

Social Networking: What is it and how do we benefit?

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- What is Social Networking?
- What is the value?
- Why do you need it?
- What does it look like?
- How should you implement it?
- How should you partner?
- Q & A

- Social Network

- A map of the relationships between individuals, indicating the ways in which they are connected through various social familiarities ranging from casual acquaintance to close familial bonds.

- The term was first coined in 1954 by J. A. Barnes (in: Class and Committees in a Norwegian Island Parish, "Human Relations").

- Online Social Network

- Allows users to search and communicate

- Based on who they are and who they know
 - User to user communication
 - User generated content

- Open Social Networks

- Model – Maximize clicks on advertisements
- Little or no authentication
 - Anyone can join
- No verification
 - Sign up as “Santa Claus”
- Limited or no privacy controls
 - I can see you...
- Examples
 - Friendster
 - Myspace
 - Facebook
 - Linkedin
 - Yahoo! 360

- Authenticated Social Networks (Your ally)

- Model – Maximize value to partner organizations and their alumni
- Authenticated and verified users
- Example
 - inCircle

- Mission

- Connecting alumni

- With each other

- With the university

- Data

- Contact updates sent to you

- Reasons to update their information

- Brand

- You are the centerpiece

- All value is attributed back to you

- Scale

- Technology moves fast

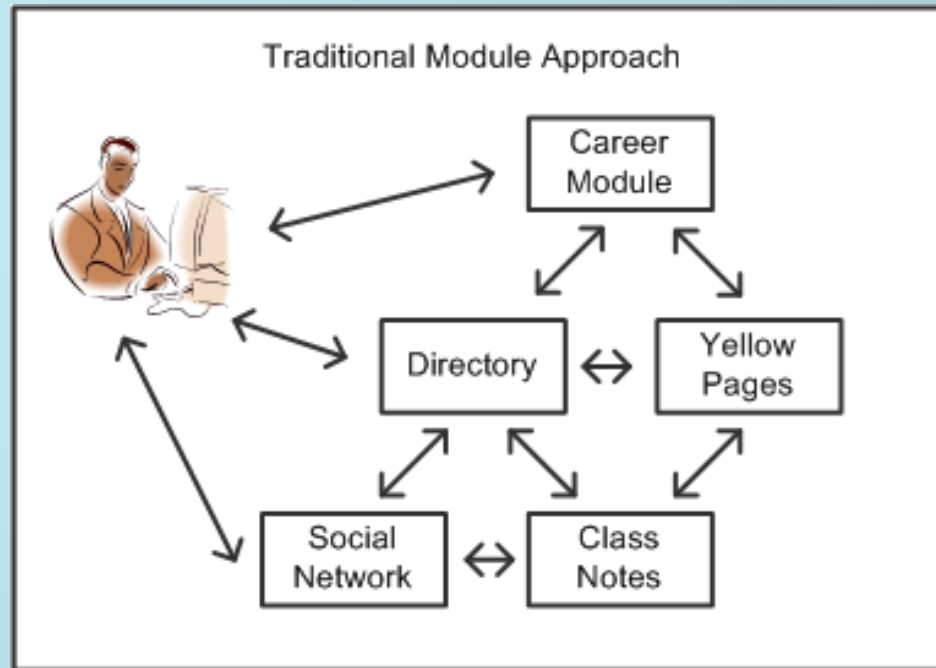
- Offer a solution on par with Yahoo! and Facebook

- User-centric
 - Dynamic content
 - Relevant & Individualized
- Flexible
 - Reconnect
 - Relocate
 - Find Services
 - Find Jobs
 - Share Media
- Private
 - Authenticated
 - Verified
 - Secure & Trusted

Why do you need it?

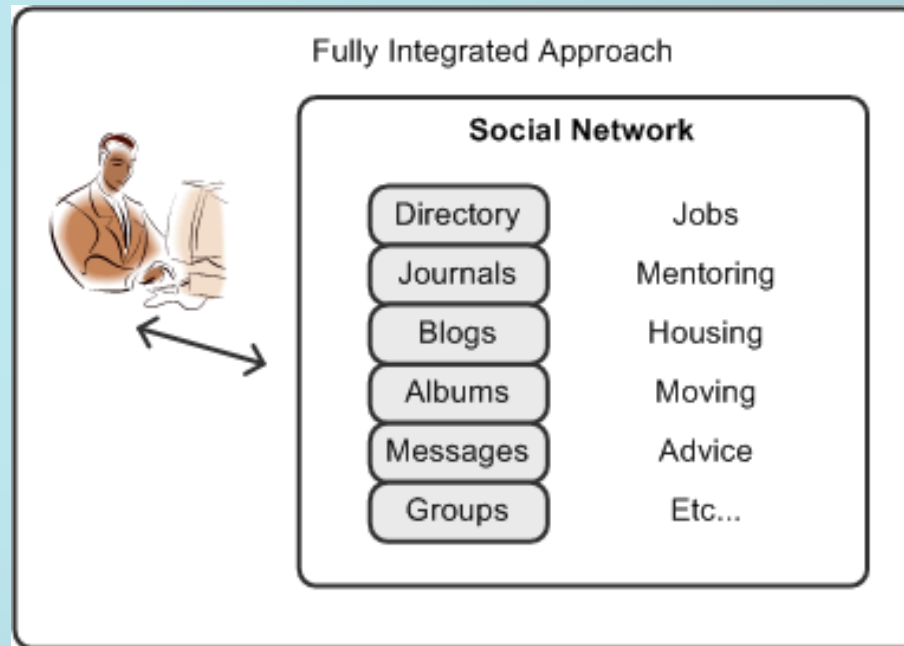
- Given the host of other eye-catching options available on the web today, static applications will no longer attract your alumni.
- Brief Demo

Current Implementation



Segmented modules tell alumni how to interact and limit their use cases.

New Approach



A fully integrated Social Network allows alumni to use core functionality to achieve their objectives.

How should you partner?

- The Company
 - True technology company
 - Single minded and focused
 - Experts
- The Product
 - Social Network at the core
 - Fully integrated
- The Future
 - Develop from feedback
 - Customers
 - Users
 - Rapid upgrade schedule
 - Integrating latest technology
 - Should be pain free

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