

# Social Bookmarking

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# Agenda

- > What is Social Bookmarking?
  - > Corporate Linking Strategy
  - > Examples: Linking in Web 2.0
- > How Does Social Bookmarking Affect Content?
- > Why is Social Bookmarking Necessary?
- > Key Considerations
- > Next Steps

# What is Social Bookmarking?

- > Social bookmarking is a method for Internet users to store, organize, search, and manage bookmarks of web pages on the Internet with the help of metadata.
  - > **Web Pages** – link from a user’s web page to a specific piece of information elsewhere
  - > **Networks** – link from a user’s social network profile to a specific piece of information elsewhere
  - > **Tags** – keywords used to organize a user’s bookmarks instead of a traditional folder-based system
  - > **Web Feeds** – allow subscribers to become aware of new bookmarks as they are saved, shared or tagged by others

# Corporate Linking Strategy

- > Current corporate linking strategy should allow people to link to information on the corporate or brand web sites.
- > Social Bookmarking is no different!
  - > Social Bookmarking simply allows people to manage and organize links to important information on their blog, social network profile or web feed.
  - > Social Bookmarking is very similar to the “Email to a Friend” functionality.

# Examples: Linking in Web 2.0

- > JNJBW.com – Johnson & Johnson corporate blog



**JNJ BTW**  
a three dimensional view of  
*Johnson & Johnson*

## Social Media Projects in Corporations

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I'm often asked about by my colleagues about what other companies are doing to take advantage of social media technologies. Now I do keep my own running list — and add to it periodically, but I was nonetheless pleased to come across a great [compilation of examples of corporate use of social media](#) by Peter Kim.

I was even more chuffed to see that Peter included a few Johnson & Johnson examples!

Posted by Marc | Filed in [Blogging](#), [Health 2.0](#) | [Bookmark on del.icio.us](#) | [Digg this!](#)  
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### JNJ BTW

By The Way... Everyone else is talking about our company, so why can't we? There are more than 120,000 people who work for Johnson & Johnson and its operating companies. We're some of them, and through JNJ BTW, we will try to find a voice that often gets lost in formal communications. Like any conversation, there are certain ground rules that will be followed on JNJ BTW and you should read our comments policy to be familiar with what we will do here.

# How Does Social Bookmarking Affect Content?

- > Social Bookmarking does not affect your content in any way. It does not allow people to add or subtract any content whatsoever.
- > Social Bookmarking allows people to share your content quickly.
- > Social Bookmarking's onus is on the user, NOT the person who provides the content.

# Why is Social Bookmarking Necessary?

- > Social bookmarking is how people are linking to content now.
  - > Although some sites still use simple hyperlinks, it is easier to use social bookmarking tools when they are made available.
  - > More people's individual "sites" are actually blogs, feeds or profile pages.
  - > Propagation of your information will take longer without social bookmarking.

# Key Considerations

- > Does your corporate linking strategy allow for people to link to your Internet content?
- > Do you want your message to propagate the Internet as quickly as possible?



**Thank You**

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