Headlight: Social Networking

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IBM, AC rep

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Agenda

- Social, Standards & W3C
- Social Business Jam
- Social CGs
- Social Workshop?

Open the door to social business

Standout organizations are **57%** more likely than their peers to allow their people to use social and collaborative tools.

Source: IBM 2010 CHRO Study

Social Business, Standards & W3C

Social Business represents an exciting $4.6B* market opportunity by 2013

Many standards organizations target *portions* of this market

Customers are seizing the Social Business opportunity!

According to IDC's *Social Business Survey* conducted in September 2010, 41 percent of respondents indicated that they have already implemented an enterprise social software solution.

But there is no one place yet that brings together customers with the community in a dialogue that sets the agenda for standards!

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W3C

W3C Social Business Jam

November 8-10, 2011

Please register to participate:

http://www.w3.org/2011/socialbusiness-jam

W3C, an international community that develops open standards, is hosting the W3C Social Business Jam, a 72-hour online discussion for leaders in business, government and technology to discuss how businesses are using social technologies and the challenges they face integrating the technologies into their existing environments.

Please Join Special Guests Participating in the Jam, Including:

Lee Aase- Director, Mayo Clinic Center For Social Media
David Ascher- Social & Communications, Mozilla
Yochai Benkler- Professor, Harvard Law School
Tim Berners-Lee- Inventor of the Web, W3C Director
Angel L. Diaz- Vice President, Software Standards, IBM Software Group
Paige Finkelman- General Manager, Enterprise 2.0 Conference
Kevin Hauswirth- Social Media Director, Office of the Mayor at City of Chicago
Alejandro Jaimes- Manager of Social Media Engagement Group at Yahoo! Research
Evan Prodromou- CEO of Status.net
Steve Ressler- Founder and President of GovLoop
Doc Searls- Well-Known Blogger, Founder of "Vendor Relationship Management"
Matt Tucker- Co-founder and Chief Technology Officer, Jive Software

Topics to be discussed by a world-wide audience will range from issues on mobile computing to security to integrating social with existing business processes. Participants will discuss with peers specific ways they can achieve greater business value from social technologies, with a focus on applying open standards.

Please register to participate today! http://www.w3.org/2011/socialbusiness-jam

To learn more, watch this video with Angel Diaz, IBM VP, Software Standards, regarding the W3C Social Business Jam and open standards. http://bit.ly/IBMOpenStandardsW3CJam

Link to Social Business Jam report: http://www.w3.org/2011/socialbusiness-jam/report.html

A Social Business Standards Community Group

- Drive Customer requirements into standards development process

- Raise awareness of the importance of open standards based Social Business

- Deliver customer focused content in the form of best practices, patterns, case studies, use cases, and standards roadmaps.

Social Business CG page

W3C Community and Business Groups

Search blogs

CURRENT GROUPS REPORTS ABOUT

Mailing List
Wiki
Chat
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Contact Group

Community & Business Groups → W3C Social Business Community Group

Social Business Community Group

This group will focus on social business use cases and application of those use cases to standards, standards improvements, and standards gaps. Initial conversations will be based on the W3C Jam Results recommendations:
http://www.w3.org/2011/socialbusiness-jam/report.html

Reports

No reports yet published. The Chair is responsible for publishing reports.

News

Add new post →

Rapid Start White Paper

David Robinson
Posted on May 2, 2012
IBM CORPORATION

Work is under way on use cases as well as a Rapid Start Guide to help with understanding how any company might start and succeed with social business technologies. Look at our wiki to find the use cases and/or working draft of the Rapid Start Guide.

NO COMMENTS | LEAVE A COMMENT | CATEGORY UNCATEGORIZED

Get involved!

Anyone may join this Community Group. All participants in this group have signed the W3C Community Contributor License Agreement (CLA).

JOIN THIS GROUP

or learn how to join or request an account.

Participants

David Robinson
Chair

View all 27 Participants →

Social Networking CGs

- Federated Social Web
- Social Business
- PubSubHubbub
- OStatus
- Core Mobel Web Platform
- ActivityPub

- Headlight Projects are a great means of encouraging cross pollination between similarly themed CGs
  - IBM would like to encourage this practice along with Cross CG task forces.

Headlight: Directions

- Social Standards “Boxitecture” (Ann’s presentation)
- Co-branded Workshop(s)

Social Workshop

- **When**: Fall 2012
- **Where:** Bay Area
  - possibly co-located with Internet Identity Workshop in Oct
- **What:** Bring together key organizations dealing with Social Standards
  - In early discussions re: co-branding

- Use headlights project output as catalyst for Workshop
  - Use cases & requirements
  - explore “boxitecture”
  - Explore standards roadmap

- Seeking Workshop Sponsors, interested parties

Discussion

- Should W3C pursue further work in Social?
- Is a (co-branded) Workshop a good idea?

- Q&A…

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