

# Software Social en las Comunicaciones Corporativas

A conceptual image showing a man in a white shirt and dark trousers standing next to a massive, oversized telephone receiver. The receiver is metallic and has a coiled cord that loops around the floor. The man is looking at the receiver, which is significantly larger than him, suggesting the vast reach or impact of social software in corporate communications.

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Directora Medios Sociales,  
Text 100 EMEA  
6 de noviembre de 2008

¿Cuál es el nuevo entorno de la  
**comunicación** y cómo  
**participar?**



# La era de la autenticidad

Fase 1 **Escuchar**

Seguir comunidades existentes, crear un mapa de líderes de opinión, comentar recomendaciones

Fase 2 **Preparar**

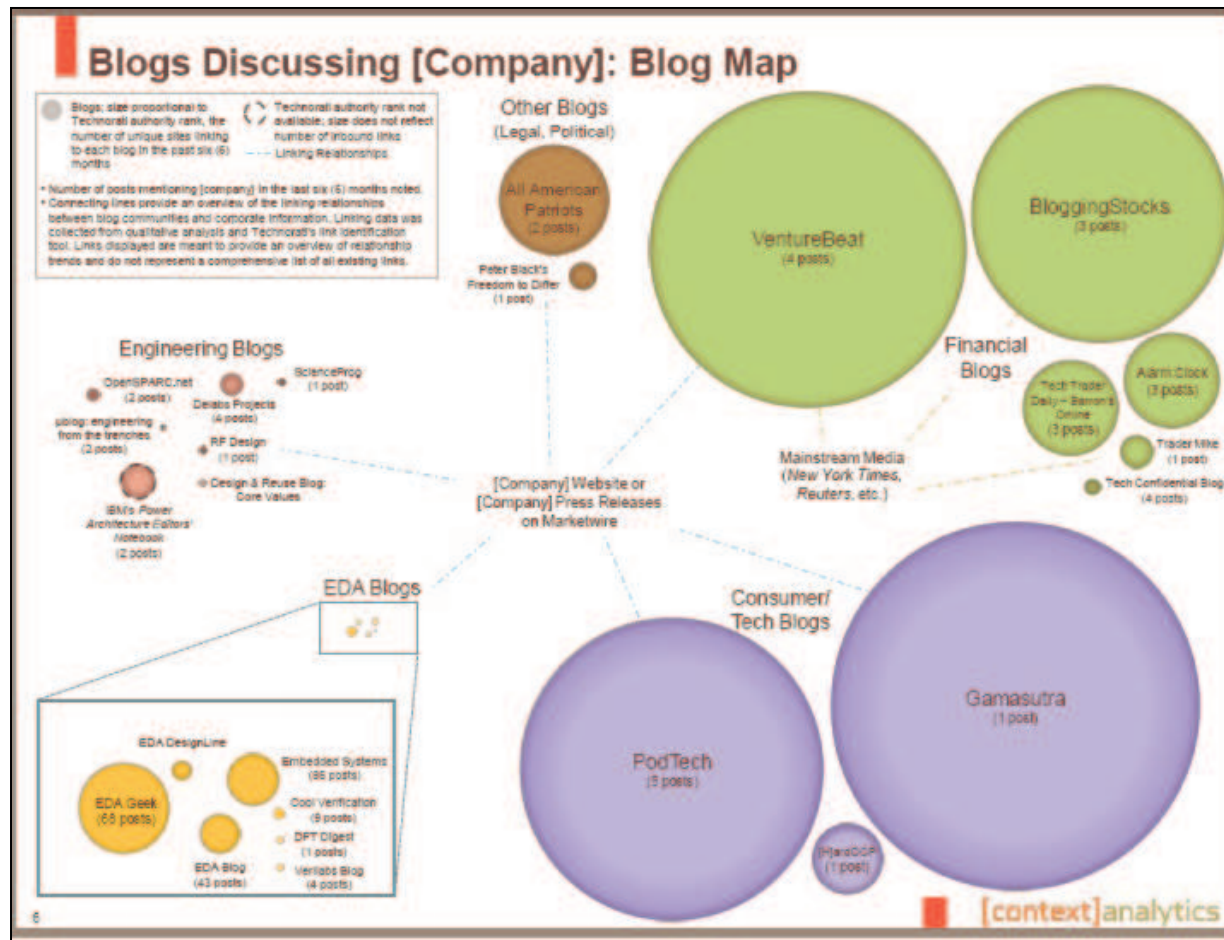
Analizar capacidad actual, redactar plan de interacción, asignar recursos, preparar tácticas

Fase 3 **Interacción**

Lanzar actividades peer-to-peer, seguir y medir



# Escuchar – un ejemplo



# Preparar – blogs corporativos

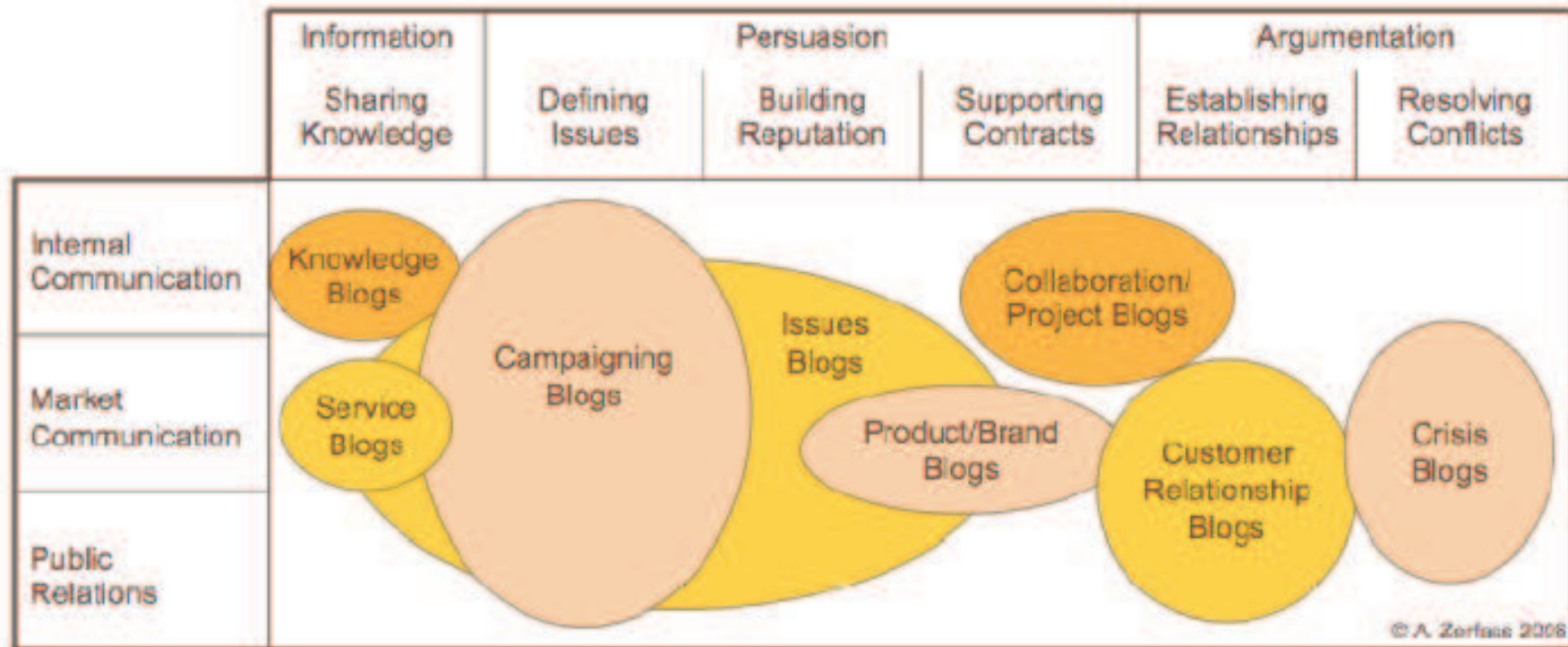


Figure 1: Types of corporate blogs, by business objective and functional area. Source: Ansgar Zerfaß, EuroBlog 2006.

# Interacción



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# La gente quiere ...

Participación

Autenticidad

Transparencia

Conversación

Comunidad

Conexión

.....en tiempo real



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A hand in a dark suit jacket and light blue shirt cuff is shown holding a glowing, bright white orb. The background is a clear blue sky with some light clouds. The text 'Casos de éxito' is overlaid on a semi-transparent grid pattern.

Casos de **éxito**




# General Motors

- Herramientas para compartir
- Fotos
- Viñetas
- Nube de etiquetas
- Enlaces multimedia
- Otros enlaces
- Blog roll

**SAAB CELEBRATES 30 YEARS OF TURBOCHARGING AT IAA**

September 11, 2007 [Print this page](#)

Visit our Flickr photo album  
Watch our internet videos on YouTube



Today, turbocharging is key to Saab's 'rightsizing' engine philosophy, getting 'more for less' in terms of both power and environmental performance, as shown by Saab BioPower's number one position in Europe's emerging 'flex-fuel' segment.

**World Premiere: Saab Turbo X**

Saab commemorates three decades of leadership in turbocharging by launching the Saab Turbo X, a driver-focused, all-wheel-drive car that sets new performance standards for the brand.

- Black Limited Edition evokes iconic appeal of Saab's first black 900 Turbo
- Innovative Saab XWD for greater driver involvement and dynamic chassis control
- Active torque split between both axes and rear wheels
- Tuned suspension and electronic chassis settings for optimum handling
- 280 hp/206 kW 2.8V6 turbo-engine, 400 Nm of torque: 0-100 kph in 5.7 secs

**chevrolet** concept cars  
**corporate** corvette **design**  
**environment** motorsports  
**opel** people saab technology  
vauxhall

**MULTIMEDIA DOWNLOADS**

**OUR RECOMENDED LINKS**

- GM Europe
- Opel EcoFlex (DE)
- The Corsa Guide
- Saab BioPower Challenge
- Young? Creative? Chevrolet!
- Find more of our favorite links on del.icio.us

**BLOG ROLL**


- FastLane
- FYI Blog
- Cadillac Driver's Log
- Auto Observer
- Autobild Podcast (DE)
- AutoBlog
- Autoblog (ES)
- autoblog (IT)
- AutoBlog.com.es (ES)
- Automobile News
- Autonobilismo (IT)
- AutoViaggiando (IT)
- Blog Sport Auto (IT)
- BusinessWeek Autobest
- Caradisiac (FR)
- Das Autoblog (DE)
- DiarioMotor (ES)
- El Garsje (ES)
- Forum Auto (FR)
- Green Car Congress
- Jalopnik

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# General Motors

- Tags/etiquetas
- Noticias relevantes
- Comentarios

 This entry is filed under Autoshow, Design, IAA, Saab. You can leave a response, or [trackback](#) from your own blog. All new comments are subject to moderation before being displayed.

Default tags for this entry: autoshow, design, saab.

Related entries by tags:

- Saab Unleashes 21st Century Black Turbo
- Public Debut: New Saab 9-3 Range
- Nordic Edition Added Saab 9-5 Range
- Dynamic, Versatile E-Flex-Concept Opel Flextraine: Emits less than 40 g/km CO2
- Environmental Strategy - Same Driving Fun, Lower Emissions: The Future Has Already Begun
- Electric Driving with E-Flex
- Chevrolet at the 2007 IAA: More Models, More Emotions
- Chevrolet Camaro convertible celebrates its European debut
- Three global Chevrolet Minicar Concepts at Frankfurt Motor Show
- New Chevrolet Aveo: styling exterior, new entry level entry model

**Trackbacks**  
Trackback specific URI for this entry  
No Trackbacks

**Comments**  
Display comments as (Linear | Threaded)  
No comments

**Add Comment**  
(View Comments Policy)

Name

Email

Homepage

In reply to: [ Top level ]

Comment

# IBM

The image shows two overlapping web pages. The background page is the Bluepedia website, which is an intranet encyclopedia. It features a search bar at the top right, navigation links like 'Home', 'Find articles', 'Authoring', and 'Bluepedia community', and a main content area with sections for 'Recent articles', 'Featured article' (highlighting XML), 'Articles needed!', 'Did you know?', and 'Spread the word!'. The foreground page is the Dogear application interface, which includes a navigation menu with 'Inicio', 'Perfiles', 'Comunidades', 'Blogs', 'Dogear', and 'Actividades'. The main content of Dogear shows a search for 'Etiquetas' (tags) with a list of active tags such as 'affairs', 'ajax', 'analyst', 'analyst\_report', 'art', 'blog', 'blogs', 'canned\_food', 'chilled\_food', 'cinews', 'cloud', 'cloud-computing', 'collaboration', 'community', 'competition', 'competitive', 'conference', 'connections', 'csr', 'datamonitor', 'demo', 'design', 'designers', 'designs', 'desktop', 'development', 'documentation', 'e\_education', 'fund', 'gadget', 'gariner\_toolkit', 'gbs', 'ger', 'google', 'graphic', 'graphics', 'hcm', 'ibm', 'idc', 'innovation', 'insurance', 'java', 'lotus', 'manager', 'marketing', 'mashup', 'microsoft', 'notes', 'oss\_cop', 'portal', 'quickr', 'sales', 'sametime', 'sap', 'search', 'security\_services', 'social', 'social-software', 'software', 'source', 'standards', 'symphony', 'tips', 'tools', 'training', 'video', 'virtualization', 'vmware', 'wcm', 'web', 'web2.0', 'websphere', 'welfare', 'widgets', 'wiki', and 'windows'. Below the tag list, there is a section titled '¿Es la primera vez que utiliza Dogear?' with instructions on how to use the tool and buttons for 'Iniciación', 'Saber más', and 'Ver demostración'. At the bottom, there is a 'Todos los marcadores' (All bookmarks) section with a list of items like 'SaND API - UAM' and 'News | Grammar 101'.

# IBM



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#### Just go

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Ready to start? Click "[Go Learn!](#)" or "[Go Share!](#)" below.

[Go Learn!](#) [Keyword search](#) [Popular tags](#)

Hello P. Blazquez Mansilla | [Sign out](#)

Search w3  [GO](#)

Search Media Library [w3 Home](#) [BluePage](#)

### Featured selections

#### Julie Haydon talks about her career, managing ...



Download

Julie Haydon talks about her career from a graduate into the executive ranks & the philosophy that has helped her to succeed. She discusses how having twins has helped ...

#### The eXperts of XML



Download

XML experts discuss the relevance of XML in a modern business environment and how it will be used in the future. See more at [XMLchallenge.com](#)

#### How to Tag Part 1



Download

Enable yourself to tag with Part 1 of a 2 part series on how to tag.

### New media

Recommended Most popular Highest rated Most recent

There are currently no recommendations available. Try adding some favorites or see the [FAQ](#) page for more information on recommendations.

### API contest hackday 6



You have 1 recommendation

Welcome Patricia [logout] your account about beehive feedback tools

home profile people photos hive5s events

enter keyword or name [Search](#) [\[help\]](#)

### hi Patricia , welcome back to beehive!

The beehive home page is your personal dashboard. It provides a quick overview of activity related to you and your content ("the buzz around you") and activity in your social network ("the buzz around your network").

#### honeyed content

These photos, hive5s, and events have been given honey by honey bees as recommended content.

#### honeyed photos



[more]

#### honeyed hive5s



[more]

#### honeyed events



[more]

#### the buzz around you

At 1:12 PM EST, on mayo 26  
Willem Gabilly recommended an event Roland Garros 2008 to Patricia Blazquez Mansilla

At 9:37 AM EST, on enero 10  
Teresa Romero Cano added Patricia Blazquez Mansilla as a connection

At 9:45 AM EST, on octubre 9  
Ines Kondor added Patricia Blazquez Mansilla as a connection

At 10:02 AM EST, on octubre 8  
Luis Suarez Rodriguez added Patricia Blazquez Mansilla as a connection

At 9:17 AM EST, on octubre 8  
Teresa Gabr Romero Cano added Patricia Blazquez Mansilla as a connection

Teresa Gabr Romero Cano added Patricia Blazquez Mansilla as a connection

#### the buzz around your network

Hello! Once you connect to some people in beehive and they share content on the site, you will see their most recent activity right here.

This is the place to keep track of your connections' activities. (You can also subscribe to a feed of their activity with the feed link above.)

### Popular tags

agile Collaboration contest GBS green gts information-on-demand Information\_Management innovation Lotus marketing odw-software-group portal Rational rationalchat sales secondlife SOA software Strategy SWG Systems Tivoli video videocontest Web2.0 WebSphere zseries zSoftware zSW

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# IBM

The screenshot shows the IBM BlogCentral interface. At the top, there is a navigation bar with "Upload a File...", "Find a person...", "Feeds...", and "Help". Below this is a blue header with "w3 BlogCentral" and "Hello Comunicaciones - Logout". The main content area is divided into several sections:

- Left Sidebar:** Contains navigation links like "All Public Files", "My Home", "My Buddies", "My Collections", "As an Owner" (with "Create a new collection" and "NewHires"), "As a Contributor", and "As a Reader". There is also a "Tags" section with "All" and "Mine" buttons and a "My Tags" input field.
- Profile Section:** Features a profile picture of Patricia Blazquez Mansilla, her name, and a link to "edit your name".
- Main Content:** Starts with a "Welcome to BlogCentral" message. Below it is a yellow alert box titled "Getting closer to BCv4" with a date of "25 Sep" and text about testing for BlogCentral Version 4. Below the alert is a table of recent entries.
- Right Sidebar:** Includes a "Locate entries" search box, a "Ready to contribute?" section with options like "Post an entry", "Create a new blog", "Subscribe to entries", and "Add to Doogle", and a "Featured Blog Entries" section with several article previews.

Published	Comments	Rating
day 10:11:27	0	★
oday 9:41:51	0	★
oday 9:17:22	0	★
oday 9:03:02	0	★
oday 8:59:27	0	★
oday 8:53:06	0	★
oday 8:09:07	2	★
oday 7:55:13	0	★
oday 7:34:28	0	★
oday 7:34:12	0	★
oday 7:21:53	0	★

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¿Cómo **elegir** entre tantas plataformas?

# Plataformas públicas



# Elegir algo

intuitivo  
conocido

seguro

de fácil manejo

que se puede actualizar fácilmente



# Resumen

Adaptar a la nueva realidad  
Escuchar, preparar, interacción  
¡Experimentar!

A background of red curtains with a subtle grid pattern. A semi-transparent white rounded rectangle is centered at the bottom, containing the text "¿Preguntas?".

**¿Preguntas?**

## Contacto

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