

Business function	Business objective	Social objective	Social activities	Social metrics
PR	Increase prospect awareness, interest, consideration or trial	To generate discussion/talkability amongst online influencers and relevant communities, that fuels word of mouth amongst customers	Social media relations Online events Product previews Media/influencer partnerships	No. of media mentions
Marketing	Increase prospect awareness, interest, consideration or trial	To generate discussion/talkability within existing networks, that fuels word of mouth amongst customers	Content sharing Management of social initiatives and crowd-sourced projects Offers, promotions & competitions	No. of shares/recommendations
Customer experience	Increase customer retention	To generate stronger and deeper relationships with its customers and fans in online communities	Customer community management Social monitoring and response program Expert and personal knowledge sharing Ambassador programs Tutorials	No. of participants/customer actions Positive sentiment shift
Brand management	Protect brand reputation in eyes of key audiences	To amplify positive word of mouth around relevant topics To mitigate negative word of mouth around topics connected to the brand	Buzz monitoring activity Advocate programs Crisis management activity Online lobbying	Positive sentiment shift
R&D	Create new products to meet customer requirements	To generate and action customer feedback To involve customers in the development of new brand initiatives	Buzz monitoring activity Brand & product social research program Crowd-sourced R&D projects Product-related discussion groups Preview/BETA test groups	Actionable feedback Successful new brand initiatives
Sales/ E-Commerce	Improve sales efficiency and effectiveness	To enable customers to influence and become more involved in the sales process	Wish-lists & gifting apps Auctions; group purchasing	Improved sales team efficiency
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	Knowledge mgt tools Knowledge sharing processes Collaboration zones	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	HR networking tools Incentives-based program	Improved employee effectiveness & satisfaction