Frame Up
Social Business Standards: The Big Questions

• What problem(s) are we trying to solve?
  - Are they readily solvable?
  - Are they the most pressing problem(s)?

• Does something already exist that solves them?

• Why will companies/people adopt or demand new social business standards?

• How can we ensure the solutions are a good fit for the problem?

• Can all of this fit into a coherent vision that is rational & readily understandable?
Successful standards are hard to create

- “The chance for a standard to be successfully adopted is inversely proportional to its complexity.” - George Morimosato

- “We fully expect our competitors to join us in embracing open standards with their next redesign.” - Mike Davidson

- “The decision to make the Web an open system was necessary for it to be universal. You can't propose that something be a universal space and at the same time keep control of it.” - TBL

- “There is a strong tendency in people to adopt new technology when they see other people like them doing the same” - Geoffrey Moore
Numerous standards have come, but mostly gone

The Emerging Social Web for 2010:
Open Activity Streams, PoCo, & More

One of the biggest ongoing issues in practice:

Disconnection of social and business
Thus much of the recent focus has been connecting social media with the flow of work.
WHAT’S MISSING IN SOCIAL BUSINESS STANDARDS?

HIGHER-ORDER STANDARDS

UNIVERSAL CURRENCY FOR...
Social Engagement
- Likes
- Retweets
- Comments
- Posts
- Etc.

TRACKING DATA MODELS FOR...
Social Behavior
- Views
- Participation
- Recommendations
- Activity
- Etc.

DOMAIN SPECIFIC MEASURES FOR...
Social Metrics
- Net Promoter Score
- Social Business Index
- OSAT
- LTR

BASIC STANDARDS
(formal and ad hoc)

Social Identity/Graph
- LDAP/Activity directory
- Facebook Graph API
- Twitter Friends/Followers API
- Portable Contacts
- Google Contacts API

Social Activity
- Activity streams
- RSS
- ATOM
- Pubsubhubbub
- Salmon
- OStatus

Social Integration
- OpenSocial
- Open Graph
- OAuth/xAuth

Security/Privacy/Policy
- SAML
- OpenID
- OAuth
- P3P
- DNT

A continuing discussion of socialbusinessbydesign.com
Visual by Dion Hinchcliffe & Bill Keaggy

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Social Networks Have Made Social Media Commercially Successful
Yet the Resulting Silos of Conversation Are Impeding Progress

<table>
<thead>
<tr>
<th>Social Networks</th>
<th>Standards</th>
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<tbody>
<tr>
<td>• Open conversations with followers and the public</td>
<td>Activity Streams, OAuth, Open Graph, OpenSocial</td>
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<tr>
<td>• Highly centralized, self-contained ecosystem</td>
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<table>
<thead>
<tr>
<th>Early Social Media</th>
<th>Model</th>
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<tbody>
<tr>
<td>blogs, wikis</td>
<td>Centralized silos, largely non-interoperable</td>
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<table>
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<tr>
<th>Digital Recipient Services</th>
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<tr>
<td>• Closed conversations with predefined participants only</td>
<td>XMPP, SIP, proprietary</td>
</tr>
<tr>
<td>• More decentralized and/or peer-to-peer</td>
<td>SMS, MMS, iMessage, proprietary</td>
</tr>
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From [http://zdnet.com/blog/hinchcliffe](http://zdnet.com/blog/hinchcliffe) on ZDNet.
Who are the audiences for social business standards?

- Consumer social networks
- Enterprise social media vendors
- Developers
- IT managers & decision makers
- End-users
What are the biggest issues

• Social media fragmentation
  - Hundreds of social networks with over a million users

• Social networking “walled gardens”

• Social media business models
  - Are in direct opposition to openness in many cases

• Lack of a compelling critical mass of social business standards

• Poor awareness amongst enterprise devs for ones that do exist

• The ‘killer app’ standard
  - Or maybe it’s just the best kept secret (OpenSocial?)
Where do we go from here?
Defining and Adopting Common Social Business Standards: A Vision for A Unified Social Fabric

users of social networks

social business standards

common social fabric

unified activity stream

• People
• Content
• Links
• Apps

public social networks

enterprise social networks (ESNs)

Facebook
Twitter
LinkedIn
Google+
renren

Open Graph
Activity Streams
Pubsubhubbub
Portable Contacts
Salmon Protocol
(not exhaustive)

unified search

socially integrated business applications

Potential Benefits

• A single global yet decentralized social fabric
• Applications, data of record, and conversations in the same place or deeply linked
• Easy discovery of people and knowledge across social networks
• Portable information under creator control

From http://zdnet.com/blog/hinchcliffe on ZDNet.

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The pathways open to us

• **Incremental:**
  - Build on top of existing social media standards

• **Revolutionary:**
  - Build it from the ground up

• **Integrative:**
  - Synthesize, extend, and embrace
Discussion