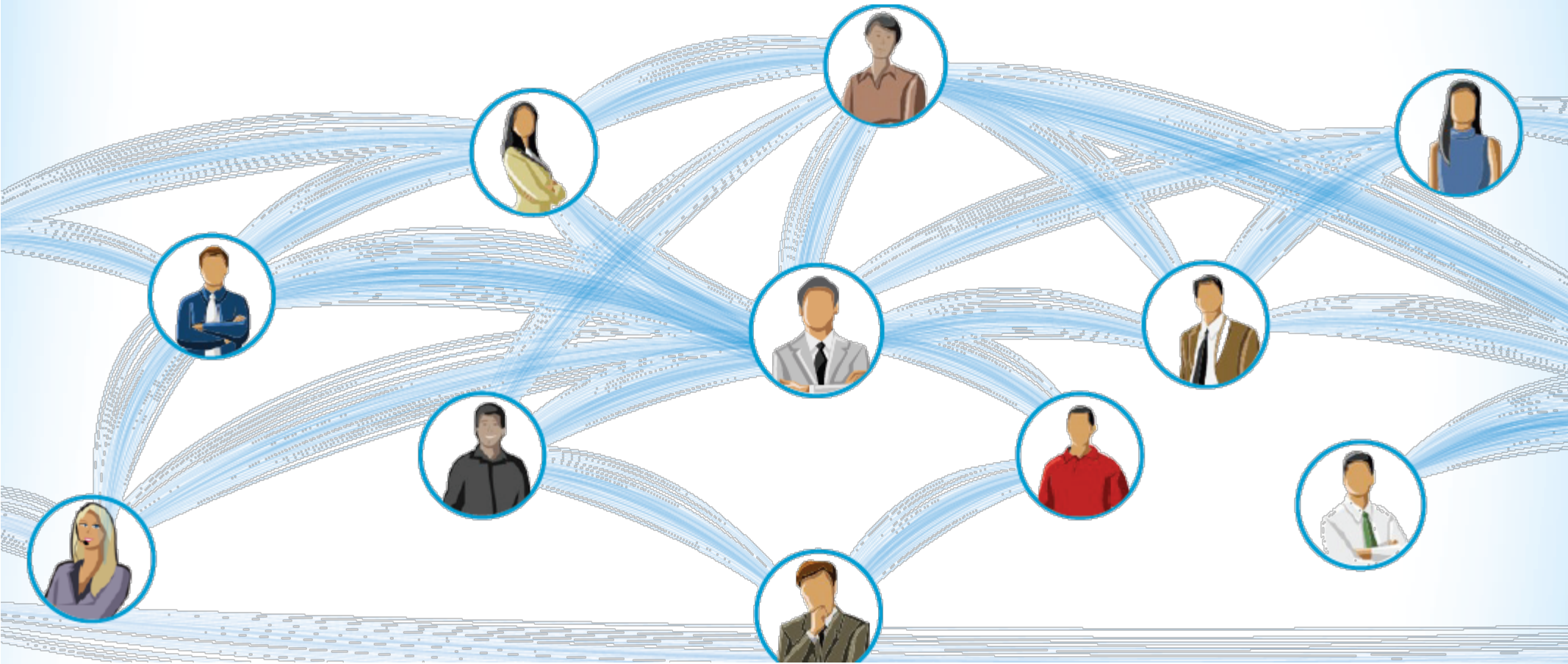
Structural Obstacles to Transformation & Empowerment



“You can no longer rely on hierarchical structures.”

Peter Loscher, CEO, Siemens

What if Teams and Ideas Could Move at Start-up Speed?



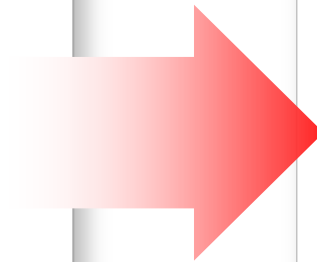
What is the Density and Value of your Company's Social Graph?

How connected are employees to the right ideas, projects, & content?
What's possible with your social graph vs. your peer employee or company?

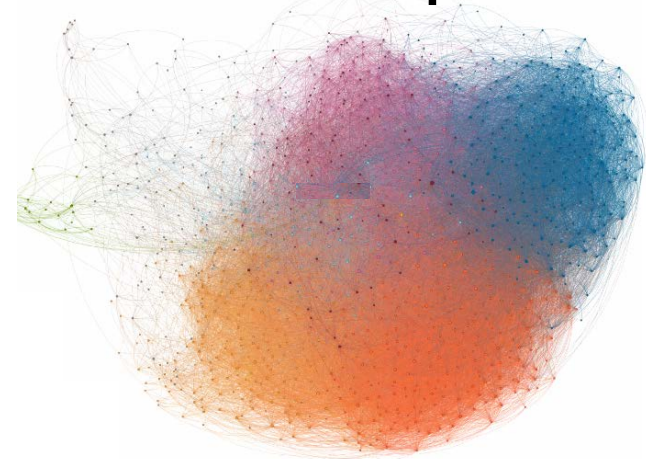
Traditional Companies



Slightly connected silos
Pockets of information
Slow to achieve alignment



Social Enterprises



Empowered employee networks
Collective knowledge from Social IQ
Agility promotes innovation

Collaboration Improves Productivity Baseline



Average Percentage Improvements Reported by Customers in a Random Survey

Chatter Customers include:



100,000+ employees



94,000+ employees



20,000+ employees



18,000+ employees



14,000+ employees



13,000+ employees



Open Networks Drive Transparency, Engagement & Trust

HMB Leadership Offsite

Share with **HMB Leadership Offsite**

Attach **File** **Link** **Share**

Sort ▼

Kevin Wood Thanks for tuning in to the live webcast! Most all the session archive videos are already live on the intranet page and the last couple will be live by this afternoon. See you all again in November!
May 6, 2011 at 12:24 PM via Chatter for iPad · [Comment](#) · [Like](#)

Paul Wilhoit, Andrew Mastropietro, and 2 others like this.

Amy Regan Morehouse Amazing webcast. Really appreciate being included and quality of the program was stellar. Thanks!
May 6, 2011 at 12:41 PM

Vanessa Maunder The quality of the webcast was awesome.
May 6, 2011 at 12:42 PM

Bob Vanstraelen A big thanks Kevin! Awesome job
May 6, 2011 at 12:44 PM via Chatter for iPad

Andris Vitols agreed!
May 6, 2011 at 12:45 PM

Anne Haack Gracias, from NYC Kevin.
May 6, 2011 at 12:54 PM

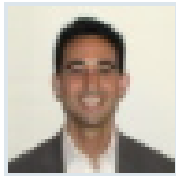
Live Webcast

Description

Conference starts this Wednesday, May 4th! The entire conference will be webcasted for all employees.

Be sure to tune in via:
<http://intranet.internal.salesforce.com/departments/marketing/HMB2011.jsp>

...Also Drives Velocity of Feedback ☺



Kendall Collins posted a new file.



SMB Ad in Dell Magazine



View



Download (JPG)

Ad that we ran in Dell's SMB catalog, and how it looks next to MSFT's placement. Free circulation to 5M!

6:32 PM



Marc Benioff terrible ad. one of our worst!

February 22, 2010 at 7:42 PM



Kendall Collins fantastic chatter in action :) We'll do better on the next one! Leads from Dell are blowing through all expectations though!

February 23, 2010 at 12:07 AM

Write a comment...

Enterprise Networks Identify and Connect Expertise & Resources

Personalized recommendations...

...that improve with every user

People to follow



Sam Martinez

▶ Following same 12 people

+ Follow

Groups to join



Competitive Insights

▶ Popular group: 941 members

+ Join

Data to watch



Case: Green Dot 08176

▶ Following related account

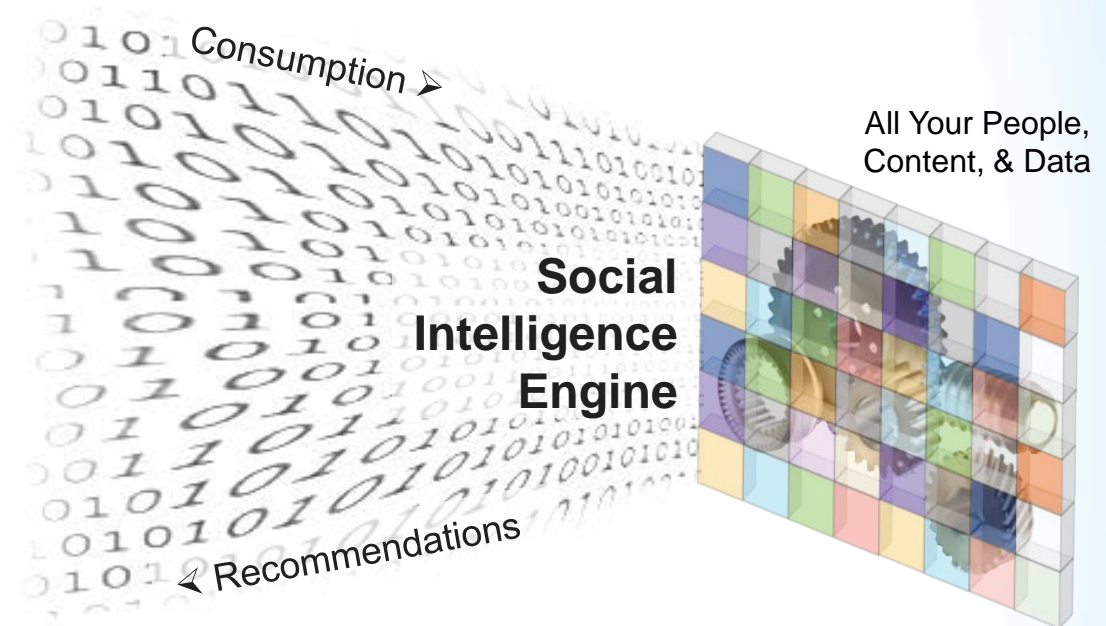
+ Follow

Trends to spot

#bigdealwins

#MarketingTips

#UpcomingEvents



Networks Enable Structured & Unstructured Social Processes at All Levels

chatter™

100,000+ Active Networks

C-level transformation initiatives



Setting a culture of collaboration



Post-merger integration



Blackboard

Social growth strategies



Leadership development

Increase sales effectiveness



Collaboration on deals and offers



Real-time competitive insights

Accelerate innovation

BELKIN®

Prioritize product development



R&D collaboration with customer facing teams

Delight customers



Customer support collaboration

Honeywell

Global account coordination

Manage projects across teams

SAATCHI & SAATCHI Media & advertising planning



Global IT project management

"Salesforce Chatter on my iPad allows me to easily collaborate with our employees at a speed never before possible."

Michael Chasen President and CEO, Blackboard Inc.



"Salesforce Chatter on an iPad makes collaborating with 18,500 employees easy."

Enrique Salem President and CEO, Symantec



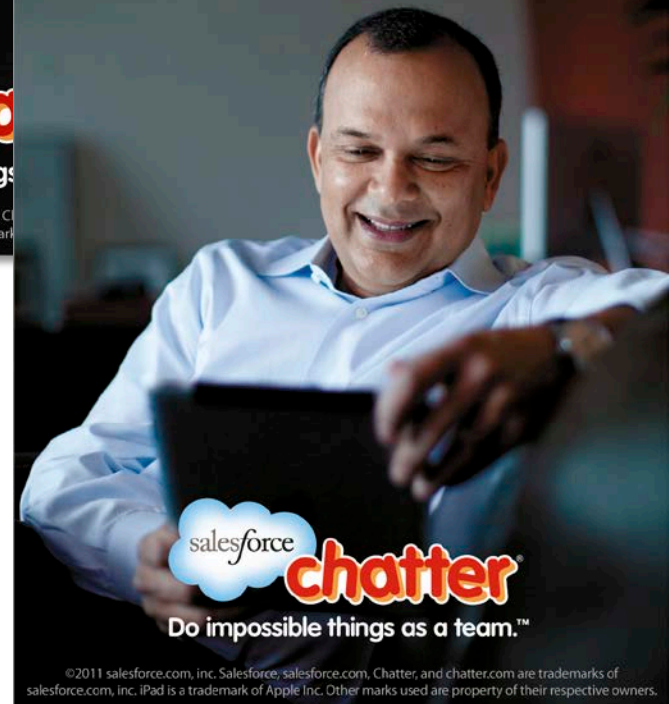
"Salesforce Chatter on my iPad has given me the ability to be a more connected CEO."

Bob Beauchamp Chairman and CEO, BMC Software



"As CEO, I have 5 main objectives. Salesforce Chatter on my iPad allows me to watch all 5 of them succeed in real-time."

Steve Singh CEO and Chairman, Concur



www.salesforce.com/ceo/

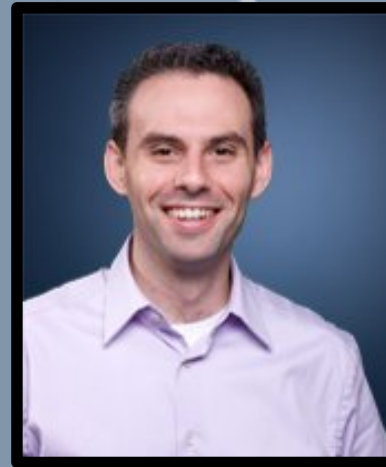


THANK YOU

Transforming Business with Social Media

Tim Campos
September, 2011

facebook

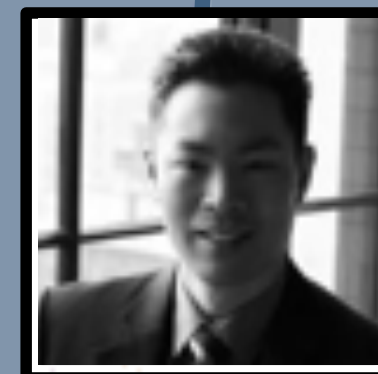


PORTERA

SYBASE®

sgī®

KLA Tencor



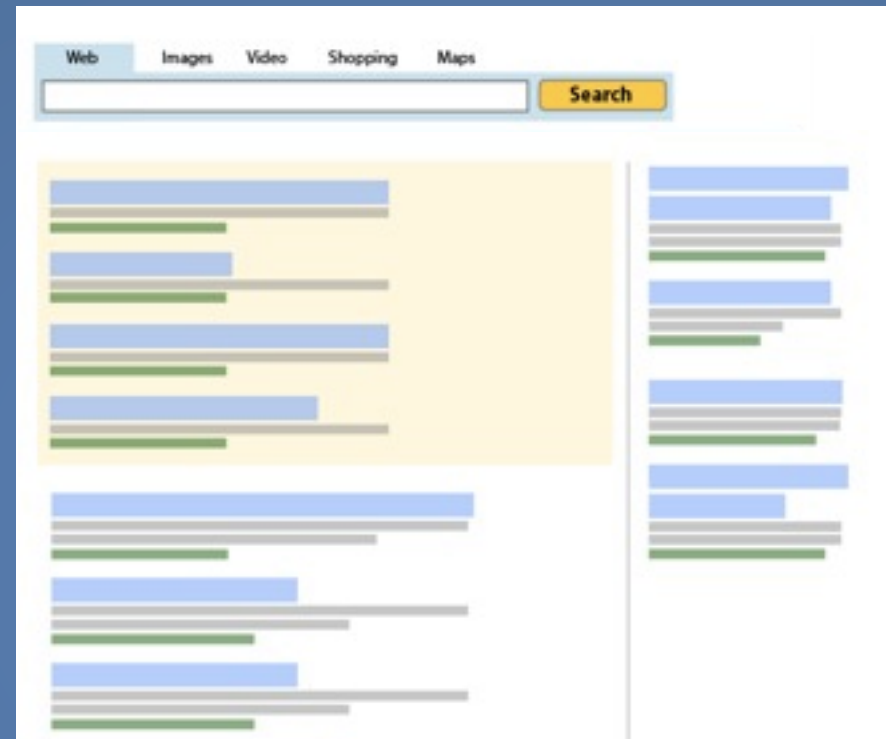


The web is being built around people



Browse

90's



Search

00's



Discover

10's

Source: BDO USA "Retail Compass Survey of CMOs," November, 2010

Social amplifies impact



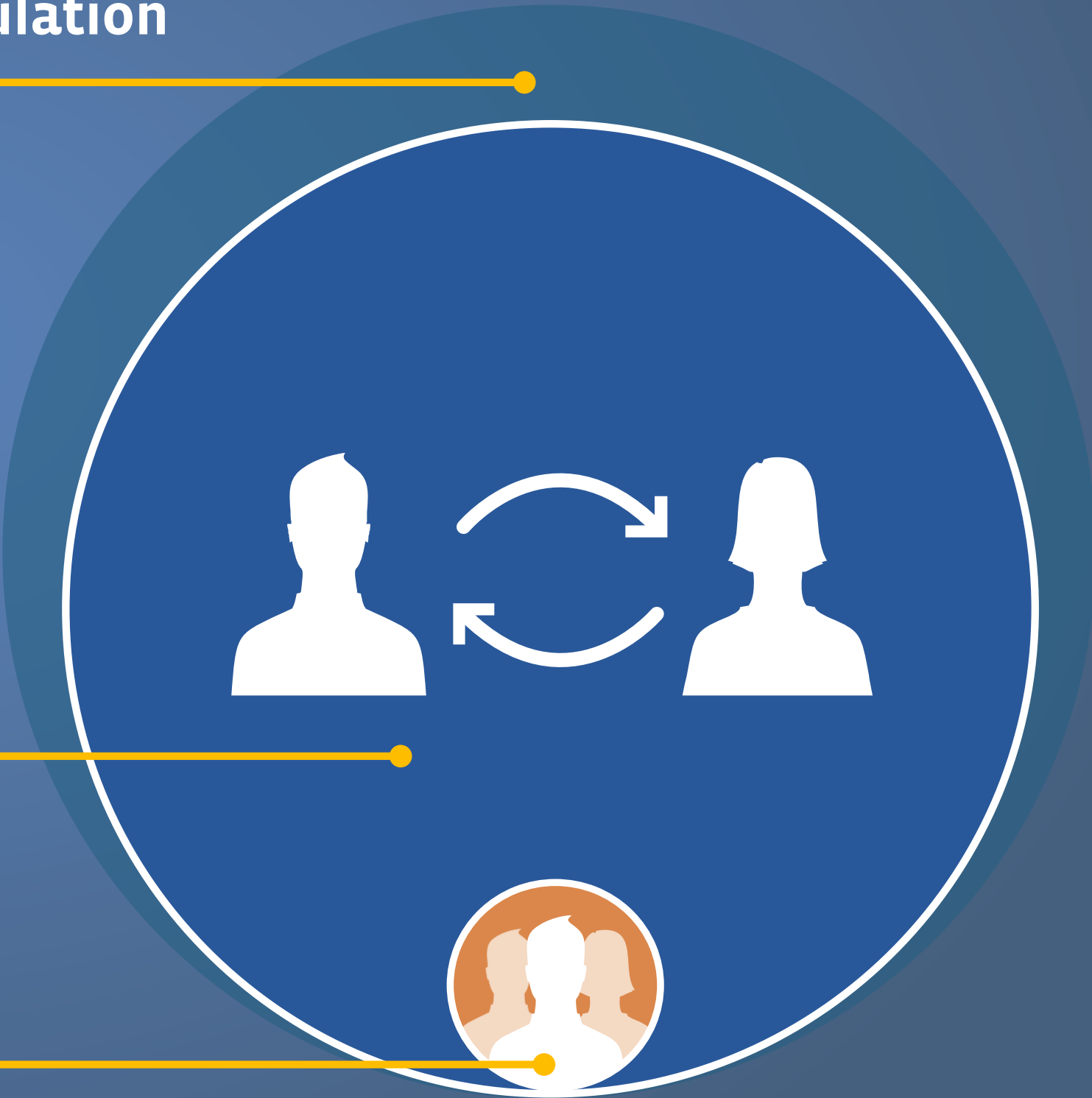
facebook population

friends of fans

527M friends

fan base

19M fans







JHAVERIVILLE
POPULATION: 1,090/1,670



ADD FRIEND

Ranwa

9 3

Jessica

9 4

Laurie

19 7

Carl

21 6

Kate

22 19

Loren

22 14



BUILD

Users can invite friends to play

Users can see what friends are playing and join them in the middle of the game

Users interact and communicate with each other socially about the game outside of the game itself

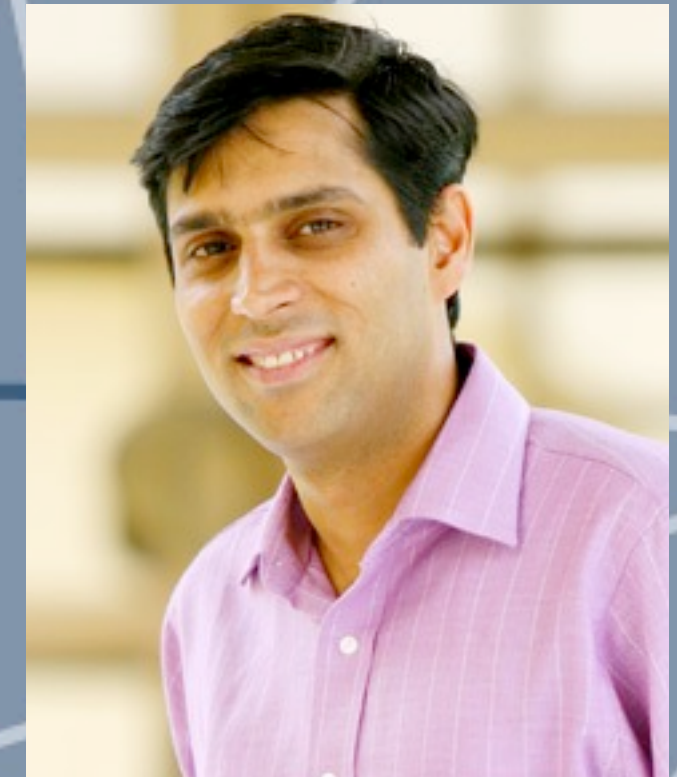


Industries are transforming by organizing around people



Social in the Enterprise

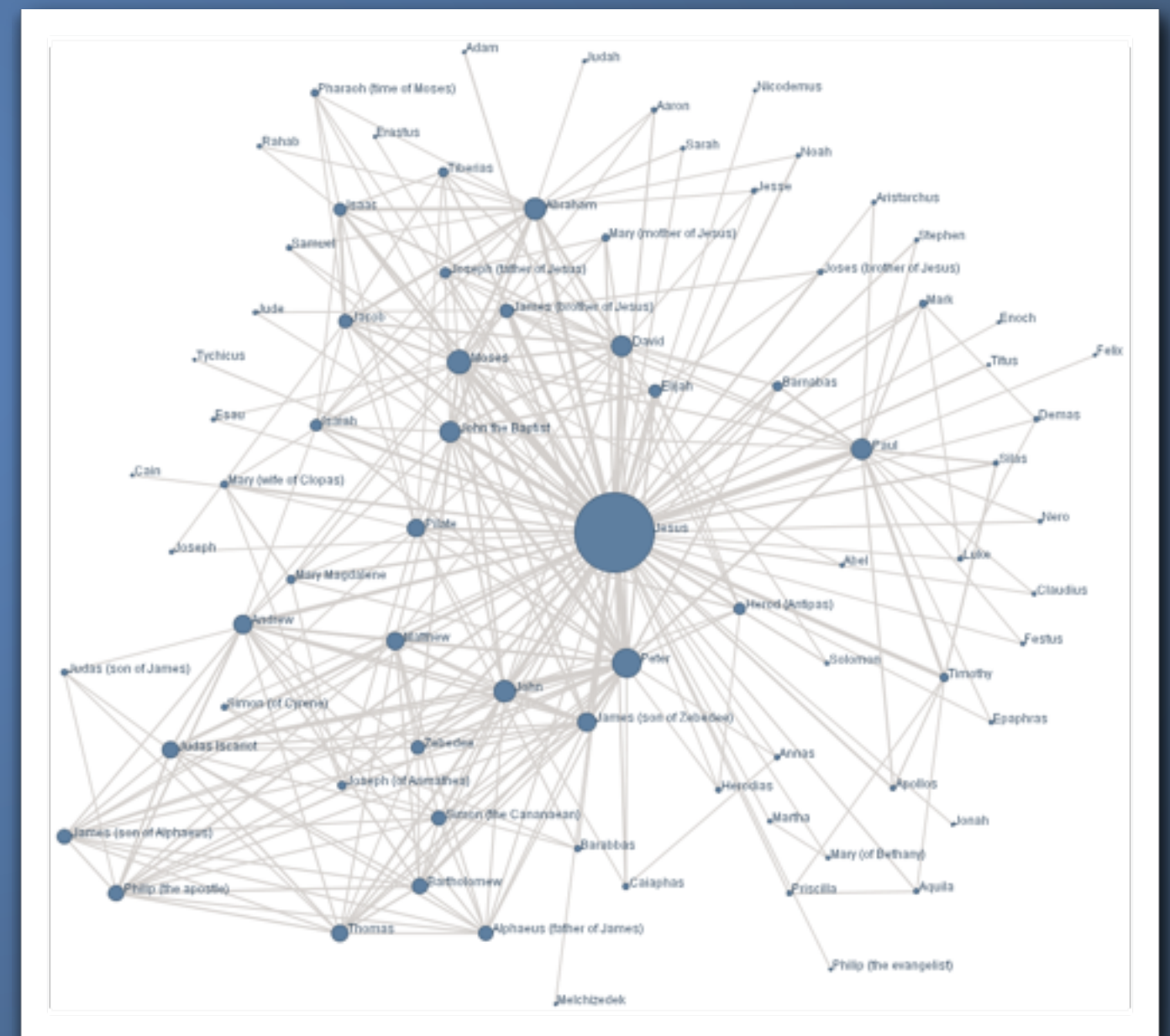
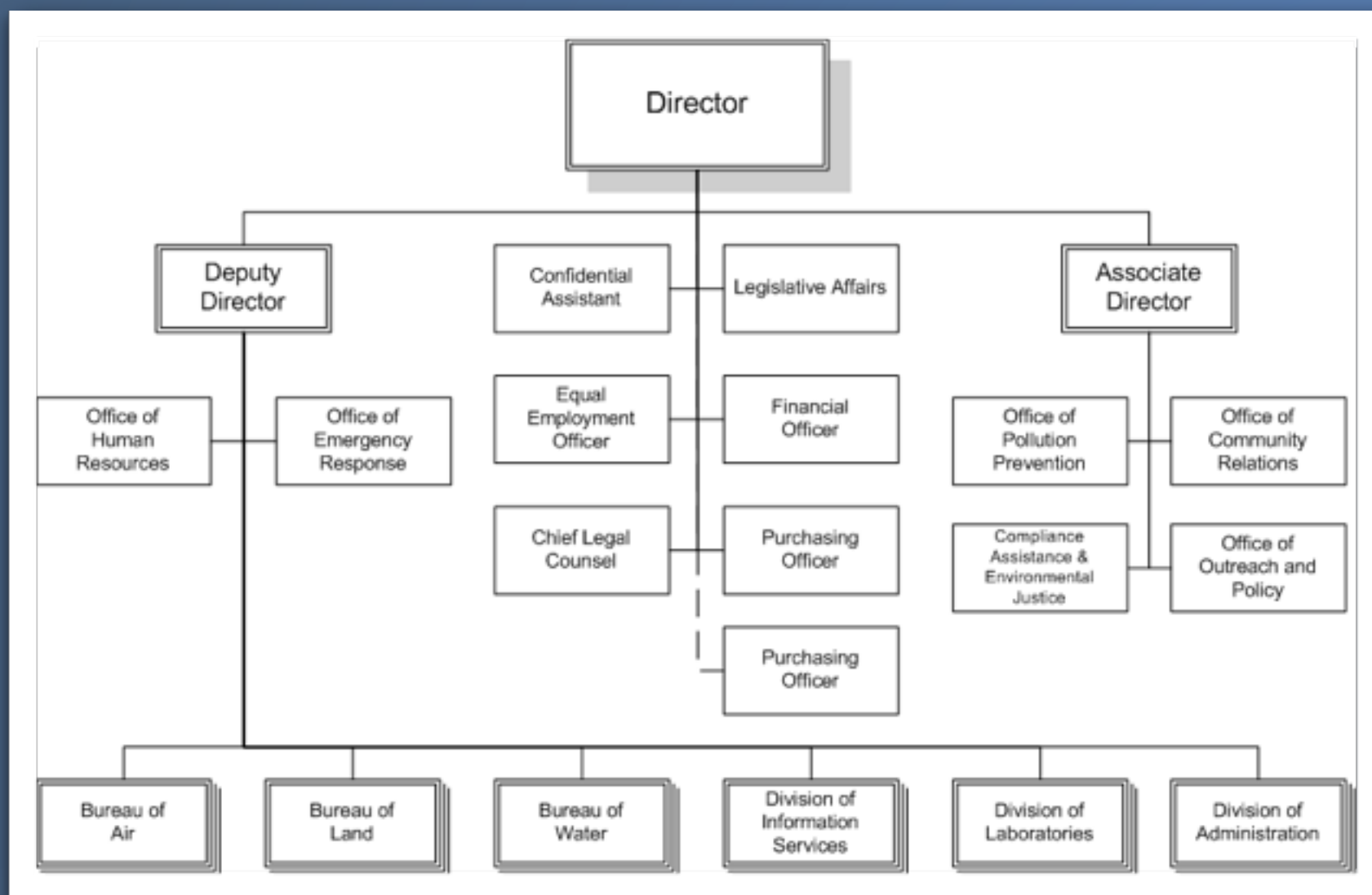
Companies are built around people



The Enterprise Social Graph

Enterprise Org Chart

Enterprise Social Graph



How Business gets done is not How Business is organized

The Social Enterprise

facebook INTERN Tim Campos Bookmarks Search

Ana Liu
Business Applications Manager

Info

Profile: Facebook · Intern · People · 1031253698
Position: Business Applications Manager
Department: Information Technology
Manager: Tim Campos!
Building: Palo Alto - 1050 Page Mill B1
Start date: March 17, 2008 (longer than 86.6% of current employees)
Employee ID: 101002

Email: ana.liu@fb.com
Unixname: aliu
Work Cell Phone: (650) 862-8946
Personal Cell Phone: (408) 888-8460

Ana Liu commented on the task #450603: Google Docs - Account Deactivation Script
Hi Renaud: I'm not sure, but I think this task is still open. Adding Servane. Thanks!

Rypple Help · Tour · Account · Find people...

facebook

Ana Liu
0 Goals completed 13 Thanks received

Facebook

You & Ana Loops Profile

Give a Thanks - to Ana

Type your Thanks here...

Connected with
Tim Campos Marco

Goals completed
- Ana hasn't completed any goals yet. -

Vijay Rao thanked Ana Liu
Ana, thank you for your superhuman efforts in getting the HR ticketing system out the door, debugging why data was missing... more

facebook ORG Directory Chart Noobs Groups

Tim Campos

| | | | |
|--|--|--|--|
| Mark Zuckerberg President & CEO | Jonathan Heiliger VP, Technical Operations | You Director, Information | Graham Loew Manager, IT Field Support |
| Chris Cox VP, Product Management | Tom Furlong Director, Site Operations | Jon Niswander Manager, IT Helpdesk | Kunal Malik Director, IT |
| Bret Taylor Chief Technology Officer | Santoshkumar Janardhan Database Manager | Juliet Peters Business Application | Servane Demol Manager, Business Process |
| Matthew Cohler Contingent Worker | Frank Frankovsky Director, Technical Operations | Ana Liu Business Applications | Eric Sylvester Administrative Assistant |
| Anikka Fragodt Executive Assistant | Tiffany Chesnosky Executive Assistant | Todd Miner Manager, Business Applications | |
| Mike Schroepfer VP, Engineering | Najam Ahmad Director, Technical Operations | | |
| Sheryl Sandberg Chief Operating Officer | | | |
| Ted Ulyot VP, General Counsel | | | |

facebook Search

Facebook IT
Open Group within Facebook

Share: Post Link Photo Video Event Doc

Write something...

Phanikumar Pilli
Sunil Raju (ex BEA Weblogic Designer and part of core development team) in our team to help us in ESB Project :)
37 minutes ago · Like · Comment · Subscribe

Jonathan Steinert likes this.

Servane Demol
Old times... time for a new video? Let's get the IT Pride on video!
IT Team culture 2008 [HD]
Length: 2:46
on Monday · Like · Comment · Subscribe

Navid Mansourian, Simon Blackstein, Kunal Malik and 9 others like this.

View all 16 comments

Sureshkumar Krishnamurthy Awesome !!
17 hours ago · Like

Patrick Salisbury That is really awesome! +1 like on the

Performance Reviews

The screenshot shows a Rypple performance review interface for a user named Graham Loew. The interface is divided into several sections:

- Header:** Includes the Rypple logo, navigation links (Help, Tour, Account), and a search bar (Find people...).
- Profile Header:** Displays the user's name (Graham Loew), profile picture, and statistics: 0 Goals completed and 16 Thanks received. Action buttons include Unsubscribe, Edit connection, and Private notes.
- Navigation:** Tabs for "You & Graham", "Loops", and "Profile" are visible.
- Left Sidebar:** Labeled "Facebook", it lists "You" and "CONNECTED WITH Invite" with a list of names: Ana Liu, Eric Sylvester, Graham Loew, Jon Niswander, Jonathan Heiliger, Juliet Peters, Kunal Malik, Matt Thorne, Ray Mason, Servane Demol, and Todd Miner.
- Main Content Area:**
 - Give a Thanks - to Graham:** A section for giving thanks, featuring a thumbs-up icon and a text input field "Type your Thanks here...".
 - Recent Thanks:**
 - Tim Campos thanked Graham Loew:** "Great job on your org communication Graham! I like how you are taking on your new role!" (9 minutes ago).
 - Ritika Mathur thanked Graham Loew and Giftson Paul:** "This one was long due, Giftson! Thanks so much for putting up with all my endless queries. Totally appreciate all your work around IT setup for new hires as well. You... more" (5 days ago).
 - Giftson Paul:** "Thank's Ritika, questions are always welcome. You're pretty neat yourself, and your questions are always somethings that makes me think before i answer, so its nice. :D Thanks a bunch." (5 days ago).
 - Tim Campos thanked Graham Loew and Matt Thorne:** "I just got this feedback from Michael Podobnik this morning. Keep it up Ops!!!" (5 days ago).
- Right Sidebar:**
 - Connected with:** A grid of 12 user profile pictures with names: Per Nevrin, Mike Dodge, Timothee Leon-Dufour, Giftson Paul, Ricardo Concepcion, Tim Campos, Alfredo Cruz, Lily Cui, Dennis Peddecor, Jonathan Steinert, Brad Collier, and Xingxin Liu.
 - Goals completed:** A section indicating "Graham hasn't completed any goals yet."
 - Thanks received:** A section showing a thumbs-up icon and the number "6".
 - Skills earned:** A section indicating "Graham hasn't earned any skills yet. Give Graham a Thanks with a custom badge to get them started."
 - Thanks given:** A section for tracking thanks given.



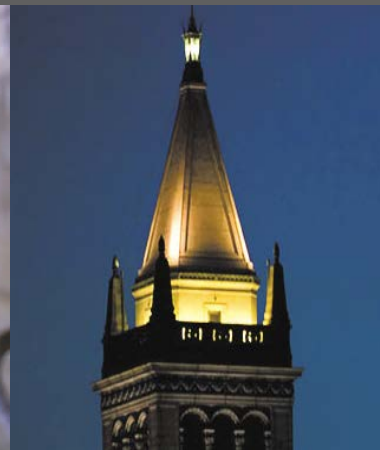
Disruptive Innovation: **How Social is Changing the Online Business Landscape**

Professor John Morgan

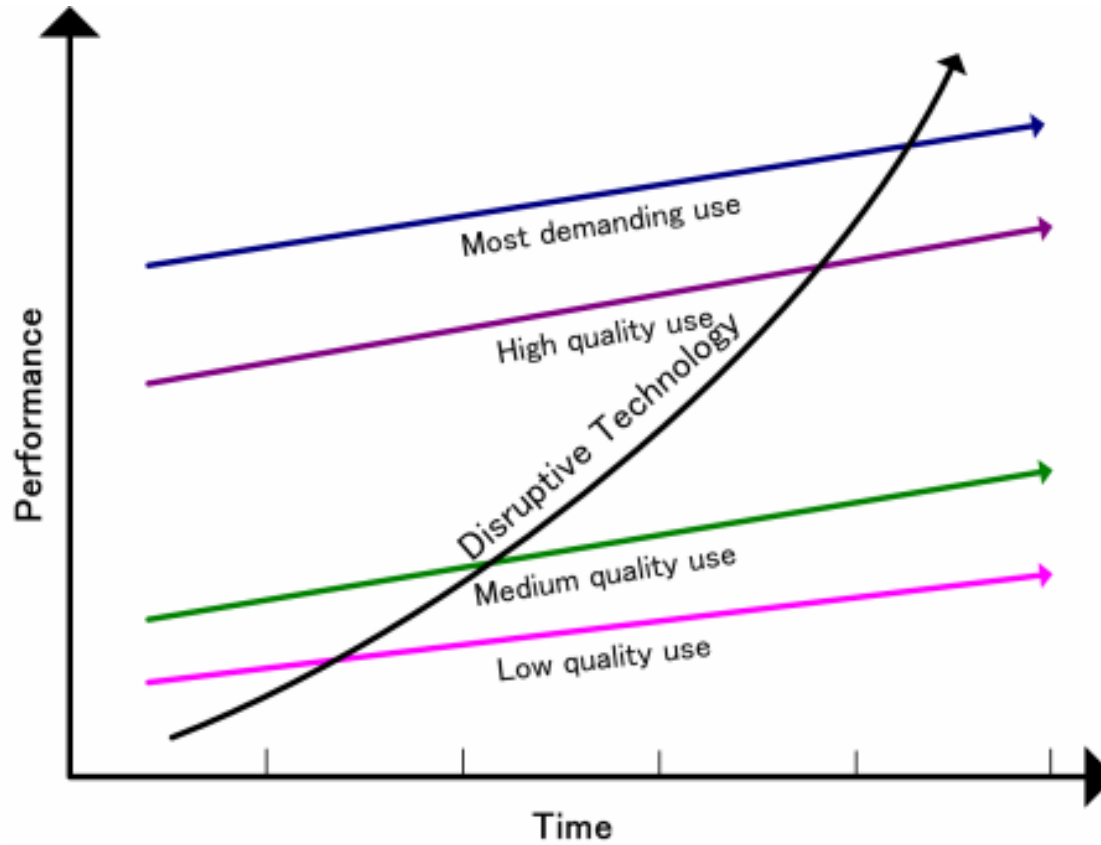
November 3, 2011



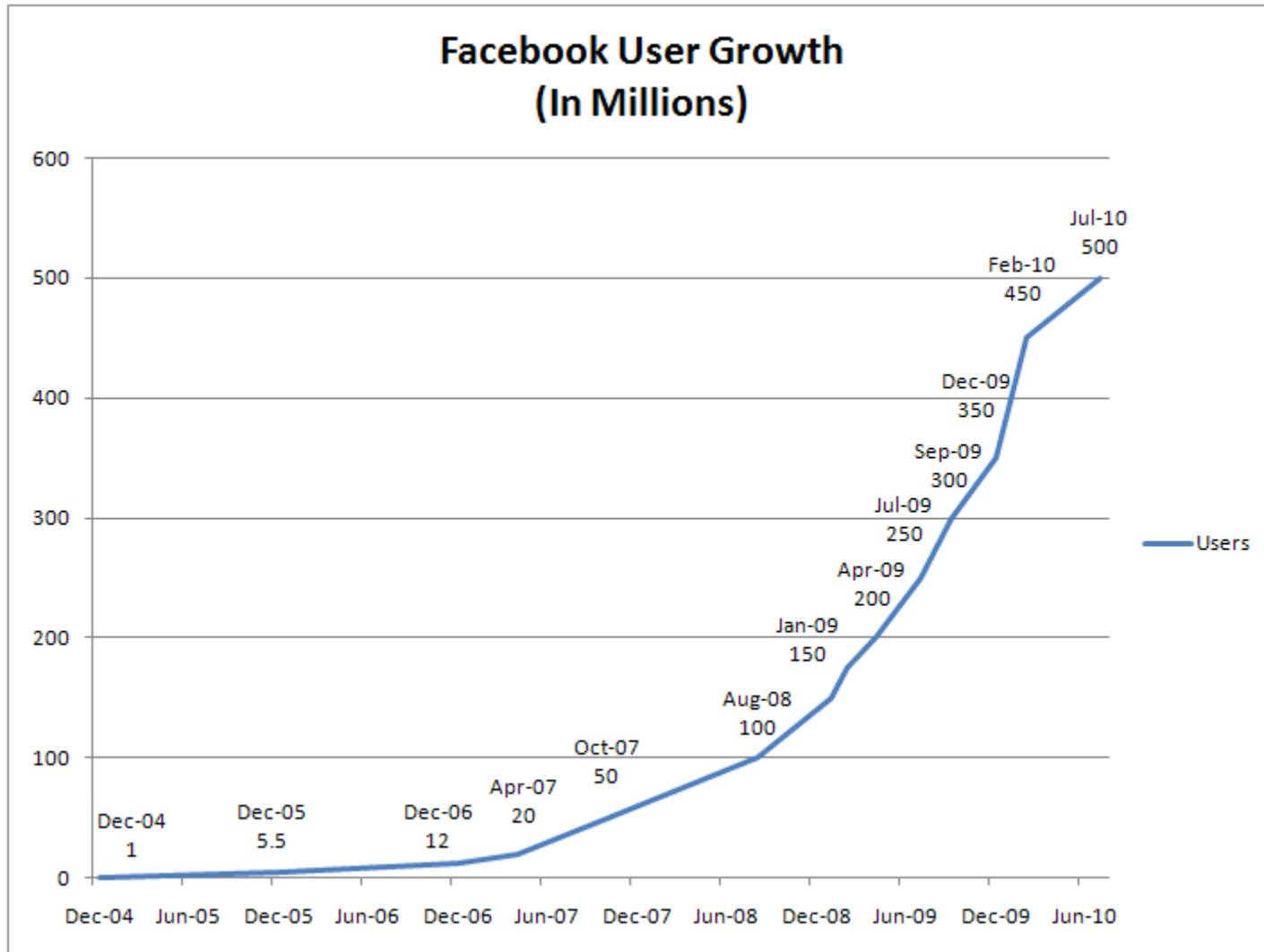
Revolutionizing Global Leadership



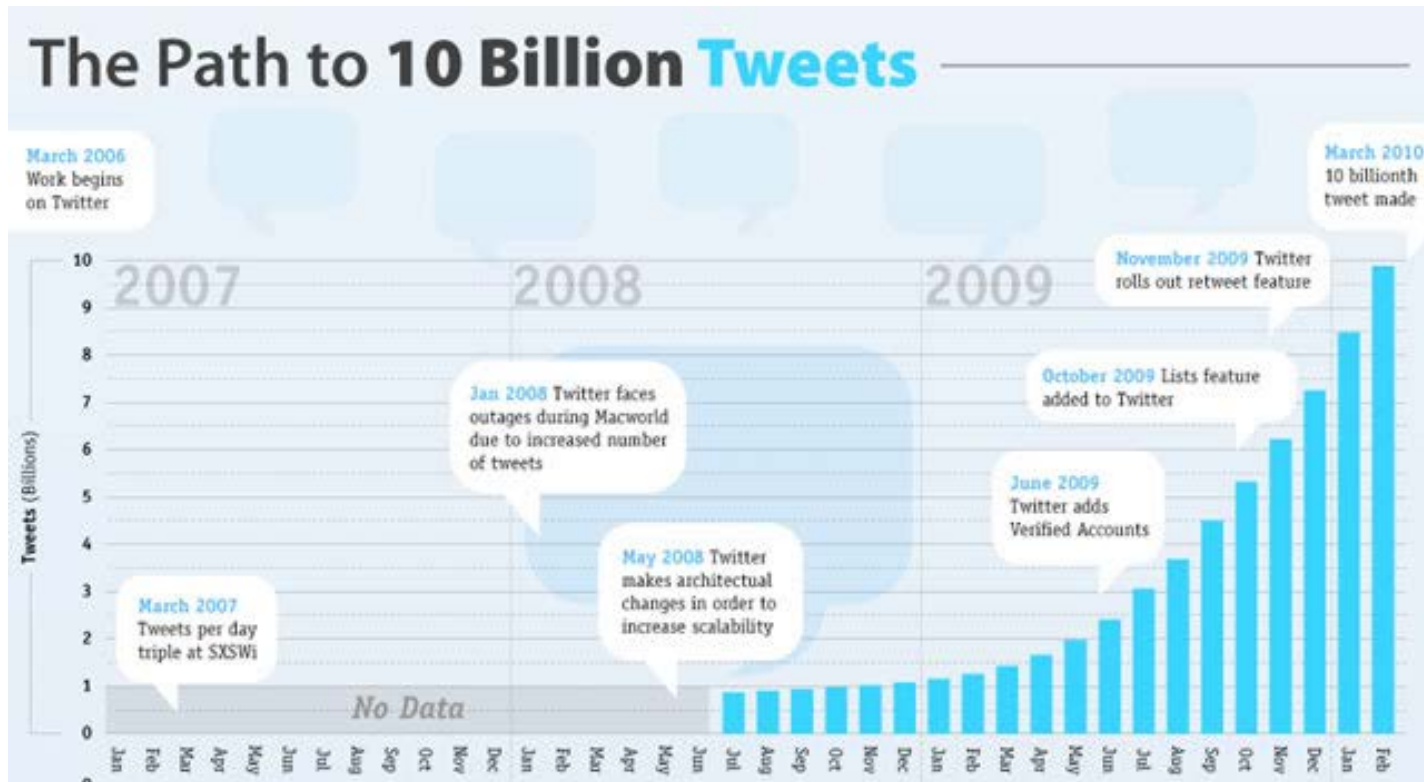
Disruptive Innovation



The Amazing Growth of Social



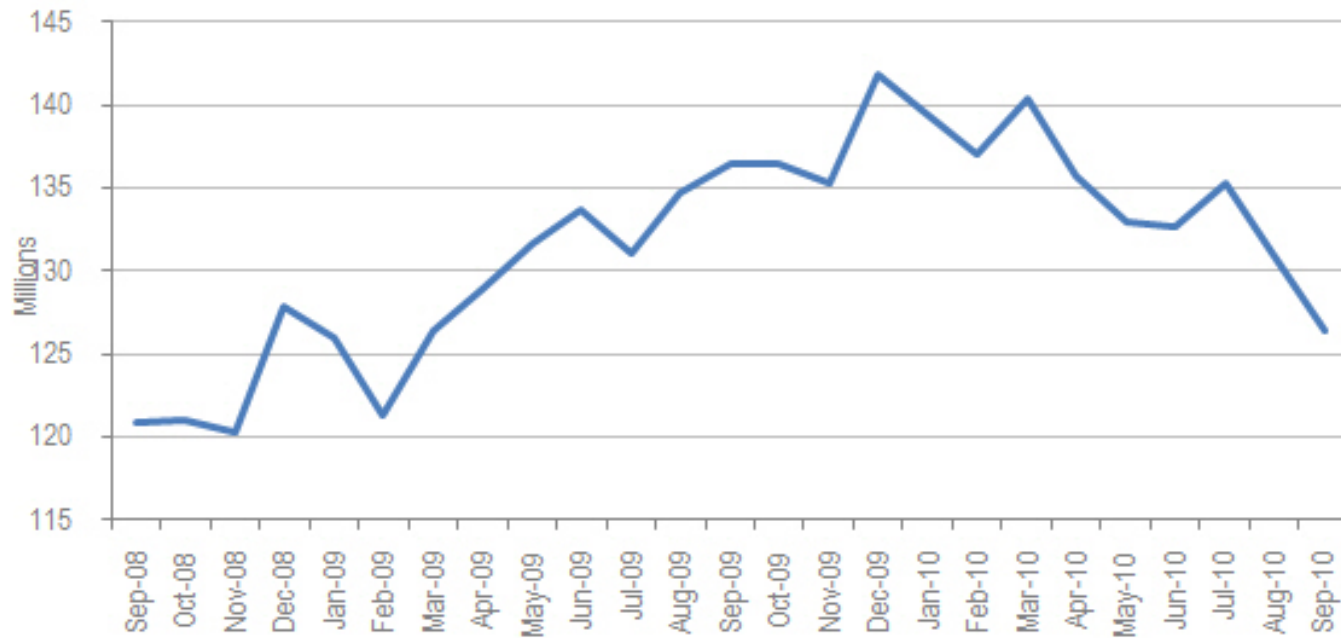
Twitter



Email

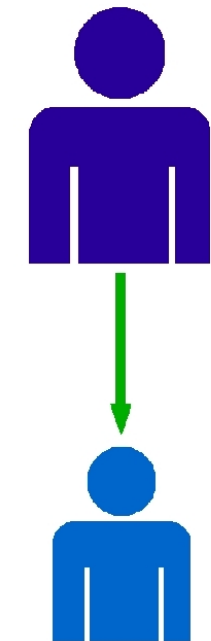
US Internet Traffic to Web-based Email Clients

(Millions of Unique Visitors Sept. '08 to Sept. '10 to Compete.com's Email Category Profile)

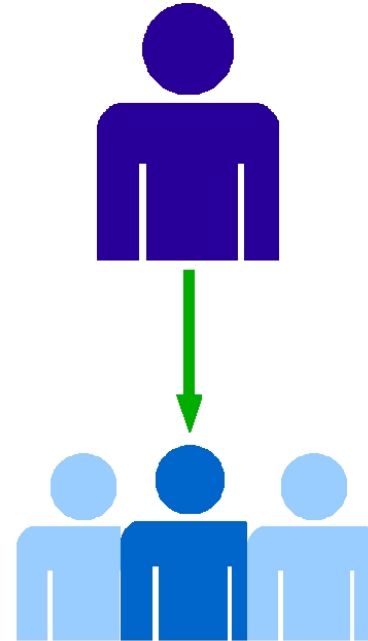


Social as Disruptive Innovation

Fundamental Shift in Interactions: Community Matters



One To One

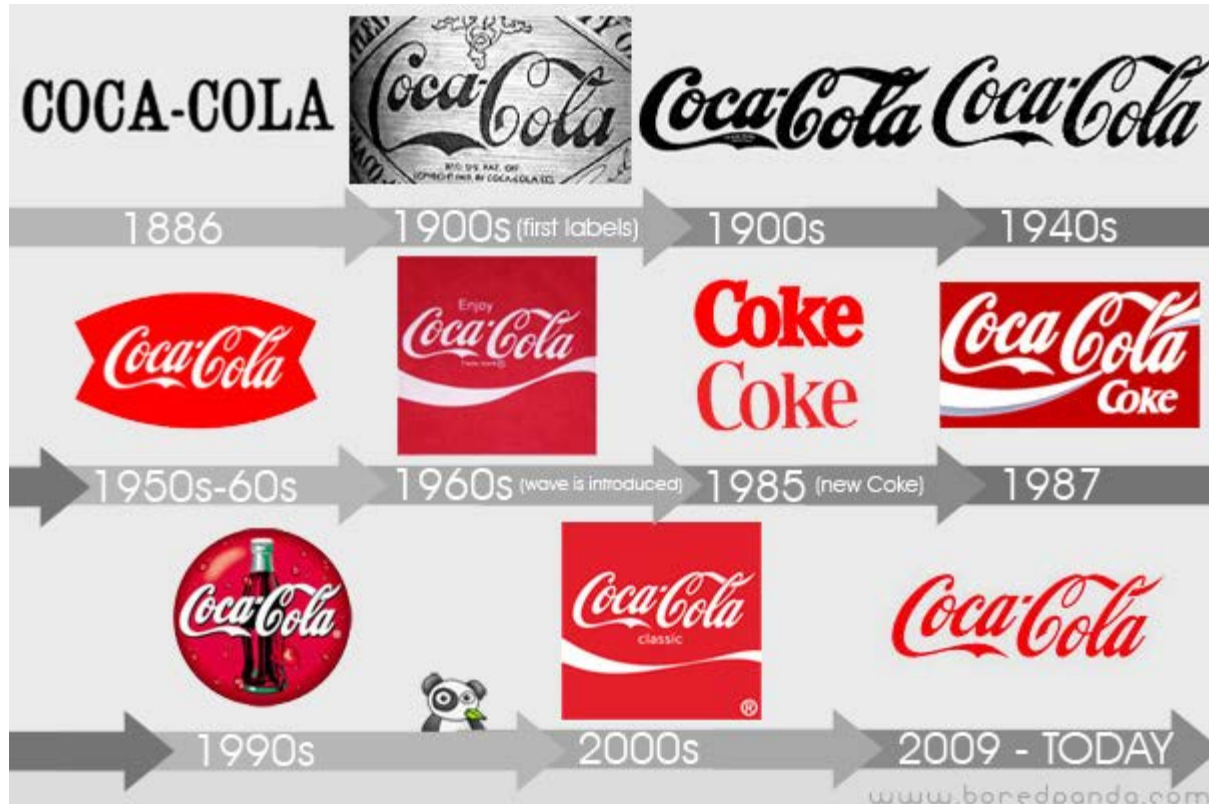


One To Few

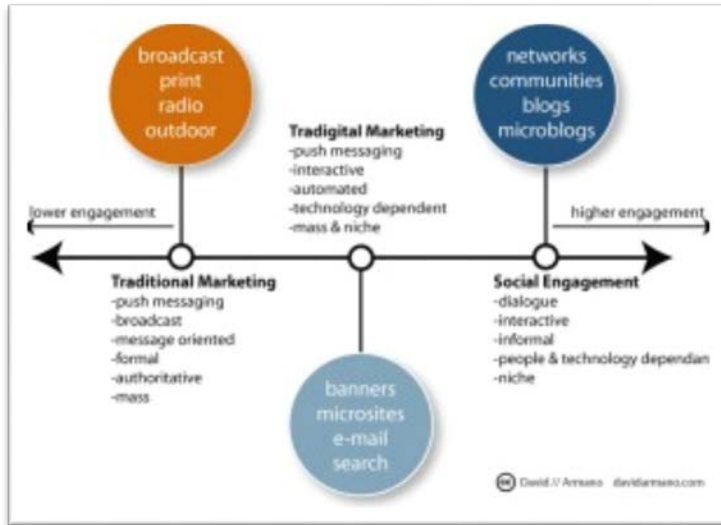
Disruption Points

- Customers
- Employees
- Innovation

Who Owns the Customer?

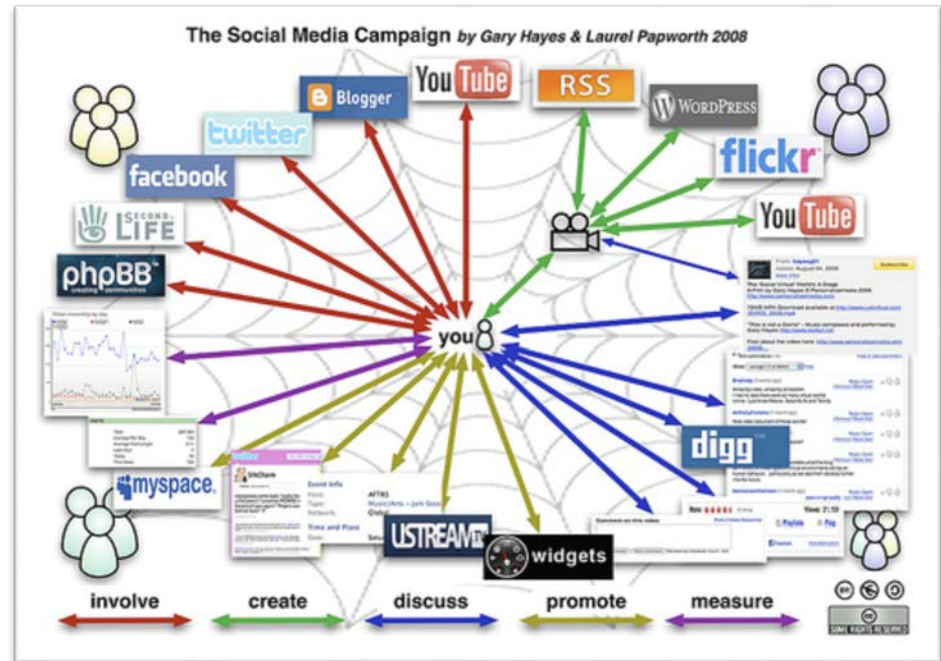


Creating Value – Engagement

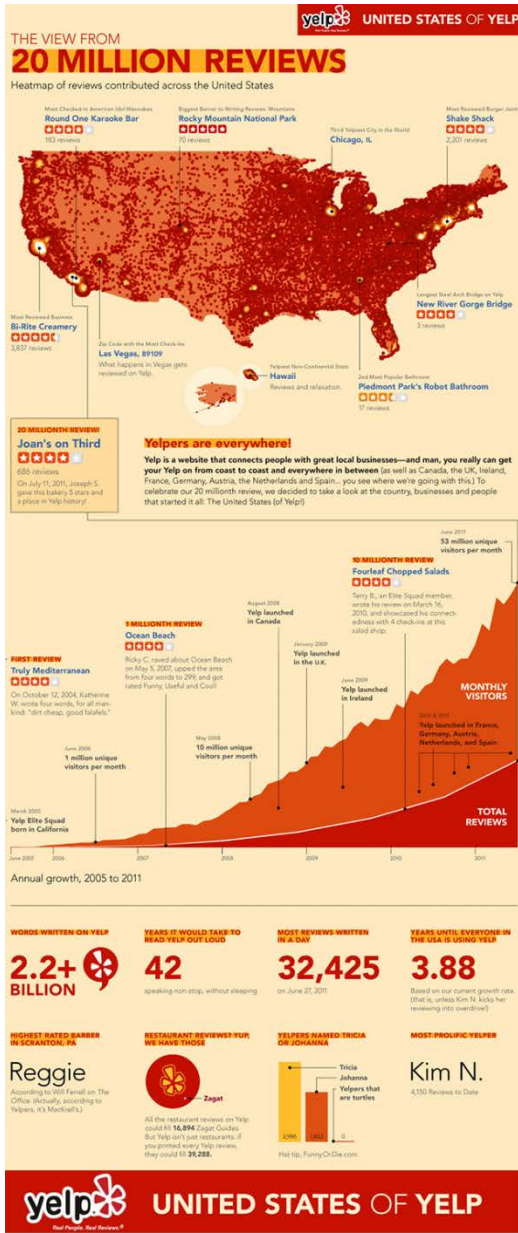


More Engagement

Less Control of Message

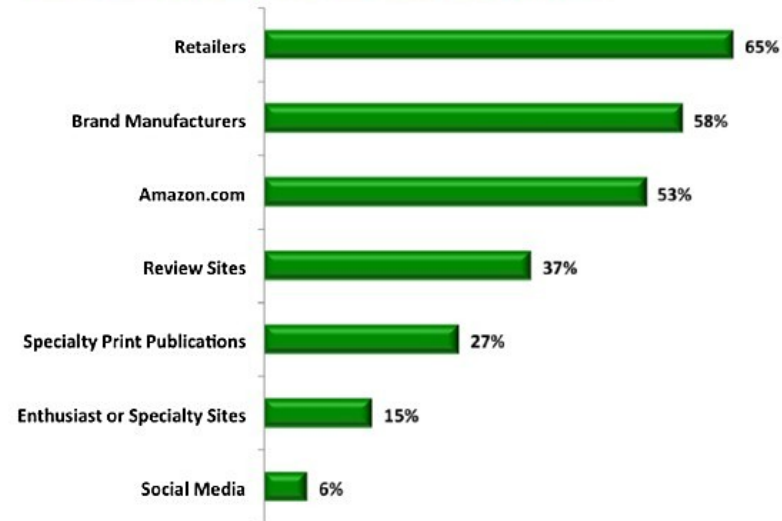


Learning about Value



Crowdsourcing is increasingly important in learning about value

Select the top 3 places where you typically research products online.
(Average for Technology, Sporting Goods, Health & Beauty, and Baby Categories)



Source: the e-tailing group and PowerReviews, 2010

Influencing Purchase Decisions

Please rank the following factors in order of their influence in prompting a technology purchasing decision for your company:

| | Average |
|--|---------|
| Recommended by a friend or colleague | 3.71 |
| Recommendation by a trusted blog, forum or community | 3.52 |
| Consultation with a salesperson | 2.40 |
| Advertisement detailing TCO and quality benefits | 2.26 |

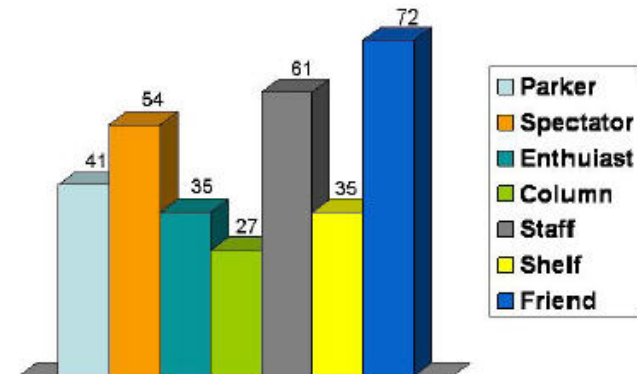
**Friends are most trusted source
for purchase decisions**

Purchase Influencers of High Price Point Consumers – Over \$20 per Bottle



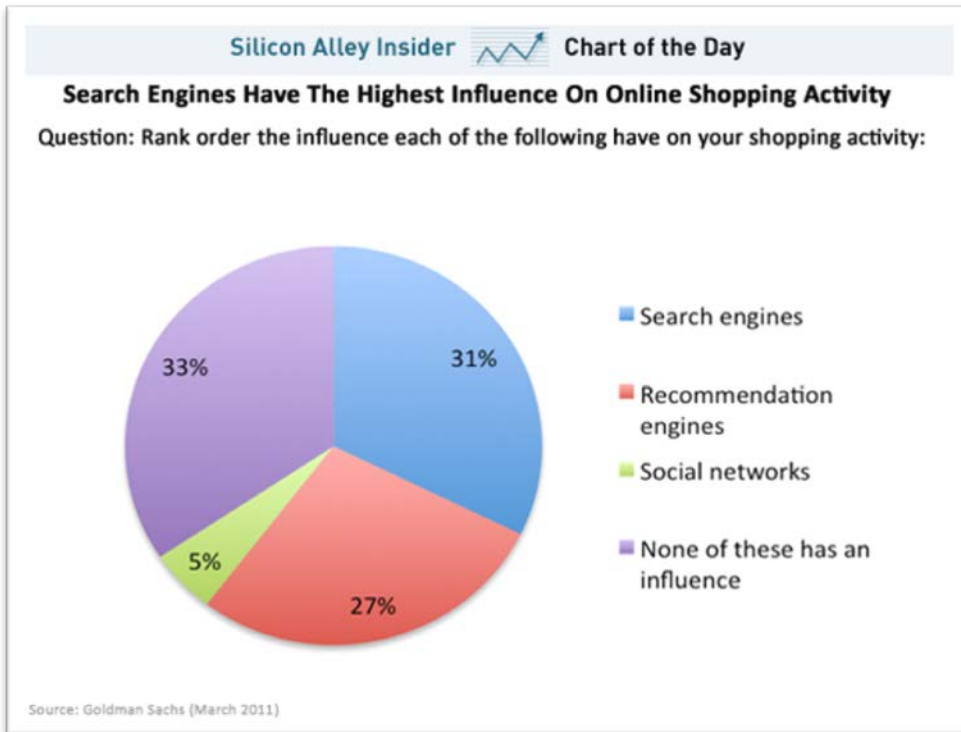
Wine Opinions

Percentages of top two box answers of those who purchase \$20-plus wine monthly or more often



Source: Wine Opinions

The Future of Search?



Highest influence on online shopping...

Facebook Data not Searchable by Google or Other Engines

Key Implications

- Great experiences matter
- Influence the influencers
- Advertising is not a monologue

Global Organizations



Key Challenges:
Forging informal connections
Nurturing collaboration

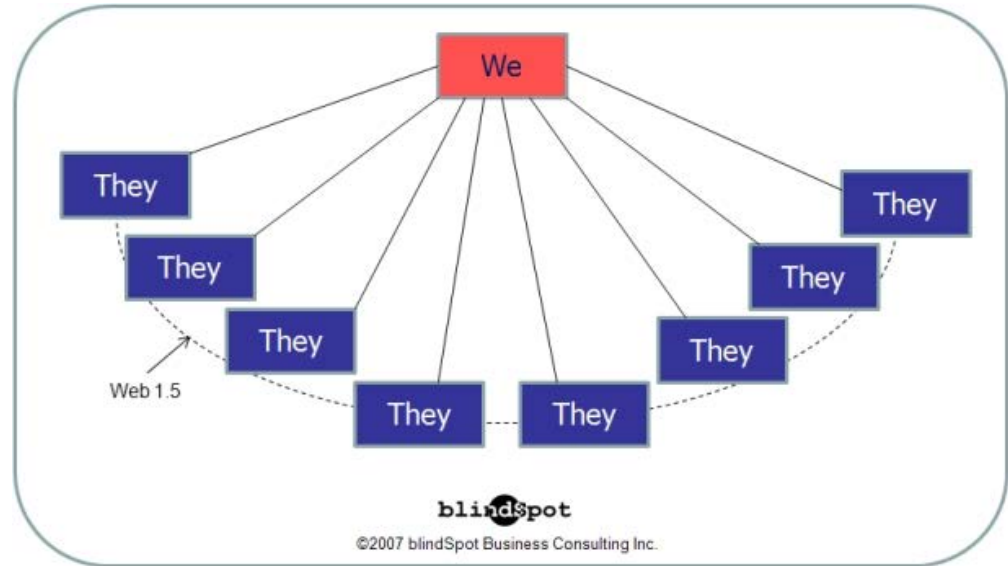
Connections



- Solving coordination problems
- Propagating best practices
- Cross-pollination of ideas
- Culture

Traditional Communication

Broadcast: One to Many



Dialog: One to one

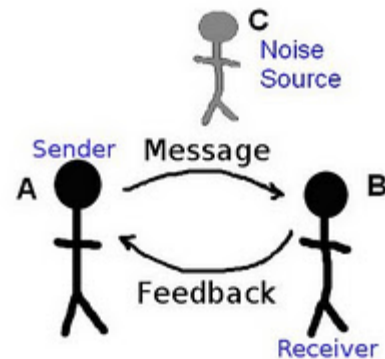


Figure 1 (Interpersonal Communication(2006, Aug 23). In Wikipedia, the Free Encyclopedia)

Social Communication

Community: One to Few

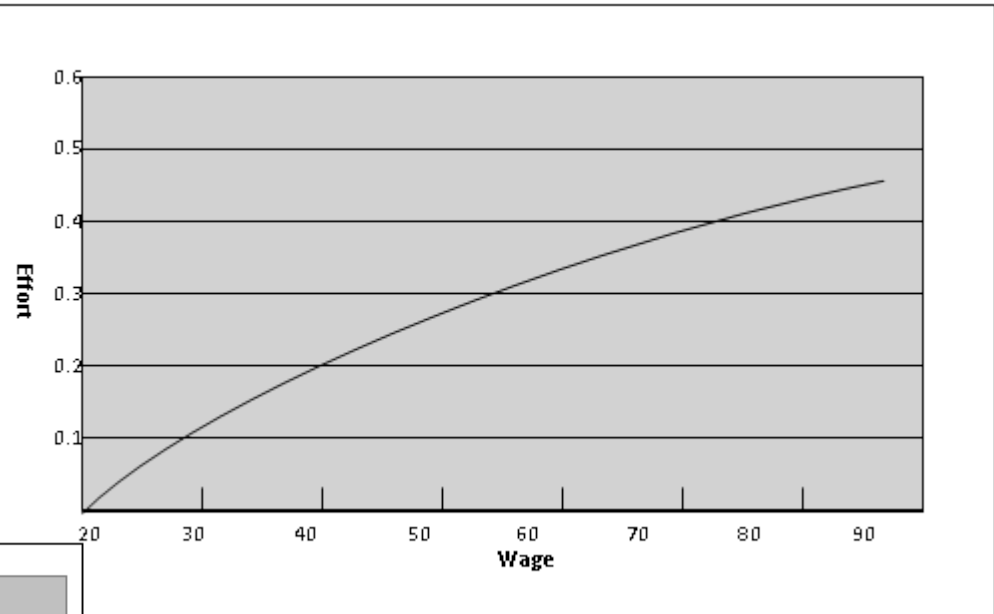


Permeable, open, flexible

Still embryonic: Asana, Google, and others

Compensating Performance

**Kindness Pays:
The Power of Reciprocity**



The Power of Love



Flickr: Photo Sharing Website

Bulk of workforce works for free!
Awards, faves, explore

Key Implications

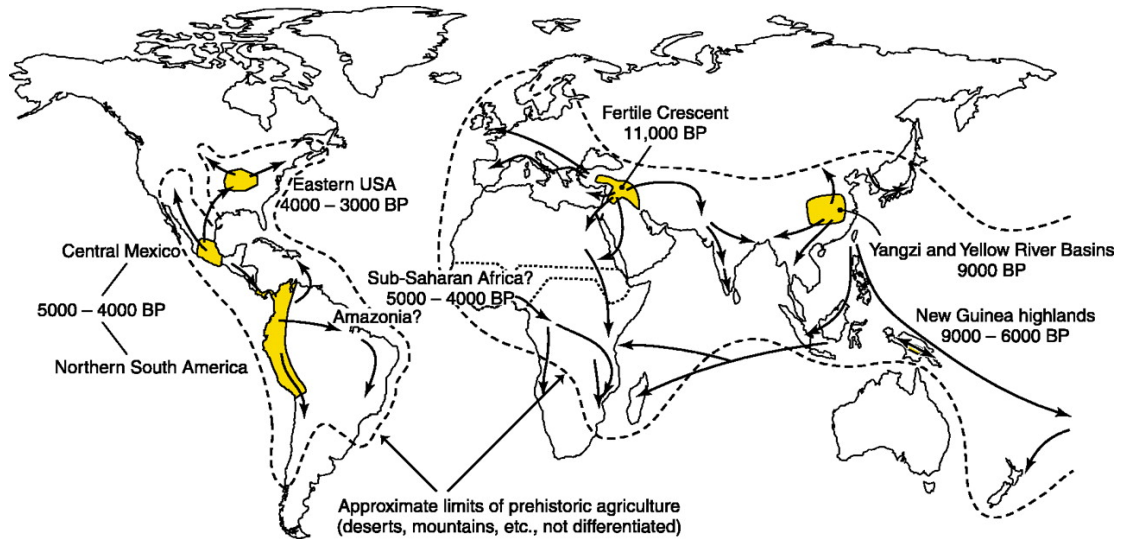
- Worldwide water cooler
- Channels for reciprocity
- Non-pecuniary rewards

How Do Firms Innovate?

- R&D groups
- Acquisitions
- Luck

Where do Ideas Come From?

Geographic proximity



Intellectual proximity

Social Innovation



Platforms

- No geography
- Marketplace of ideas

Conclusions

Social: Transforming the connections
between individuals and organizations

- Influencing customers
- Organizing the firm
- Rewarding employees
- Generating ideas

- More than just being on Facebook!



How a social world impacts your Talent... and how your social strategy may need to Evolve!

First...

An attempt at establishing
credibility or shameless plug!

The Intuit logo is displayed in a bold, blue, lowercase sans-serif font. The letters are thick and rounded. The 'i' characters have a solid blue dot above them. A small registered trademark symbol (®) is located at the bottom right of the word.

intuit.®

Intuit at a Glance

A Leading Provider of Business and Financial Management Solutions

- **Founded in 1983**
- **FY 2011 revenue of \$3.85 billion**
- **Traded on the Nasdaq: INTU**
- **Employs more than 7,700 people**
- **Offices across the U.S., Canada, India and U.K.**
- **Nearly 50 million people use our QuickBooks, Payroll, Payments, TurboTax, financial institution solutions, Mint and Quicken products and services**

Most Admired: Software Industry

8 Years in a row



WORLD'S MOST ADMIRABLE COMPANIES

Revolutionizing People's Lives... Solving Their Important Problems...

Creating Innovative Products and Services



intuit.



QuickBooks



TurboTax



Quicken



QuickBooks
Payroll



ProSeries
The Tax Professional's Choice



mint.com

Intuit Point of Sale

Intuit QuickBase



LACERTE
THE FIRST NAME IN TAX SOFTWARE



intuit.
Websites

intuit. Financial Services



intuit.
Merchant Service
for QuickBooks

Fortune Top 100 Places to Work



Social used to mean in person meetings



And then things changed

Conversations moved online



People participated in online communities

Social sites hit the scene



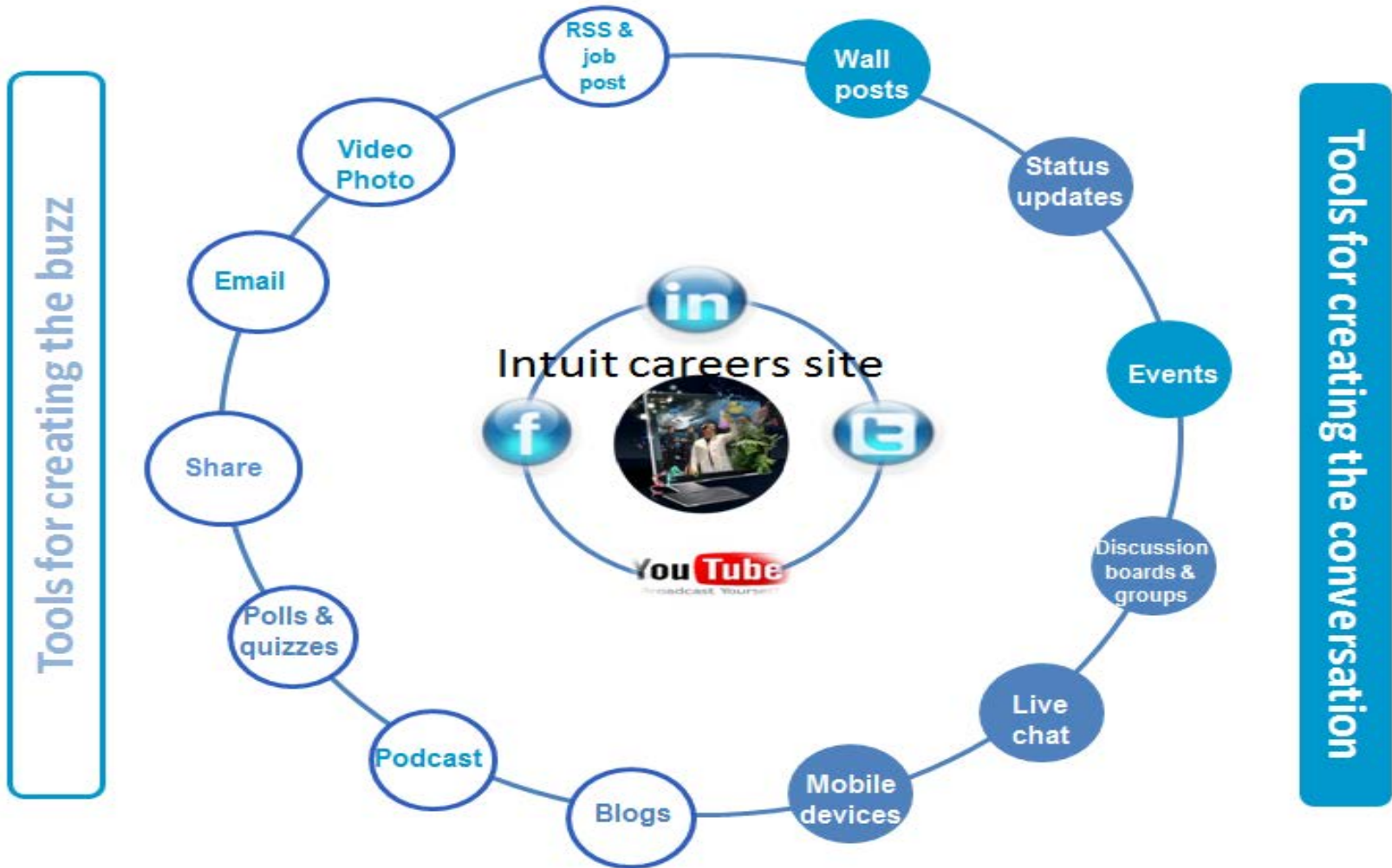
And we thought we had access to the world

But the social world was much larger



So we needed a strategy

And focused on the Social Big 4



Lets chat about...

- Why successful social activity is a conversation, not a campaign
- Why you must scale social media across your entire enterprise (think High Availability)
- How real-time customer/candidate feedback lets you understand and act on what consumers/candidates think about your services or products
- How tracking conversations can create value (data) for companies.

OK...how about some examples

On LinkedIn we created

Companies > Intuit

Overview Careers Products & Services Analytics

This page was last edited on 07/05/2011 by Gail Houston

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Attach a link

Intuit



This Week at Intuit 10/14/11
youtube.com
Catch up on what's making news at Intuit.

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intuit

We started small in 1983 with Quicken personal finance software, simplifying a common household dilemma: balancing the family checkbook. Little more than two decades later, our revenue tops \$3 billion and recognized as America's most-admired software company and one of the country's best places to

... more

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Intuit Alumni Network

Intuit Alumni Community

Discussions

Members

Promotions

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Intuit Employees and Alumni

Discussions

Members

Promotions

Our company page and groups

On Facebook we learned how to engage



ConferRooms v2.1

Exit Room Now Speaking Mic Cam Chat

Moderator: Phil Ohme
Administrators: Gail Houston - Intuit Ad Intuit Admin

Phil Ohme from APD was our first video chat host

08861: How is Texas today?
a little warm
71979: I dont have a camera or video
be watching
71979: 271979 is from Doug
08609: yeah APD!
49634:

Mobile Design Decisions

- Native App or Mobile Web App?
- If Native App, which platform/OS?
 - iOS (Apple iPhone, iPad, iPod Touch)
 - Android (Google, free to carriers and manufactures)



Ask a Tax Expert - Seasonal TurboTax Advisor FAQ

[Back to Intuit Careers](#)

[Discussion Board](#) [Topic View](#)

Topic: Ask a Tax Expert - Seasonal TurboTax Advisor FAQ

Displaying posts 1 - 30 out of 35.

Live video chats, discussions, career advice, news, jobs

We created @intuitcareers

twitter Search Home Profile Messa

Intuit
@IntuitCareers Headquarters Mountain View CA
Learn more about America's most admired software company - Intuit. Talk w/our corporate recruiters & find that perfect job. www.facebook.com/intuitcareers <http://www.intuitcareers.com>

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[@brandon13ke](#) awesome, did you see our videos from our interns and coops youtube.com/intuitcareers

IntuitCareers Intuit
This Week at Intuit 10/14/11 Inkd.in/NzPmc9
5 hours ago ☆ Favorite ↩ Reply 🗑 Delete

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CPA's and Enrolled Agents - are you looking for a flexible work at home schedule. #Intuit has great #jobs available bitly.com/pY7stu
4 Oct ☆ Favorite ↩ Reply 🗑 Delete

And did more than post jobs

We created personal @twitter handles

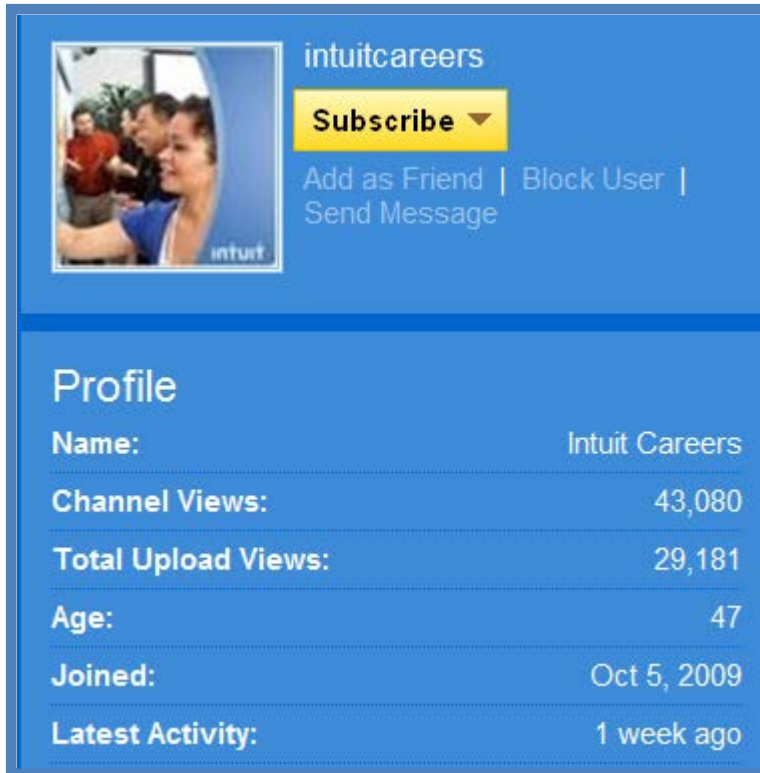


- Intuit Recruiter @ronnyderosa tweet retweeted to over 40,600 followers
- Over 391 clicks on our [bit.ly](https://bit.ly/nXLQJ0) w/in 24 hours



BostonTweet- Waltham based Intuit currently has 26 open positions in marketing, engineering, UX design & more: bit.ly/nXLQJ0 Info: [@RonnyDeRosa](https://twitter.com/RonnyDeRosa)

We explored ways to use YouTube



intuitcareers

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Intuit UK
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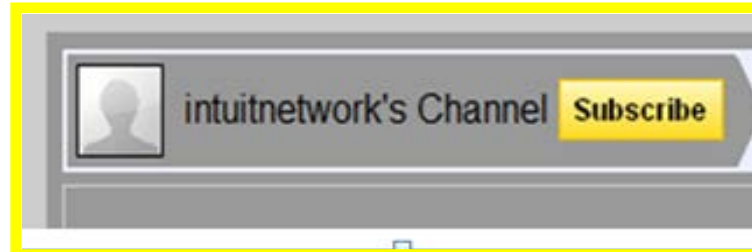
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intuit.

Kesavan Narayan
Staff Software Engineer In Quality – Small Business Group
<http://www.youtube.com/watch?v=MX07F8IZif4>



intuitnetwork's Channel

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Trained our Recruiters and Managers



On how to manage the madness

“I don’t know how & I don’t have time”

And began conversations



Intuit Careers

Crossroads Career Transition Workshop in the DFW area has taught over 7600 people how to job search. Do you have a favorite job search tip to share?

2,789 Impressions · 0.36% Feedback

Like · Comment · Share · October 15 at 9:32am

Connie Crow, Patrick Steger and Gayle Bridgeman like this.

View 1 share



Gayle Bridgeman Check out www.CareerDFW.org - great resource for locating Networking Groups, Workshops, and Jobs!

October 15 at 10:11am · Like



Jamie Giedinghagen When I learn that someone has been laid off, the first thing I advise them to do is to look at the WIA program. It's a government grant for dislocated workers to get education in order to qualify for more jobs!

October 15 at 1:31pm · Like



Alison Ball one thing alot of people forget to do is to let them know they are looking for a job! Sending out resumes to let the people who are most likely to help you is definitly a great step. You never know who is hiring!!

October 15 at 2:24pm · Like



Connie Crow Find a career support group for yourself!

October 15 at 2:57pm · Like



Brandon13ke: @IntuitCareers I'm an MIS/OM student in #Eller here at #Arizona and was wondering if/when you would be coming out for job opportunities?

11:52pm, Oct 17 from Web



IntuitCareers: @brandon13ke I don't think so but you are welcome to send me a resume, I will get it to the campus team

2:44pm, Oct 19 from HootSuite



Brandon13ke: @IntuitCareers I have applied for the listed jobs in Tucson already. I'm looking for an internship to see if I like the company :D Thanks!

2:53pm, Oct 19 from Web



Follow Robert

Robert O. Gail,

Like to talk to someone about technical tax support opportunities. Who'd be the best person to contact.

1 month ago · Like



Gail Houston · Hi everyone, thanks for the questions. Anubhav - sorry I did not see your comment in time for the career fair today. Were you able to meet any of the Intuit recruiters or manager there? Rocky - please send me an email to gail_houston@intuit.com with any questions you might have about our process. Robert - we would love to chat with you about the tax support positions. If you can send me an email to gail_houston@intuit.com I will get you to one of our recruiters over that area.

Jennifer Hasche in San Diego, California
15 months ago

Hi Ashley,

Thanks for your interest! My name is Jennifer Hasche and I am a recruiter with Intuit as well. I did a search and cannot find the specific job opening you are referencing. There is a five digit job ID number associated with each opening. Can you email that to me at jennifer_hasche@intuit.com along with your resume and I will get it to the appropriate recruiter?

Thanks,
Jennifer

[Reply](#) · [Report abuse](#)

- Was this comment helpful? [Yes](#) / [No](#)

Viv in Tucson, Arizona
1 month ago

I've gone through the Intuit website, applied for a local position and was really impressed with the materials on the site. The depth of information on job growth, learning and the culture at Intuit are very exciting.

Would someone be willing provide their experience of the company values (integrity, customer focus,

We socialized jobs



Intuit Careers ▶ **Current Openings**
Computers/Technology · [Edit Info](#)

72132 All Countries

Displaying 1 - 1 of 1 jobs

Marketing Director
Intuit — Marketing
Role Outcomes: Drive >\$300M Tax revenue, the successful introduction of Tax Online, adoption & commercialization of new Innovation offerings revenue, transformation of our Academy team to be a world class Peer Influence Marketing Organization, and build

[Share this job!](#) — Plano, TX,

Wall
Info



leslie12002 Leslie Mason
#Hiring seasonal tax advisors at Intuit #Canada. Provide #tax advice to Canadian users of #TurboTax. Apply: bit.ly/ATECanada #in
19 Oct



Share this Link

Share: **On your own timeline**

Write Something...

Marketing Director
<http://www.linkup.com/job-search-engine/...>
Location: Plano, TX, United States
Role Outcomes: Drive >\$300M Tax revenue, the successful introduction of Tax Online, adoption & commercialization of new Innovation offerings revenue, transformation of our Academy team to be a world class Peer Influence Marketing Organization, and build

No Thumbnail



Gail Barabe Houston shared a link.
3 seconds ago

Marketing Director
www.linkup.com

Location: Plano, TX, United States
Role Outcomes: Drive >\$300M Tax revenue, the successful introduction of Tax Online, adoption & commercialization of new Innovation offerings revenue, transformation of our Academy team to be a world class Peer Influence Marketing Organization, and



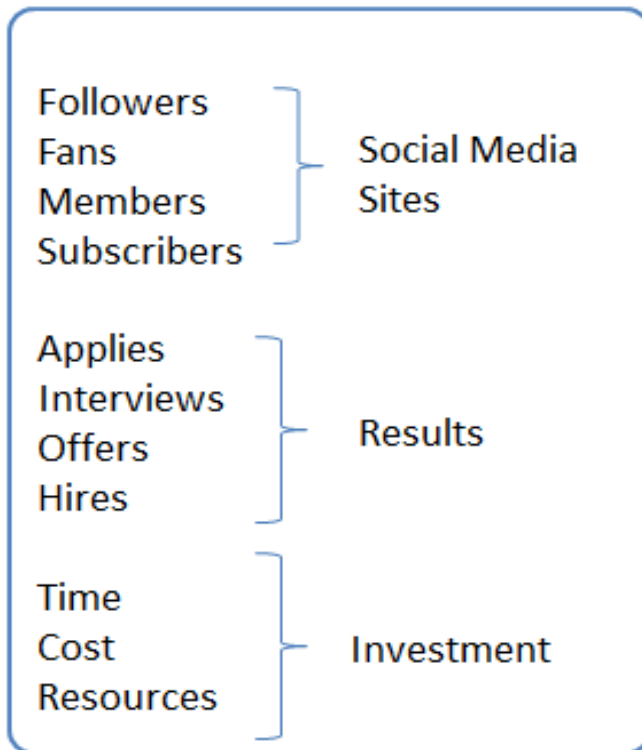
Leslie Mason 1st
Marketing & Analytics Recruiter at Intuit | leslie_mason@intuit.com | 3200+ Connections | Open Networker
Dallas/Fort Worth Area | Computer Software

Leslie Mason via Twitter
leslie12002 Intuit UK is hiring - learn about our openings and hear directly from our employees why they love it here! [#in](http://t.co/iTL9B7zu)

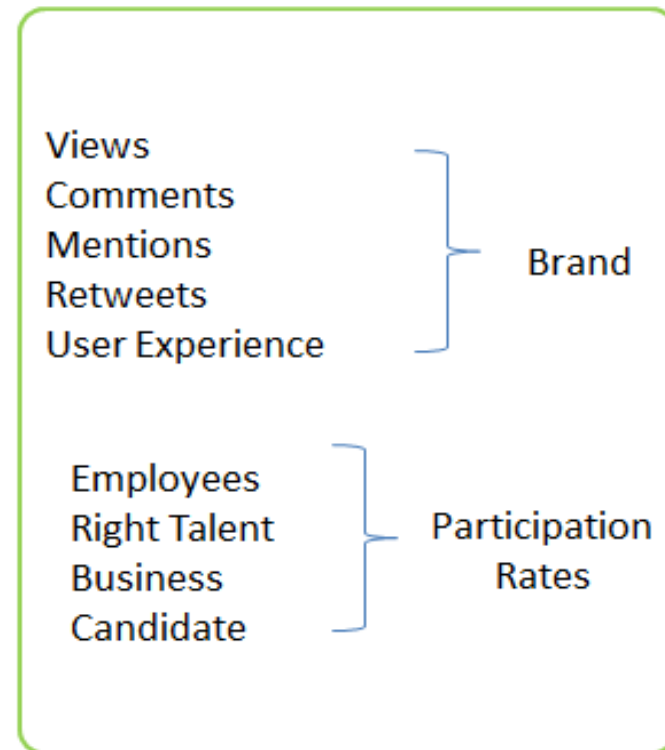
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Then we measured our success

Quantitative Measures

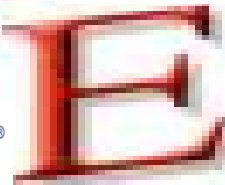
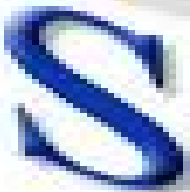


Qualitative Measures



Social Media Metrics Are Evolving

Added Google Analytics



And watched our social sites climb

Learned to monitor our brand



Our Journey Continued



Focused on creating videos

YouTube Search Browse Movies Upload intuitcareers

Post Bulletin Settings Themes and Colors Modules Videos and Playlists

Intuit Careers Intuitcareers's Channel All Uploads Favorites Playlists

Barry Saik
Vice President & General Manager
Grow Your Business / Intuit Websites

0:14 / 2:15 360p

Intuit's Grow Your Business - Career Opportunities
From: intuitcareers | Jul 20, 2011 | 119 views
http://www.intuitcareers.com - Be Innovative. VP Barry Saik discusses how Intuit's Grow Your Business division is solving real problems for small to mid size businesses and why now is a great time to join. Innovation, exciting development opportunities, experience with mobile and social platforms are just some of the exciting reasons why you should explore a career with Intuit.

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Help, I need to be more social



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TalentNet Aug 2011

Intuit - Gail Houston and Leslie Mason

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Summary (All time)

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62 clicks → **Intuit's VP - Bob Meighan discusses the "Ask A Tax Expert" role with Intuit**




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intuit.apply2jobs.com



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ABOUT US

We are visual and interaction designers and/or general lovers of mobile design done well. We do not work at a carrier/provider nor a manufacturer of mobile devices. So fair and balanced. Well, not really—its our opinions and the facts as we see 'em.



Droid Bionic Brings Back the Old Cameraphone Days

Remember when putting a phone into a camera seemed stupid? Everyone called it the dumbest combo ever. And for some time, cameras in phones sucked. They sucked bad. No more. Turned out the best part of phones with cameras is that you have it with you everywhere. But what good is always having a great-photo-taking camera everywhere if you can't get capture the action fast enough?

I thought this slide was the most important of the recent iPhone 4S event—time



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Intuit Small Business Blog

We're talking about small business success.

Money

Marketing

Employees

Trends

6 Tips for Making the Perfect YouTube Video

by Kristin Ewald on October 21, 2011



Leslie Mason - 9:54 AM - +1'd on blog.intuit.com - Public

Great advice for small biz.... make it social!

● **6 Tips for Making the Perfect YouTube Video**



Chris Doctor owns Delphi Construction, a deck builder in Encinitas, Calif., and,

Sharing Intuit Employee and Corporate Blogs

Promoted Events Using Social

Be ingenious

What if brainy women... achieved their dreams
ROCKED THE BOAT HAD THEIR VOICES HEARD
are the future made the difference Led the way won the race
INNOVATED TOGETHER RULED THE WORLD CHALLENGED NORMS
SOLVED THE HARDEST PROBLEMS RAISED THE BAR changed the game
changed the world ACCOMPLISHED THEIR GOALS FOUND THE CURE

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an iPad2!

Intuit is proud to sponsor the 2011 Grace Hopper Celebration of Women in Computing Conference. Stop by our booth to find out what makes Intuit such an innovative company and why we're one of the top technology companies to work at.
Enter to win an iPad2 by joining our talent community. The drawing will take place on Friday, Nov. 11th at 11:15 a.m. at the Intuit booth. Winners need not be present to win.

Be ingenious. Be yourself. Be Intuit.

If you're ready to create, innovate and be part of something big, then you've come to the right place. Our passion for innovation allows us to take risks and try new, ingenious ways to help our customers achieve their dreams. By joining our team, you will have countless opportunities to think big and achieve your own career aspirations.

We're interviewing at the Grace Hopper Conference. Check out our available jobs and apply!

If you're a student or soon-to-be grad looking for your first gig, go to University and click on the job descriptions. You'll learn about internships, co-ops and full-time positions, including rotational development roles. If you're experienced, go to Professional and search all of our great full-time opportunities. Be sure to choose Conferences/Events- Grace Hopper Conference as the source when you apply!

Professional ▶ University ▶

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Went Old School With a Social Twist



WHAT IS MINT?

HOW IT WORKS

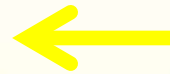
FIND SAVINGS

COMMUNITY

COMPANY

Meet, greet and eat!

- 1 Email a link to your LinkedIn profile to jobs2011@mint.com
- 2 We'll be inviting 100 candidates to a happy hour at our campus in Mountain View on **Monday, Oct 24, 5-7pm**. There will be drinks and food catered by [Chairman Bao!](#)



Bring home the bacon.

Explore job openings at Mint.com located in lovely Mountain View, CA. More US and global opportunities available at intuitcareers.com.

Engineering

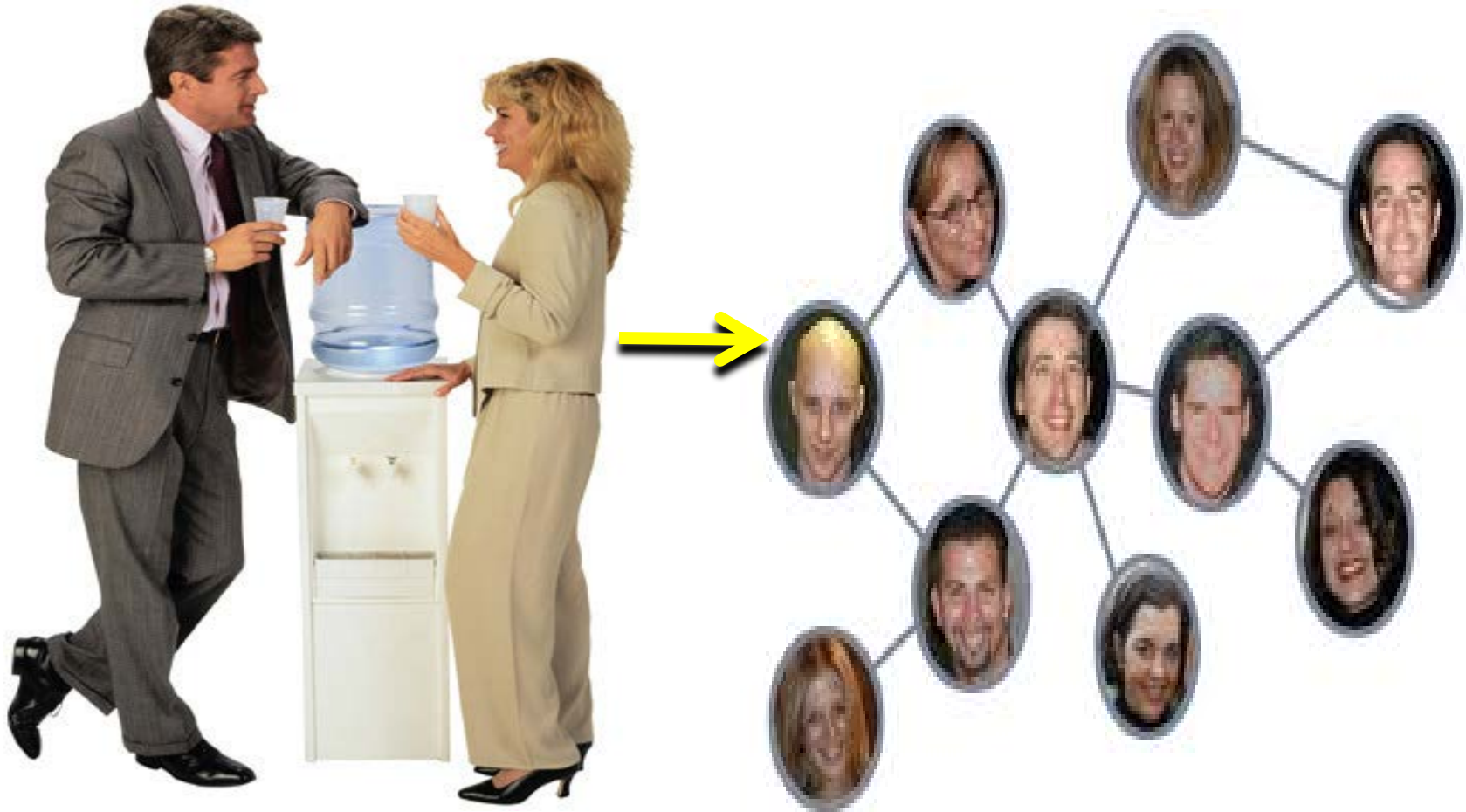
Senior Systems Engineer (73332)

We continue to evolve



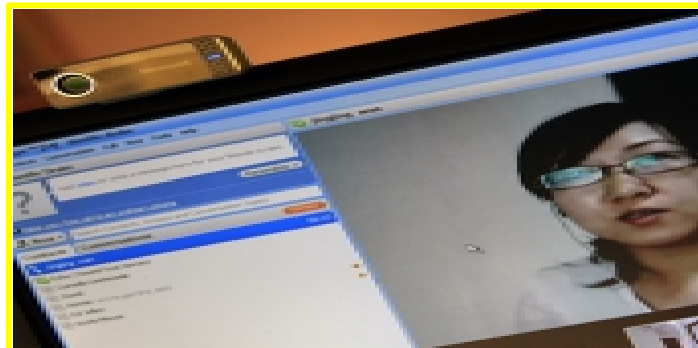
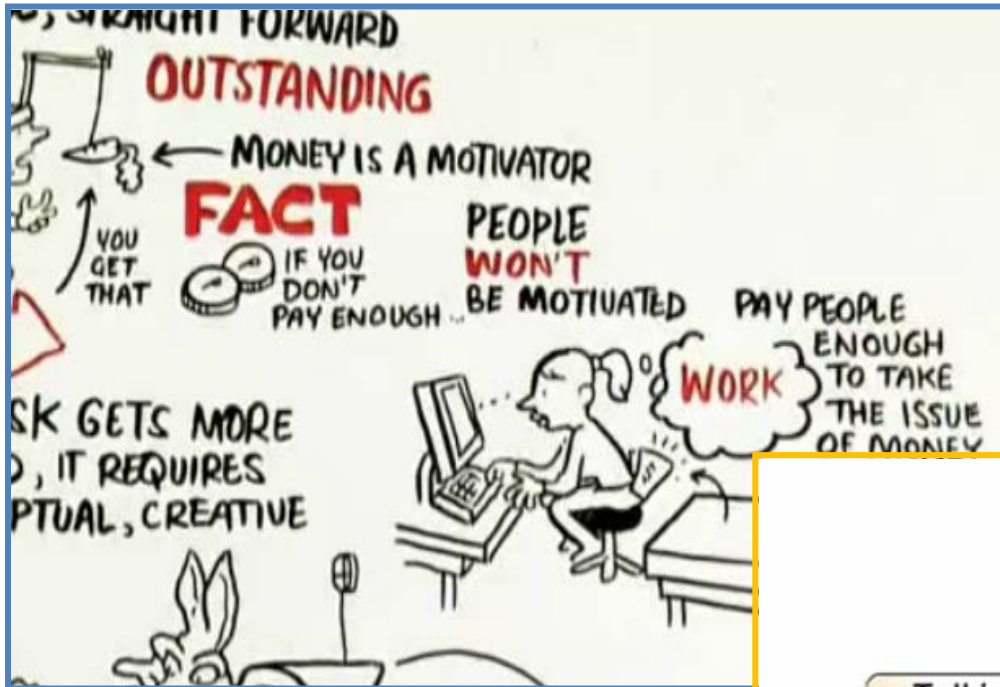
Social is a continual journey

Exploring additional ways to socialize jobs



Moving the conversations online

Exploring different types of video



Talking to your Audience

Keeping Buyers Engaged

Creating Video Conversations



Exploring Google +



Leslie Mason

I am a senior recruiter, social media enthusiast, avid LinkedIn net



Send an email

Posts About Photos Videos +1's Buzz

In Leslie's circles (363)



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Leslie Mason - 9:54 AM - +1'd on [blog.intuit.com](#) - Public

Great advice for small biz... make it social!

6 Tips for Making the Perfect YouTube Video



Chris

+1 - Comment - Share

Candidate Search
Recruiter Edition

Search for Candidate's Google+ Profiles

[Are you on Google+?](#)

Exploring QR Codes & Social Media



Intuit Coops take you on a tour



Don't be afraid



The social journey is not really scary

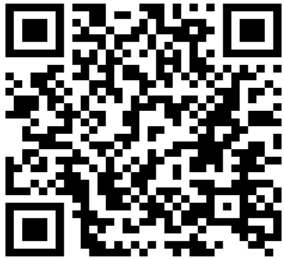
So take the leap



You won't learn if you don't try

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Senior Recruiter
[@leslie12002](#)



Leslie_mason@intuit.com
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**Carnegie Mellon University
Silicon Valley**

**Super-Flexibility:
Global Implications of Social Networking**

Presenter

Stuart Evans

Distinguished Service Professor

SESSION OVERVIEW

- Its all about Circulation!
- Social in a Global Learning Context
- Social in a Global Community Context
- Final Thoughts

THE CIO'S DILEMMA

BUSINESS CONTINUITY

COST

MOBILE

BYOD

SAS/CLOUD

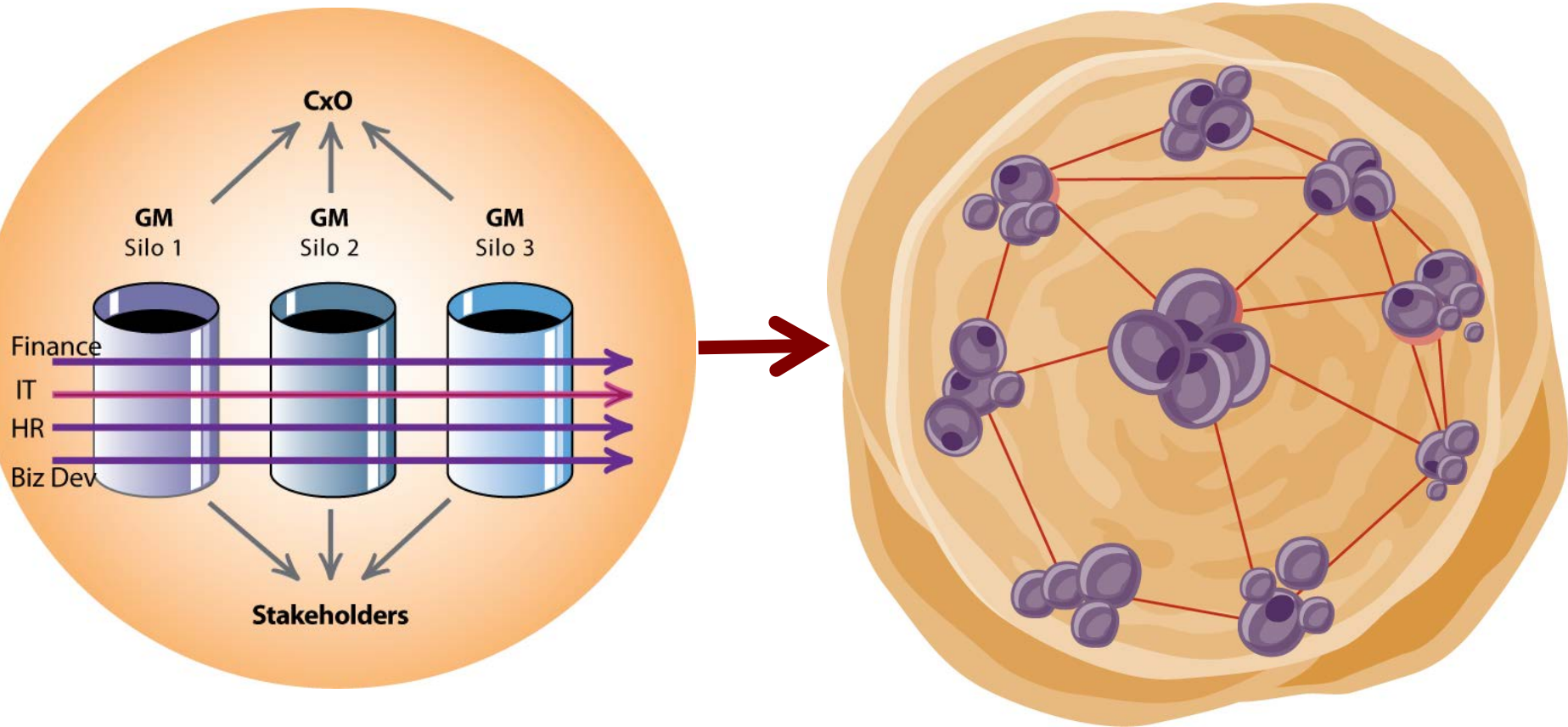
MIGRATING LEGACY

COLLABORATION

SECURITY



IT+ BYOD Social is Driving Org. Structure



IT'S ALL ABOUT



SOCIAL & DISTRIBUTED ACTION LEARNING



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Emirates

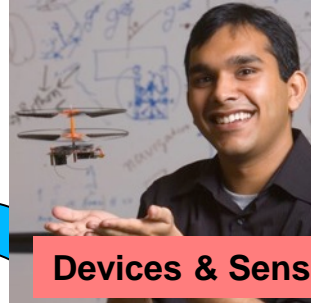
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Carnegie Mellon University
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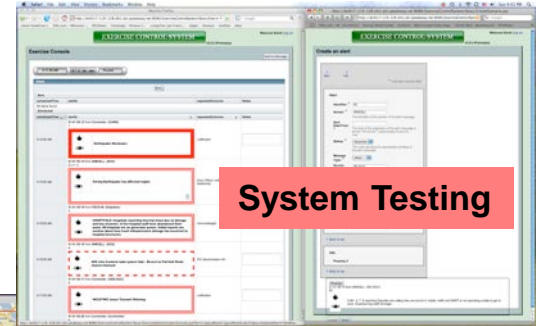
DMI Research & Development Areas



Citizen Response & Collaboration



Devices & Sensors



System Testing



Mobility



Common Operating Picture



Open Floor Plans



Community Internet



Standards & Interoperability



Software & Information Repository

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**Carnegie Mellon University
Silicon Valley**

Social Media & Crowd-Sourcing

SMS to Shortcode 3441

Ushahidi “heatmap”



→ Crowdsourcing

- Translation,
- Geolocation
- Categorization



→ Common Operating Picture



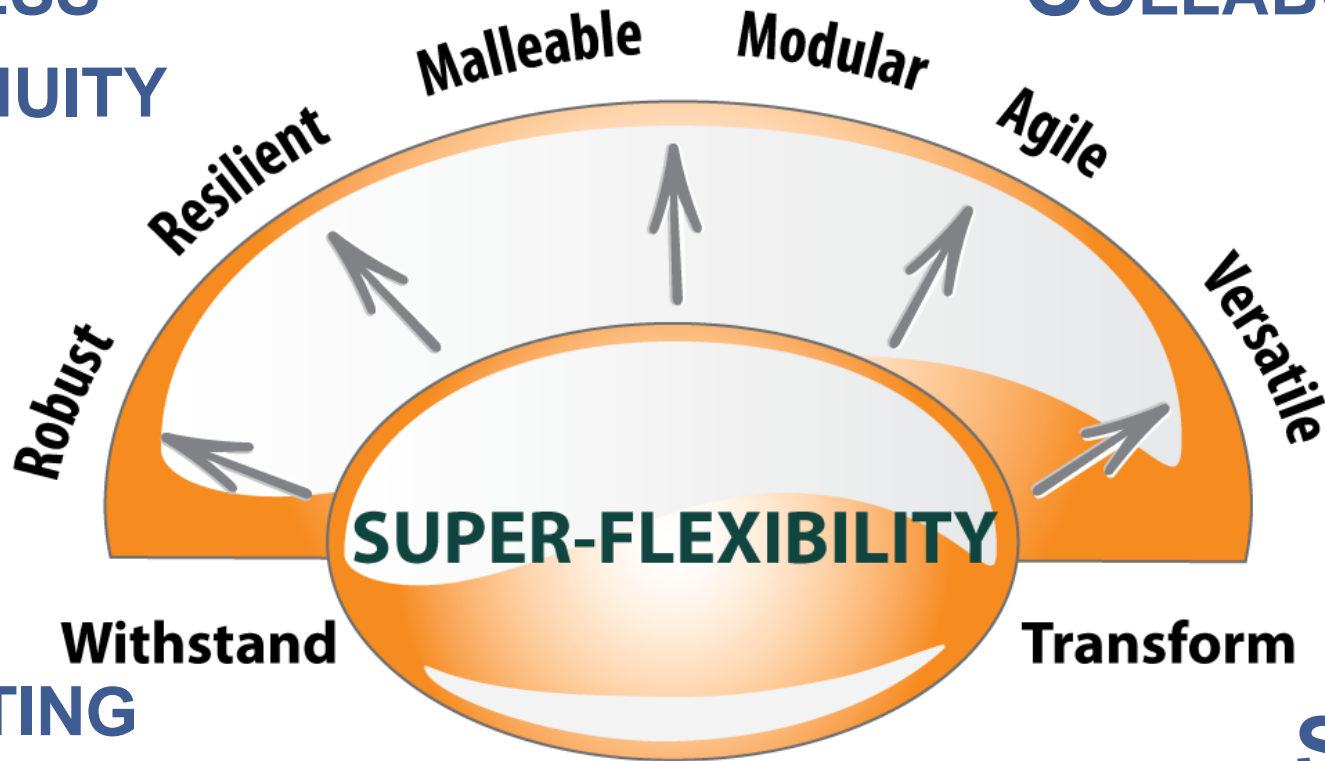
Social messaging

- Twitter
- Chatter
- Facebook (+ messenger)
- YouTube
- Google +

SUPER-FLEXIBILITY & SOCIAL

**BUSINESS
CONTINUITY**

**COLLABORATION
SOCIAL**



**MIGRATING
LEGACY**

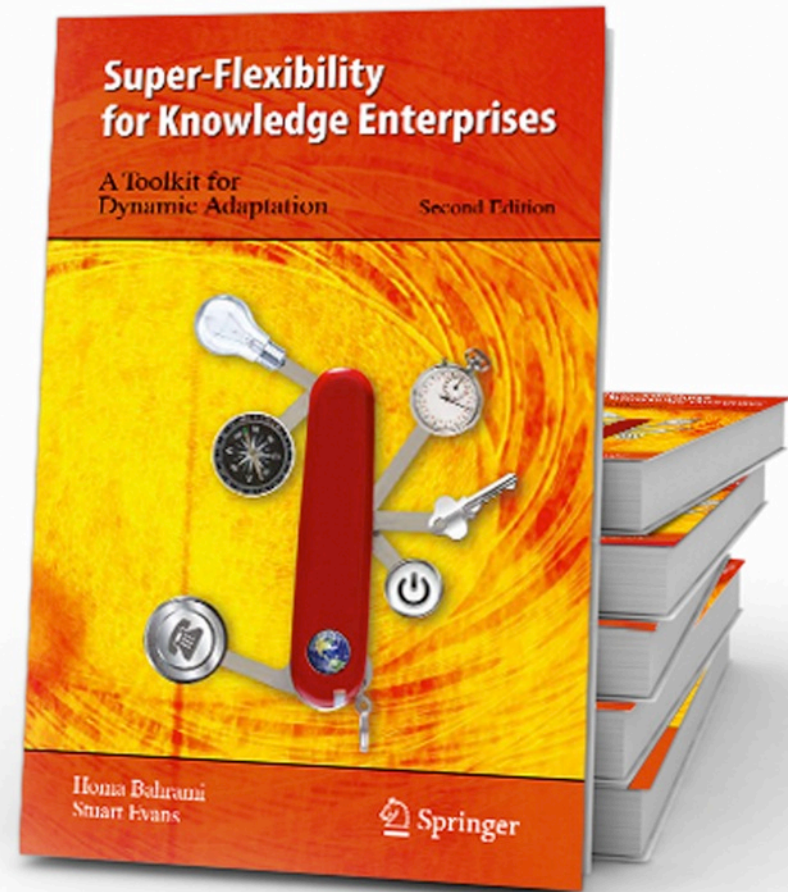
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CLOUD**

Thank You !

stuart.evans@sv.cmu.edu

www.springer.com

www.amazon.com



Business Value of Social Networking

PwC Point of View

Ted Shelton, Managing Director PwC US

John Breen

accountable means:



frosty

responsible

well-spoken

destructive

FREE
Rice

For each word you get right, we donate 20 grains of rice through the UN World Food Program to help end hunger

CORRECT!

accountable = responsible

deltoid means:



food

insolence

shoulder muscle

relative

VOCAB LEVEL —



You have just donated 20 grains of rice.
Please try another word.

This banner is funded
by a generous individual
committed to help end hunger

Sponsors pay for
your donated rice.
Help sponsor [here](#).

FREE
Rice

For each word you get right, we donate 20 grains of rice through the UN World Food Program to help end hunger



Total Donations by Date

| Date | Grains of Rice |
|---------------|----------------|
| OCTOBER 2007 | 537,163,380 |
| NOVEMBER 2007 | 4,768,969,790 |
| DECEMBER 2007 | 6,948,988,060 |
| JANUARY 2008 | 4,551,581,980 |
| FEBRUARY 2008 | 3,893,361,180 |
| MARCH 2008 | 4,109,191,320 |
| APRIL 2008 | 5,614,647,060 |
| May 1, 2008 | 214,355,260 |
| May 2, 2008 | 210,200,260 |
| May 3, 2008 | 95,703,540 |
| May 4, 2008 | 89,609,380 |
| May 5, 2008 | 180,406,920 |
| May 6, 2008 | 187,499,300 |
| May 7, 2008 | 190,873,880 |
| May 8, 2008 | 195,609,880 |

"The United Nations estimates that the cost to *end world hunger completely*, along with diseases related to hunger and poverty, is about \$195 billion a year.

Twenty-two countries have joined together to raise this money by each contributing 0.7% (less than 1%) of national income. Some of the countries have already met this goal. Others are being a little slow, but this can be fixed. You can see how the countries are doing by clicking [here](#)."

- The FreeRice FAQ

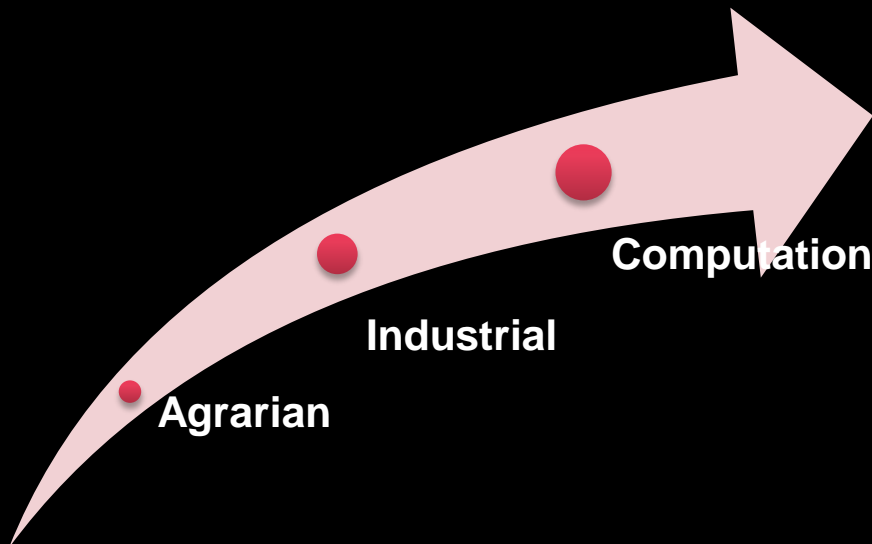
94 BILLION

1 person → 1 million people

coordination of
distributed
production

“Third Wave”

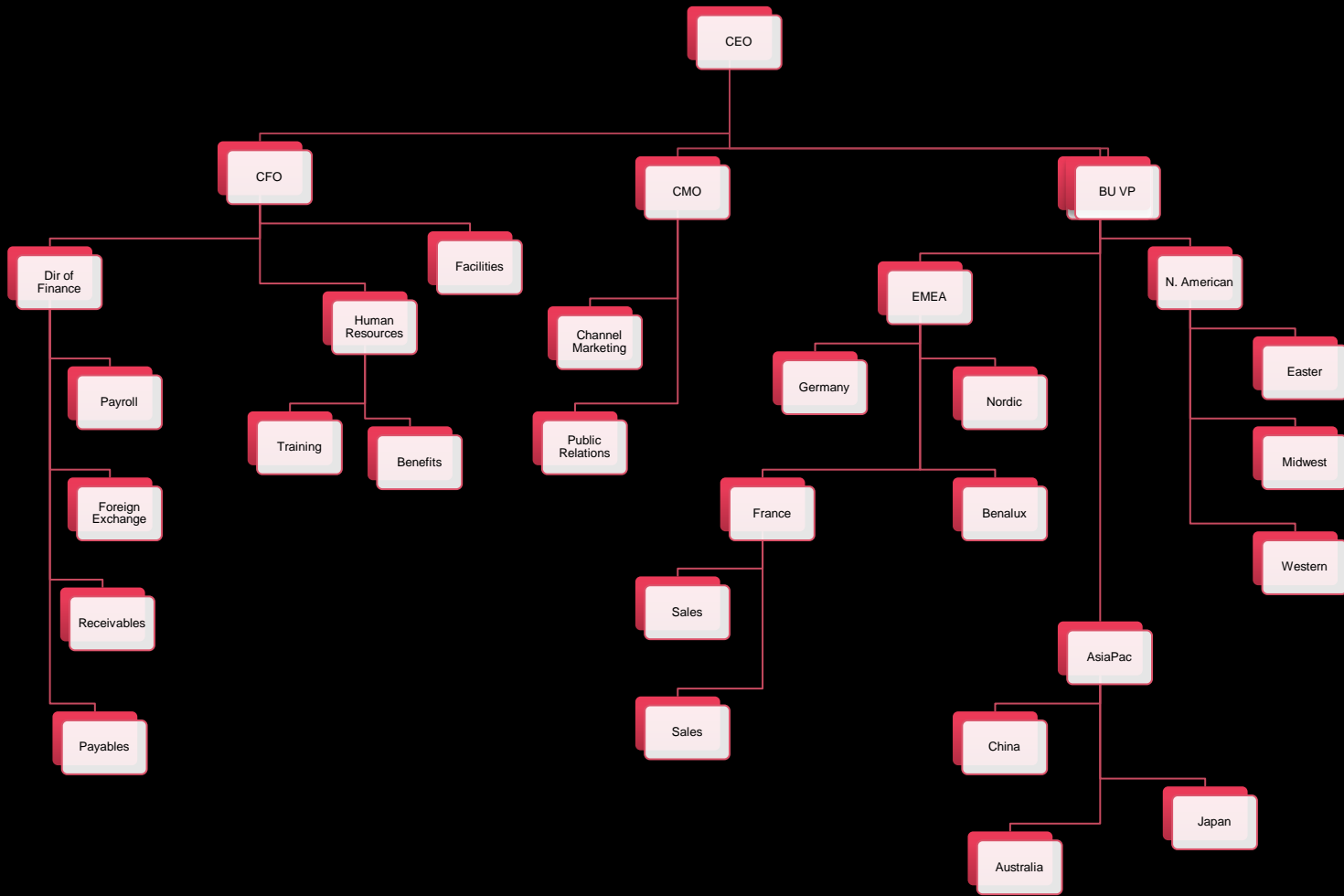
Alvin Toffler, 1984



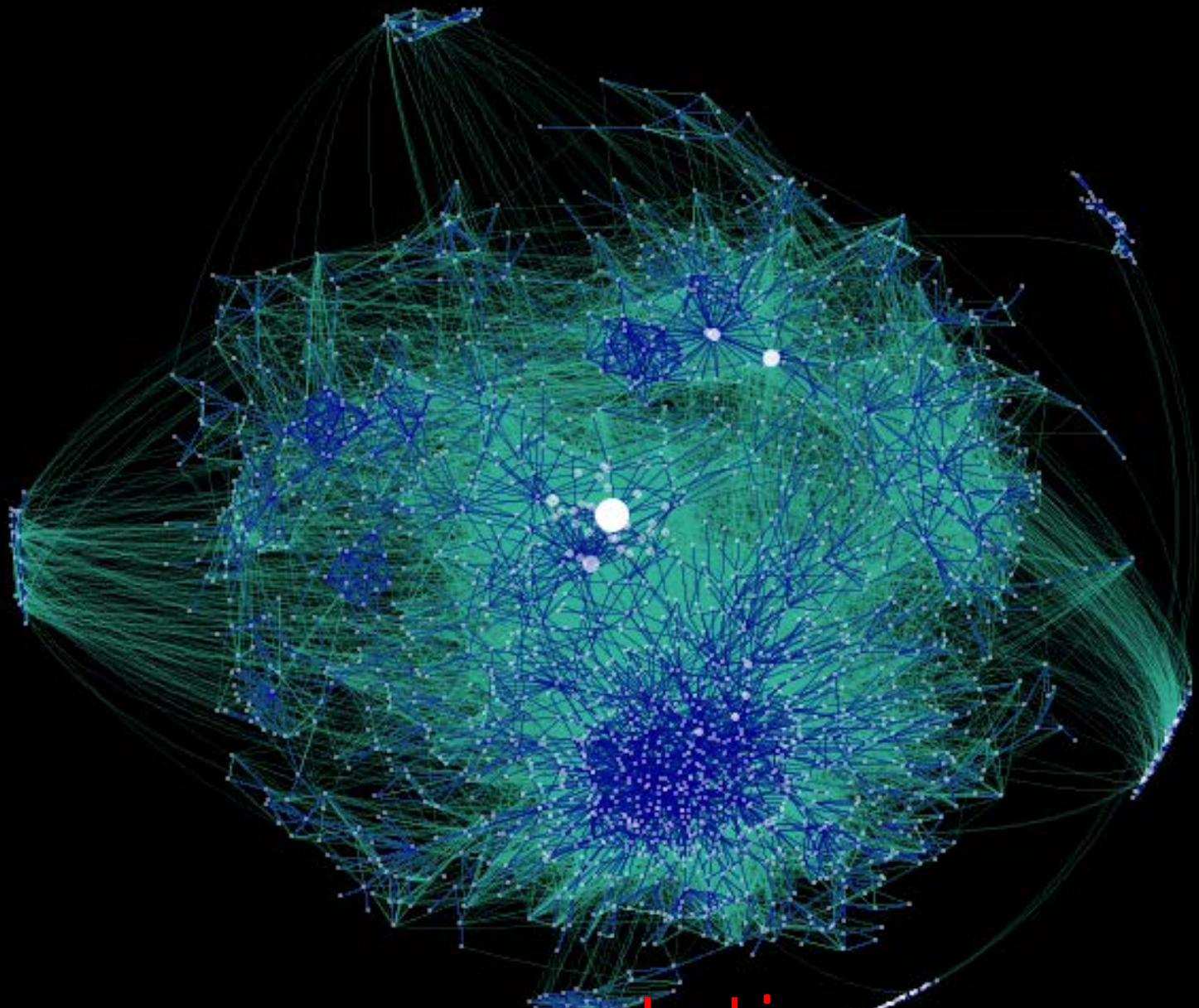
Information technology has become the primary driver in defining systems of production



Network models emerge to support these systems of production...

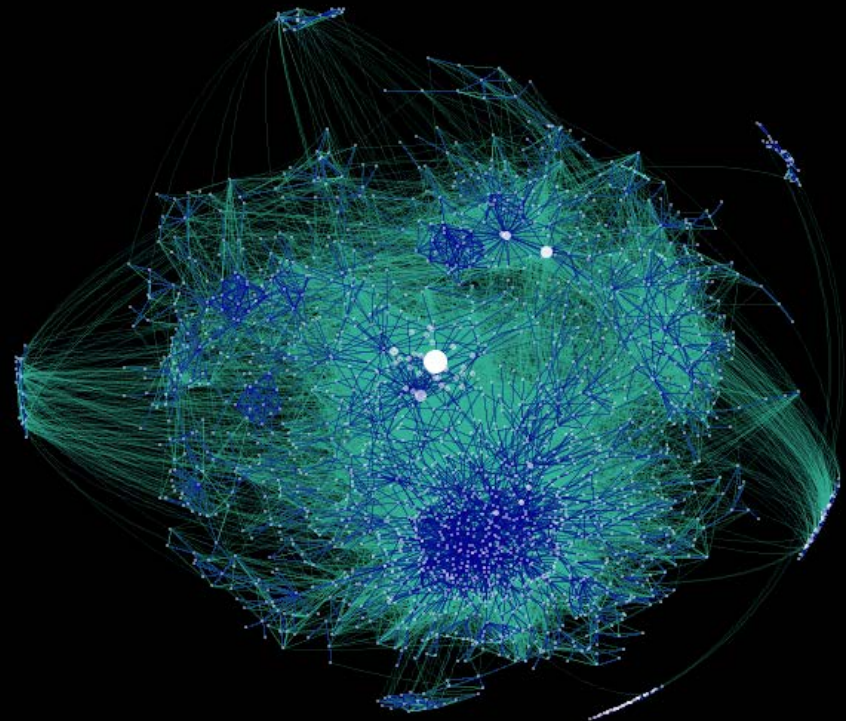
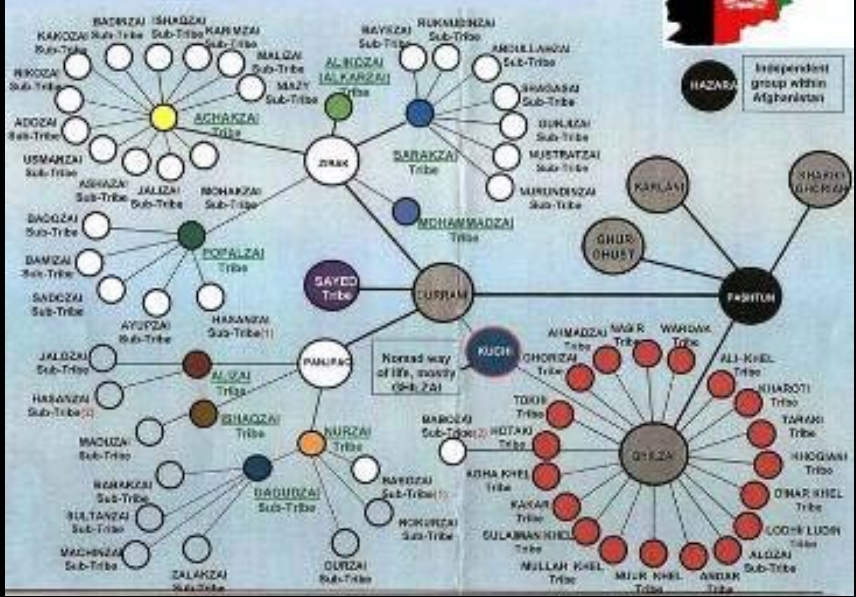


industrial



computation

PASHTUN TRIBAL STRUCTURE



SOCIAL

The computation economy has gone social... **1 out of every 8** minutes online is spent on Facebook.

COMSCORE, FEBRUARY 2011

US Internet users spend **3x more minutes on blogs & social networks** than on email.

THE NIELSEN COMPANY, NOVEMBER 2010



9 out of 10 Internet users visited a social networking site each month in 2010.

COMSCORE, FEBRUARY 2011

24% of adults have posted comments or reviews online about the things they buy.

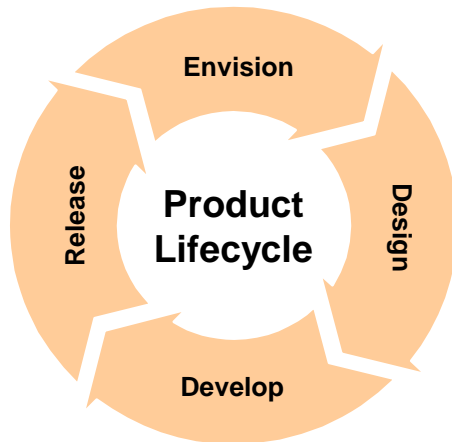
ONLINE PRODUCT RESEARCH, SEPTEMBER 29, 2010

The meetup.com SF Chihuahua group consists of **594 members** who have met up **53 times** since November 2006^{an}

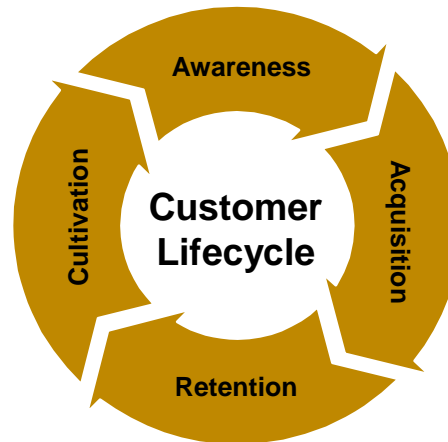
Francisco Chihuahua Meetup, Meetup.com, 2011

The business value of social networking?

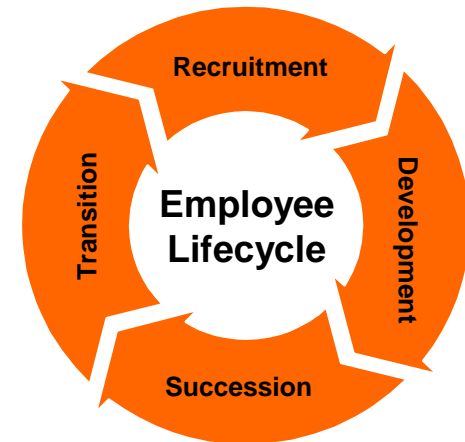
*Successful companies are using social networking to turn their companies **inside out***



Develop your Products and Services



Sell your Products and Services



Find, Train and Grow your people

750,000,000

The number of Facebook users
Source: TechCrunch, 2011

Q. What is the value of a Facebook customer to a retailer?

A. \$136*

* The average value of a Facebook fan takes into account variables such as product spending, loyalty and reduced acquisition cost. Source: Syncapse, 2010

Social media and mobile

- There are more than 100 million individuals accessing Facebook via their mobile phones and another one million on Twitter.
Source: Interpret LLC, 2010
- Mobile users are estimated to be twice as active on Facebook compared to non-mobile users.
Source: Forrester, 2010

| TIRED | WIRED |
|-----------------------|--------------------------------|
| Product Profitability | Customer Profitability |
| Current Sales | Customer Lifetime Value |
| Brand Equity | Customer Equity |
| Market Share | Customer Equity Share |

***So what should
businesses do?***

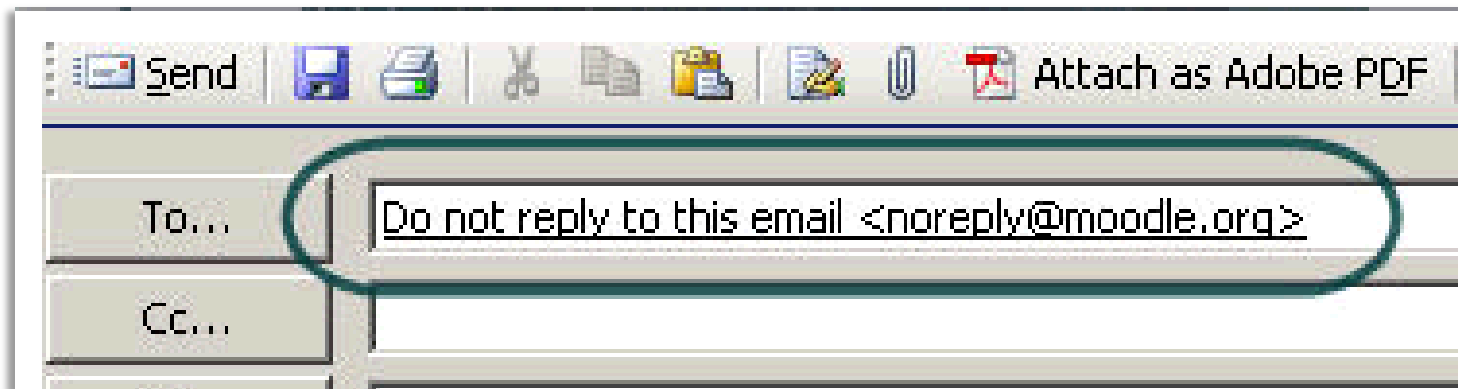
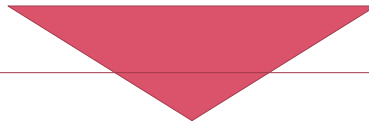
Social is not natural for most enterprises

**The people in charge of
talking are in the
marketing department.**



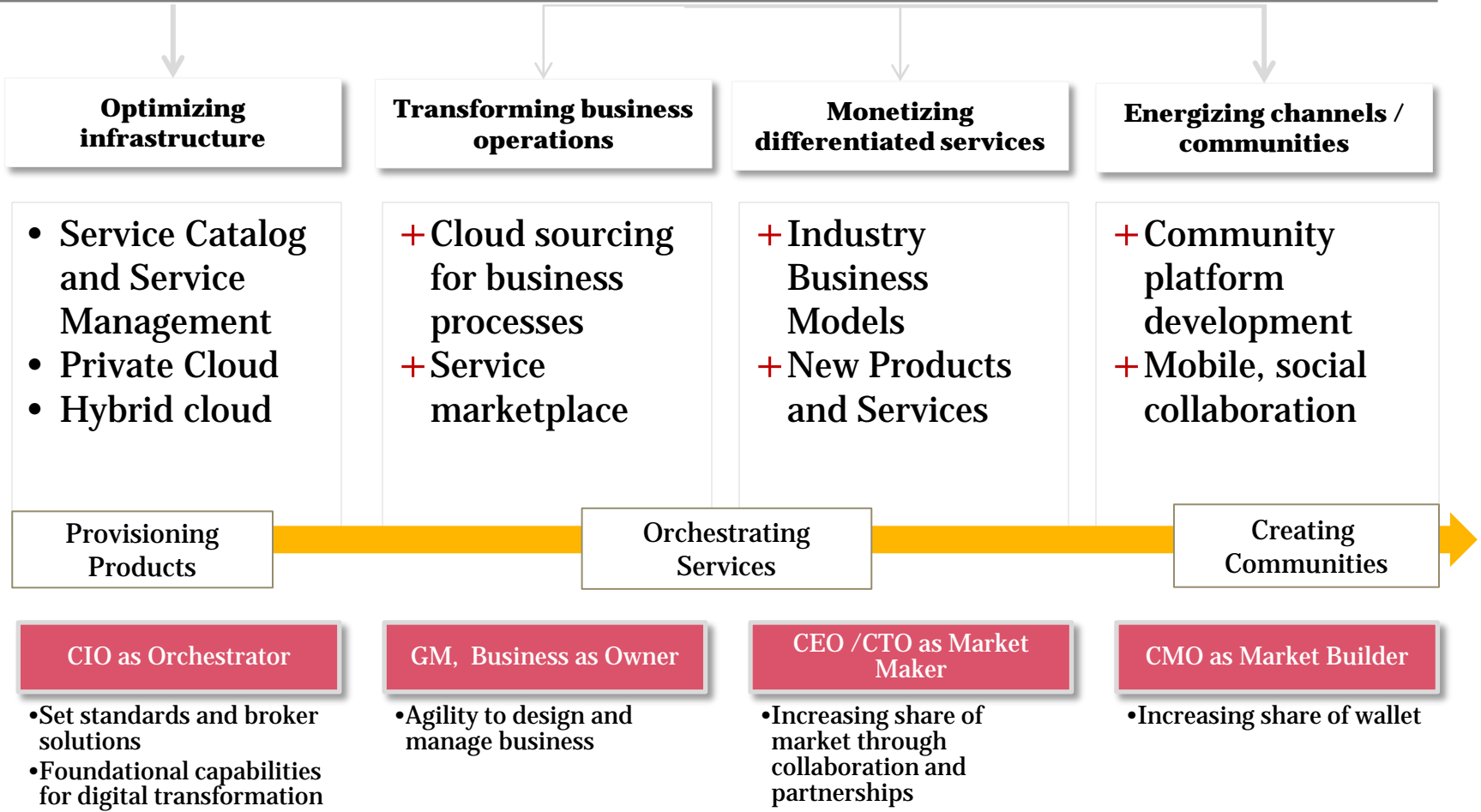
**The people in charge of
listening are in the service
or sales department.***

But...



IT must support a transformation of business

Becoming the collaborative enterprise





From our experience, we have seen first hand what works and what doesn't

What's working

- Passion of early adopters
- Social computing with new devices
- Lots of experimentation
- Social platforms find their purpose
- Engaging and sharing content
- New opportunities for commerce

What's not working

- Lack of clear strategies, no links to business priorities
- One-way communication
- Champions move and initiatives stop
- Campaign mind-set vs. long-haul
- Decision makers not engaged
- Poor operational integration

Now is the time to take social networking seriously inside the enterprise.

Ted Shelton



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Converting Connections into Opportunities

Dr. Jonathan Reichental
November 3, 2011

The social business

Customer engagement

Measurement

Experimentation



**Should you build a
social business?**



Transparency
Nimbleness
Engagement



Marketing
Recruitment
Collaboration
Personalization
Innovation



Emergence of social media measurement.



Radian5

Klout

Chartbeat

Socialmention



Experiment.

It's early.



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