

Business function	Business objective	Social objective	Social activities	Social metrics
Customer service/ experience	Increase customer retention	To generate stronger and deeper relationships with its customers	Social platform management & content distribution Customer community management	Constructive customer actions (e.g. referrals, comments, votes) Positive sentiment shift
Marketing	Increase prospect awareness, interest, consideration or trial	To generate discussion within existing networks and online media that fuels word of mouth amongst prospects around the brand's social initiatives	Management of social initiatives and crowd-sourced projects Social media relations	No. of participants Audience actions Audience recommendations
R&D	Create new products to meet customer requirements	To create products collaboratively with customers	Brand & product social research program Crowd-sourced R&D projects R&D community management	Successful revisions to products/services Successful new products
Brand management	Protect brand reputation in eyes of key audiences	To mitigate negative word of mouth around topics connected to the brand and amplify around positive topics	Social monitoring and response program	Negative to positive sentiment shift
Operations	Evolve the business' operating model to realise efficiencies, support new growth, and eliminate risk	To improve the ways in which employees and partners collaborate	Collaboration zones and working practices	More effective internal working practices
HR	Source, develop and retain the right talent within the business	To enable employees and partners to share knowledge on needs, individuals who meet those needs, and make recommendations accordingly	Social network recruitment & employee development tools and working practices	Improved HR dept efficiency
Sales	Improve sales efficiency and effectiveness	To enable customers to influence and become more involved in the sales process	Affiliate sales programs Customer-driven market-places and auction models Group purchasing initiatives	Improved sales dept efficiency