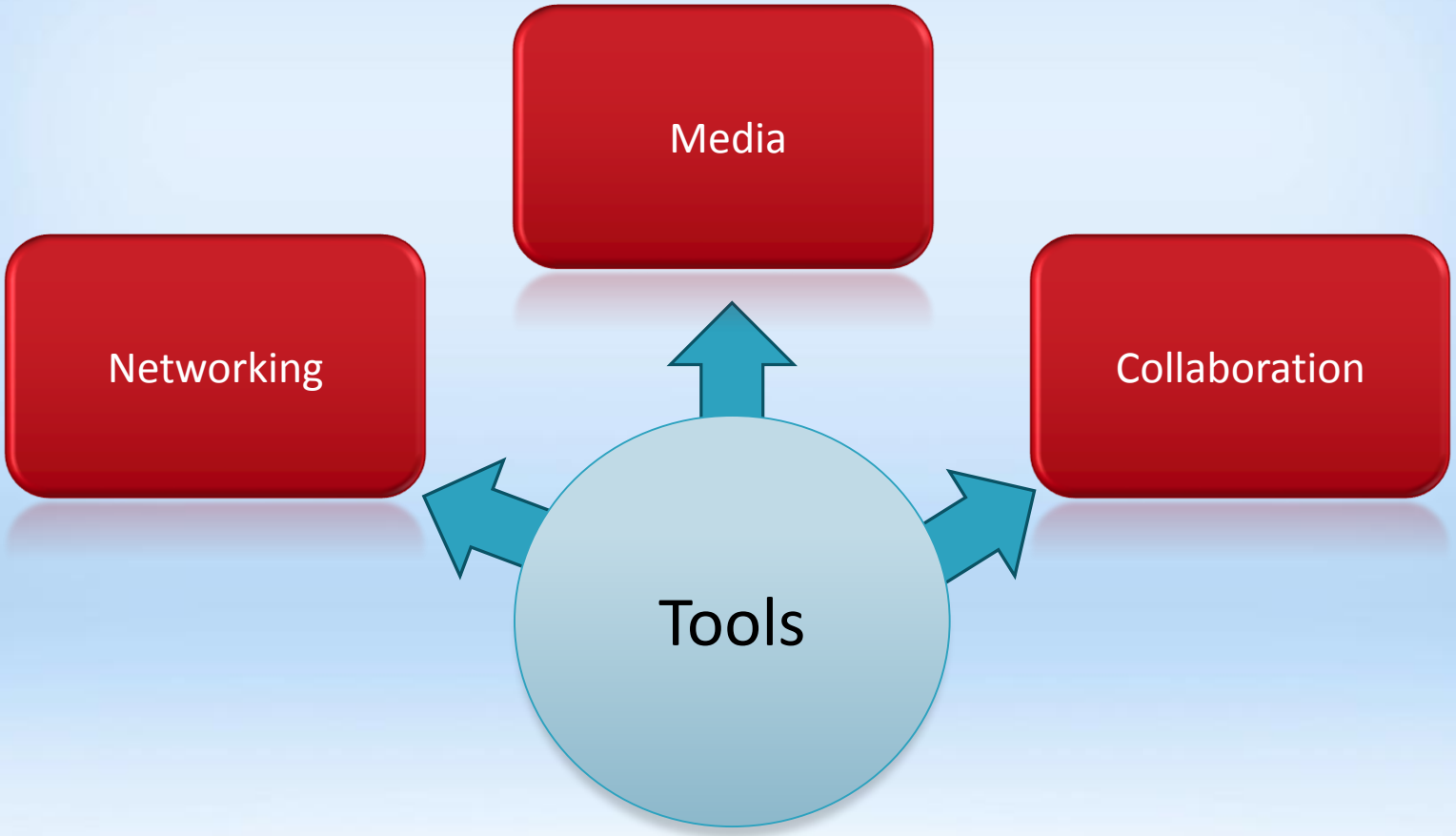
5 Tips for a Social Website

Will Morgenweck

Director, Product Management

DotNetNuke Corporation

Social What?



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Changing Communications

The Top 5 Reasons for Social Initiatives

- Acquire Knowledge / Ask Questions
- Share Knowledge / Contribute Ideas
- Communicate with Customers
- Create Brand Awareness
- Communicate with Internal Colleagues

Source: IDC Social Software Survey, September 2010

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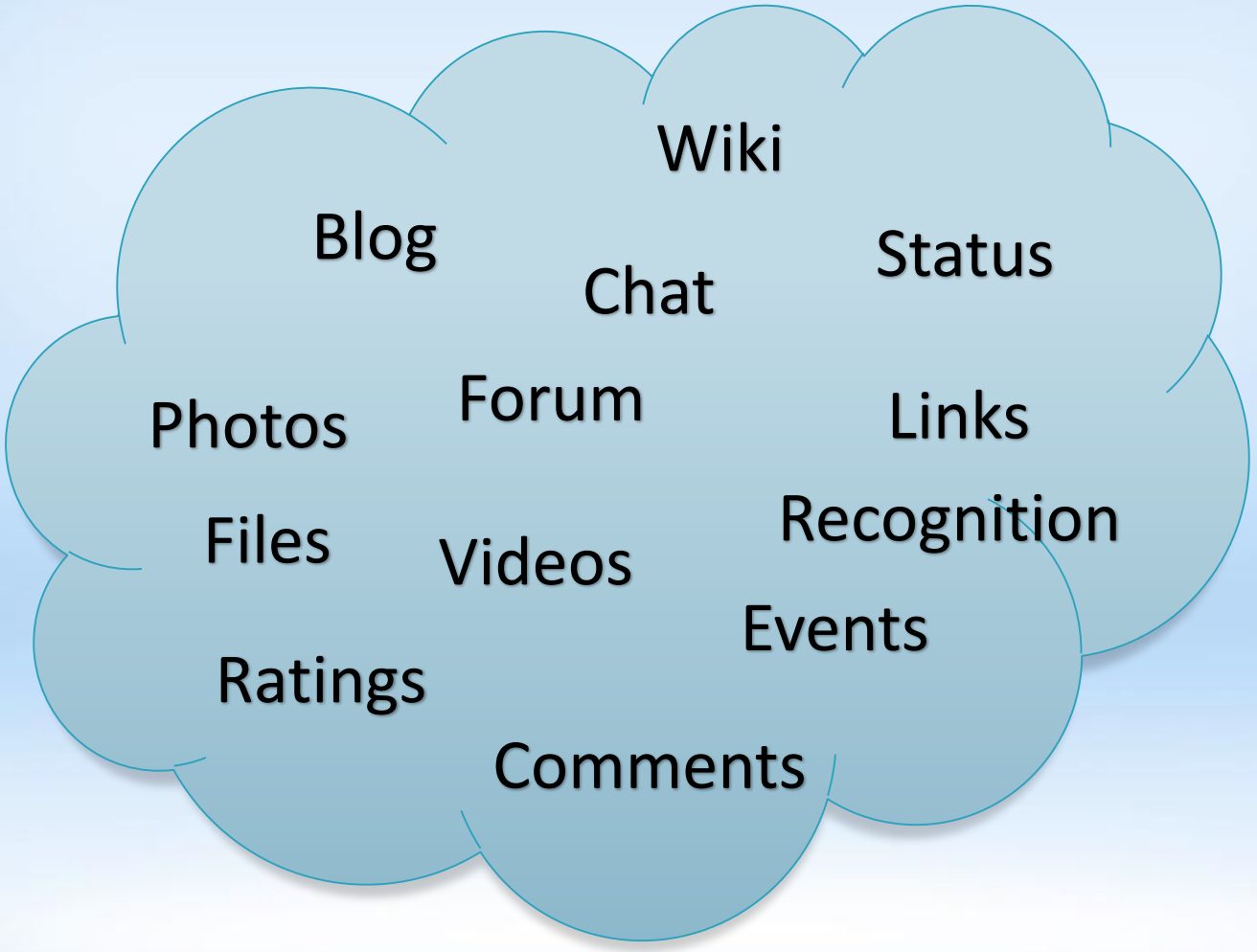
Common Social Tools



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More Than One Person

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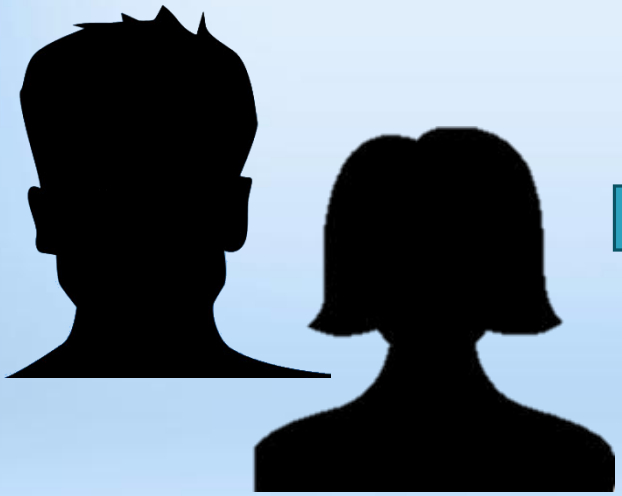
5 Ways to Make Your Site More Social

Profile Pictures

1.



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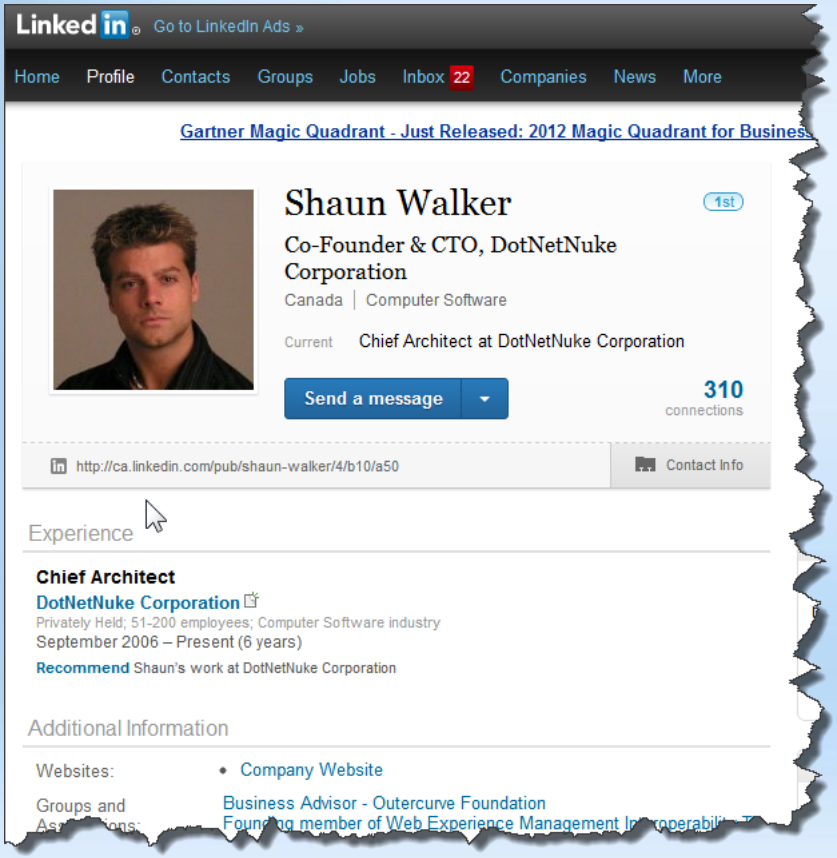
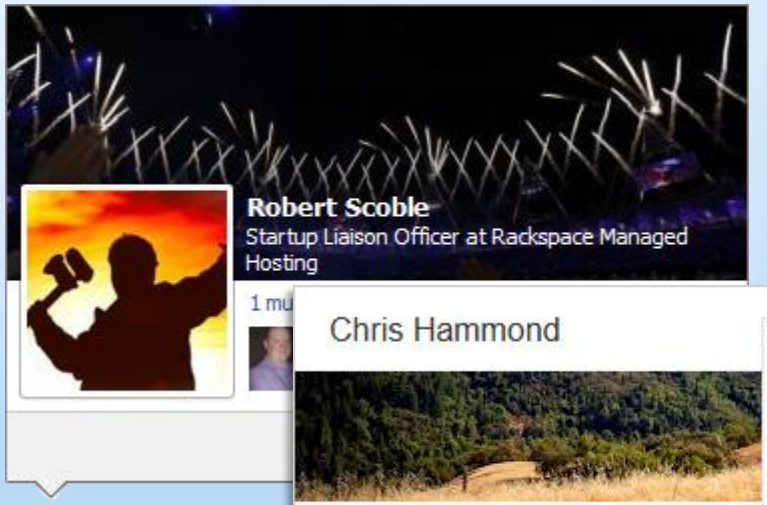
Member Profiles

2.





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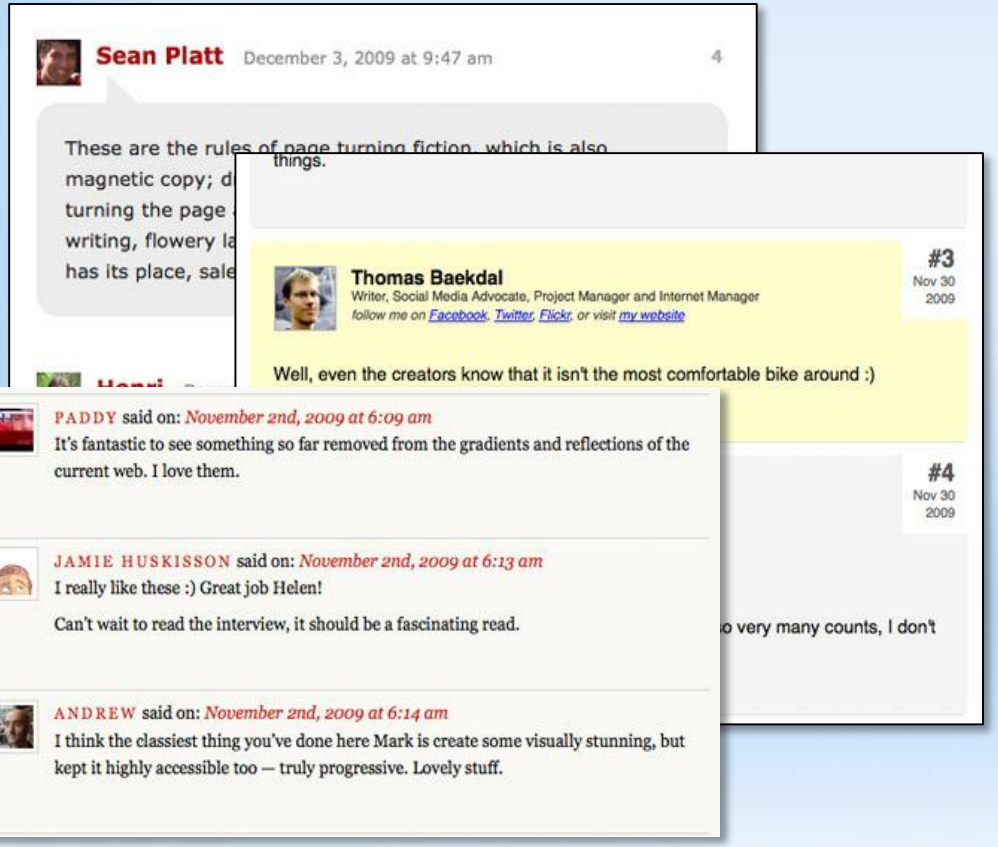
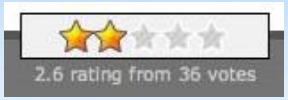
User Content

3.





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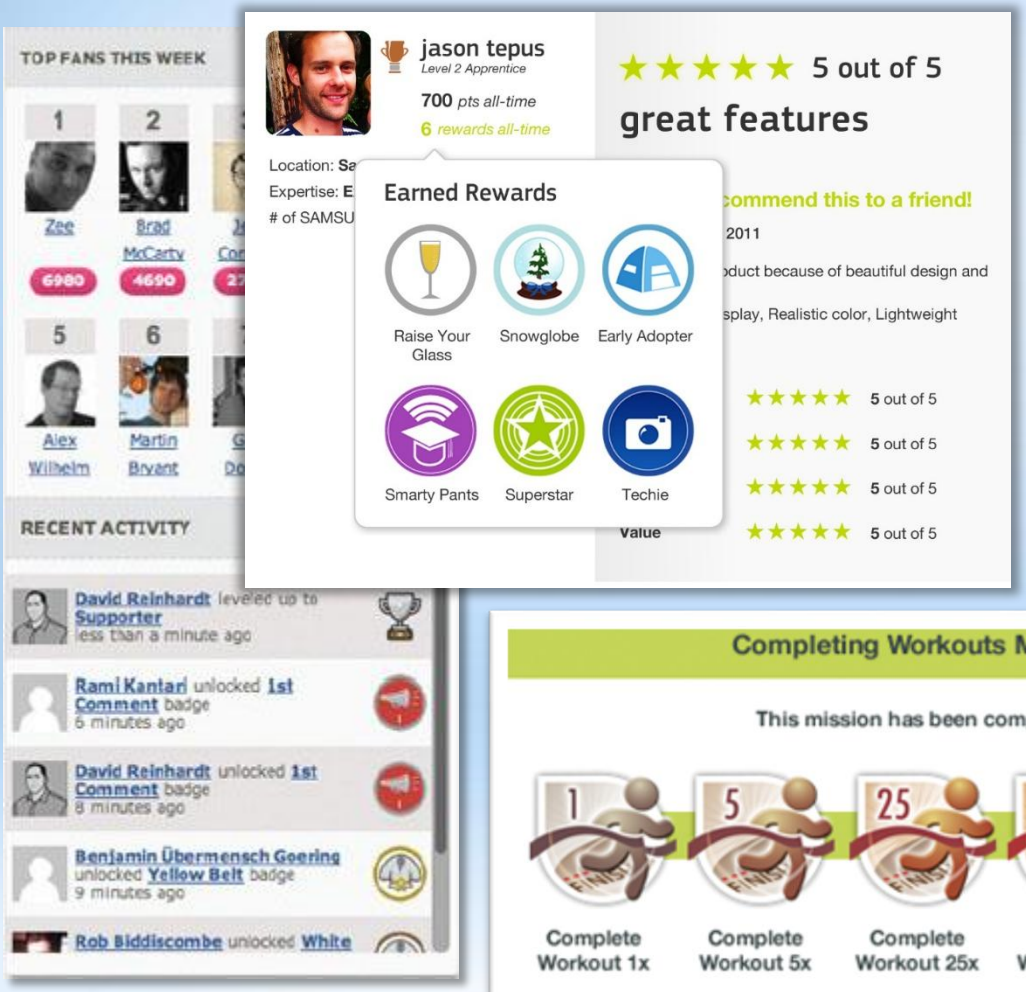
Reputation

4.



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Sharing

5.

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5 Ways to Make Your Site More Social

1. User Profile Pictures
2. Member Profiles
3. User Generated Content
4. Reputation & Rewards
5. Social Sharing

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Questions?

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