



# SharePointSocial

Social Business mit SharePoint

SharePoint 2013 Boot Camp

# Michael Greth

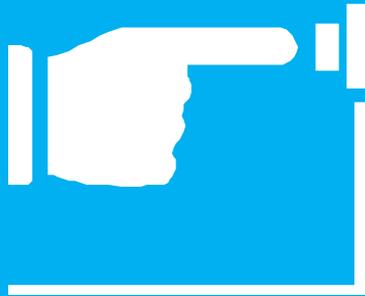
- [SharePointCommunity.de](http://SharePointCommunity.de)
- [SharePointPodcast.de](http://SharePointPodcast.de)
- [SharePointSocial.de](http://SharePointSocial.de)
- [SharePointToolBox.de](http://SharePointToolBox.de)
  
- Twitter: [@mysharepoint](https://twitter.com/mysharepoint)



# Thema

- SharePoint als Social Business Plattform
- Neue Social Computing Funktionen in 2013
- Wird SharePoint damit zu einer leistungsfähigen Social Business-Plattform?
- Welche Schritte führen zu einer erfolgreichen Einführung von Social Business im Unternehmen?

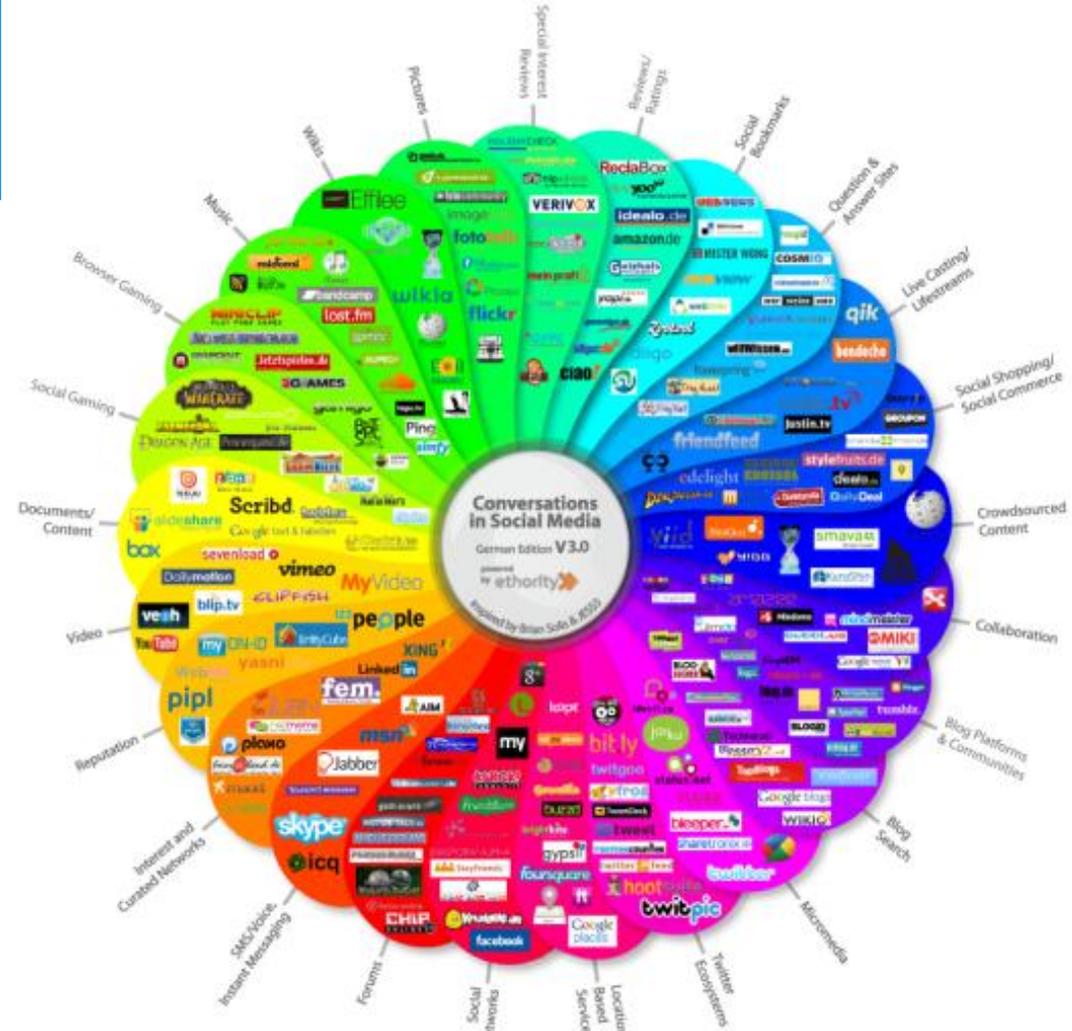
**#socbiz**



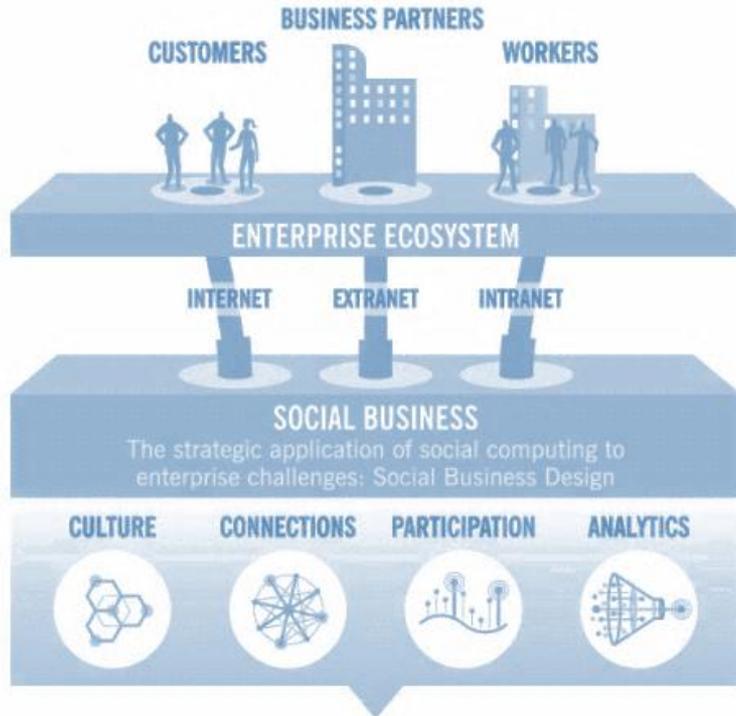
**Social Business**

# Social Web

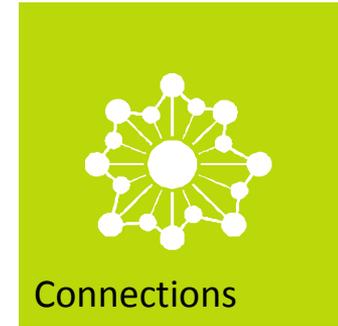
- Schnell
- Einfach
- Vernetzung
- Verknüpfung
- Reputation + Feedback
- Abonnements (Follower)
- Mobiler Zugriff
- Spaß
- Individueller Nutzen



# Was ist Social Business?



**Result: High value, high scale, cost effective, and emergent business outcomes**

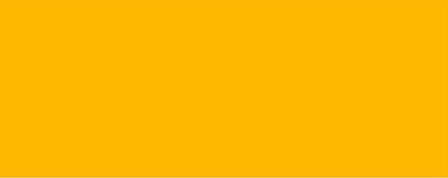


# Die treibende Kraft

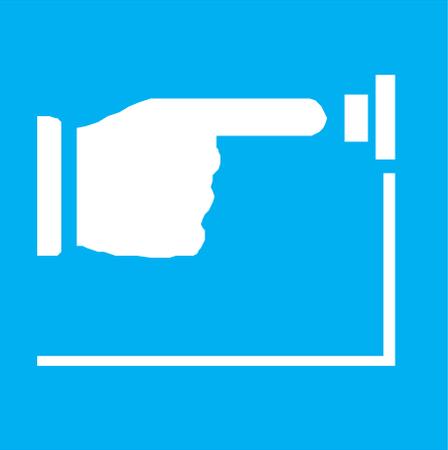
- Sicht der Fachabteilungen
  - Social Business oft getrieben von Fachabteilungen
  - Tools für den eigenen Bedarf der Abteilung
  - Funktionieren und nützlich
- Sicht der IT-Abteilung
  - Punktlösung nicht sinnvoll für unternehmensweite Vernetzung
  - Sicherheit, Administration und Wartung
  - Zentrale Standardlösung bietet nicht die Funktionen
  - Aufwand Plattform um Zusatzmodule ergänzen

# Fallstricke

- Fehlende Anwendungsfälle „Warum sollte ich ...“
- Fehlende Anonymität
- Betriebsrat einbinden
- Alle mitnehmen
- Der Chef macht mit
- Zu wenig Training
- Mangelnde Ressourcen



# SharePoint



## Social Business Plattform

# Social Business Maturity Model



Microsoft®  
SharePoint® 2010

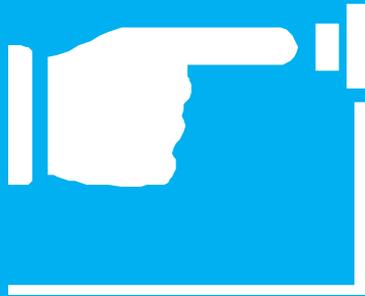
90%

Microsoft®  
SharePoint® 2010

+  
Partner

10%

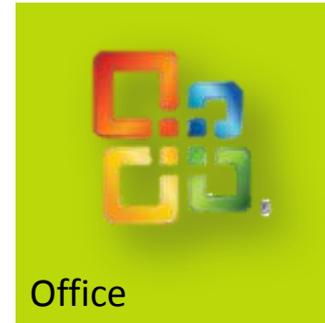
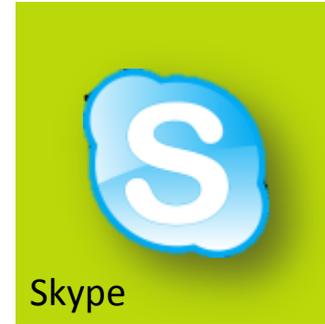
# SharePoint 2010



**OOB & Partner**

# Social Business mit SharePoint

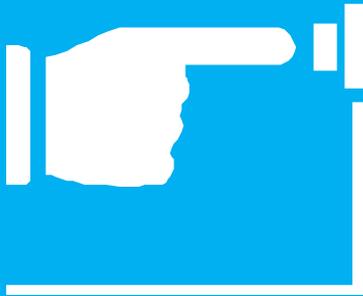
- OTB: viele Basisfunktionen
  - Benutzerprofile, Personensuche
  - Statusmeldungen
  - Bookmarks, Rating, Tags + Notes
  - Wiki, Blogs
  - Taxonomie: Managed Metadata
- Office Applikationen
  - Lync 2010
  - Office Web Applikationen
  - Social API



The screenshot shows the homepage of SharePointSocial.de. At the top, there is a dark blue header with social media icons for RSS, Twitter, and Facebook on the left, and a search bar with the text 'Suche' on the right. Below the header is a large white area with the SharePointSocial logo, which consists of four colored squares (orange, green, blue, yellow) and the text 'SharePointSocial'. Underneath the logo is a black navigation bar with the following items: Home, News, Tools + Addons + Webparts, SharePoint 2013, Audio + Video, Babetteria, and Impressum. The main content area is divided into two columns. The left column features a featured article with a thumbnail image of a folder labeled 'SCINAPTIC OnePlaceMail™'. The article title is '[EN] How to use SharePoint Business Connectivity Services from within Microsoft Outlook'. The text below the title describes how to use SharePoint Business Connectivity Services from within Microsoft Outlook and saving emails and email attachments from Outlook to SharePoint. A blue button labeled 'Ganzen Beitrag ansehen' is positioned at the bottom right of the article. The right column is titled 'Termine' and lists several events for September 2012, including 'SharePoint 2013 Boot Camp', 'Alzenauer Innovationstage', 'Alegri Mobile Enterprise Roadshow', 'Shared Solutions Day 2012', and 'Alegri Mobile Enterprise Roadshow'.

The screenshot shows a sidebar menu with a dark blue background and white text. The menu items are: Tools + Addons + Webparts (with a dropdown arrow), SharePoint 2010, Reviews, Add-Ons für SharePoint (with a right-pointing arrow), Add-Ins für SharePoint (with a right-pointing arrow), Email Integration (with a right-pointing arrow), Mobile Apps (with a right-pointing arrow), Wiki-Extensions (with a right-pointing arrow), Freie Tools, and SharePoint Lösungspartner Listing.

# SharePoint 2013



**Auf neuen Wegen**

# Social Features in 2013

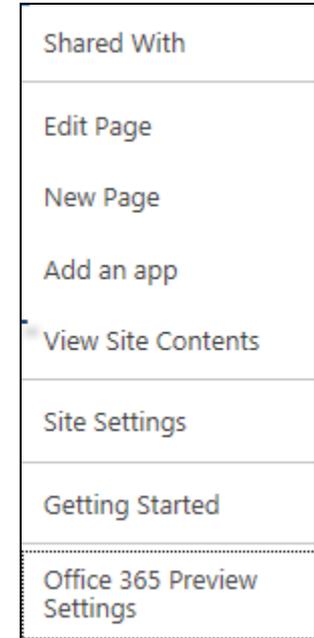
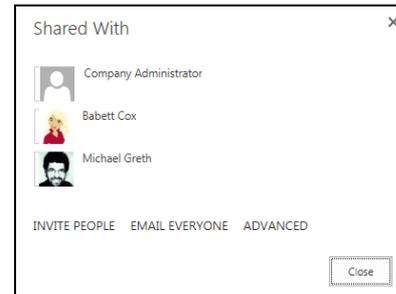
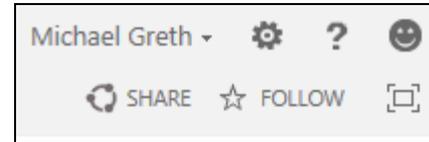
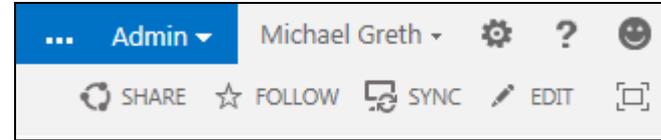
- My Sites
- Newsfeed
- Follow People + Sites
- Community Site

# Social Highlights

- 3 Hubs
  - Newsfeeds – Microblogging
  - Sites – Verzeichnis
  - SkyDrive – Meine Dokumente
- Community Sites

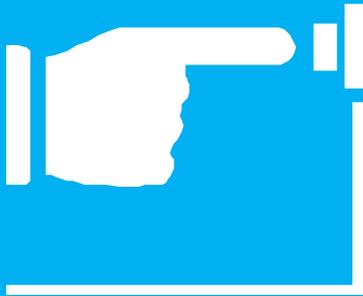
# Alles einfacher

- Share
- Follow
- Sync
- Edit
- Focus
- Einstellungen



# SharePoint 2013

## MySite & NewsFeed





Babett Cox

About Babett Cox

Documents

People

Site Contents

## About Babett Cox

STOP FOLLOWING THIS PERSON

Feel free to [mention](#) me in a post or ask me about [Intranet](#).

### Babett Cox's Activities

✍️ **Babett Cox** replied to a post by **Michael Greth**.  
August 22 [Show conversation](#)

✍️ **Babett Cox** replied to a post by **Michael Greth**.  
August 22 [Show conversation](#)

🗉 **Babett Cox** posted "Email udn SharePoint" in Social Community

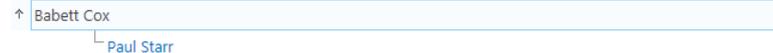
★ **Babett Cox** is now following Social Community.

[SHOW MORE POSTS](#)

🔍

EMAIL [bcox@sharepointlive.onmicrosoft.com](mailto:bcox@sharepointlive.onmicrosoft.com)

### Org Chart



[SEE MORE](#)

### Tags and Notes

[SEE ALL](#)

# Folgen



Office 365 Preview Outlook Calendar People Newsfeed SkyDrive Sites ...

Share with Everyone ▾  
Start a conversation

Newsfeed Everyone Mentions ...

Michael Greth liked Branding in 2013

Michael Greth posted "Branding in 2013" in Publishing

Michael Greth reached level 1 in Publishing

★ Michael Greth is now following Publishing.

SHOW MORE POSTS

I'm following

- 1 people
- 2 documents
- 5 sites
- 1 tags

Trending #tags  
You have no suggested tags

Michael Greth

Newsfeed  
About me  
Tasks  
Recent  
Mailbox  
Facebook Social Integration  
EDIT LINKS  
Site Contents



# Personen

Office 365 Preview

Outlook Calendar People



Michael Greth

## People I'm following

 follow multiple people

I'm following (1) My followers (1)

A-Z ▾



Babett Cox

Newsfeed

About me

Tasks

Recent

Mailbox

Facebook Social  
Integration

 EDIT LINKS

Site Contents

### Babett Cox



 **Babett Cox** replied to a post by **Michael Greth**.  
August 22 See conversation

**Babett Cox** replied to a post by **Michael Greth**.  
August 22 See conversation

**Babett Cox** posted "Email udn SharePoint" in  
Social Community  
See conversation

**Babett Cox** is now following Social Community.  
See conversation

STOP FOLLOWING MENTION

# Dokumente

Office 365 Preview

Outlook Calendar People Newsfeed SkyD

BROWSE



Michael Greth

My Documents

Followed Documents

## Docs I'm following



★ Enterprise\_Social\_Networking

[https://sharepointlive.sharepoint.com/Community/SocialDocuments/Enterprise\\_Social\\_Netwo...](https://sharepointlive.sharepoint.com/Community/SocialDocuments/Enterprise_Social_Netwo...)



★ Ig15\_SP\_IT\_M08V1\_intro

<https://sharepointlive.sharepoint.com/Sh...>

# Sites

Office 365 Preview



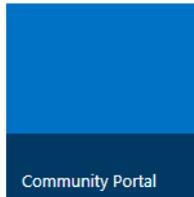
Michael Greth

Followed Sites

[Use Office 2013](#)

new site

Search Everything...



## Sites you're following



★ Publishing

[https://sharepointlive.sharepoint.c...](https://sharepointlive.sharepoint.com/)



★ SharePoint Social Projekt

<https://sharepointlive.sharepoint.com/social>



★ SharePointSocial Team Site

<https://sharepointlive.sharepoint.com/>



★ Social Community

<https://sharepointlive.sharepoint.com/Co...>



★ Website

<https://sharepointlive-public.sharep...>

# Tags

Office 365 Preview

Outlook

BROWSE



Michael Greth

Newsfeed

About me

Tasks

Recent

Mailbox

Facebook Social  
Integration

EDIT LINKS

Site Contents

## Edit Details

Basic Information Contact Information **Newsfeed Settings** ...

### Interests

Share personal and business related interests. We will help you keep in touch with activities related to these interests through events in your newsfeed.

### Email Notifications

- Someone has started following me
- Suggestions for people and keywords I might be interested in
- Someone has mentioned me
- Someone replied to a conversation that I started
- Someone replied to a conversation that I replied to
- Someone replied to my community discussion post

Pick what email notifications you want to get.

### People I follow

- Allow others to see the people you're following and the people following you.

Who can see this?

Everyone

### Activities I want to share

- Share all of them ?
- Following a person
- Following a document or site
- Following a tag
- Tagging an item
- Birthday celebration
- Job title change
- Workplace anniversary
- Updating your "Ask Me About"
- Posting on a note board
- Liking or rating something
- New blog post
- Participation in communities

Pick the activities you want to tell people about.

Everyone

Everyone

# Suggestions

## Suggested documents to follow



None right now.

## Suggested sites to follow



- ☆ Facebook Social Integration  
<https://.../FacebookIntegration>
- ☆ Michael Greth  
[https://personal/mgreth\\_sharepointlive\\_onmicros...](https://personal/mgreth_sharepointlive_onmicros...)
- ☆ Babett Cox  
[https://personal/bcox\\_sharepointlive\\_onmicrosoft...](https://personal/bcox_sharepointlive_onmicrosoft...)
- ☆ Community Portal  
<https://sharepointlive.sharepoint.com/sites/comm...>
- ☆ WebPublishing Home  
<https://sites/webpublishing>

SHOW MORE



# Newsfeed

Office 365 Preview

Outlook



Michael Greth

Newsfeed

About me

Tasks

Recent

Mailbox

Facebook Social  
Integration

EDIT LINKS

Site Contents

Share with Everyone ▾

Start a conversation

Newsfeed Everyone Activities ...

👤 Michael Greth liked [Branding in 2013](#)



🗨️ Michael Greth posted "[Branding in 2013](#)" in [Publishing](#)

🗨️ Michael Greth reached level 1 in [Publishing](#)

★ Michael Greth is now following [Publishing](#).



Michael Greth

Heute Technologiewoche #socbiz @Paul Starr

August 28 Like Reply ...

★ Michael Greth is now following [Enterprise\\_Social\\_Networking.pdf](#).



Michael Greth

@Babett Cox #Intranet Wo findet man die Intranet Tipps von Babett ?

August 22 Like Reply ...



**Babett Cox** In der Babetteria auf SharePoint Social<http://sharepointsocial.de/babett-und-die-babetteria/>

August 22 Like ...

Add a reply

# Newsfeed

Newsfeed Everyone Mentions ...



Michael Greth

@Paul Starr have you seen the invitation for the #winphone8 event ?

A few seconds ago Like Reply ...

Delete

Follow up

Copy link to conversation

Lock conversation

😊 Michael Greth liked [Branding in 2013](#)

📣 Michael Greth posted "[Branding in 2013](#)" in [Public](#)

📣 Michael Greth reached level 1 in [Publishing](#)

# Microblogging # und @ Tags



Share with Everyone ▾

#s|

Some suggestions

SharePoint

socbiz

CREATE NEW TAG



Share with Everyone ▾

@pa|

Everyone

Paul Starr

# Likes und Ratings

Office 365 Preview

Outlook

BROWSE FILES LIBRARY



SharePoint Social Projekt EDIT LINKS

## Documents

Home

Notebook

Newsfeed

Documents

Recent

AufgabenSocial

News

Workflow Tasks

Site Contents

EDIT LINKS

+ new document or drag files here

All Documents Find a file

✓	📄	Name	Modified	Modified By	Number of Likes	Number of Ratings	Rating (0-5)
✓	📄	Case-Study-NewsGator-Microsoft	August 20	Michael Greth	2 Unlike	2	★★★★☆   0
	📄	DBResearch-Digitale Gesellschaft	August 20	Michael Greth	you Babett Cox	2	★★★★☆   0
	📄	Export_SharePoint_Wiki	August 20	Babett Cox	1 Like	1	☆☆☆☆☆   0
	📄	Office2013ReviewersGuide	August 22	Michael Greth	Like		☆☆☆☆☆   0
	📄	ZyncroSharePointSocialProfil	August 20	Michael Greth	Like	2	★★★★☆   0

# Likes/Ratings in Liste aktivieren

 EDIT LINKS

Search This Site...  

## Settings ▸ Rating Settings

### Rating settings

Specify whether or not items in this list can be rated.

When you enable ratings, two fields are added to the content types available for this list and a rating control is added to the default view of the list or library. You can choose either "Likes" or "Star Ratings" as the way content is rated.

Allow items in this list to be rated?

Yes

No

Which voting/rating experience you would like to enable for this list?

Likes

Star Ratings

OK

Cancel

# Suche

Office 365 Preview

Outlook Calendar People Newsfeed SkyDrive Sites ... Admin

Michael Greth   



projekt 

Everything People Conversations Videos Reports

## Result type

OneNote

PDF

## Author

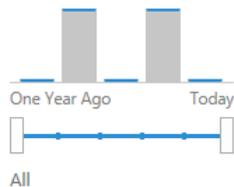
Babett Cox

Michael Greth

Steffi Gröscho

SHOW MORE

## Modified date



 Babetteria

Am Ende der Fußball-EM hat man ja wieder gesehen, was regelmäßiges gutes Training bringt ... Die IntranetEinführung wird so aber als reines „IT-**Projekt**“ missverstanden ...

[sharepointlive-my.sharepoint.com/personal/.../Babetteria.pdf](http://sharepointlive-my.sharepoint.com/personal/.../Babetteria.pdf)

 Untitled Section

Sie gibt auf charmante Weise Tipps zur Nutzung des ... SharePointSocial, der sich an **Projekt**verantwortliche richtet, die ein SharePoint-**Projekt** starten oder ihr Intranet relaunchen ...

[sharepointlive.sharepoint.com/social/.../Untitled Section.one](http://sharepointlive.sharepoint.com/social/.../Untitled Section.one)

2 results

Alert Me

Search Preferences

Advanced

### Untitled Section

Microsoft OneNote

Last modified

Wednesday, August 15, 2012

Contributors include

Michael Greth

FOLLOW  
SEND

EDIT

VIEW LIBRARY

# Share

- Inhalte und Sites
- Benutzer einfach einladen
- ohne komplizierte Berechtigungsdialoge



Share 'SharePoint Social' ×

Shared with  Babett Cox and  Company Administrator

Invite people to 'Edit'

Enter names or email addresses...

Include a personal message with this invitation (Optional).

**HIDE OPTIONS**

Send an email invitation

Select a group or permission level

social Members [Edit] ▾

Share Cancel

# Follow

- Gefolgt werden kann
- Personen
- Sites
- Tags
- Dokumenten
- Listeneinträgen

# Meine Dokumente

- Ersetzt private & öffentliche Dokumentbibliothek
- Drag und Drop Support
- Ansichten

# SkyDrive

Office 365 Preview

BROWSE FILES LIBRARY



Michael Greth

My Documents

Followed Documents

Recent Documents

- Office 2013 Reviewer...  
<https://sharepointlive.shar...>
- export  
<http://feedburner.google...>
- GoToMeeting\_Attend...

## Documents

Welcome to your SkyDrive Pro, the place to store, sync, and share your work.

+ new document or drag files here

All Shared with me ... Find a file 🔍

✓	📄	Name	...
	📁	Shared with Everyone	...
✓	📄	Projektvorschlag	...

### Projektvorschlag.docx

Mein Projektvorschlag

PAGE 1 OF 1

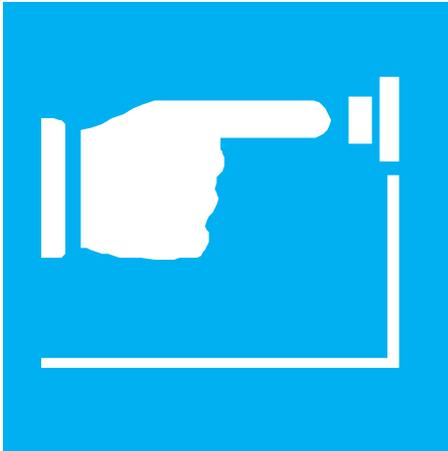
Changed by you on 20.08.2012 14:33

Shared with  \_spofm\_72\_2776

[https://sharepointlive-my.sharepoint.com/personal/mgreth\\_share](https://sharepointlive-my.sharepoint.com/personal/mgreth_share)

EDIT SHARE FOLLOW ...

# SharePoint 2013



## Communities

# Community Site

- Diskussionsforum
- Kategorien
- Mitglieder
- Moderation
- Community Portal

The screenshot shows the SharePoint Social Community interface. At the top, there is a navigation bar with 'Office 365 Preview' on the left and 'Outlook', 'Calendar', 'People', and 'Newsfeed' on the right. Below this is a secondary bar with 'BROWSE' and 'PAGE' options. The main header features the SharePoint logo and the title 'Social Community'. A left-hand navigation menu includes links for 'Home', 'Categories', 'Members', 'About', 'Recent', 'SocialDocuments', and 'Site Contents'. The main content area displays a welcome message and a 'new discussion' button. Below this, there are three discussion threads: 'Ist das Community Template nützlich?', 'Email und SharePoint', and 'Mobile Netzwerke'. Each thread shows the number of replies and likes, the author's name, and the category. On the right side, there is a 'Community tools' panel with links for 'Manage discussions', 'Create categories', 'Assign badges to members', 'Reputation settings', and 'Community settings'. Below this is a 'What's happening' section with progress bars for 'members', 'discussions', and 'replies'. At the bottom right, there is a 'Top contributors' section listing 'Babett Cox' and 'Michael Greth' with their respective profile pictures and a 'More...' link.

# Communities

- Basiert auf Diskussionen, Likes, Bewertungen, Badges und Reputation
- Communities-Template für SiteCollections und Sites
- Feature aktiviert Communities auf jeder Site
- Wiki Pages Infrastruktur
- Reputationsfunktionen pro Community

# Kategorien

Office 365 Preview

BROWSE PAGE



Social Community

## Categories i

Home

Categories

Members

About

Recent

SharePointCommunity

SocialDocuments

Site Contents

Pick a category and get into the conversation.

[A-Z](#) [Z-A](#) [What's hot](#) [...](#)

General

2 discussions  
1 reply

If you don't know where to post, start here.

Social

# Mitglieder

Office 365 Preview

[Outlook](#) [Calendar](#) [People](#) [Newsfeed](#) [SkyDrive](#)

[BROWSE](#) [PAGE](#)



Social Community

## Members ⓘ

[Home](#)

[Categories](#)

[Members](#)

[About](#)

[Recent](#)

[SharePointCommunity](#)

[SocialDocuments](#)

[Site Contents](#)

[Top contributors](#) [New members](#) [A-Z](#) [...](#)

	<b>Babett Cox</b> ■ ■ ■ ■ ■	<b>1</b> discussion <b>4</b> replies <b>0</b> best replies	Joined July 19
	<b>Michael Greth</b> ● Professional	<b>3</b> discussions <b>2</b> replies <b>1</b> best reply	Joined July 19

### Community tools

[Manage discussions](#)

[Create categories](#)

[Assign badges to members](#)

[Reputation settings](#)

[Community settings](#)

### My membership



**Michael Greth**  
● Professional

Joined July 19

**3** discussions

**2** replies

**1** best reply

**13** reputation score

Earn 12 more points to move to the next level

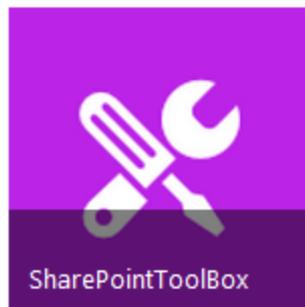
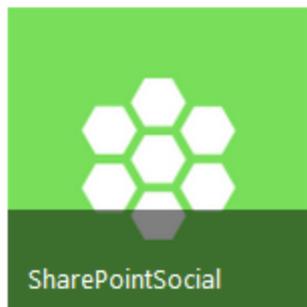
[Leave this community](#)

# Community Beitritt

Social Community

## Social Community

SharePointCommunity



Welcome to the community. We want to hear from you. Ask a question. Share your thoughts. Get smarter and help others.

[Join this community](#)

What's happening

4

---

members

4

---

discussions

# Reputation

Social Community

## Site Settings › Community Reputation Settings

### Rating settings

Specify whether or not items in this list can be rated.

When you enable ratings, two fields are added to the content types available for this list and a rating control is added to the default view of the list or library. You can choose either "Likes" or "Star Ratings" as the way content is rated.

Allow items in this list to be rated?

Yes  No

Which voting/rating experience you would like to enable for this list?

Likes  Star Ratings

### Member achievements point system

Within the community you can allow members to collect points based on their participations.

Enable member achievements point system

Specify the point values for the following activities

Creating a new post	<input type="text" value="1"/>
Replying to a post	<input type="text" value="10"/>
Member's post or reply gets liked or receives a rating of 4 or 5 stars	<input type="text" value="20"/>
Member's reply gets marked as 'Best Reply'	<input type="text" value="100"/>

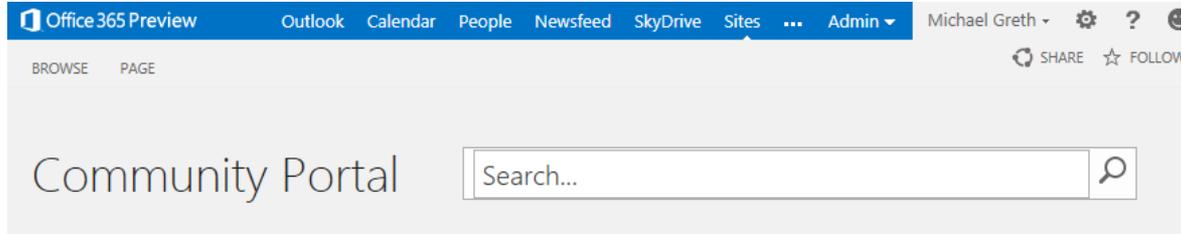
### Achievement levels

As members accumulate points, they receive badges as they reach specific milestones.

Specify achievement levels

Level 1	More than	<input type="text" value="0"/>
Level 2	More than	<input type="text" value="25"/>
Level 3	More than	<input type="text" value="100"/>
Level 4	More than	<input type="text" value="2500"/>
Level 5	More than	<input type="text" value="10000"/>

# Community Portal



Welcome to the Community Portal. Check out popular communities, discover topics that interest you, find answers to your questions and connect with others.

## Popular Communities



SharePoint

### Social Community

Diskussionen um die Einführung von Social Business

4 members 4 discussions 4 replies

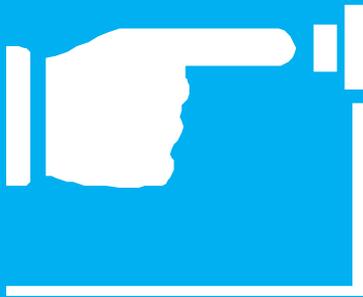
Created July 19

---

1 result

# Fazit

**SharePoint goes  
Social**



# SharePoint 2010 das neue Windows XP ?



# Zwei Welten



# SharePoint Social

- Social Business kommt
- Geht auch mit 2010 (+ Partnerlösungen)
- Besser mit 2013
- Social als Driver des Update

# Studie Anzugträger und Kapuzenpullis

- Marktanalyse von doubleYUU
- Basis Enterprise 2.0-Initiativen
  - 25 Unternehmen
  - 20 Workshops in Unternehmen
  - 50 Interviews
- <http://bit.ly/Studie2012>



# Ressourcen



 SharePointSocial

[SharePointSocial.de](http://SharePointSocial.de)

[SharePointPodcast.de](http://SharePointPodcast.de)

[SharePointCommunity.de](http://SharePointCommunity.de)

# Workshop Social Business mit SharePoint

- Social Business – was, wieso, wie
- Anleitungen zur Umsetzung
- SharePoint als Plattform
  - SharePoint 2010
  - SharePoint 2013

# Kontakt

//mail michael.greth@teamx.com

//twitter @mysharepoint

//podcast SharePointPodcast.de