Article presentation 1
Social media usage in companies

Group E: Susa, Nina & Kasimir

Chosen articles

1. Kane, G.C. (2015). "Enterprise Social Media: Current Capabilities and Future Possibilities", MIS Quarterly Executive, March 2015 (14:1)

2. Gallaugher, J. and Ransbotham, S. (2010). "Social Media and Customer Dialog Management at Starbucks," MIS Quarterly Executive, 2010 (9:4)
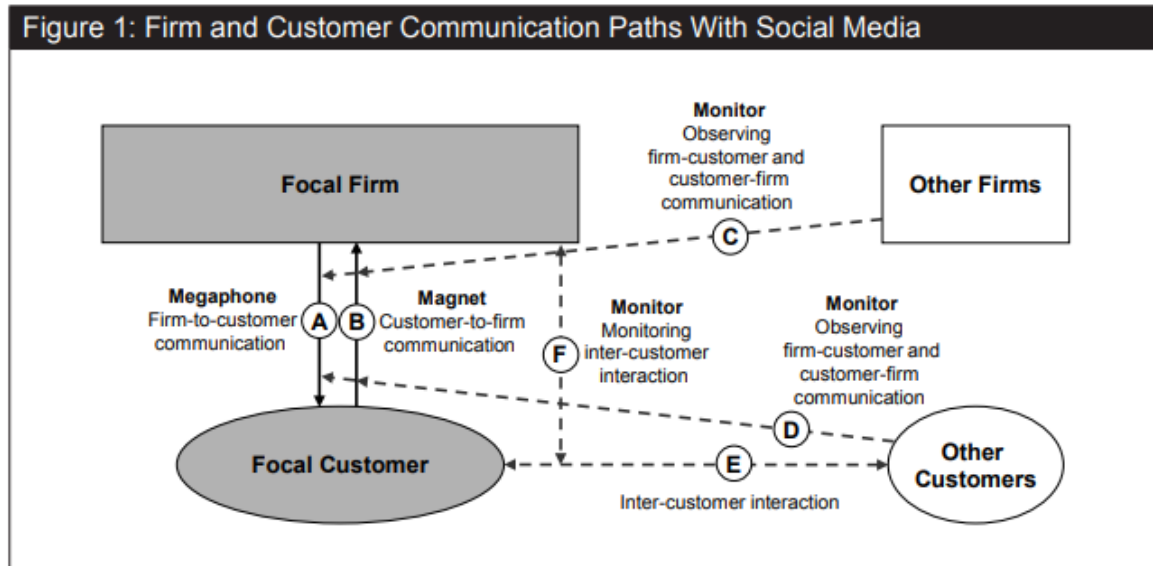
Article 1:

Table 1: A Framework for Considering How Social Media Affects Organizations

	Establish Networks	Access Content
How does platform design constrain user behavior?	1. Consider how platform design affects the way in which people interact	2. Consider how platform design affects the way people share and access content
How does platform use affect employee performance?	3. Consider how people will use the platform to network more or less effectively	4. Consider how people will share and protect content more or less effectively

Article 2:

Figure 1: Firm and Customer Communication Paths With Social Media

3M Framework

Megaphone

Firm-Customer

Magnet

Customer-Firm

Monitor

Customer-customer

Similarities between articles

Both articles offer frameworks for firms to consider in their usage of social media.

Both articles consider the challenges of social media from the perspective of firm adoption.

Kane (2014) examines current capabilities and future possibilities for enterprise social media use, while Gallaugher (2010) also examines these, in addition to a practical case example of Starbucks.

Summary

Social media is an important tool for firms, and customer dialog occurs through social media whether or not firms take an active role in its management.

The two covered articles describe frameworks for firms to utilize in the approach to social media as part of their marketing strategy.

Dimensions to consider are both networks and content (Kane) as well as the directionality of the relationships (customer-customer, customer-firm, firm-customer)(Gallaugher, J. and Ransbotham).

References

Kane, G.C. (2015). "Enterprise Social Media: Current Capabilities and Future Possibilities", MIS Quarterly Executive, March 2015 (14:1)

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