



Competitive Intelligence for Fun and Profit: The Role of (Un)Social Media

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Show of Hands

- How many of you have a Facebook account?
 - Check it weekly? Daily?
 - Post updates weekly? Daily?
 - Use it for work-related activities?
- How many of you have a LinkedIn account?
 - Check it weekly? Daily?
 - Post updates weekly? Daily?
 - Use it for work-related activities?
- How many of you have a Twitter account?
 - Check it weekly? Daily?
 - Post updates weekly? Daily?
 - Use it for work-related activities?
- How many of you DO NOT USE SOCIAL MEDIA AT ALL?
- How many of your companies have established policies/training regarding use of social media?
- How many of your companies use social media searches as part of a hiring decision?

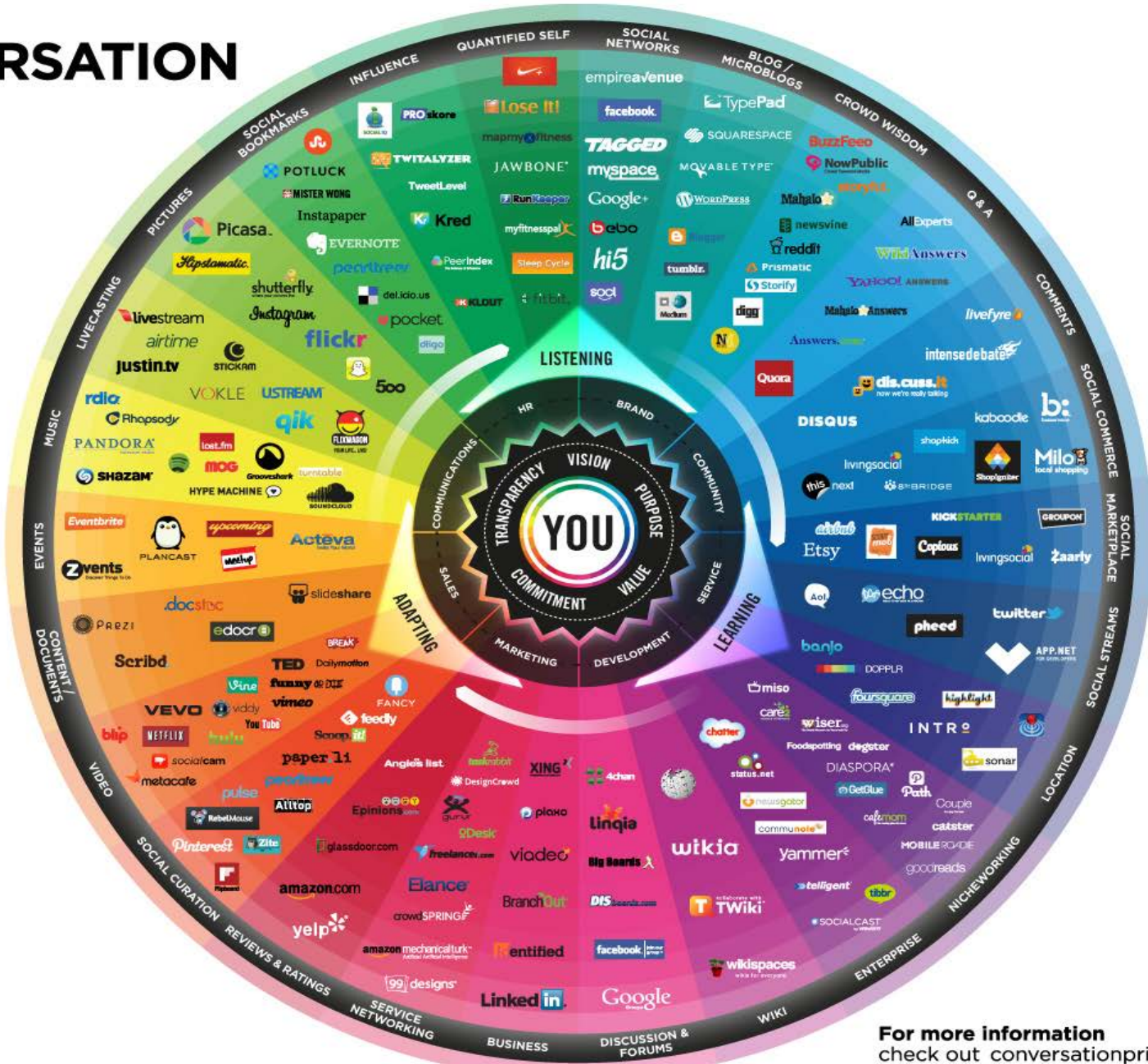


What Is Social Media/Networking?

- What is a social networking site?
 - WhatIs.com: “the collective of online *communications channels* dedicated to community-based input, interaction, content-sharing and collaboration”
 - Wikipedia: “Computer-mediated technologies that allow individuals, companies, NGOs, governments, and other organizations to view, *create and share information*, ideas, career interests, and other forms of expression via virtual communities”
 - NSA: “a web-based service that allows communities of people to *share common interests and/or experiences*”
- Common features:
 - **One-to-many** communication (users publish information to be read later by other users)
 - **Many-to-one** communication (users follow their friends’ postings and provide comments)
 - Substitute for face-to-face / phone interaction
 - Mobile access (allows frequent check-ins and updates)

THE CONVERSATION PRISM





















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For more information
check out conversationprism.com



Top Social Networking Sites

	Site	# monthly visitors
		1.1 Billion
		1.0 Billion
		310 Million
		255 Million
		250 Million
		120 Million
		110 Million
		100 Million
		85 Million
		80 Million

← 2/3 drop

← 1/2 drop

Source: <http://www.ebizmba.com/articles/social-networking-websites>



Why Social Media?



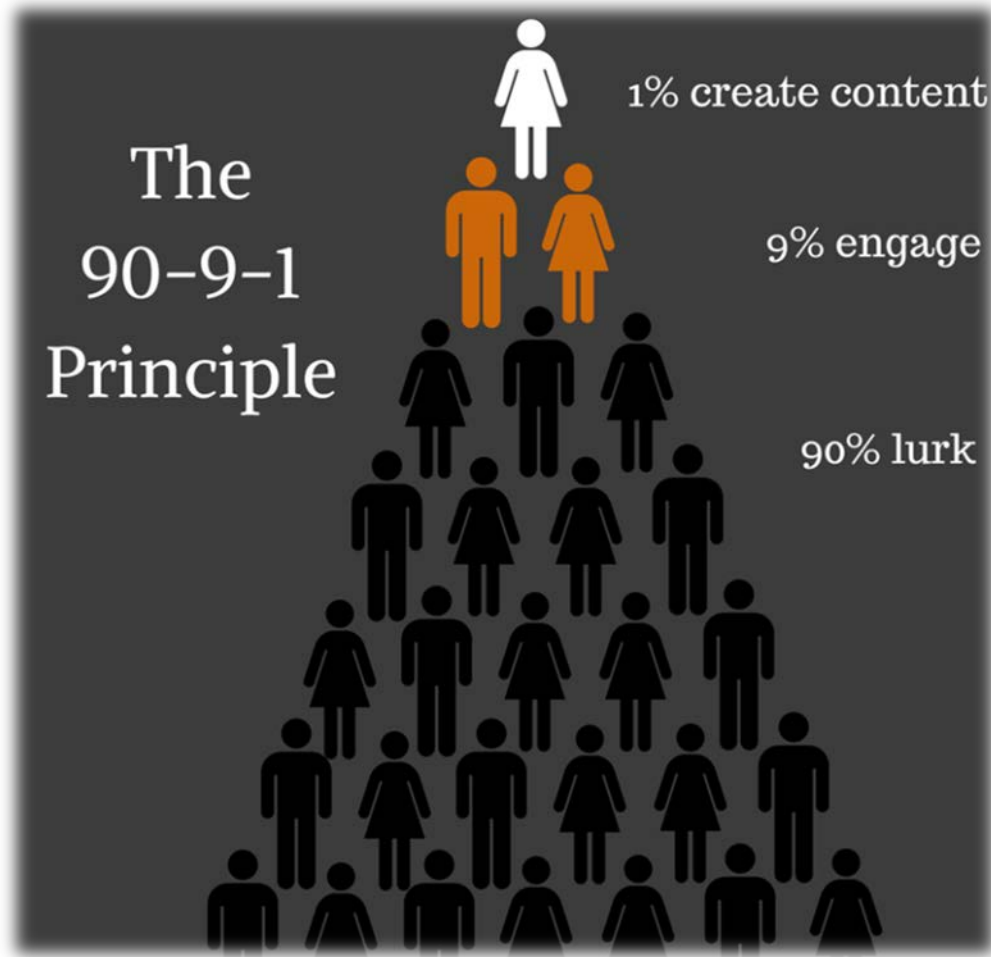


We Are Social Creatures

- Humans are inherently relational
 - We have a deep need to know others
 - *Social media gives a window – enables users to observe others (passively)*
- Humans are inherently expressive
 - We have a deep need to be known by others
 - *Social media gives a voice – enables users to be heard more broadly*
- Humans are inherently self-centered
 - We each see the world through our own unique perspective
 - We gravitate towards things that make us comfortable
 - We are comfortable with people and things that are similar to us
 - *Social media gives users great power to shape and fashion their world by connecting them with communities that share their interests and are passionate about the same causes*
 - NOTE: Some have concluded that this ability to not only select what is desirable but eliminate what is undesirable (i.e., different from us) is partly to blame for what appears to be increasing fragmentation and division in our culture



Are You a Lurker?





Perception vs. Reality





Where Do You Stand?

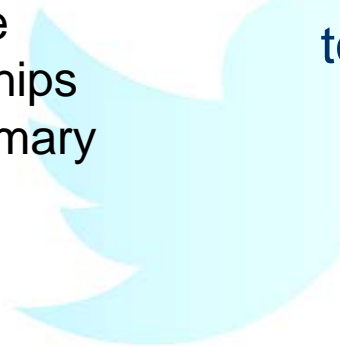






Social Media as an Intelligence Source

- Useful for:
 - Biographical info on government and company personnel
 - Hot buttons
 - Parallel projects
 - Company strategies
 - Marketing themes
 - Gauging market or public opinion/sentiment
 - Organizational structure
 - Partnerships / relationships
 - Points of contact for primary research
- Primary sites
 - LinkedIn
 - Facebook
 - Twitter
 - Google+
 - Instagram
 - Pinterest
 - YouTube
- Social media search & analysis tools:
 - SocialMention
 - SocialBearing
 - TwitterAnalytics
 - TwitterCounter
 - HootSuite



Example: This Guy



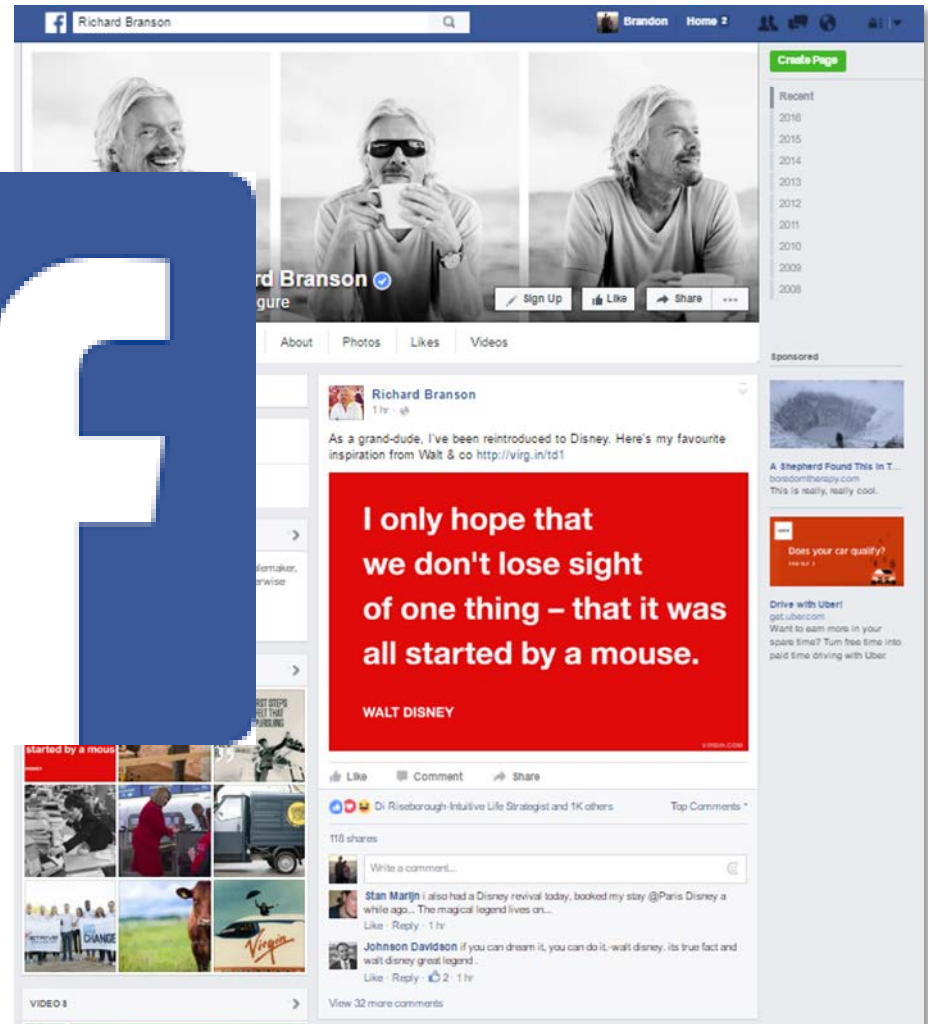
- Richard “Dick” John Eassom
- Professional:
 - Vice President at SM&A
 - Certified APMP Fellow, past APMP CEO
 - “Wordman” – frequent presenter on proposal development
 - 20+ years’ experience developing and leading proposals
- Interests:
 - Runner – has run in several 5K/10Ks
 - Drinks Wheat Beer and Gin
 - Has a cat named Gracie
- Personal:
 - Lives in Tustin, California
 - Originally from Peterborough, UK
 - Recently engaged to Suzanne Kelman, from Woodland Hills, CA, whom he worked with at SM&A from 2001-2010
 - Had a son James who passed away in 2004 at the age of 19





Social Media Sources

- Useful for...
 - Profiling customer and/or competitor personnel
 - Personal interests
 - Relationships
 - Pictures
 - Company marketing (supplement to website)
 - Used more by business to consumer comparison
 - Company recruiting (emphasis on recent grads)
 - Government accounts
 - PR tool
 - Reporting news/activity





Social Media Sources

A screenshot of a Facebook search for 'lockheed'. The search bar at the top contains the text 'lockheed'. Below the search bar, a list of results is displayed. The top result is 'lockheed martin' with 92,722 people talking about it. Other results include 'lockheed martin school bus' (12,177 people), 'lockheed martin aeronautics' (1,000 people), and the official 'Lockheed Martin' page (Aerospace/Defense, 370,431 likes). Below these are various Lockheed Martin aircraft and programs, such as 'Lockheed Martin F-22 Raptor', 'Lockheed Martin Friends', 'Lockheed Corporation', 'Lockheed SR-71 Blackbird', 'Lockheed L-1011 TriStar', 'Lockheed Constellation', and 'Lockheed Martin F-22 Raptor(NEW!!!)'. At the bottom of the search results, there is a button that says 'See all results for "lockheed"'. A blue arrow points from the 'Lockheed Martin' result in this search to the Lockheed Martin Facebook page shown in the adjacent image.

A screenshot of the Lockheed Martin Facebook page. The page header shows the Lockheed Martin logo and the name 'Lockheed Martin' with 'Aerospace/Defense' listed below it. The page features a cover photo with a collage of images including a fighter jet, a helicopter, and a satellite. Below the cover photo, there is a search bar for posts on the page and a post from 17 hours ago. The post text reads: 'At Lockheed Martin, we have a long-standing commitment to successful job transition for America's veterans. Find your next mission! Use our skills translator to see which jobs could be a great fit for you: http://jobs.lmt.co/25nGg'. Below the text is a photo of two men holding a model of an aircraft. The page also shows an 'ABOUT' section with links to ask for the address, phone, and hours, and a 'PHOTOS' section with a grid of images. At the bottom, there is a 'VIDEO' section with a video player showing a large aircraft component.



Social Media Sources

Facebook search results for "harris corporation".

- harris corporation
84,496 people talking about this
- the lenny harris legacy corporation
35,984 people talking about this
- harris amoco corporation
1,000 people talking about this
- Harris Corporation**
Melbourne - Company · 6,574 like this
- Harris Corporation**
Business Person · 2,926 like this
- Harris Corporation**
2400 Palm Bay Rd NE, Palm Bay, Florida 32905 - Manufacturing · 161 like this · 1,099 peo...
- Harris Hill Soaring Corporation**
51 Soaring Hill Dr, Elmira, New York 14903 - Airport · 908 like this · 513 people checked in...
- Harris Corporation**
1025 W Nasa Blvd, West Melbourne, Florida 32901 - Business Services · 21 like this · 192...
- Harris Corporation**
221 Jefferson Ridge Pkwy, Lynchburg, Virginia 24501 - Business Services · 12 like this · 1...
- Harris Corporation**
135 National Business Pkwy Ste 222, Annapolis Junction 20701 - Contractor · 1 person ch...

See all results for "harris corporation"

Facebook profile page for Harris Corporation.

Harris Corporation
Melbourne · 6,574 people like this

Timeline

22 hrs · **Harris Corporation**

#TBT In 1931, Charles and Anne Lindbergh flew the Great Circle course from New York to Tokyo. Their survey flight took them over uncharted terrain, with a limited number of airports and large stretches of water. They equipped their Lockheed Sirius aircraft with floats from the EDO Corporation for numerous water takeoffs and landings.

Harris salutes the pioneering spirit of the Lindberghs, and are proud of the forward looking, innovative engineering history of EDO, now part of the Harris Corporation. For over 120 years, the Harris promise has been simple: to connect, inform and protect every customer's mission.

1 share

1 share

Write a comment...

May 18 at 1:53pm · **Harris Corporation**

#HarrisCorp's Rebecca Lasica interviews with GIS Cafe's Sanjay Gangal about ENVI OneButton during #GEOINT2018. Learn more about how this software utilizes UAS and aerial data to enable better business decisions, here: <http://harrisincspatial.com>



Social Media Sources

Search results for "los angeles air force" on Facebook. The results list several pages, including "Los Angeles Air Force Base" (Military Base), "Los Angeles Air Force Base, Home of Space and Missile..." (Government Organization), "The Club at Los Angeles Air Force Base" (Government Organization), "Los Angeles Air Force Base Catholic Community" (Religious Organization), "Los Angeles Air Force Base, Alabama" (City), and "Webster University Los Angeles Air Force Base" (College & University).

Unofficial Page (User-driven page and content)

Facebook profile for "Los Angeles Air Force Base" (Military Base). The profile includes contact information (phone: (310) 653-1110, website: http://laafb.forcesupport.com/), a map, and a description: "Los Angeles Air Force Base is a non-flying United States Air Force Base located in El Segundo, California. Los Angeles Air Force Base houses and supports the he... See More".

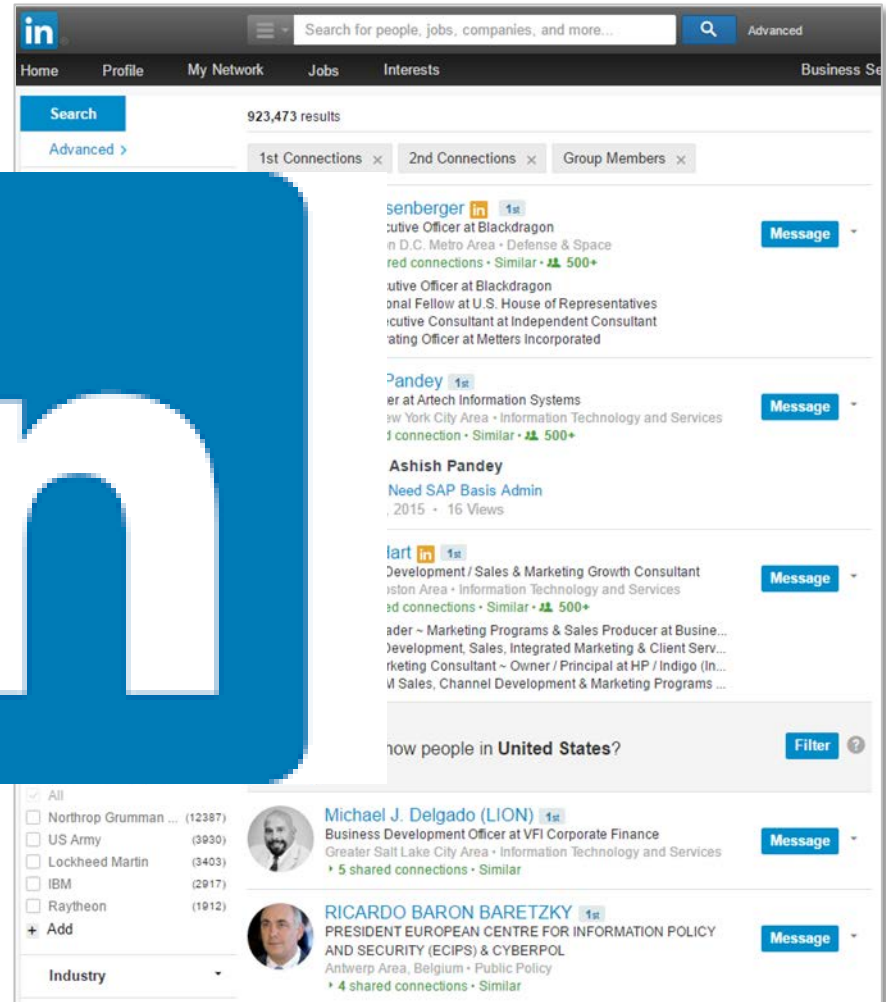
Official Page

Facebook post from "Los Angeles Air Force Base, Home of Space and Missile Systems Center". The post features a photo of the base at night and text: "Notice to Los Angeles AFB personnel: There will be a Base exercise on Saturday, Oct. 22. As a result, the Douglas Street gate will be closed (seen in lower left of this aerial image). Visitors must use the alternate Aviation Blvd. gate for entry (seen in upper right corner of image). Additionally, only the BX and Commissary will be open. Thank you, in advance, for your patience and understanding." The post includes a "LIVE NOW" badge and a "Share" button.



Social Media Sources

- Useful for...
 - Customer information
 - Customer personnel bios
 - Commentary / activities
 - Planned presentations
 - Competitor information
 - Organizational structure
 - Company personnel
 - Alliances
 - Associations
 - Past companies
 - Partnerships / relationships
 - Points of contact for product research
 - Advanced search for finding personnel with unique insights
 - Oh yes ... and **professional networking**





Social Media Sources

- Going deeper (LinkedIn)

“People Also Viewed”

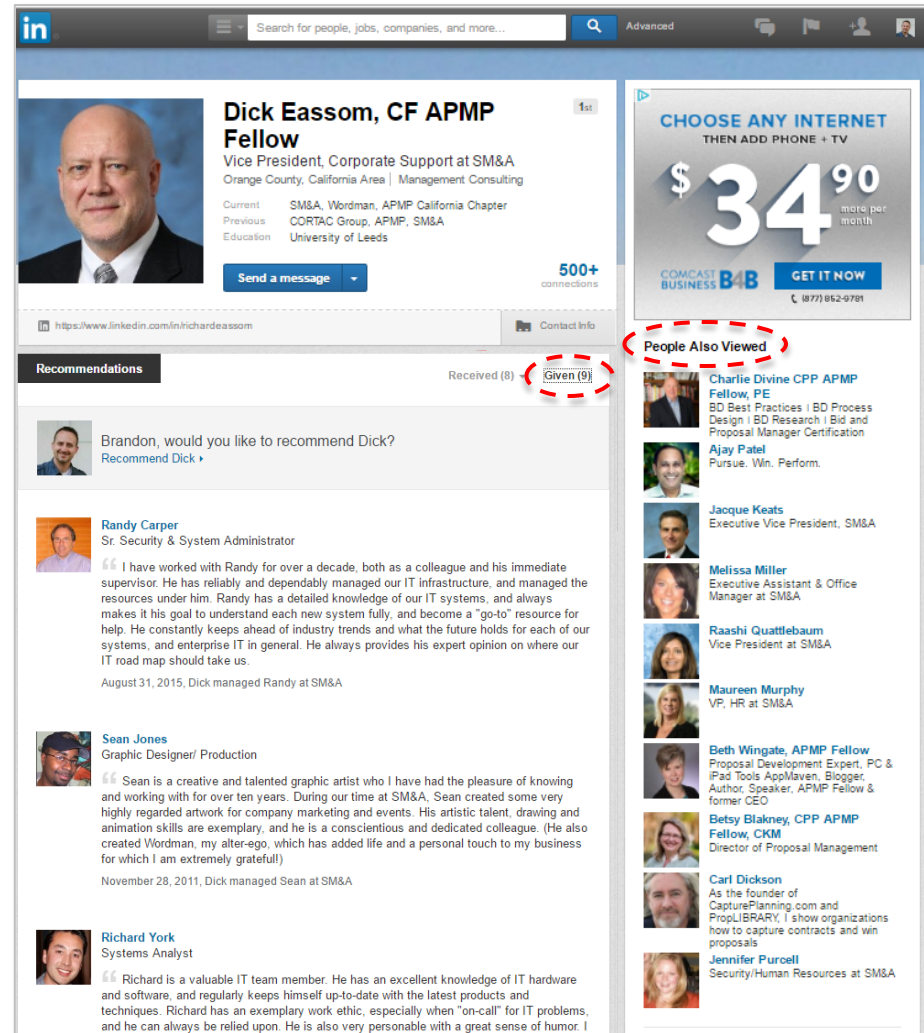
- List of other LinkedIn users who have recently viewed this page
- May be potential or existing clients or competitors; possible indication of teaming

“Recommendations” (Received)

- Reviews received by the subject
- Source of past clients
- Tools, processes, and methodologies

“Recommendations” (Given)

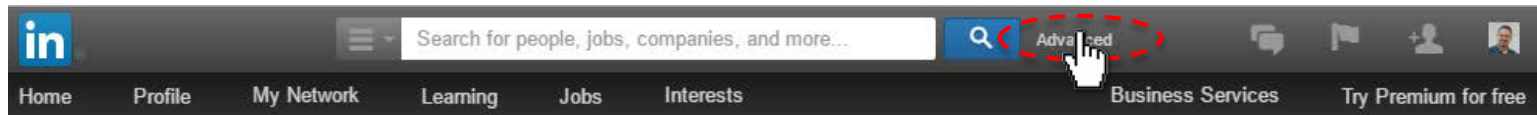
- Reviews given by the subject
- Source of past co-workers, but also past suppliers/partners





Social Media Sources

- Advanced Searches (LinkedIn)



The image shows the "Advanced People Search" interface on LinkedIn. The page is titled "Advanced People Search" and has "Reset" and "Close" buttons in the top right corner. The interface is divided into several sections:

- People**: A section on the left with a "Keywords" search box and input fields for "First Name", "Last Name", "Title", "Company", "School", and "Location" (set to "Anywhere"). A "Search" button and "Reset" link are at the bottom left.
- Relationship**: A section with radio button options: "1st Connections", "2nd Connections", "Group Members", and "3rd + Everyone Else".
- Location**: A text input field.
- Current Company**: A text input field.
- Industry**: A text input field.
- Past Company**: A text input field.
- School**: A text input field.
- Profile Language**: A text input field.
- Nonprofit Interests**: A text input field.
- Upgrade to access multiple**: A section on the right with a list of filters, each with a checkbox and a small LinkedIn logo icon: "Groups", "Strategic and Competitive Intelligence Prof...", "College Park Scholars", "NGIS Emerg1NG Leader Program Particip...", "University of Maryland-College Park", and "NGC Affiliates". Below this are "Years of Experience", "Function", "Seniority Level", "Interested In", "Company Size", and "When Joined".



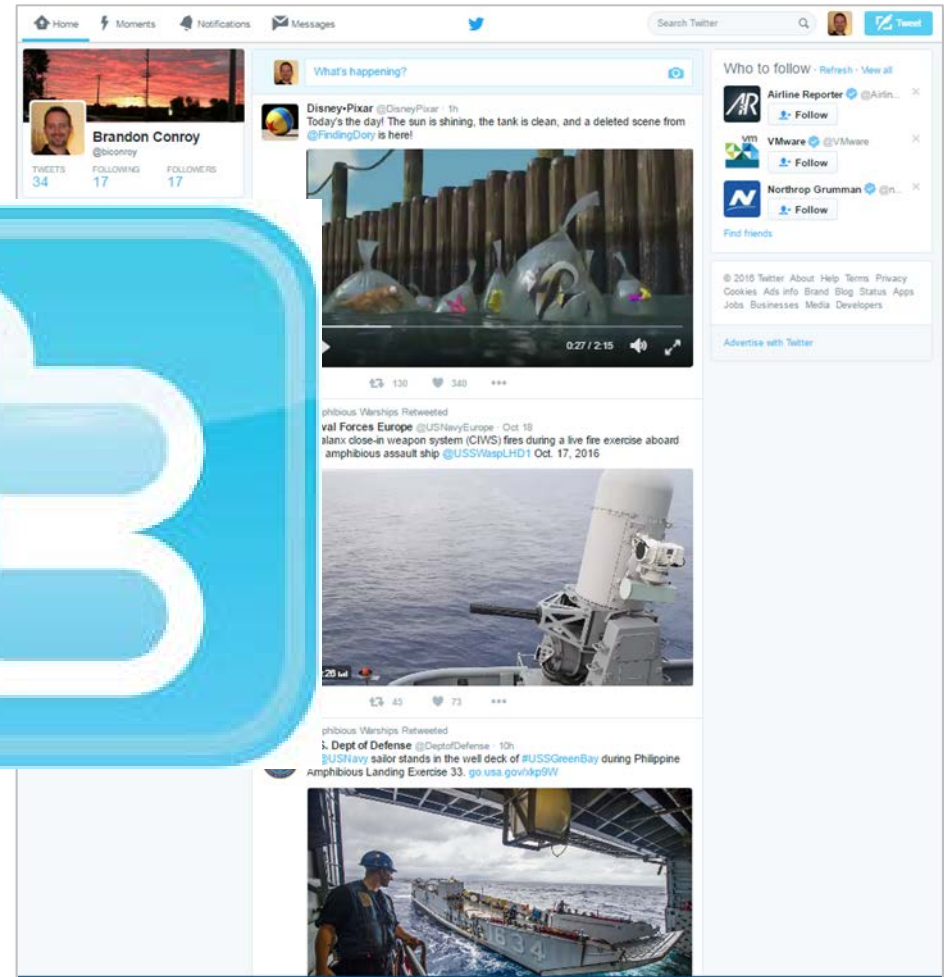
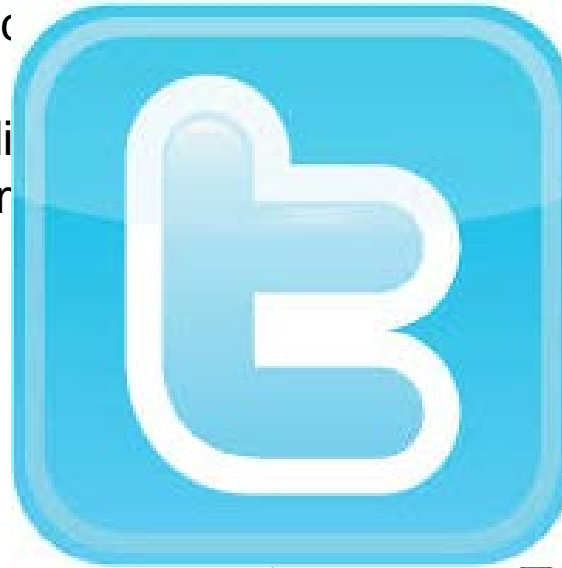
Manage Your Network Wisely





Social Media Sources

- Useful for...
 - Monitoring competitor messaging
 - Broad collection and identification of SMEs
 - Commentary from individuals, employees and customer personnel
- Popular for...
 - Marketing
 - Public relations
 - Customer support
 - Recruiting
 - Tends to be popular among academics, pundits and journalists



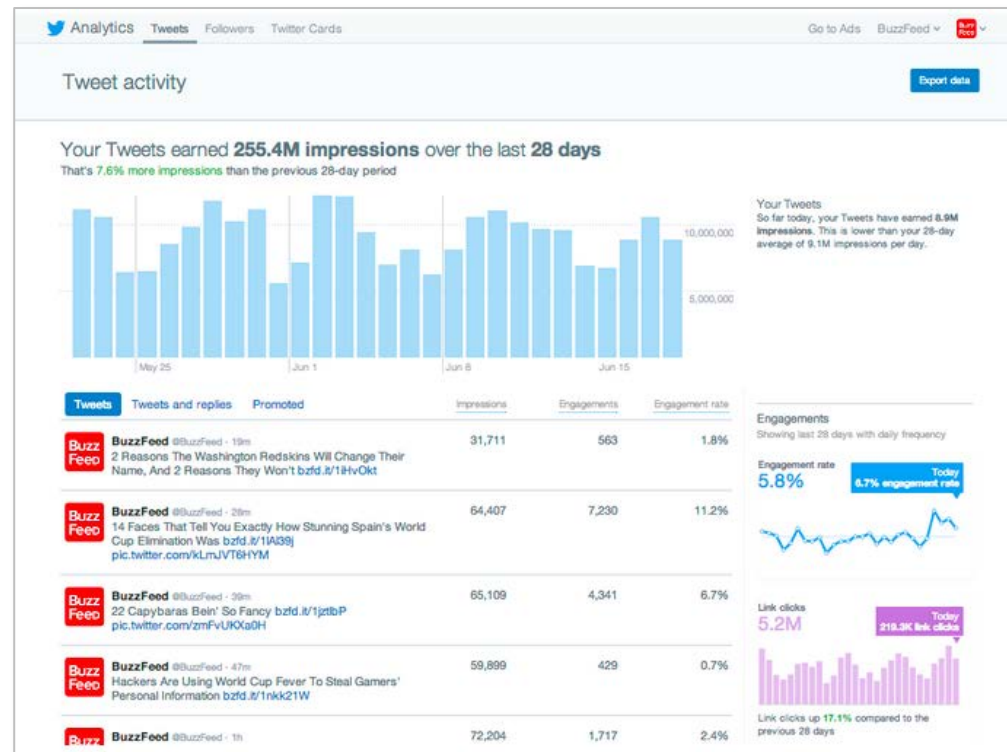


Social Media Sources

- Useful for...
 - Viewing a detailed report of your followers and individual tweets, including metrics on:
 - Clicks, engagement, and impressions
 - Follower growth
 - Demographics
 - Unique interests
 - Tweets linking to you

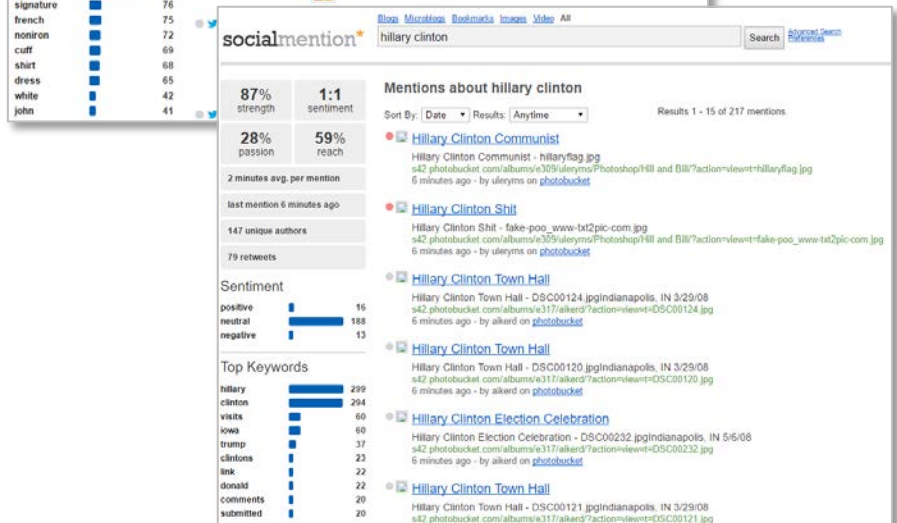
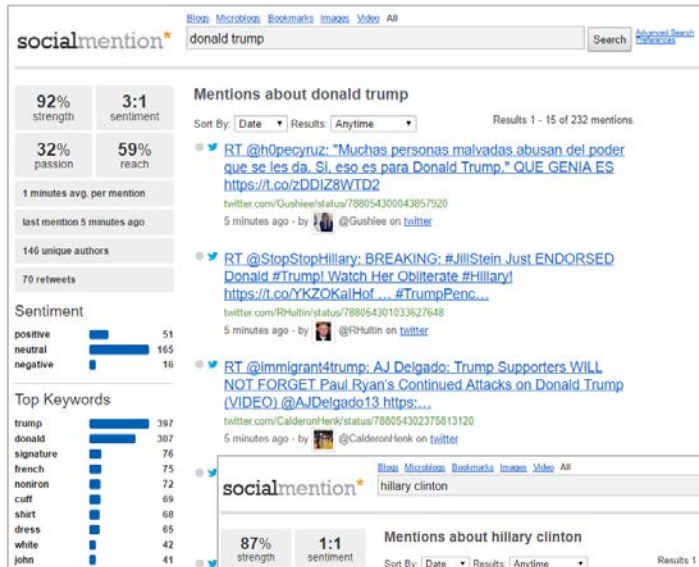
Twitter Analytics

(<https://analytics.twitter.com/>)



socialmention* Social Media Sources

- Useful for...
 - Social media search and analysis
 - Aggregates user generated content from multiple sources into a single data stream
 - Tracking and measuring of what people are saying about any topic across the web's social media landscape in real-time
- Monitors 100+ social media properties including:
 - Twitter
 - Facebook
 - FriendFeed
 - Digg
 - Google, etc.



Social Media Sources



- Useful for:
 - User/hobbyist submitted photos
 - Prototypes
 - Locations/facilities
 - Nature/configuration
 - Secured vs. unsecured
 - Faces of key personnel





Key Takeaways

1. Your customer AND competitors ARE LOOKING at your information and your company's information on social media
 - Be careful what you share – AND what others share about you
 - Be careful who your friends are
 - After today, take another look at your online profiles ... this time through the eyes of a competitor
 - If something is not bringing value to you or your company, consider taking it down

2. Your competitors and customers ARE SHARING information that is valuable to you (or others are posting information about them)
 - Consider spending some resources to try to harvest this data
 - At a minimum, set up some automated alerts that allow you to get updates on your customers' and competitors' activity in specific areas
 - Remember, you can't boil the ocean – just identify the two or three best sources and focus on those



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