

VOMi

Virtual Organization Management Institute

WHITE PAPER

How to Virtual Organize Your Social Network

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INTRODUCTION

Now that you've built a huge network of contacts on your favorite social networks, where do you go from here? What kind of returns, economic or otherwise, are you looking to obtain--or should be able to generate--from your huge investment of time, effort, and resources in developing these contacts and how do you go about it?

The simple answer is, "**Virtual Organize It!**" However, that being said, very few of us understand the meaning of the words, "virtual organize." So without any further ado, here is our official definition of "virtual organize": to organize using virtual organization management best-next practices, policies and procedures for operating in an environment that has no physical boundaries. Please note we are NOT talking about "virtual team" collaboration.

Warning: it is a combination of time-consuming, hard, smart and highly rewarding work. So if you are not ready for the task, then virtual organizing your network may not be such a good idea. On the other hand, if you are ready for the challenge and the rewards that come with it, then let us proceed full steam ahead.

So how do you go about virtual organizing your social network?

STEP I. INTROSPECTION

Although there is no one-size-fits-all approach, you need to start out by asking yourself these most basic and fundamental questions:

1. **Which segment of which group of social network users do I currently belong to?** Is it:
 - a. **The Personal User Group**
 - i. **The Magical Personal User.** The magical personal user tends to engage in social-network-hop by enrolling in as many social networks as possible and accumulating as many "friends" as time will allow. Outside of making the initial contact, very little time is spent toward nurturing any sort of friendship with any member of their group.
 - ii. **The Practical Personal User.** The practical personal user belongs to a few social networks and accumulates a "manageable" number of "friends." In addition to making the initial contact, a significant amount of time is spent toward developing and nurturing a "limited" number of new and "bona fide friendships" in anticipation of real payoffs from these interactions.
 - iii. **The Rarefied Personal User.** The rarefied personal user belongs to one or possibly two social networks and accumulates only a handful of "friends." Outside of making the initial contact, no time is spent developing or nurturing any sort of friendships or relationships.

b. The Business User Group

i. **The Baffled Business User.** The baffled business user tends to hop from one social network to another without any clear sense of direction or business strategy; is typically a lone ranger with no corporate buy-in for their effort; and out of fear of being labeled a spammer, engages in lot of useless and idle chatter that makes no business sense whatsoever.

ii. **The Transformative Business User.** The transformative business user understands the power of this medium to transform lives, businesses and industries; sees the social network as an ideal avenue for easily entering into new and lucrative business partnerships and alliances, as well as form powerful friendships; is not only content with accumulating a list of "friends", but will actually go through the effort of mining all contact data for strategic research and business development purposes.

iii. **The Reluctant Business User.** The reluctant business user is entrenched in the old tried and true ways of doing business and is currently relatively successful; is quite content to belong to one or two networks with only a "handful" of "friends"; and outside of making the initial contact, no time is spent developing or nurturing any sort of friendships or relationships.

c. The Government User Group

i. **The Information-Centric Government User.** The information-centric government user belongs to one or two social networks; is more interested in being part of a group instead of accumulating a long list of "friends"; and spends a moderate amount of time developing a "limited" but "qualitative" number of contacts for information sharing purposes.

ii. **The Organizational Government User.** The organizational government user belongs to one corporate social network acting as an internal "think tank"; has a specific mandate from the powers that be to leverage the power of the social network in an organized fashion in order to attain organizational goals.

d. The NGO User Group

i. **The Information-Centric NGO User.** The information-centric NGO user belongs to one or two social networks; is more interested in being part of a group instead of accumulating a long list of "friends"; and spends a moderate amount of time developing a "limited" but "qualitative" number of contacts for information sharing purposes.

ii. **The Fundraising NGO User.** The fundraising NGO user sees the social network as the holy grail for fundraisers seeking to establish and maintain an active and loyal donor base via instant and interactive online communication; belongs to a limited number of issue-oriented social networks; and spends a significant amount of time developing both a quantitative and qualitative list of contacts for fundraising purposes

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Here is what some of our readers had to say:

How to Virtual Organize Your Social Network is without a doubt a godsend for those of us who've been struggling with this idea for a very long time, especially during this global economic meltdown. In terms of value, I would have been willing to pay 10 times more than what I paid for it. It's definitely worth its weight in gold. THANK YOU!

J. Porter, VP, Bank of America

Awesome! This is a must-have tool for our entire sales and marketing team. What is the licensing criteria for distribution? Keep up the good work.

C. Dubois, Fortune 500 company

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