



## 5 Tips for a Social Website

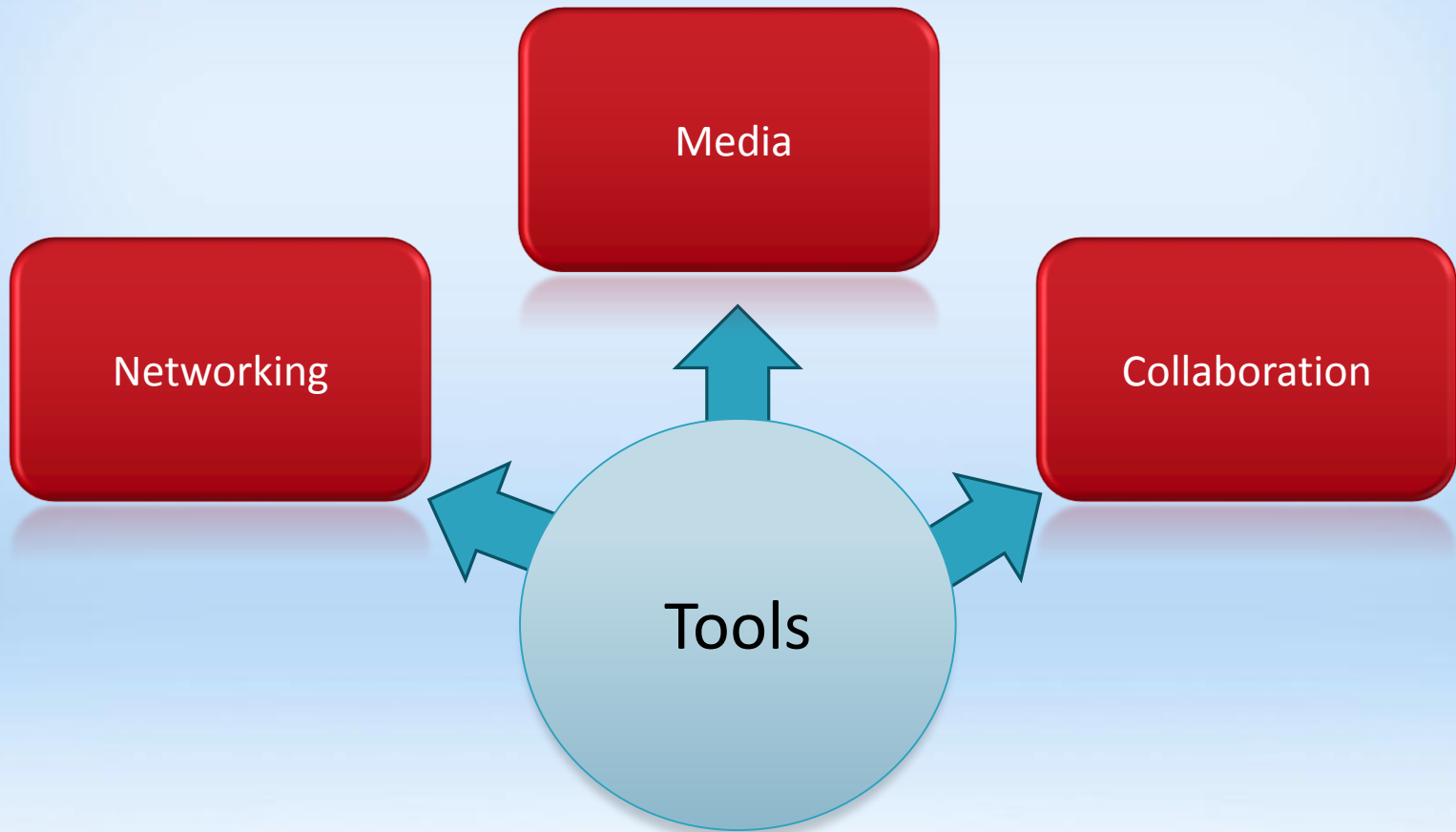
**Will Morgenweck**

Director, Product Management

DotNetNuke Corporation



# Social What?



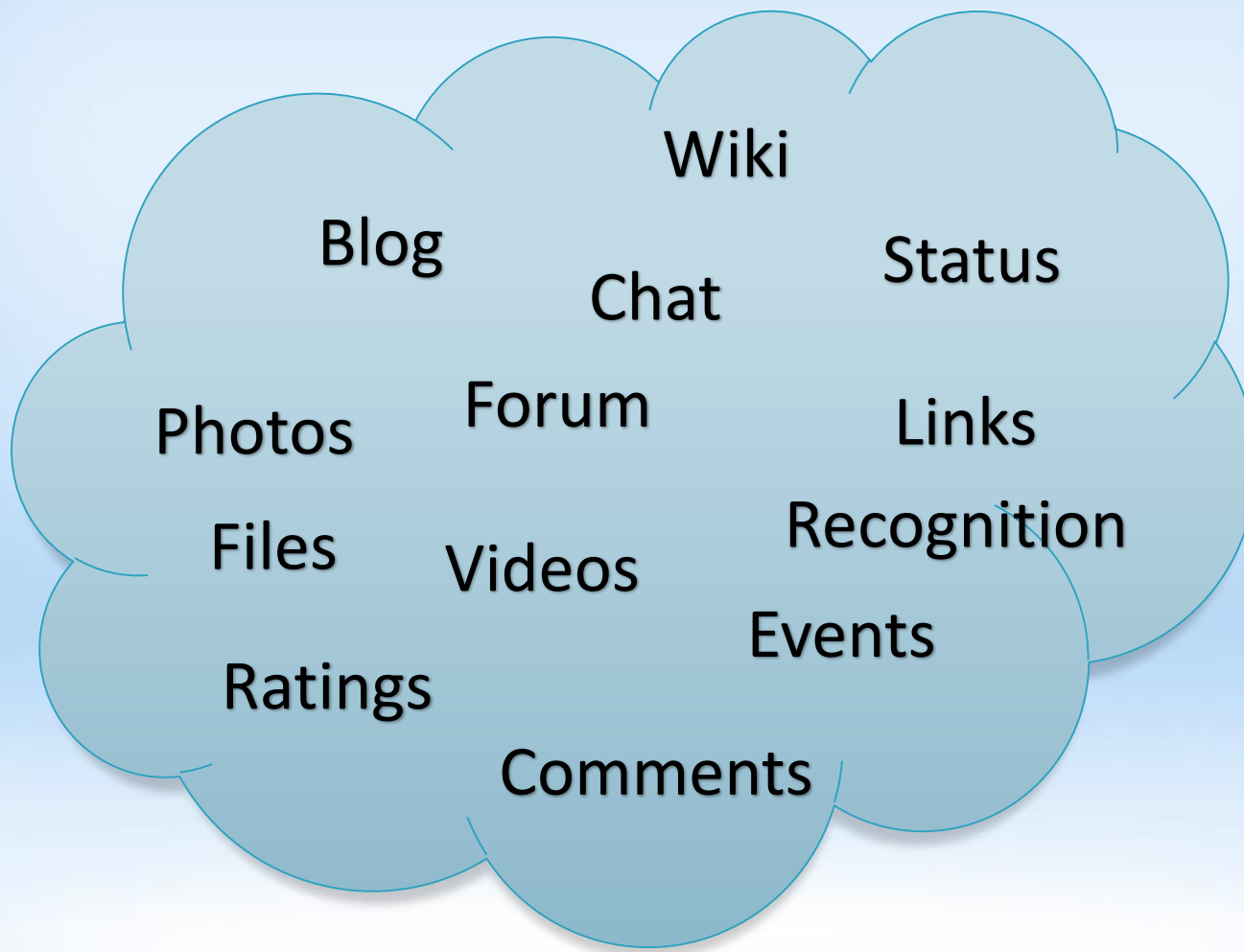
## Changing Communications

### 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*

## Common Social Tools



# More Than One Person

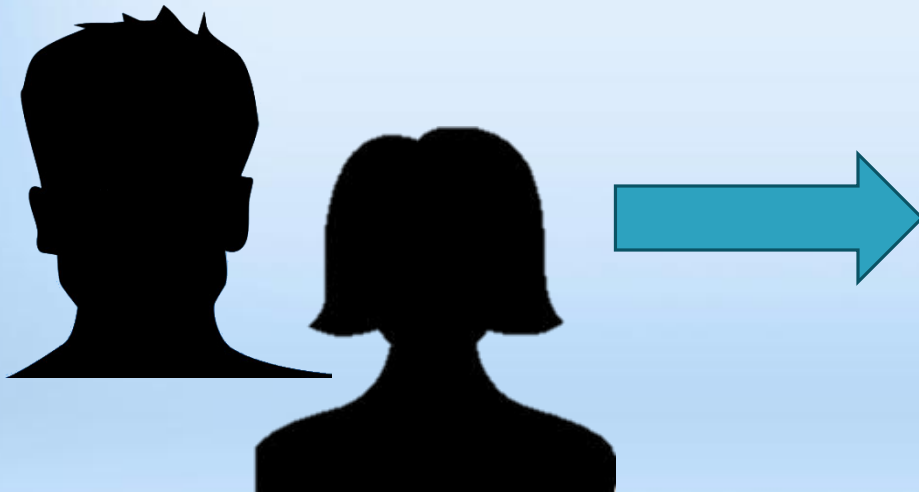




# 5 Ways to Make Your Site More Social

# Profile Pictures

1.




# Member Profiles



LinkedIn [Go to LinkedIn Ads](#)

Home Profile Contacts Groups Jobs Inbox **22** Companies News More

[Gartner Magic Quadrant - Just Released: 2012 Magic Quadrant for Business](#)



## Shaun Walker

Co-Founder & CTO, DotNetNuke Corporation

Canada | Computer Software

Current Chief Architect at DotNetNuke Corporation

[Send a message](#)

**310** connections

<http://ca.linkedin.com/pub/shaun-walker/4/b10/a50> [Contact Info](#)

Experience

**Chief Architect**  
**DotNetNuke Corporation**  
Privately Held; 51-200 employees; Computer Software industry  
September 2006 – Present (6 years)  
[Recommend](#) Shaun's work at DotNetNuke Corporation

Additional Information

Websites: [Company Website](#)

Groups and Associations: [Business Advisor - Outercurve Foundation](#)  
[Founding member of Web Experience Management Interoperability...](#)



## Robert Scoble

Startup Liaison Officer at Rackspace Managed Hosting


1 mutual connection

## Chris Hammond



[DotNetNuke Corp.](#)  
[Half Moon Bay, CA](#)

[3 circles](#)



## Chad Nash

Owner, Data Springs Software Consulting  
Greater San Diego Area

Owner at Data Springs Inc.

[View profile](#) | [Send message](#) | [Download vCard](#)



# User Content



**Sean Platt** December 3, 2009 at 9:47 am 4

These are the rules of page turning fiction, which is also magnetic copy; d turning the page writing, flowery la has its place, sale

things.

**Thomas Baekdal**  
Writer, Social Media Advocate, Project Manager and Internet Manager  
follow me on [Facebook](#), [Twitter](#), [Flickr](#), or visit [my website](#)

**#3**  
Nov 30 2009

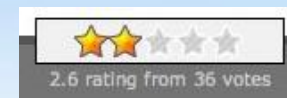
Well, even the creators know that it isn't the most comfortable bike around :)

**#4**  
Nov 30 2009

**PADDY** said on: *November 2nd, 2009 at 6:09 am*  
It's fantastic to see something so far removed from the gradients and reflections of the current web. I love them.

**JAMIE HUSKISSON** said on: *November 2nd, 2009 at 6:13 am*  
I really like these :) Great job Helen!  
Can't wait to read the interview, it should be a fascinating read.

**ANDREW** said on: *November 2nd, 2009 at 6:14 am*  
I think the classiest thing you've done here Mark is create some visually stunning, but kept it highly accessible too — truly progressive. Lovely stuff.



# Reputation

4.

**TOP FANS THIS WEEK**

1	2
Zee	Brad
6900	4690
5	6
Alex	Martin
Wilhelm	Bryant

**RECENT ACTIVITY**

- David Reinhardt leveled up to **Supporter** less than a minute ago
- Rami Kantar unlocked **1st Comment** badge 6 minutes ago
- David Reinhardt unlocked **1st Comment** badge 8 minutes ago
- Benjamin Übermensch Geering unlocked **Yellow Belt** badge 9 minutes ago
- Rob Biddiscombe unlocked **White** badge

**Profile: jason tepus**  
Level 2 Apprentice  
700 pts all-time  
6 rewards all-time

Location: Sa  
Expertise: E  
# of SAMSU

**5 out of 5 great features**

**Earned Rewards**

- Raise Your Glass
- Snowglobe
- Early Adopter
- Smarty Pants
- Superstar
- Techie

**Recommend this to a friend!**

2011

product because of beautiful design and display, Realistic color, Lightweight

- 5 out of 5
- 5 out of 5
- 5 out of 5
- 5 out of 5

**Completing Workouts Mission**

This mission has been completed!

1 Complete Workout 1x

5 Complete Workout 5x

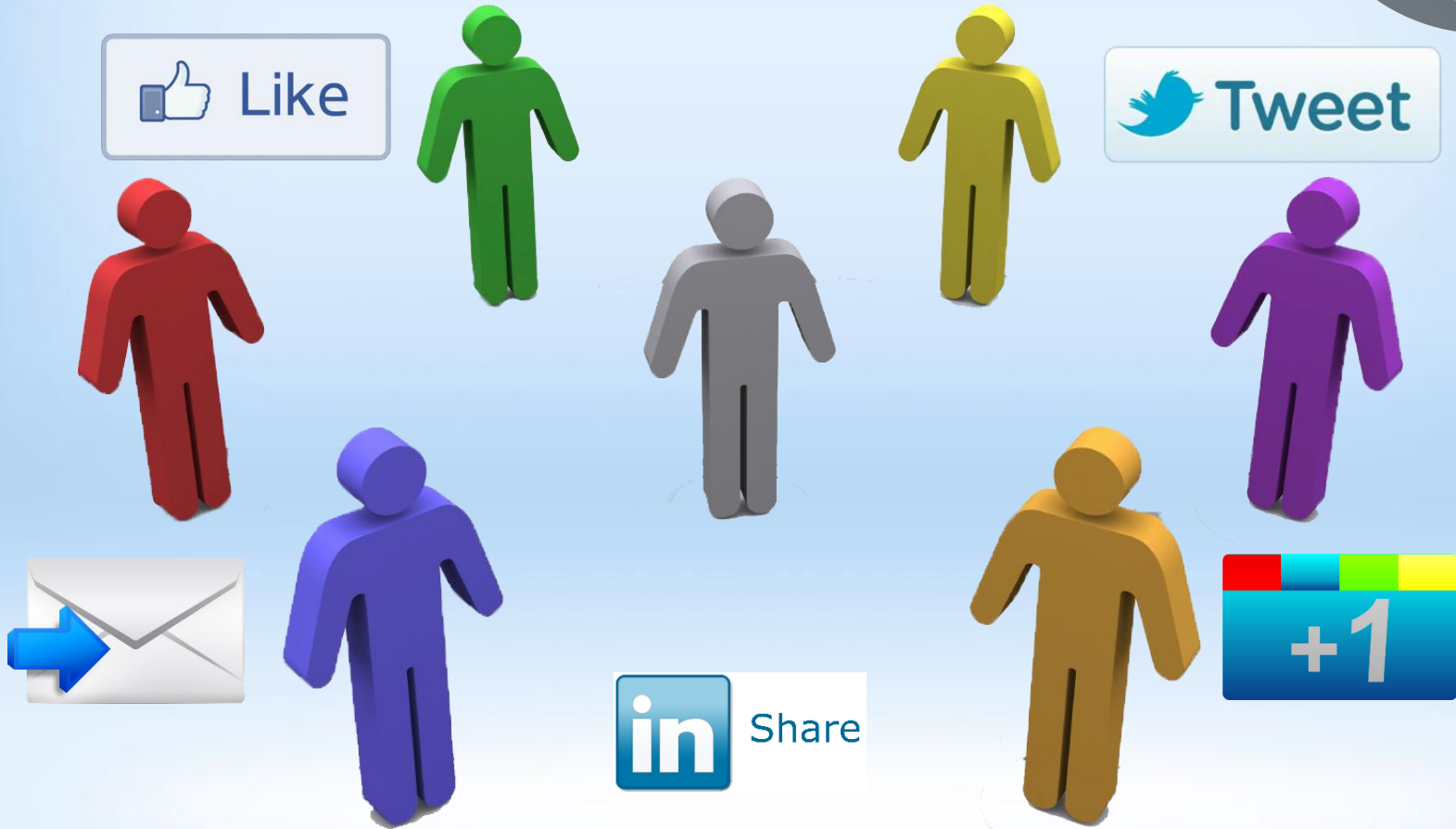
25 Complete Workout 25x

50 Complete Workout 50x

100 Complete Workout 100x

# Sharing

5.



## 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

Questions?

