

# Social Business Community Group – DRAFT 2

## – 3/14/2012

The **mission** of the Social Business Community Group is to gather practical, business oriented, use cases focused on high value transactions to influence and improve existing social standards in order to foster the growth and adoption of social standards in enterprise solutions.

<b>End date</b>	Rolling
<b>Confidentiality</b>	Proceedings are <a href="#">public</a>
<b>Initial Chairs</b>	David Robinson (IBM) Evan Prodromou (Status.net)

<b>Usual Meeting Schedule</b>	Teleconferences: Monthly or as scheduled on event calendar Face-to-face: Once Annually or as scheduled
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## Overview

This group is focused on refining technologies that have occurred due to the “social” explosion on the web (blogging, social networking, social media) so they can be successfully applied in business solutions. The group is comprised of enterprise practitioners as much as vendors in order to add a practical aspect to the work.

Businesses not only want to know that the technical community is producing standards that when implemented, meet their needs, but also want to know that these standards work in harmony to fulfill the use cases most beneficial to social technologies used in the work place.

As social technologies become a fundamental component of business applications and are leveraged for communication inside and outside the enterprise, there is an increasing need for a forum to discuss business use cases in order to align the various social standards with the demands of social computing in the enterprise space. Use cases produced by the group will focus on the underlying social technologies and to the greatest extent possible, will be agnostic to any underlying configuration, although in some cases, it may be important for the use case architecture to call out a specific mobile, cloud or desktop scenario.

## Scope

The Social Business Community Group's scope is broad in that it may touch a variety of standards involved in communications and interactions between customers with businesses, businesses with partners, businesses with competitors, etc.

The group will be use case and topic focused. The use cases will be practical and real life and will be connected to the underlying social technology and standards as a check to make sure that the existing standards provide enough coverage to support the use case. The scope includes emerging areas such as gamification, to the extent that these scenarios are firmly grounded in business use cases. Topics (e.g. privacy) may be discussed that are broader than specific use cases and white papers produced that provide recommendations about approaches in these areas.

The Social Business Community Group will use as its building blocks the existing standards that already exist, from Pubsubhubbub, WebFinger to ActivityStreams, PortableContacts and Gadgets to CMIS. The objective is to relate these standards to the business use cases, seeking the opportunity to improve the standards in the process. The group may also deliver documents on best practices for applying social standards based on the use cases produced by the group.

The group will work closely with other standards groups, organizations, foundations, etc. where social standards are already developed.

The Community Group will take the opportunity to document best practices in areas related to the business use cases that are documented, with the understanding that there can be a wide range of successful practices depending on the scenario or technology.

## **Success Criteria**

Success is achieved by the work group when it produces a set of clearly articulated business use cases across mobile, cloud and traditional environments along with information on how existing standards can be used to achieve those scenarios as well as identifying any gaps that may exist. The focus will be on high value transactions in the social space.

Success also includes categorizing the standards that are applicable to the specific use cases that are documented by the community so there is clear linkage from the business goals to the technical specifications.

A description of best practices or guidelines for applying social technologies as well as a general agreement on what the list of social standards are will also be useful.

Success will also be gauged to the extent that the use cases are able to highlight improvements or deficiencies in existing standards that need to be addressed.

## **Deliverables**

The Social Business Community Group will work on the following:

1. A number of user stories focused on using social technologies to achieve business results. The use cases may describe basic scenarios such as blogging, but the desire is to describe higher value social interactions, such as complex supply chain management scenarios.
2. Guidelines or best practices for applying social standards and technology based on use cases.
3. A linkage between user stories and the social standards required to implement the user story.
4. A list of improvements needed for each existing social standard whenever gaps are defined between the existing standard and the articulated business use cases. In the cases where no existing standard exists, a description of the type of standard that is needed with a general idea of the technology on which the new standard could be based.
5. Participation and/or cooperation with existing social standards groups to drive improvements.

Other documents may be worked on as necessary, such as:

- A primer for users on social business standards.

## **Process**

The group will periodically release material, such as use cases, as the work is complete on a particular item. It is not the intention of the group to produce large documents or batches of use cases as single deliverables. A steady pace of small deliverables is envisioned.

If the work necessitates, sub-work groups, or task forces will be formed to work on particular items in a

smaller setting. After the work is completed, it will be brought back to the larger group for review and posting. This process will be refined as necessary as work progresses in the group.

## Dependencies and Liaisons

### W3C Groups

#### [Federated Social Community Group](#)

This Working Group provides a set of community-driven specifications and a test-case suite for a federated social web.

#### [Web Applications Working Group](#)

This Working Group develops specifications for webapps, including standard APIs for client-side development, and a packaging format for installable webapps.

#### [HTML Working Group](#)

This Working Group maintains and produces incremental revisions to the HTML specification. There may be desire to have client-side browsers as part of the social business solutions.

#### [Device APIs and Policy Working Group](#)

This Working Group creates client-side APIs that enable the development of Web Applications and Web Widgets that interact with devices services. Access to personal contact data and possibly privacy work through DAP APIs should be co-ordinated with the Federated Social Web Incubator Group.

### External Groups

#### [ActivityStreams](#)

ActivityStreams is an evolving format for syndicating social activities around the web.

#### [OpenID Foundation](#)

The OpenID Foundation is the group responsible for OpenID-related standardization. Although work like OpenID Connect is a moving target, the test-cases and specification should be compatible with OpenID.

#### [OpenSocial](#)

The OpenSocial Foundation defines a common API for social applications across multiple websites. With standard JavaScript and HTML, developers can create apps that access a social network's friends and update feeds.

#### [OStatus](#)

OStatus is an architecture combining Pubsubhubbub, WebFinger, ActivityStreams, and PortableContacts.

#### [Portable Contacts](#)

The goal of Portable Contacts is to make it easier for developers to give their users a secure way to access the address books and friends lists they have built up all over the web.

#### [Pubsubhubbub](#)

Pubsubhubbub (PUSH) is a server-to-server publish/subscribe protocol as an extension to Atom and RSS. Servers compliant with PubSubHubbub can get near-instant notifications when a feed they're interested in is updated.

#### [Salmon Protocol](#)

As updates and content flow in real time around the Web, conversations around the content are becoming increasingly fragmented into individual silos. Salmon aims to define a standard protocol for comments and annotations to swim upstream to original update sources -- and spawn more commentary in a virtuous cycle.

#### [SMOB](#)

SMOB (Semantic MicroBlogging) is a framework that enables an open, distributed and semantic microblogging experience based on Semantic Web and Linked Data technologies.

### Webfinger

WebFinger is about making email addresses more valuable, by letting people attach public metadata to them.

## **Participation**

To be successful, the Social Business Community Group is expected to have 20 or more active participants for its duration, including at least 12 customers or users of social technology.

While open to all, the group especially welcomes businesses implementing or planning to implement Social Business solutions to improve their business processes.

As this Community Group will offer resources to those involved in the Social Business effort, it will be completely open. Standards changes will be directed back to the appropriate existing standards bodies, no matter where they reside. In the even of the need for new standards, the appropriate standards body will be selected.

## **Communication**

Teleconferences will be held at once a month, or as often as is productive, as determined by the active participants.

This group will conduct all of its work on the public mailing list (the public is invited to post messages to this list) [public-xg-socialbusinesscg@w3.org](mailto:public-xg-socialbusinesscg@w3.org) ([archive](#)) . The group's Member-only list is [member-xg-socialbusinesscg@w3.org](mailto:member-xg-socialbusinesscg@w3.org) ([archive](#))

Information about the group (deliverables, participants, face-to-face meetings, teleconferences, etc.) is available from the Social Business Community Group home page.

## **About this Charter**

This charter for the Social Business Community Group was created according to the W3C Community Group documentation. In the event of a conflict between this document or the provisions of any charter and the W3C Community Group Process, the W3C Community Group Process shall take precedence.

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