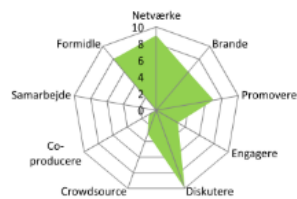
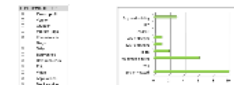


Facebook

Facebook er et af verdens største sociale netværk. Det blev grundlagt i februar 2004 af Mark Zuckerberg og hans venner på Harvard University. I dag har Facebook mere end 1,5 milliarder brugere verden over.

Facebook	LinkedIn
Grundlagt af: Mark Zuckerberg	Grundlagt af: Reid Hoffman
Grundlagt i: 2004	Grundlagt i: 2003
Brugere: 1,5 milliarder	Brugere: 50 millioner
Platforme: Web, Mobil	Platforme: Web, Mobil



Sociale fællesskaber
Interesse fællesskaber
Praksis fællesskaber

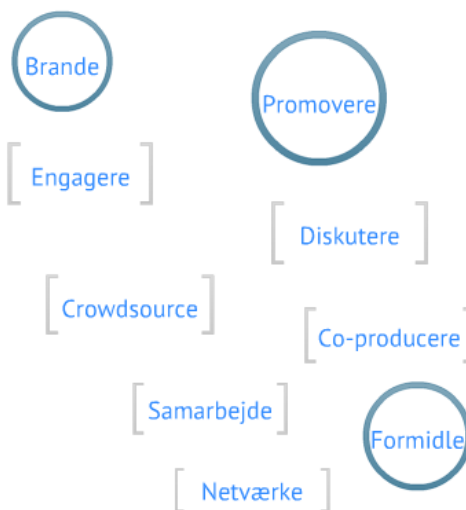
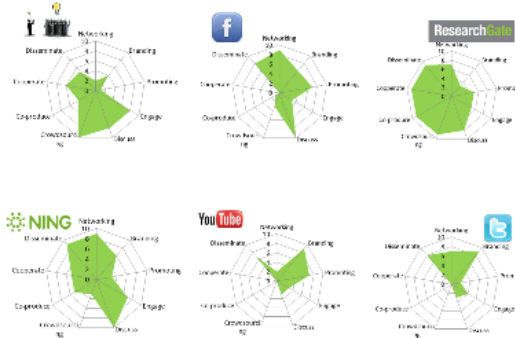
Online produktion
Links
Billeder
Filtre
Diffus målgruppe
Adskilt info
Mange platforme

In 2007, at the World Economic Forum in Davos, the head of a powerful news company asked Mark Zuckerberg, the founder of Facebook:

How can we start a community like yours?

Mark Zuckerberg answered: "You can't."

Zuckerberg went on to explain: "You don't start communities. Communities already exist. They're already doing what they want to do. The question you should ask is how you can help them do that better. Bring people 'elegant organization'."





RAPID GRO



2003

2005

Just a few of the

Hvorfor ?



Brande



Promovere

Engagere

Diskutere

Crowdsourcing

Co-producere

[Samarbejde]



Formidle

Netværke

Social business

Create valued
customer
experiences

- Engage and listen
- Build the community
- Shift towards sales and service

Drive
workforce
productivity and
effectiveness

- Increase knowledge transparency & velocity
- Find & build expertise
- Leverage capabilities beyond organizational boundaries

Accelerate
innovation

- Capture new ideas from anyone
- Use internal communities to innovate
- Enable structured innovation efforts

Enable the social organization

Hvem ?

Sociale fællesskaber

Interesse fællesskaber

Praksis fællesskaber

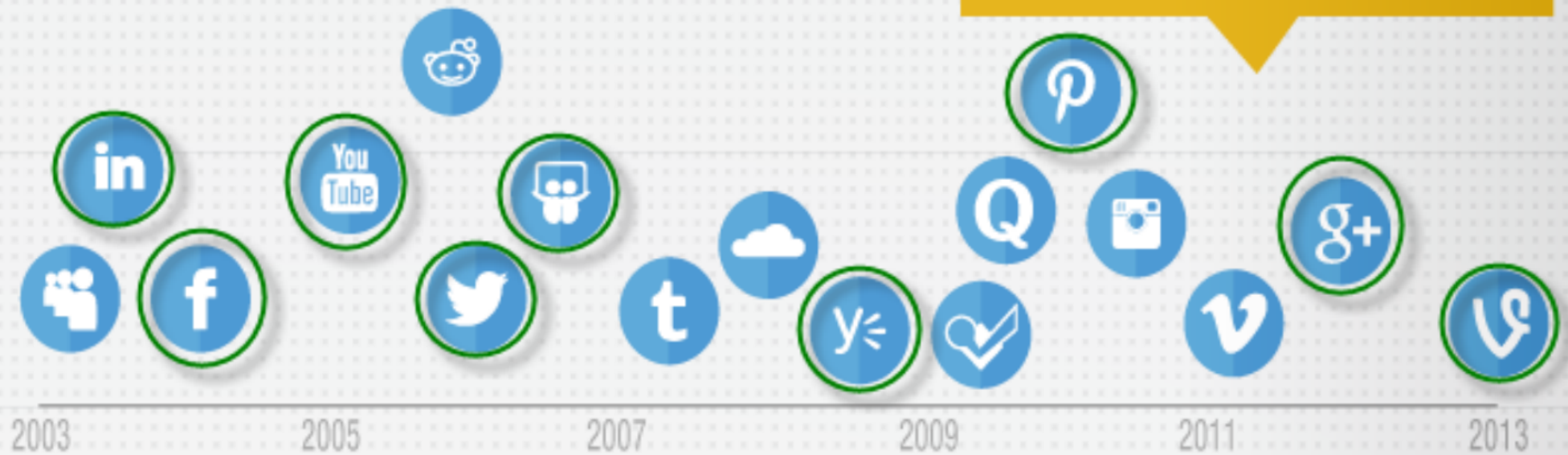
Hvad ?



Hvordan?

RAPID GROWTH

The combined user base of these social channels is more than the entire human population!



Just a few of the social networks added in the last 10 years

Facebook



Facebook er et socialt netværk, og hjemmesiden er den mest besøgte af sin slags på hele internettet. Den startede som et værktøj til at sammenknytte studerende på amerikanske universiteter, men har nu udviklet sig til noget stort set alle bruger – primært ved i privatsfæren at have en profil på Facebook. Sitet giver brugerne mulighed for at samle sig i åbne og lukkede grupper og udveksle tekst og billeder, som man kan sætte på sin profilside. Samtidig kan man kommentere andres profiler ved at efterlade noter på deres sider. På Facebook kan anvendes diverse applikationer, fx quizzes, spil og filmanmeldelser. Virksomheder, organisationer, interessefællesskaber kan oprette sider, som personer kan Like eller blive medlemmer af.

FACTS

URL : <http://www.facebook.com>

Omkostning Gratis

Lokalisering Dansk

INSPIRATION

www.facebook.com/LandbrugsAvisen

www.facebook.com/MerrildFormand

www.facebook.com/ecology.dk

www.facebook.com/sparnordaalborg

FACTS

URL :	http://www.facebook.com
Omkostning	Gratis
Lokalisering	Dansk
Brugere i DK	Rigtig mange
Læringskurve	Middel

INSPIRATION

www.facebook.com/LandbrugsAvisen

www.facebook.com/MerrildFormand

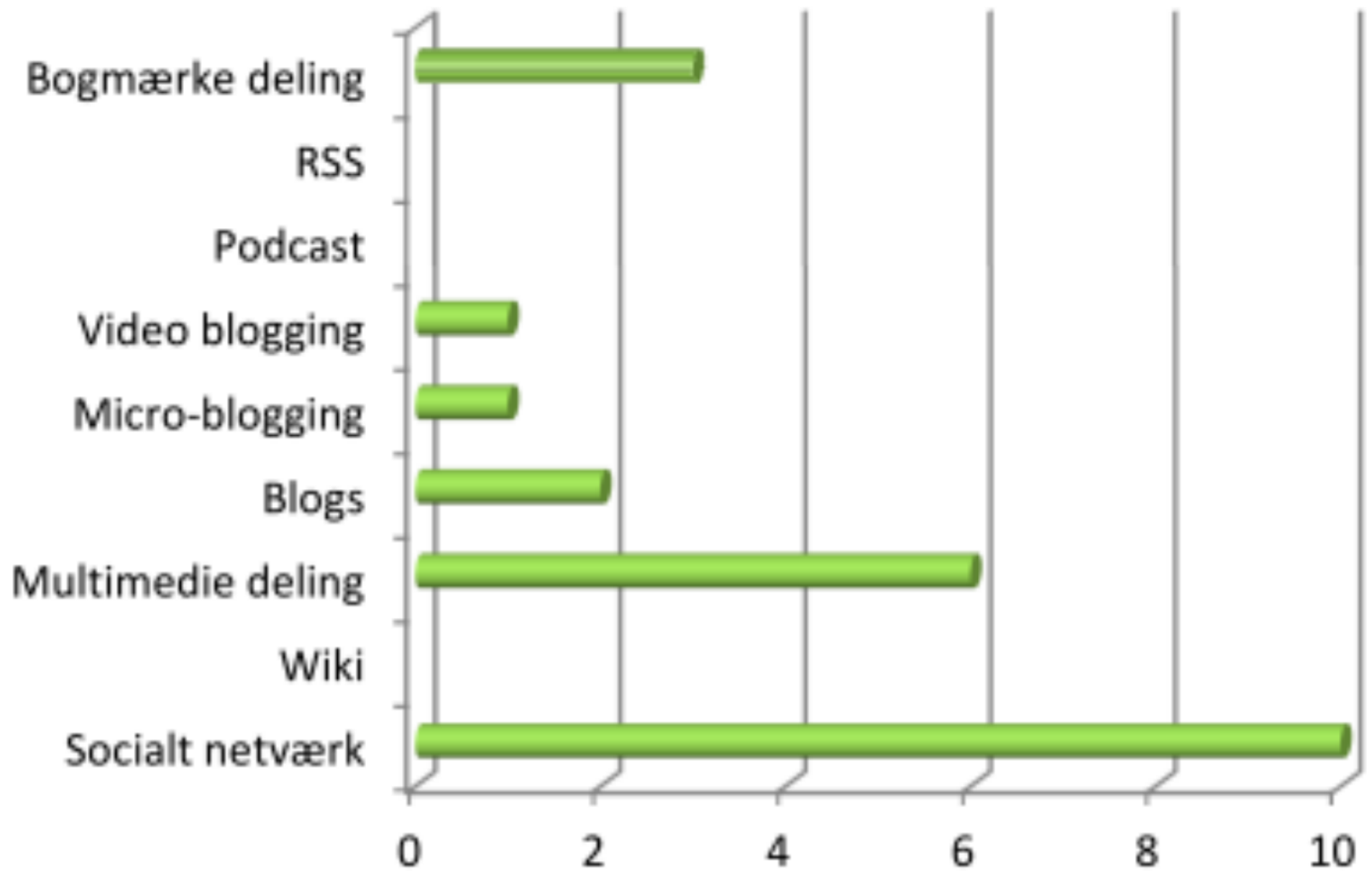
www.facebook.com/ecology.dk

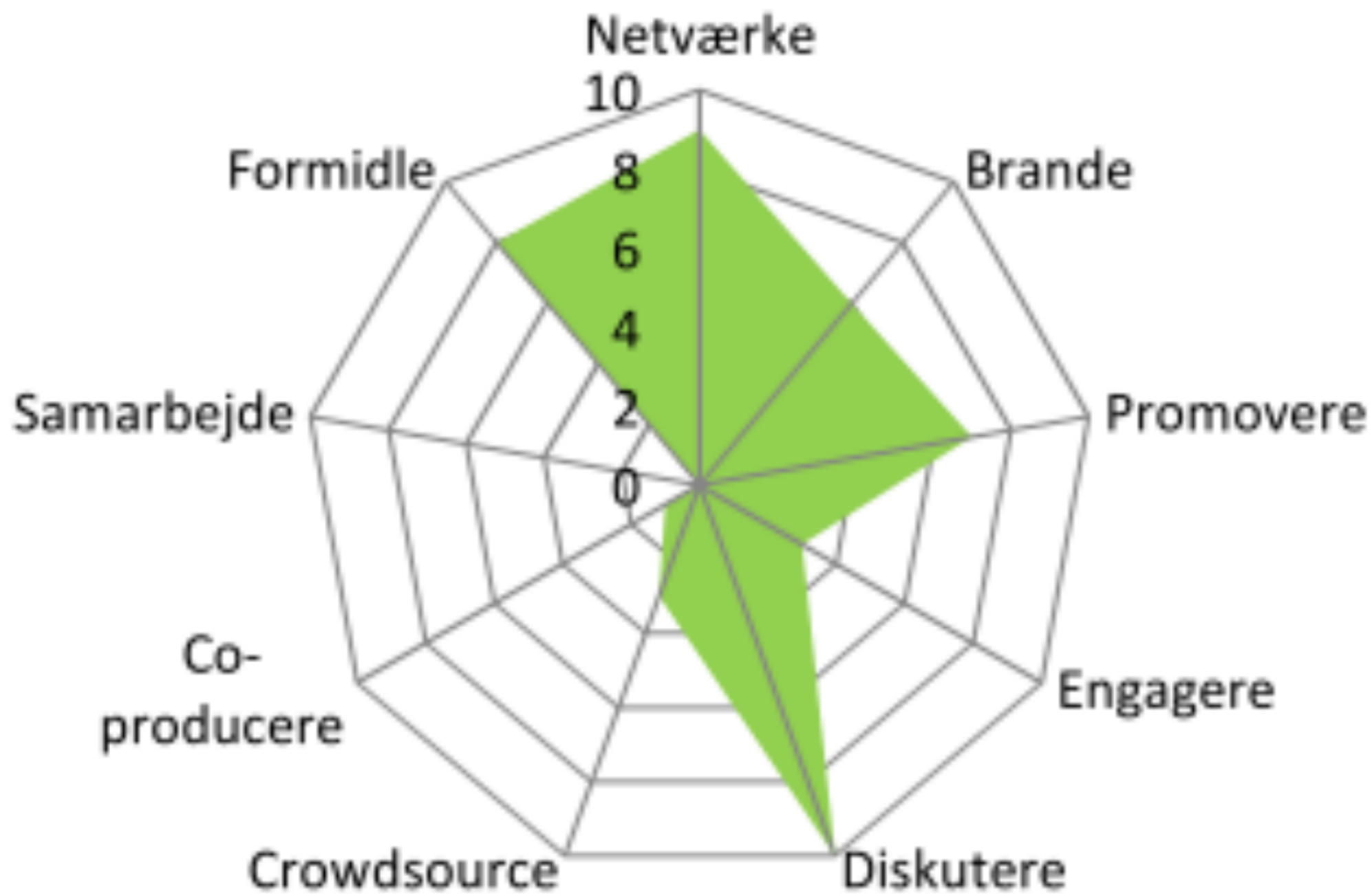
www.facebook.com/sparnordaalborg

www.facebook.com/NewHollandAgriculture

FUNKTIONALITETER

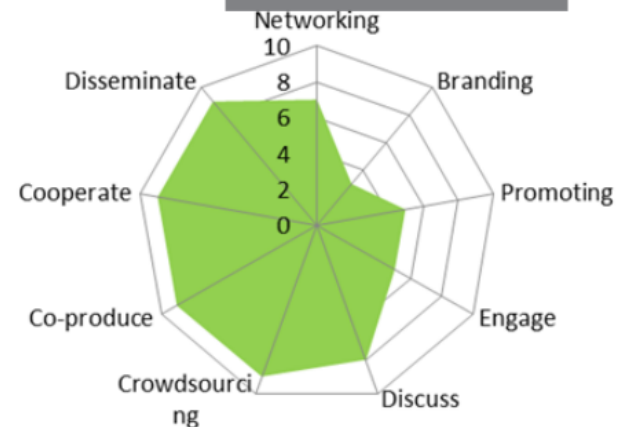
- ☒ Person profil
- ☒ Venner
- ☒ Grupper
- ☐ Mærkat (tags)
- ☒ Kommentarer
- ☐ Blogs
- ☒ Sider
- ☒ Begivenhed
- ☒ Dele (udbrede)
- ☒ Foto
- ☒ Video
- ☒ Applikationer
- ☒ Mobil version







ResearchGate





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You Publish!



slideshare

Present Yourself



delicious





Google Maps

You **Tube**

DLBR Video

Pinterest





Podcasts



Blogger™

DISQUS



Debat & Meninger



Online produktion

Links

Billeder

Filtrere

Diffus målgruppe

Adskilt info

Mange platforme

66b2-47d2-8bb0-7d601ab51e2c

e

Vine



<http://www.agriwebinar.com/Webinar.aspx?id=7fd112bd-66b2-47d2-8>

<https://vine.co/v/b623zdwVuJB/embed/simple>

A blue wireless signal icon consisting of three curved lines and a central dot, positioned above the letter 'i' in the word 'webinar'.

webinar



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<http://www.agriwebinar.com/Webinar.aspx?id=7fd112bd-66b2-47d2-8bb0-7d601ab51e2c>

<https://vine.co/v/b623zdwVuJB/embed/simple>







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ERFALAND

SNAK OM ALT I LANDBRUGET





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Google play

A background image of Mark Zuckerberg at the World Economic Forum. He is wearing a dark jacket and a lanyard with a badge. He is looking slightly to his left. The background is a blurred banner with the text "WORLD ECONOMIC FORUM".

In 2007, at the World Economic Forum in Davos, the head of a powerful news company asked Mark Zuckerberg, the founder of Facebook:

How can we start a community like yours?

Mark Zuckerberg answered: “You can’t.”

Zuckerberg went on to explain: “You don’t start communities. Communities already exist. They’re already doing what they want to do. The question you should ask is how you can help them do that better. Bring people “elegant organization”.



Jens Peter Hansen

After just 750 km on Classic 9, a rear wheel locked up completely :-(
Is that to expect from OneWay rollerski's?

Where can I get an replacement? I'm located in Denmark and Nordic
Ski in Copenhagen is no longer selling Oneway :-(

Synes godt om · Tilføj kommentar · 5. april kl. 10:09



ONE WAY Sport hello, we are sorry for this. we can send you new
wheels for replacements. please contact info@onewaysport.fi for
your contact and delivery address.

Synes godt om · Svar · 8. april kl. 15:34



Jens Peter Hansen Great service 😊 I have been able to ski here
in Denmark until a week ago (very unusual) but now I need to change to
roller ski to defend my newly won position in starting group 6 in
Vasaloppet.

Synes godt om · Svar · 8. april kl. 15:51



Skriv en kommentar...



Jens Peter Hansen

That's very fine service! A rear wheel on my Classic 9 had a failure after just 750 km, and I asked here on FB where I could get a replacement wheel here in Denmark. A couple of days later I recieved two new wheels from OneWay Sport :-)



Synes godt om · [Tilføj kommentar](#) · Del · søndag kl. 19:13



Henrik Hansen og ONE WAY Sport synes godt om dette.



1 deling



ONE WAY Sport You are very much welcome! Enjoy your rollerski season! 😊

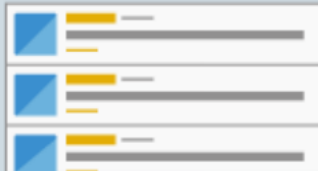
Synes godt om · Svar · I går kl. 00:40

06 MINUTES



FACEBOOK

 **AUTOMATION TIP** Save time by automatically having your prospects' social data imported into their lead profiles.



RESPOND TO COMMENTS & ENGAGE

Respond to any comments on your wall or on your content. Spend a few minutes liking the content of your partners, clients, and thought leaders in your industry.



Share

PROMOTE & SHARE CONTENT AND IMAGES

Promote your recent content on your page. Highly visual content like videos and graphics will perform the best. Also share some behind the scenes photos of your staff.




clients, and thought leaders in your industry.

Also share some behind the scenes photos of your st

06 MINUTES

in

LINKEDIN

 **AUTOMATION TIP** Use marketing automation to make social posts to multiple outlets, all from within the same interface.



PROMOTE

Share your more professional content and notable news on your company profile.



GROUPS

Share your content in related LinkedIn groups and engage in any notable discussions.



QUESTIONS

Ask questions on your page and in relevant groups to start discussions of your own.

10 MINUTES



TWITTER

 **AUTOMATION TIP** Schedule out your tweets from your automation solution to see all of your scheduled tweets in one place.

RESPOND

Take a few minutes once or twice a day to respond to any tweets that may have been directed your way.

SCHEDULE

Schedule out tweets for the next week to promote any recent content or events.

SHARE

Take a few minutes to share the content of others in your industry to help build relationships.



04 MINUTES



PINTEREST



PIN ANY RECENT INTERNAL/EXTERNAL CONTENT

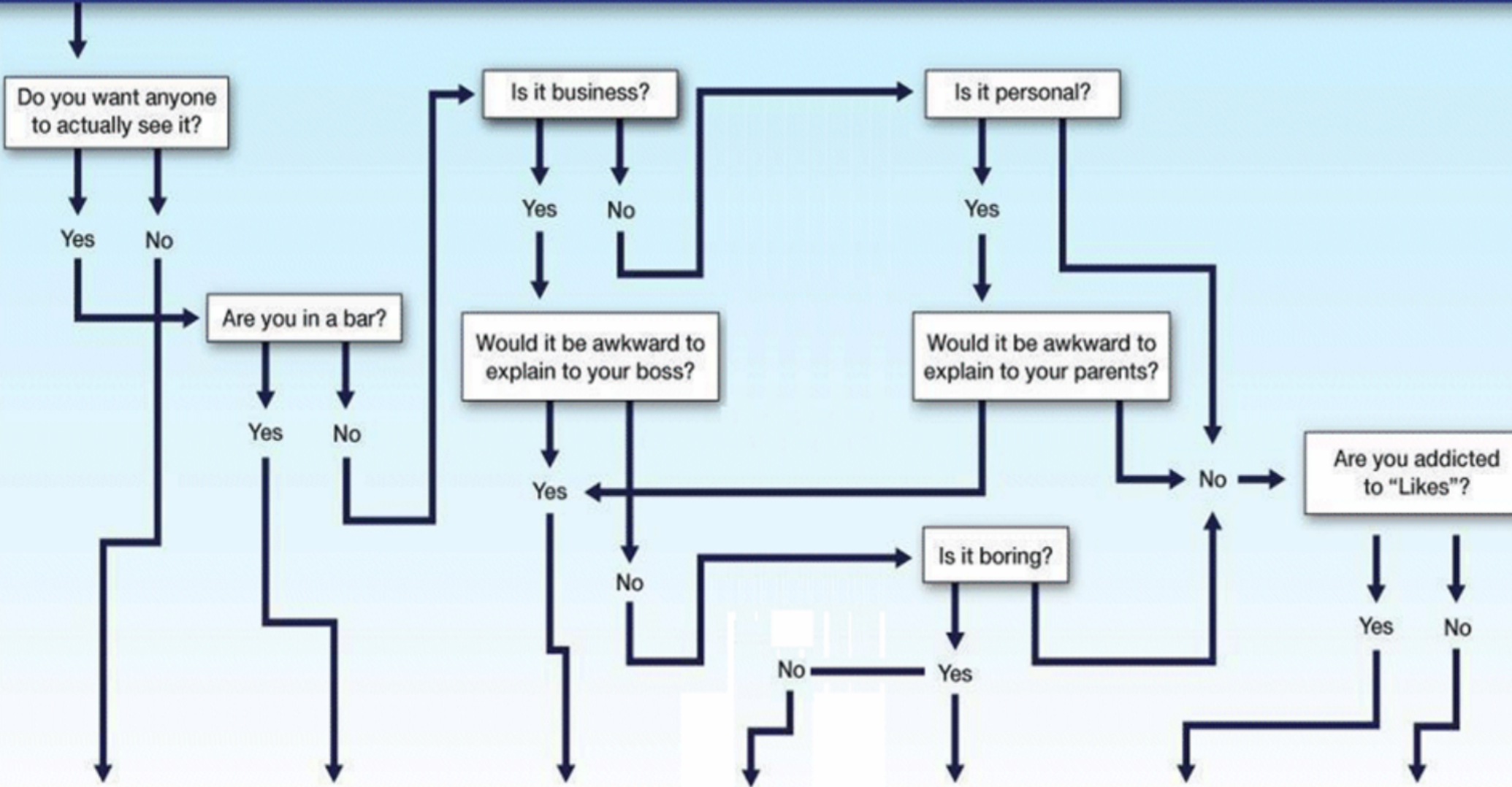
Take a moment to pin any recent visual content. This can include blog images, infographics, or staff photos. Also pin any relevant external content you have found.



ENGAGE WITH YOUR RECENT PINNERS

Get social with the people that have pinned your content. Return the favor, comment, or thank them. Saying thanks on a new social channel can be extra engaging.

Where should you post your status?



Google Plus



Foursquare



Don't post it!



Yammer



LinkedIn



Facebook



Twitter