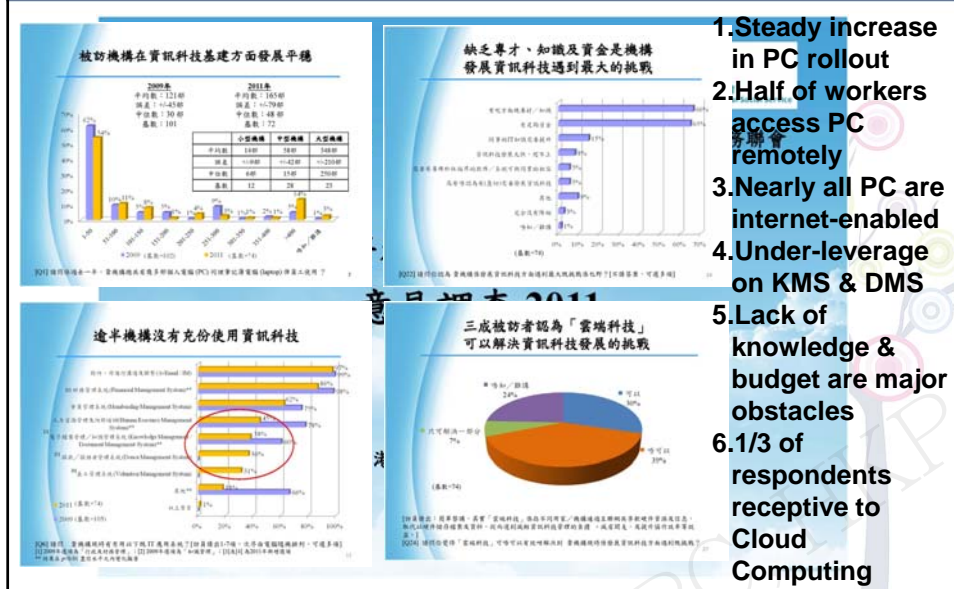




### ***Characteristics of Knowledge Work & social workers in Hong Kong***

- 1. Collaboration is essential**
  - 2. Outreach workers incur travel and need remote access**
  - 3. Many workers are non IT-savvy**
  - 4. Case management approach**
  - 5. Attend training on a regular basis**
  - 6. ...**
- 2011 Copyrighted. KMRG, HKPolyU

## Survey on use of IT among NGOs in HK



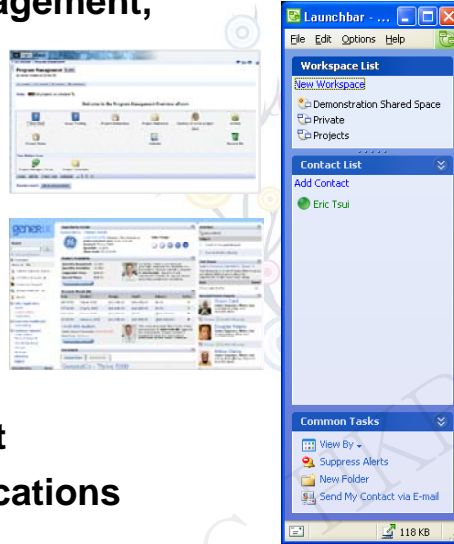
## What is collaboration?

- Co-plan
- Co-create; Co-review
- Attend
- Co-decide; Co-solve
- Followup



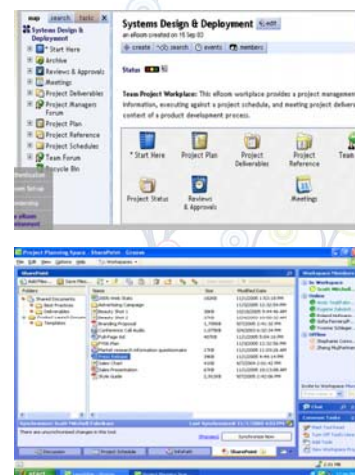
## Collaboration Tools

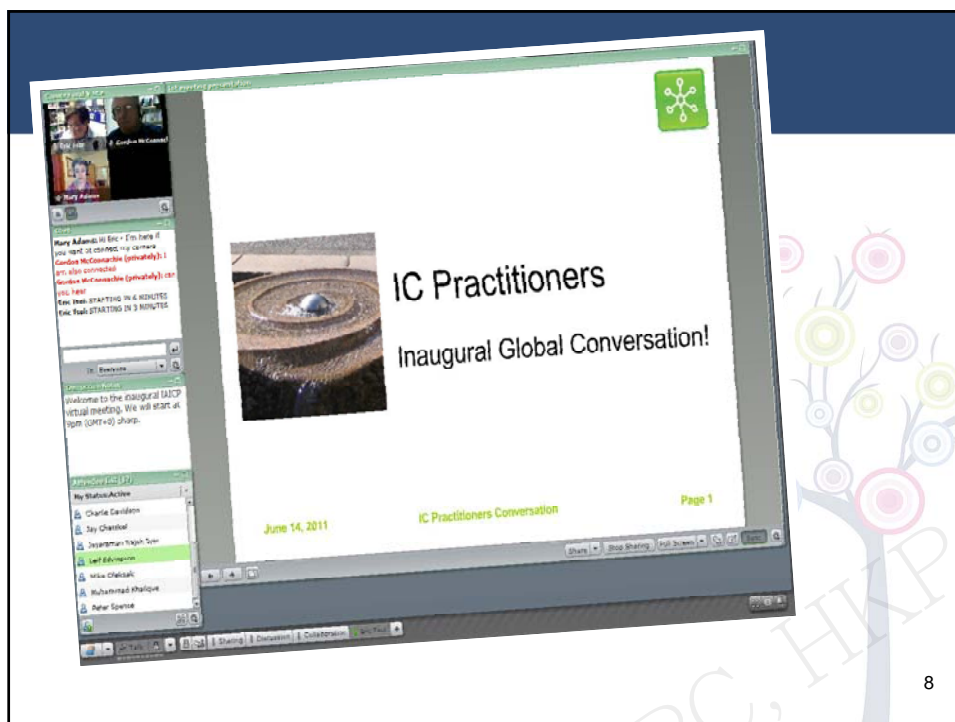
- Calendar, Contact Management, Notes, News
- Instant Messaging
- Presence Management
- Bulletin Board, Forum
- Application Sharing
- File transfer
- Screen Sharing
- Document Management
- VoIP, Unified Communications
- Web Conferencing



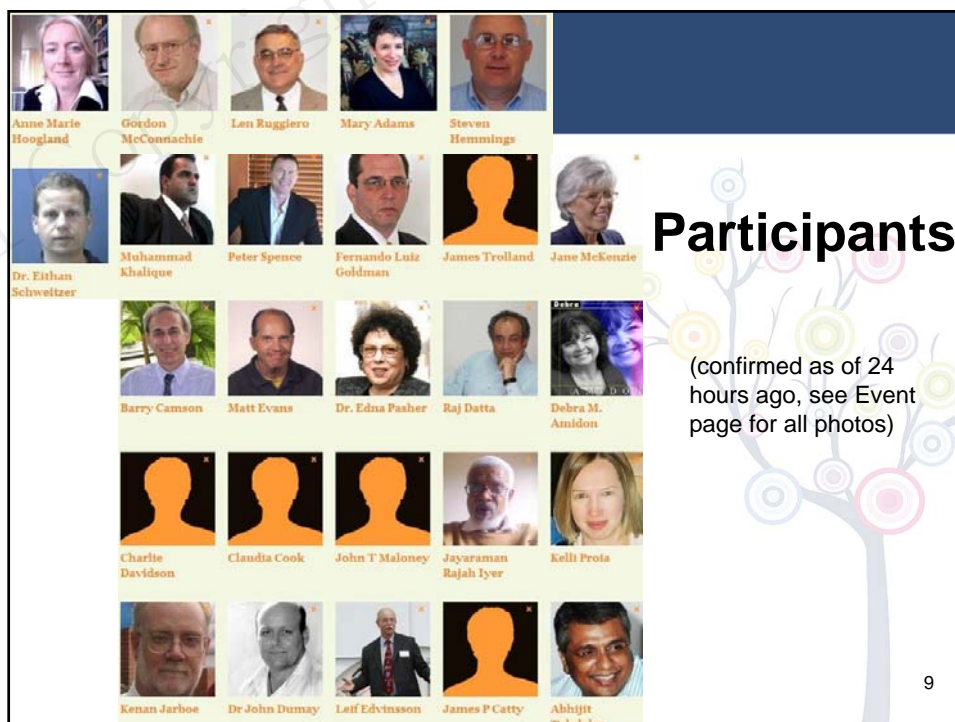
## Collaboration Tools (cont.)

- Linking two or more people together
- Discussions, Presentation, Training, Working on a document
- Project Planning, Tracking and Reporting
- A common storage area
- Casting one's opinion
- Knowing who is online
- Real time or relayed messages





8



9

### Chat box

right Eric?  
**Eric Tsui:** OK ppt is uploaded  
**Eric Tsui:** sorry wrong ppt  
**Eric Tsui:** let me upload the right one  
**Mary Adams:** I hear you do you hear me  
**Mary Adams:** I'm working on it  
**John :** Looks nice  
**John :** C-U 2-morrow.

### Request to speak

### Padlock button for handsfree

### Camera & Voice pod

10

## Online polls

### What is your preferred format of our meeting?

Format	Percentage	Count
Open	17%	2
Formal presentation	0%	0
Case study	8%	1
A combination of the above	58%	7
I am easy. Any format is fine	17%	2
No Vote		

### How frequent should we have these meetings?

Frequency	Percentage	Count
Once a month	77%	10
Once every 2 months	17%	2
Once a quarter	6%	1
Once every 6 months	0%	0
As the need arises	0%	0
No Vote		


### Any suggested time in the day?

Suggested Time	Percentage	Count
I prefer to start 2 hours earlier	0%	0
I prefer to start 1 hour earlier	0%	1
This is a good time for me	67%	8
I prefer to start 1 hour later	0%	1
I prefer to start 2 hours later	17%	2
No Vote		

11



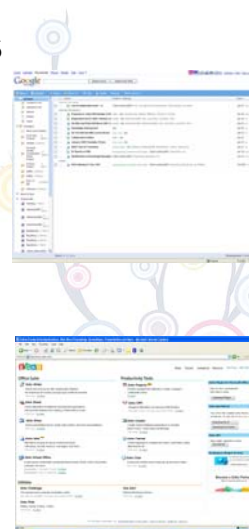
[www.ooVoo.com](http://www.ooVoo.com) offers free 6 party video chat

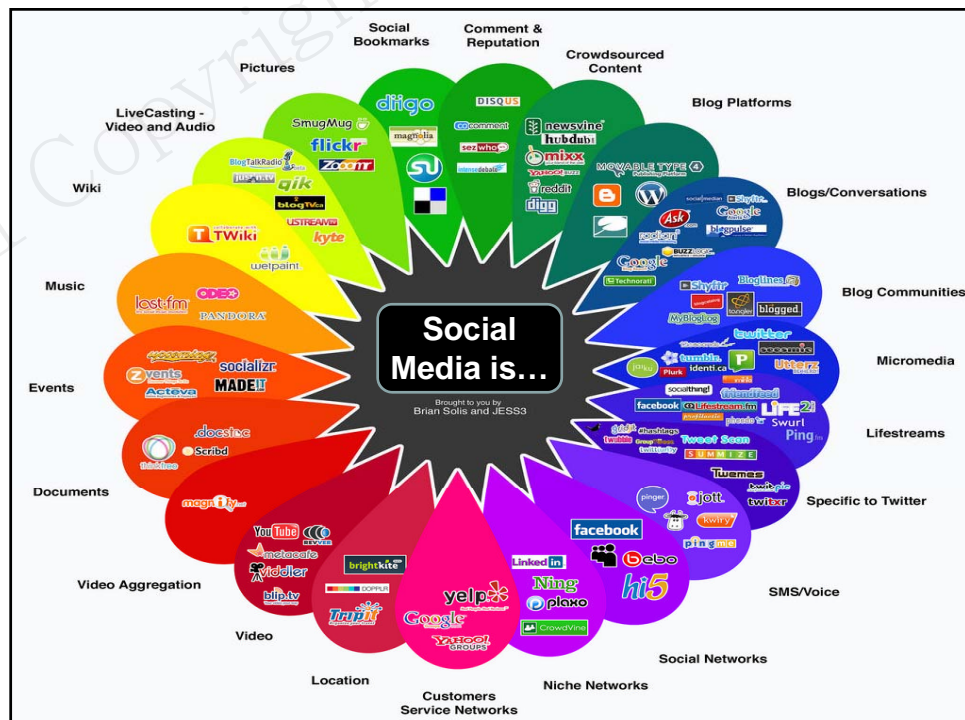


The image displays the ooVoo website and its mobile application. The website features a dark theme with a large banner stating "Everything is Better in Groups." and "Video chat with up to 6 friends FREE." Below this, there are links to download the ooVoo app for various platforms. The mobile app interface is shown on the right, displaying a list of contacts and a chat window.


## Web-based productivity tools

- Google Calendar / Documents
- Zoho
- ThinkFree
- Num Sum
- IROWS
- OOO (Online Open Office)






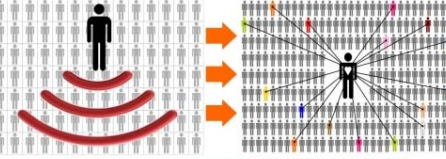
## How Social Media is impacting business




### Social Media is Changing Business




From "Selling" to Connecting with Your Audience



From "Large Campaigns" to "Small Acts"



From "Controlling the Message" to Transparency

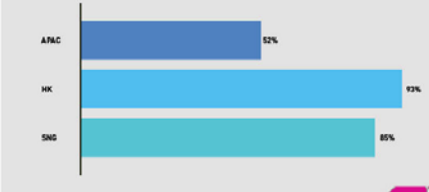


From "Hard to Reach" to "Available Everywhere"

Source: Mashable.com © Mark Smicklas, New Marketing & Social Media Strategist, IntersectionConsulting.com

## Hong Kong, Singapore ahead of APAC

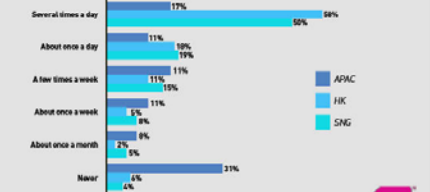
### Social Networking Sites are highly popular in Hong Kong and Singapore



Region	Popularity (%)
APAC	52%
HK	93%
SNG	85%

Source: APAC: J33003 HK:4000:50400

### Hong Kong and Singapore teens are heavy social media users



Frequency	APAC (%)	HK (%)	SNG (%)
Several times a day	17%	50%	58%
About once a day	11%	19%	19%
A few times a week	11%	15%	11%
About once a week	5%	8%	11%
About once a month	2%	0%	0%
Never	4%	21%	11%

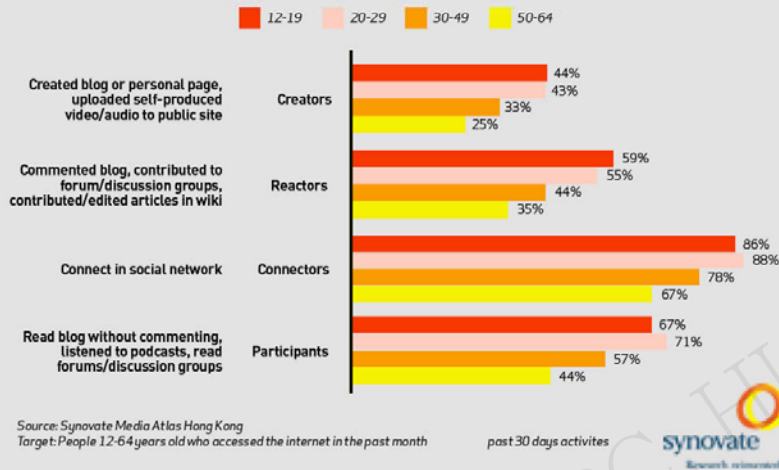
Source: APAC: J33003 HK:4000:50400

For more information contact: **Nielsen**, Margaret Lim (margaret.lim@nielsen.com); **Synovate** contact Tim Hill (Tim.hill@synovate.com); **TNS Global** contact Khaw Mei-Ling (meiling.khaw@tnsglobal.com)



## Social Media in Hong Kong

### Hong Kongers are active in either creating, participating or reading social content



## High levels of collaboration

- **Communities of Interest/Practice/Innovation**
- **Co-plan**
- **Co-create; Co-review**
- **Leverage on trust to enhance search, decision making, and problem solving**
- **Attend**
- **Co-decide; Co-solve**
- **Co-Learn**
- **Followup**



## ***How NGOs are using Social Software***

*(Source: KRC Research, 2010)*

- 1. Build cohesive online communities**
- 2. Promote X!@\$^% with blogs, microblogs, YouTube & widgets**
- 3. Label information with Tags**
- 4. Empower supporters with Mashups**
- 5. Identify and connect with potential donors, advocates and supporters**

## ***Using social software to enhance communications***

*(Source: Farra Trompeter, Bigduck)*



## Using social media for **networking & collaboration**

(Source <http://www.bethkanter.org/50smt/>)

### Tactics, Tools, Time

<http://www.bethkanter.org/50smt/>

You  
need a  
social  
media  
strategy

## Social Media Monitoring & Engagement

### Social Media Monitoring & Engagement

**4. Conversation Participation**

- Direct (comments, posts, twitter, email)
- Indirect (social bookmarks, tags)
- Offline/in-person

**5. Conversation Tracking**

- Commercial activity trackers
- Lightweight comment systems (co.comment)
- Email threads

**3. Conversation Escalation**

- Internal escalation paths
- Proprietary ticketing/delegation systems
- Email distribution lists

**6. Conversation Archival**

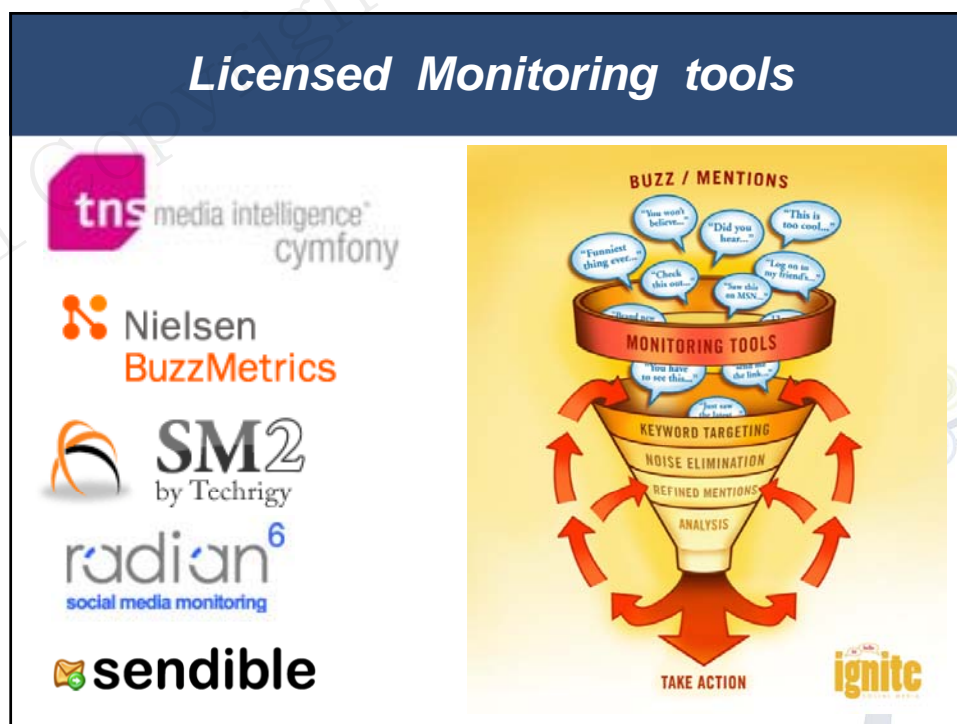
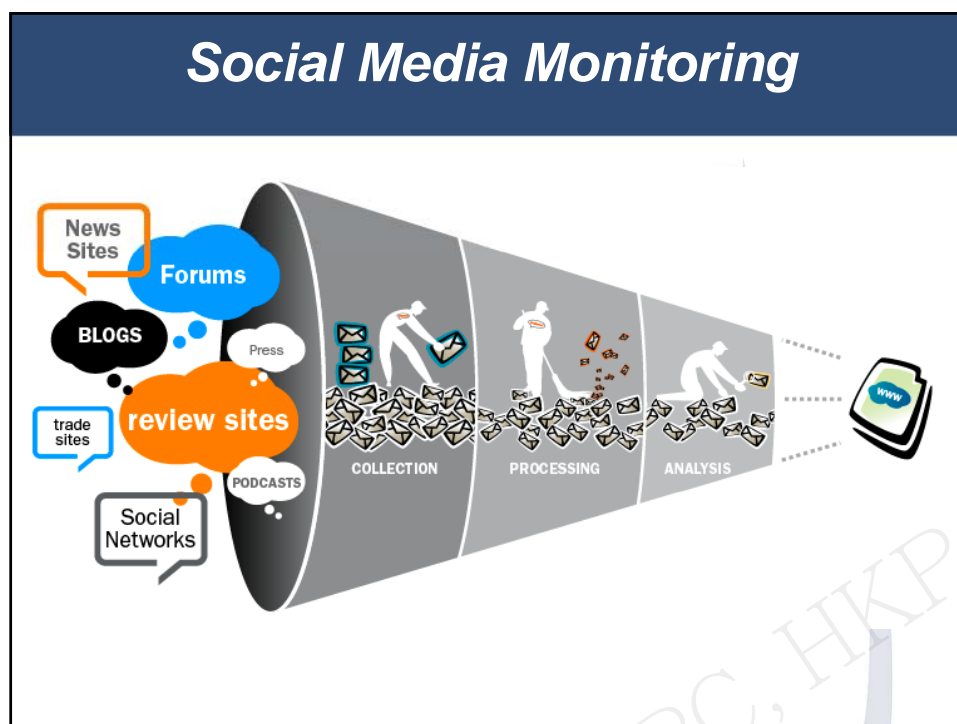
- Conversation outcomes
- Influencer engagement histories
- Discussion pattern tracking

**2. Conversation Aggregation**

- Commercial feed readers
- Custom-built content aggregators
- Email inbox

**1. Conversation Discovery**

- Brand monitoring services
- Keyword watch lists & alerts
- Persistent searches



## Free-of-charge Monitoring tools

(Source: Original Post: <http://www.marketsentinel.com/blog/2011/03/free-social-media-monitoring-tool>)

**Samepoint.com** – A keyword based social media monitoring tool

**Socialmention** – A keyword based social media monitoring tool that provides sentiment analysis and data downloads

**Klout** – A free influence engine for Twitter

**Twittergrader** – A second influence engine that provides influence scores out of 100

**Google Realtime** – Google's real-time updates engine

**Google Discussions** – Ideal for analysing discussions within open forums

**Google Alerts** – Receive updates in your inbox about any topic

**Google Blog Search** – Possibly the best free blog search engine

**Blogpulse** – Nielsen's blog search engine

**BoardTracker** – Very useful for tracking conversations within forums

**HowSociable** – Brand visibility across social networks

**Surchur** – A hybrid tool that monitors search engines and most social media

**Twitter Search** – Search Twitter directly and conduct advanced searches

**Boardreader** – Scans forums and message boards for specific keywords

**Trendestics** – Trends analysis tool for Twitter

**wikiAlarm** – Delivers a notification when a Wikipedia entry has been edited

**FriendFeed Search** – Search through life-streams

**BackTweets** – Track link sharing through Twitter

**Twitterfall** – Watch a river of news on your screen

**Omgili** – A third keyword based social media monitoring

**Quarkbase** – Understand profiles and the accounts of people on social networks

**Topsy** – A very fast alternative to Social Mention or Samepoint, which mines through social bookmarking sites reasonably well

Google  
Alerts

Technorati

tweetbeep))

Google  
Blog Search

Lexicon

Facebook Lexicon

Google  
Trends

ICEROCKET

## How much time & effort should be spent on Social Media monitoring?

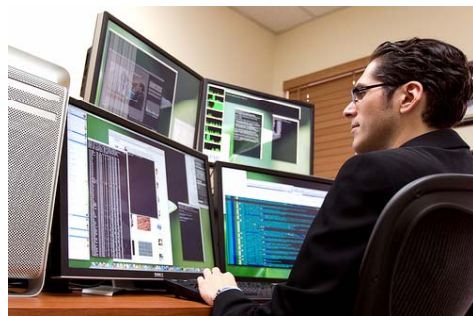
How to Monitor Your  
Social Media Presence in  
10 Minutes a Day



A Guide to Streamlining Your Social Media Process

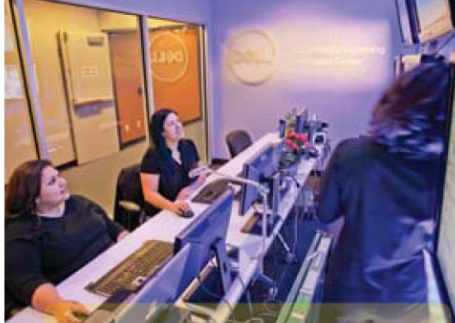
Rebecca Corliss

HubSpot





## Social Media Monitoring Command Centres at Dell, Gatorade & others

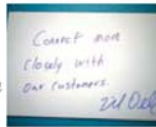


Dell's Social Media Listening Command Center opened at the Round Rock, Texas, campus in 2010



Mission Control Center at Gatorade

Dell has trained thousands of employees in the art of social media listening and engagement.



## Social networking integral to non-profits' online strategy

**74.2% have a presence on Facebook** and 30.9% have one or more social networking communities on their own website

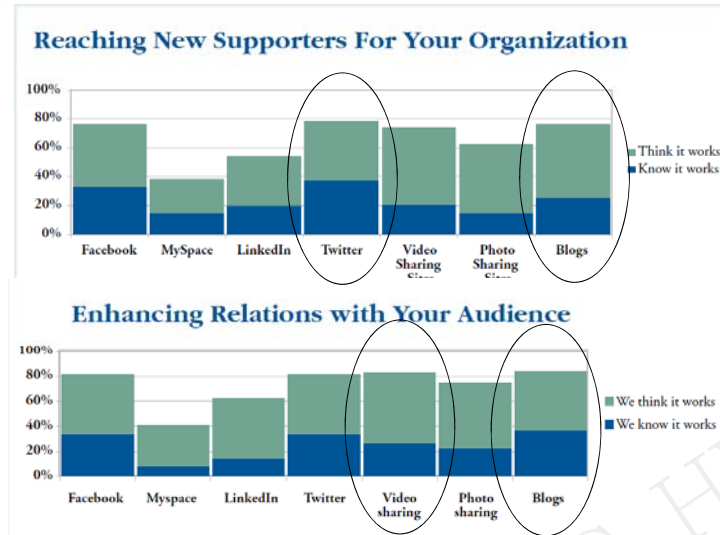
**Twitter** is the second most popular, used by 57% of organizations

**YouTube** is still popular with nearly half (47%) of charities indicating they have a presence on this social video-sharing site.

Source: 2011 3rd Annual Nonprofit Social Network Benchmark Report



## How do NGOs leverage social media in the USA?



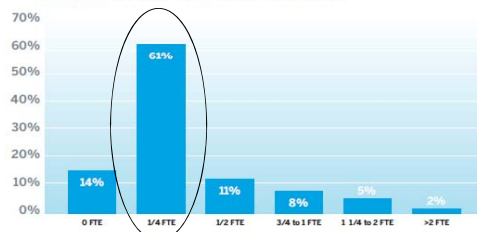
Source: 2011 3rd Annual Nonprofit Social Network Benchmark Report

## Nearly 50% of NGOs in the USA operate social media with no budget?

Graph 2.2: Budget for Commercial Social Networks



Graph 2.3: Staffing for Commercial Social Networks

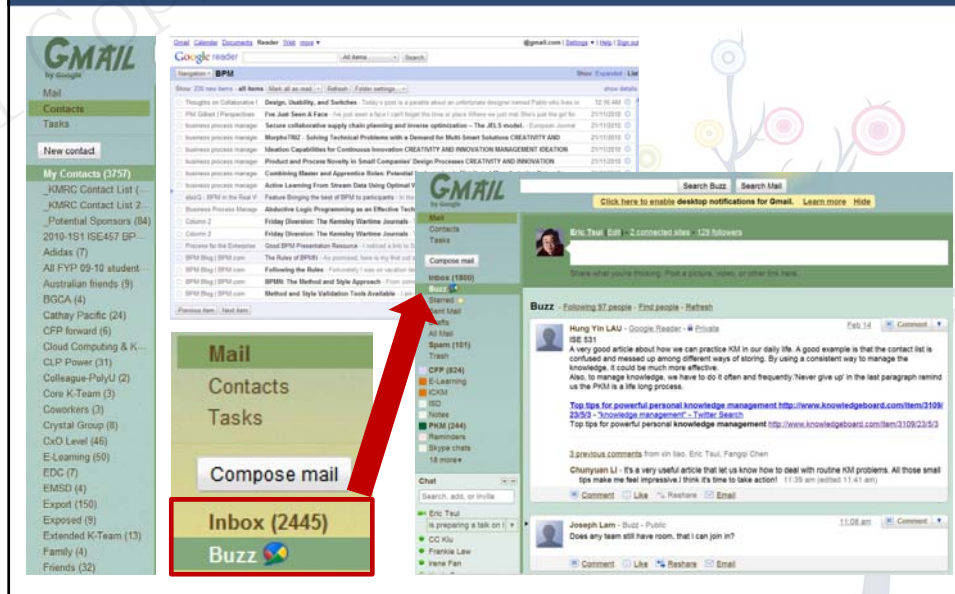


Source: 2011 3rd Annual Nonprofit Social Network Benchmark Report

# Personal Learning Environment & Network (PLE&N)

39

## Google tools behind the PLEN – Contacts, GReader & Buzz



## How to collaborate using the PLE&N?



## Potential uses & benefits for NGOs

- **Identify expertise**
- **Keep abreast of prevailing topics of interest**
- **Function as a helping online community**
- **Discuss & document good practices**
- **Identify and rank topics of common interest**
- **Enhance communications inside & outside the organisation**
- **Infinitely scale-able to cover more & more workers**
- **As a cloud application, no IT support is needed**

