

List of SM ("New Media") Usage Scenarios

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High-Level Categories of Users								Focus of Social Media / New Media Strategy Brainstorms						
Personal	Niche Consulting	SMB Small Business	E20 (Corporate)	Non-Profit	Gov20 (Federal)	LocalGov	Event & Conference	News Media	Usage Scenarios ("What are the discrete ways tools are being used?")	Primary Content ("What is being shared?")	#SMCHAT to date #BLOGCHAT	Primary Audience(s) Targeted	Information Exchange Classification (Grouped by Initiator)	
Y	Y								1	Networking/Job	Personal Info	Y	Recruiter, Corp	C2C, C2B
Y	Y		Y	Y					2	Research	Topic Info	Y	Person/SME, Practitioner, Corp	C2C, C2B, B2C, B2B
	Y	Y	Y	Y					3	Marketing	Product Info	Y	Practitioner, Customer, Corp	B2C, B2B
			Y	Y	Y				4	R&D	Process	Y	Practitioner	B2C, G2C
	Y	Y	Y	Y	Y	Y			5	HR Recruiting	Personal Info	Y	Candidate	B2C, G2C
	Y	Y	Y	Y	Y				6	Customer Svc	(<i>transactional</i>)	Y	Practitioner, Customer	B2C, G2C
	Y		Y	Y			Y		7	PR (corp)	Corp Info	Y	Practitioner, Customer, Corp	B2C, B2B
Y	Y	Y	Y	Y	Y	Y	Y	Y	8	PR (event)	Event Info	Y	Customer	B2C
Y	Y	Y	Y	Y	Y	Y	Y	Y	9	PR (outreach)	Community Info	Y	Citizen, Academia, Gov, Corp	all combinations
				Y	Y				10	Policy	Policy Info	Y	Citizen	G2C
				Y	Y				11	Administration	(<i>transactional</i>)	Y	Citizen, Customer, Corp	G2C, G2B
				Y	Y				12	Regulatory	Legal Info	Y	Citizen, Corp	G2C, G2B
				Y	Y	Y	Y		13	Emergency/Relief	Status Info	Y	Citizen, Corp	G2C, G2B
				Y	Y		Y		14	Security	Policy & Status	Y	Citizen, Corp	G2C, G2B
							Y		15	Journalism	News Info	Y	Person, Corp	M2C, M2B

 = SMCHAT Focus to date (2009)