

Michael Clarke

‘Wikifying’ your company

Me

Me

- **New Media 1995 to 2003**

Me

- New Media 1995 to 2003
- Disenchantment

Me

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- Parenting blog and social media 2006

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- New Media 1995 to 2003
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- Re-enchantment

Me

- New Media 1995 to 2003
- Disenchantment
- Parenting blog and social media 2006
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- Now obsessively 'socialising' my organization

Most **organizations**
operate

through

detailed

rules

and

procedures

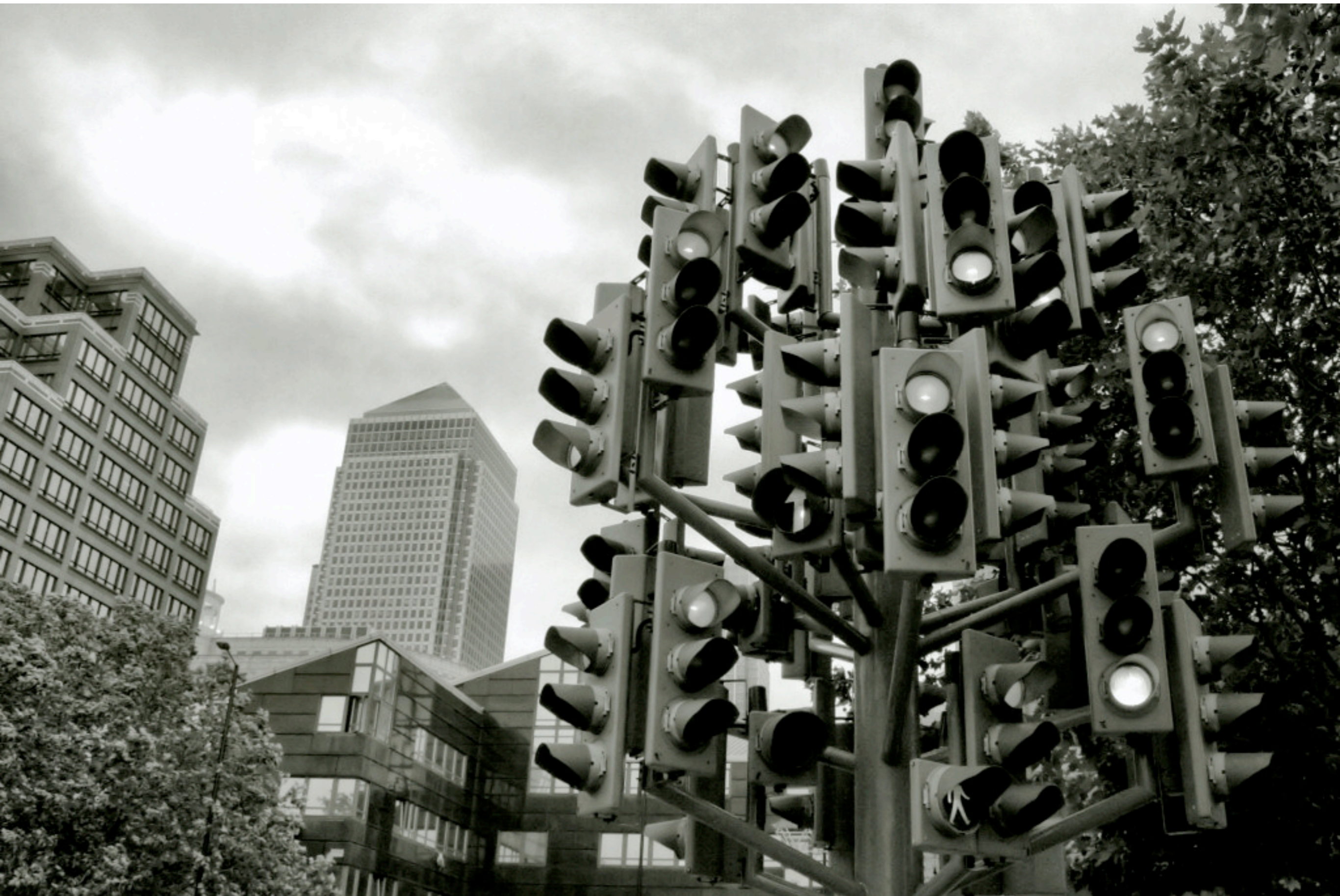


Photo by the Tardigrade from Flickr

But some
organizations
apparently have
none.

**Fun
Mansion.com**

Rules for wikis
without rules

Prepare





Your task is to control a submarine as it dives. You must get the submarine submerged to a depth of 70 feet and keep it straight and level without sending it crashing to the bottom of the sea.

Keep it level by turning the yellow wheel.



Ban the IT department






2003 3 23



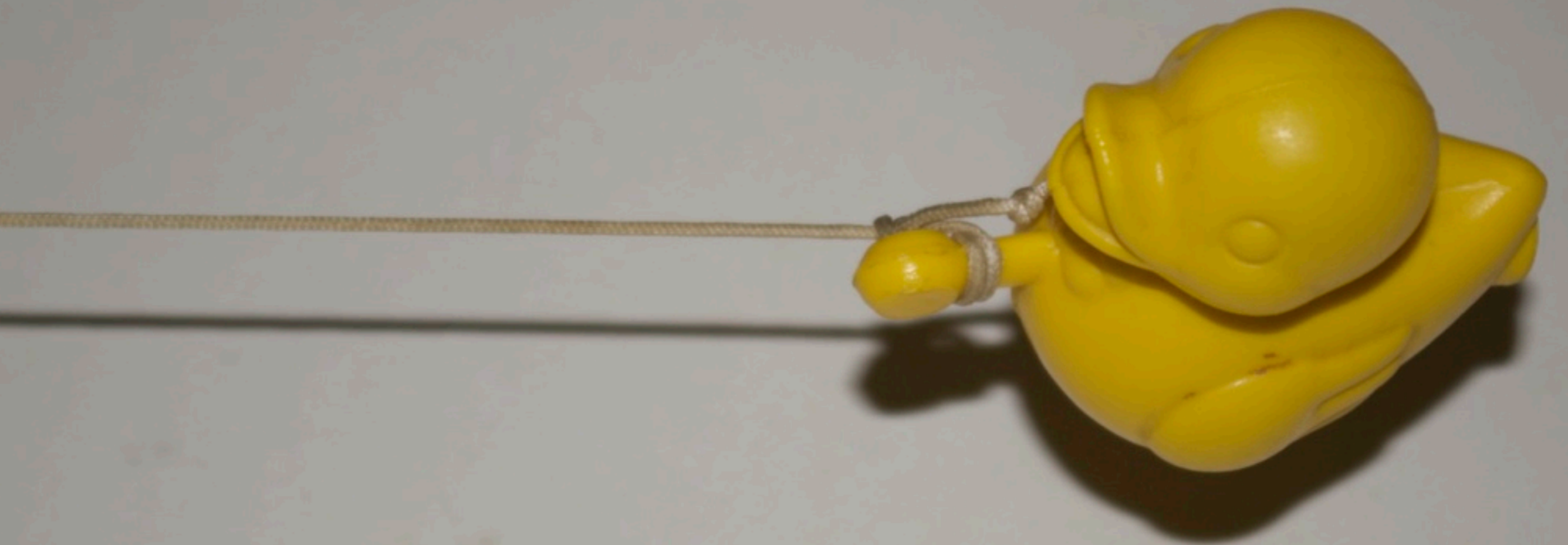
Train everyone

2003 3 23





Resist perfection



**And be prepared
to get tough**



Practical stuff

- Which platform?
 - Hosted? Local?
- What kind of pilot?
- Which content?
- Which stakeholders?
- Maintenance plan?
 - Wikivangelistas? Buddy system? Gardeners?

(and then they might be ready for blogs)

Briefly - Facebook

- We so screwed up!
- But we got away with it





Chris McNulty (King's College London) wrote
at 1:39am on June 1st, 2007

NOBODY WILL JOIN THIS GROUP IF YOU KEEP SENDING THE SAME FUCKING MESSAGE OVER AND OVER AGAIN!

[Report](#) - [Delete](#)



Kevin Patel (UCL) wrote
at 1:14am on June 1st, 2007

exactly- if i get 1 more i'm actually going 2 leave this group!

[Report](#) - [Delete](#)



Alasdair Ross (Royal Holloway) wrote
at 1:14am on June 1st, 2007

I know you want to promote your events but STOP SPAMMING US! If people are interested then they will check for updates on this group page. We do not need information rammed down our throats!

[Report](#) - [Delete](#)



Tracy Li wrote
at 1:12am on June 1st, 2007

too many same messages.....annoying a lot...pls stop it. It's not the way to promote an event.

[Report](#) - [Delete](#)



Kieran James Weisberg (UCL) wrote
at 1:04am on June 1st, 2007

Blimey.... enough of the mail already! 12 messages in a day. Give it a rest..... I'm gone.

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Michael Clarke wrote
at 9:49am on June 1st, 2007

Hi - I have no idea why that happened and I can't apologise enough! Sarineh meant to send ONE message (you'll see they're all the same) and I was HORRIFIED to see that there were 20 in my inbox this morning. NOT WHAT WE MEANT TO DO!

We're no Steve Jobs but we DO know that treating people we're supposed to be supporting like that is a SERIOUSLY poor thing to do. I'll email Facebook to see what might have happened and I'll talk to Sarineh as soon as she gets in.

Meanwhile - really sorry and please stick with us - we're learning about this stuff as we go along.

[Delete](#)



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at 9:19am on June 1st, 2007

yeah fuck this

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Alex McArdle (Goldsmiths) wrote
at 9:19am on June 1st, 2007



Christopher Daye Bob-manuel (King's College London) wrote
at 4:23pm on June 3rd, 2007

@monica....they have just said why that happened...whats your problem...don't you know how to read!!!!!!

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Monica R (SOAS) wrote
at 3:47pm on June 3rd, 2007

Please don't flood my inbox ! I got so many duplicate spam like messages, to sign up for this & that arrgghhh :)

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What do we do?

- Student 'ambassadors'
- Regular updates
- Respond quickly!
- Include links to FB on everything!
- It's cheap! - if you target closely
 - use Events
 - Pages may well be worth the effort

Getting into International Development

Careers Group

229

229

229



Where did you find out about the course?

- MySpace 1
- Facebook 102
- Your careers service 118
- Posters/Flyers on campus 12
- Particular websites 43

Getting into International
Development

CliversGroup

What made you decide to come to the course?

- Careers Service 48
- Facebook 32
- The Careers Group website 31
- Email from Careers service /alert 20
- Word of mouth /friends 10

Getting into International
Development

Careers Group

Measuring returns

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- Tag Facebook links with Google analytics

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- Watch everything brand ambassadors do
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- Compare, compare, compare with other activities - and cost them...
- ...but remember that FB is a necessary part of any marketing mix to this demographic

Michael Clarke

michaeleclarke@gmail.com

greenteaicecream.co.uk

www.careers.lon.ac.uk