

Social 101

Using and Managing Social in SharePoint 2013

Written by: Chris McNulty General Manager, SharePoint Dell



Abstract

SharePoint 2013's social features are powerful tools to empower collaboration and accelerate adoption of the platform. Unfortunately, those features are widely misunderstood, and therefore the benefits of SharePoint social are lost. This white paper will help you to answer three basic questions about SharePoint social:

- What does SharePoint social mean in a world where all we know of "social" is Facebook and Twitter?
- How will SharePoint social drive adoption and encourage our users to thrive in their work?
- How do we manage SharePoint social and, in particular, protect our organization's business-critical data?

Introduction

All too often, "social" connotes Facebook and Twitter—and lost productivity

When people hear SharePoint "social," the first things they often think of are Facebook, Twitter and all those other social platforms. This suggests after-work friendships and Farmville. Most of all, it suggests lost productivity.

This is unfortunate. SharePoint 2013 social is not just another platform where people update their status and watch what their friends are doing. In fact, social is the key new feature in SharePoint 2013 that will drive end user adoption and facilitate workplace collaboration. But because SharePoint social is widely misunderstood, too many organizations are missing out on its benefits.

In fact, SharePoint social enhances workplace collaboration
You may think you've heard all this before. SharePoint introduced My Sites way back in 2003, and added content,

Enterprise “social” is about replicating the experience of working in the same room with people in a world that’s spread across multiple locations and timeframes.

microblogs, tags and networks along the way to 2013. These are all “social” features, and you already know about them. But SharePoint 2013 expands those features and adds new capabilities for a “social” experience that enhances collaboration in the workplace. How? Enterprise “social” is about replicating the experience of working in the same room with people in a world that’s spread across multiple locations and timeframes. It’s absorbing what’s going on in the office implicitly in a world where not all team members of an organization are in one room, let alone one office, state or country. SharePoint 2013 social does all that, and more.

Plus, SharePoint social drives SharePoint adoption

The best part is, SharePoint social is a double win. While getting users to adopt SharePoint is a challenge for many organizations, getting people to adopt social platforms is no work at all. There is no shortage of people who see the value of social communication and social technology, and that group includes plenty of enterprise users who will be ready and willing to try out SharePoint 2013 social. Of course, this is not to say that the value of social technology in enterprises is perfectly understood by users—it’s not. But it’s a fact that they get social technology and are naturally inclined to use it.

This makes SharePoint 2013 social an exciting opportunity: the social features will drive SharePoint adoption as never before. More and more organizations are recognizing this opportunity. You saw some forward-looking IT groups do some stuff on (my sites) and some organizations picked it up but not a lot. As a consultant, the question I was asked most about in 2007 was how to turn off SharePoint’s MySite feature. With the social features that were added in SharePoint 2010, the question became “how will we know when we’re ready?”. Now, in 2013, CIOs ask not how to turn off SharePoint’s social features, but how to use them wisely.

About this document

This document provides guidance about making the most of SharePoint 2013 social. We’ll explore exactly what the new social features are and how they can enhance workplace collaboration while driving SharePoint adoption. We’ll look at how you can best structure your SharePoint to facilitate workplace collaboration using the new features

SharePoint 2013’s key social features

Overview

SharePoint 2013 social has four key components:

- Communities
- Microblogs and status updates
- Newsfeeds
- # and @ (Hashtags and targets)

Community: Build a just-in-time space for any community

Most 2010 farms that rolled out social found a wide gulf between individual usage (My Site) and the much larger realms of departmental sites (Team Sites). Sometimes you need to assemble a dynamic community for something more immediate, and more ephemeral, than setting up a new department site. How best to bridge the gap? Well, the new community site template in SharePoint 2013 combines many of the social features of a My Site with those of a Team Site (see Figure 1). Think of it as “Our Site”! It’s a rich way to add discussion areas, post questions, rate results, and use a badging system to spotlight top contributors and performers automatically. Most importantly, it lets users create a just-in-time space for any community at all.

Microblogs and status updates: Easily post links and pictures, and subscribe to documents

SharePoint 2010 added a microblog to each user’s My Site, enabling users to add quick status updates to existing profiles, personal content, blogs and wikis. In 2013, those status updates take prominence. Users can now easily post links and pictures, just like on Facebook.



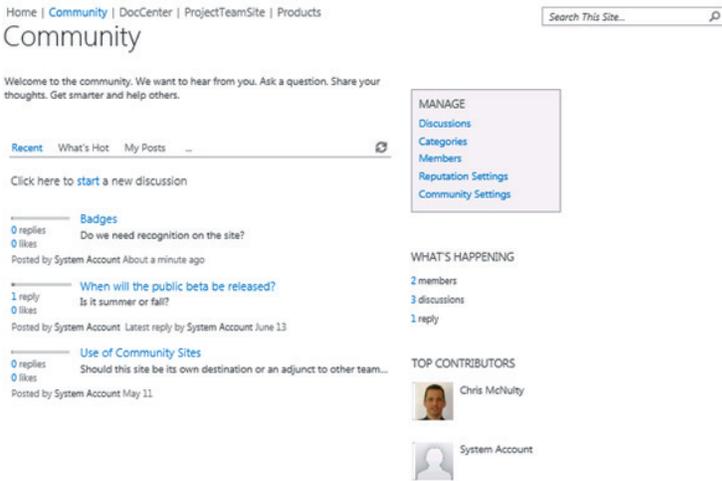


Figure 1. With SharePoint 2013, users can create a just-in-time space for any community at all.

You can still follow people and tags—and you can now subscribe to documents and follow them, too.

Newsfeeds: Turn on newsfeeds for any site

SharePoint 2013 allows you turn on social newsfeeds for every site. It lets you add comments, tags, links and pictures, just like the My Site feed. But you don't need to revisit each site—if you're following people, content, or tags on those sites, the posts are also

viewable through your individual feed (see Figure 2).

and @ tags: Push content to a named user

These symbols are obvious to folks who've spent time with Twitter, Facebook and LinkedIn. But now, each microblog update can now include #tags (dynamically pulled from or added to the Managed Metadata Service) and @ target to push content to a named user.

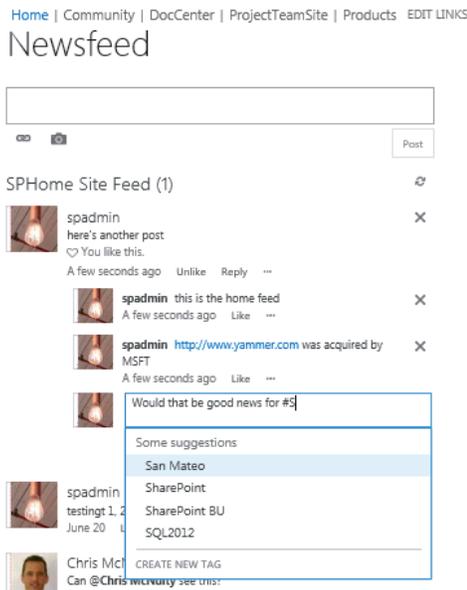


Figure 2. You can turn on social newsfeeds for any site and add comments, tags, links and pictures, just like the My Site feed.



Adopting enterprise social implicitly reminds our workforce that the enterprise is engaging them as they prefer and expect to be engaged.

Yammer

Finally, Microsoft acquired enterprise social media pioneer Yammer in June 2012. Yammer will provide a range of new capabilities for SharePoint social—especially for integrating those feeds to mobile and cloud-based performs. The runway between the Yammer acquisition and the SharePoint 2013 release is too short for any integration to happen, but since Yammer already had some SharePoint integration, look for an improved integration story within the first year of release of 2013.

Benefits of SharePoint social

That's a lot of new features to care about. How about why? Here are some of the benefits of these SharePoint social features:

- **Accelerated collaboration**—In the real world, we work together in small groups of two or three as often as we convene formal meetings. With SharePoint, we don't need to align geographies or schedules. We also don't need to force collaboration with big announcements, email distractions or active searching. Instead, we can generate and consume information about what we're working on through the ordinary course of working in SharePoint.
- **Staff engagement**—Every year, the workforce has more people who expect the kind of distributed collaboration and social tools pioneered in the consumer world (that's you, Facebook and Twitter). Adopting enterprise social implicitly reminds our workforce that the enterprise is engaging them as they prefer and expect to be engaged.
- **Information control**—SharePoint governance tells us that users need guidance on preferred usage patterns to keep them on track toward intended business outcomes. Left without guidance, users will move content into other channels. Some of it is inefficient, and leads to duplication or easily outdated documents, as we see in email. Still worse is the tendency of users to move content to cloud offerings like Google, DropBox, Facebook, Twitter and the like. This moves data into uncontrolled environments, with no ability to manage and secure sensitive

information. Keeping usage on SharePoint helps keep data inside the enterprise.

Let's look at some real-world examples of how SharePoint social can help you reap these benefits.

SharePoint social helps people connect with others they can collaborate with

Consider this example from one global financial organization. Like many investment firms, it is decentralized: it has a group based in North America that sells U.S. equities and a different group based in London that sells European equities. But while in fact the process of buying and selling stocks is essentially the same for both groups, the folks in the U.S. and London might never know that they had an interest in common in the course of their everyday life.

However, this organization was ahead of the curve—it had made use of (SharePoint) 2010's My Sites and micro blogs, including the ability to tag content as you upload it. A trader in the London trade office wrote a paper about trade optimization—an important topic to anyone in either office since it concerns how to buy and sell stocks in the best way possible. Because both groups were on SharePoint, and the author in London had tagged the paper as being about trade optimization, a person in the U.S. who was already following that tag discovered the paper, and therefore found a fellow employee with a common interest. Even though they deal in different markets, they were able to get connected and made plans to meet and share even more information. And that was on the 2010—based social platforms. Tags are much more central in 2013, which should step up the pace of making these contextual connections. In the end, that's one of the key benefits of social: it allows us to combine and recombine information in a new context that helps us come to conclusions more rapidly and more accurately. Why? Partly because sometimes if you put two things side by side that had never been side by side before, new insights appear.



And if you connect people who might otherwise not know they had common interests, good things can result. As the saying goes, two heads are better than one—and I'd add that three heads are better than two.

This is one of the reasons why social adoption is so important: because the more people who join a social system, the more valuable it is. If you think of the social network as being a thriving ecosystem, then the more people you have contributing, the more powerful it is as an information source.

SharePoint social helps individuals stay connected over time to topics of interest

Another advantage of social technologies is that they're very immediate—people are talking about things at all hours of the day and night, and those conversations are shareable asynchronously for everyone to be part of as it fits in their schedules. And this is a much more accessible and searchable repository than email or other traditional systems where you capture information.

I can tell you there are times when I've gone looking across social feeds and found a topic or a conversation that I had been engaged in some time ago but had forgotten. I don't have to remember nearly as well because the system will bring those topics forward for me.

SharePoint social enables people to collaborate in context

In SharePoint 2010, we could use social technology to start a conversation about our interests and decisions and to share our documents. We could find other people, and we could communicate through posts back and forth. But the data that was driving the discussion, the documents that we were drafting, all lived somewhere else. We had to post a link for someone to go look at it somewhere else.

Anytime I've got to go somewhere else, I jump out of context—and I may never come back. SharePoint 2013 solves that

issue. The feature sounds very simple—in 2013, I can now embed pictures and videos and documents and sites directly in the feed. But the power of this feature is enormous: no one has to go anywhere else; they stay in context. If I say, "here's the latest version of this document," people can view that document, page right through it without having to open up Word or go to a different Web site, and then they can add their comments there, in context, directly.

Moreover, SharePoint 2013 enables people to follow information in various combinations—they can choose to follow me, or the document or the site or the tag or the conversation. All of those options give users a much wider net for discovering related content. And the usability enhancements in SharePoint 2013 makes it easy for me to see who I'm following, who I might want to follow, and what might related contents be, which enhances everyone's ability to find information relevant to them.

SharePoint social helps keep information under your control

People are going to communicate socially. That's a simple business reality. The question you face is whether you want them collaborating about your business on SharePoint, or using other social technologies completely beyond your control.

I have a document that contains the holiday wish lists of my family and friends and my notes about what has been purchased. If I post that document to Sky Drive and then my brother, my sister and I have a chat about it on Facebook, with a link over to the document, is there information leakage? Actually, yes. One of our kids might also be on Facebook and discover the document and find out what presents they're getting ahead of time. What's the impact there? Not much.

But suppose that instead of my family discussing gifts, it's three vice presidents talking about companies they want to buy in the new year. If they go through

The question you face is whether you want them collaborating about your business on SharePoint, or using other social technologies completely beyond your control.

SharePoint offers the collaboration your users want, keeping them from using other social media for business purposes, and is more manageable and securable than either those other social media or email.

the same process and use those same insecure social technologies, they've opened up a huge liability hole.

What about email? Isn't that a viable alternative that doesn't entail those security risks? Well email has a value; it's a powerful communication tool. But email was designed for one-on-one private communications. It's simply not a good technique for broad collaboration among a constantly-shifting pool of stakeholders. If we're trying to open up a process that is transparent to the stakeholders, where I may have five people to be able to receive things simultaneously, email can get hard.

Moreover, email is not as secure as it might seem. Once I send someone an email, unless I've built a ton of restrictions and rights management services into my messaging environment, I've lost control of the document that I forward. The recipient can forward the document to someone else, innocently or not, and that person can forward it again and so on—I have no control.

SharePoint offers the collaboration your users want, keeping them from using other social media for business purposes, and is more manageable and securable than either those other social media or email. Keeping social collaboration on your SharePoint definitely minimizes the risk of information loss.

SharePoint social improves employee retention

I don't want to claim that if you don't adopt social, all your employees will leave the company. But if you don't have social, some employees will leave the company. By that I mean that as time going on, every new generation of employees that comes through will have a higher percentage of people who are used to communicating with things like text messages and Twitter and Facebook. Their numbers will rapidly begin to outstrip the number of people who aren't used to those things.

A good organization needs to be flexible and dynamic and recognize that different communication styles can co-exist across multiple age demographics, across multiple geographies, across multiple industries. It's not fair to suggest that adoption of social technologies is distributed linearly to favor younger workers. There are many, many demographic groups who naturally gravitate to social technology over traditional technology; you can't necessarily predict, for example, that workers over 50 are less likely to adopt social. The fact is that in many cases they're actually more likely to adopt social—at various points in time, there have been more users of Facebook and Twitter over 40 years old than under 40. If you want to retain these workers, you need to enable them to collaborate with social technology—and as we have seen, SharePoint is the most secure and best choice.

SharePoint social enables quick creation of communities as they're needed

One of the things people have come to appreciate about Twitter is the hash tag and the ability to create a topic on the fly. For example, the hash tag for the Microsoft SharePoint 2012 conference was #SPC12. When I was at that conference, all I had to do was click on that tag and tweet, and I got a filtered list of everything anyone was putting out there about SPC12. In effect, I was able to create a whole community on the fly. Exactly the same thing can happen with updates in SharePoint 2013. I can dynamically create my own tag and start using it for documents and conversations; then I can easily find anyone else who uses it, whether I'm following them or not—effectively creating a community just by creating the tag.

There are other techniques out there that can help achieve similar goals. For example, community sites are flexible and relatively easy to set up. But with a community site, you still have to set up special Web page to create a community.

With SharePoint 2013 tags all you have to do is type. That makes the technology enormously powerful and useful to the organization.

How you can make the most of SharePoint social: transforming your architecture

Now that we've explored the social features of SharePoint 2013 and how they can enhance both collaboration and SharePoint adoption at your organization, let's look at how you can make the most of SharePoint social—by transforming how you think about and structure your information architecture.

Classic SharePoint information architecture

Information architecture (IA) in SharePoint is the art of matching logical structures to expected, intuitive usage patterns. Information architects need to design web applications, subsites, libraries, folders and metadata to give users natural places to store and retrieve data. There is no one "right" answer for intranet site structures. Should each department get its own site, or its own library? It depends.

But for a long while, SharePoint projects and rollouts have adopted a classic hierarchy, as shown in 3:

- Portal/home page
- Departmental or divisional sites

- Project and team sites
- Personal (My Sites)

We've been using that taxonomy of sites for a long while—in fact, longer than we've had SharePoint out there. It's a logical hierarchy. Portal systems always began with a top level site. Next, the products acquired the ability to spawn multiple sites or channels. Team or project oriented structures were the next functional area, followed, ultimately, by personalization. This technological evolution has also predicted the course of most SharePoint intranet projects

An analogy: domestic architecture

Let's consider an analogy. Next time you go home—some SharePoint people do occasionally take a break—take a closer look at your front door. What you see there, at least in the U.S., has been designed similarly for centuries. The historian David Hackett Fischer, in his seminal work *Albion's Seed*, traces the most common elements of American lifestyles (time management, building design, first names, etc.) back to distinctive pre-colonial roots. Doorway designs in the eastern United States, for example, can be traced back to architecture patterns from the North Midlands region of England. And we've gone on copying these same styles for generation after generation, without necessarily understanding where they came from.

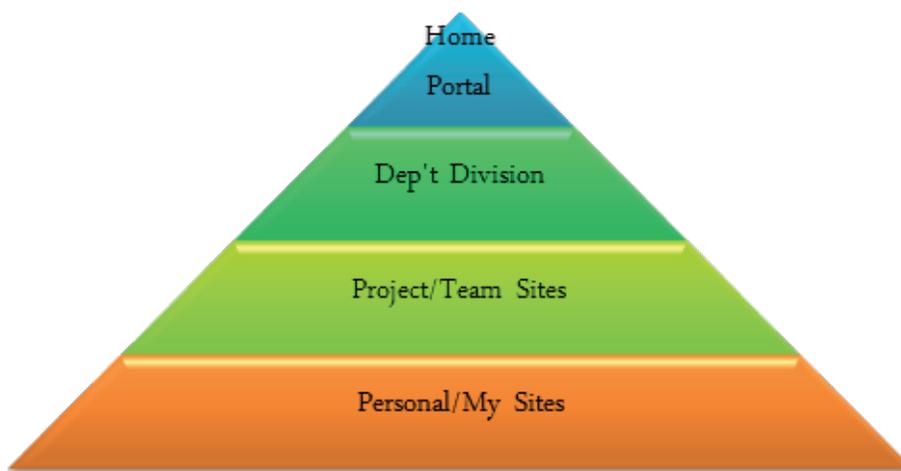


Figure 3. The traditional, top-down SharePoint information architecture

Unless we're careful, we can go on building our web site entryways exactly the same way, year after year. Sometimes that's a good thing. But sometimes, we need to change things up. In truth, we don't use the front door nearly as often as we use the back door at my house. When my house was built in the early 20th century, cars were less common. But now, we usually park in the driveway and enter through the back. Change comes. And in fact, some houses being built now are designed to reflect the changes in how we enter them, for example, with mudrooms not by the front door, but by the door from the garage—the door the family actually uses.

Another analogy: grocery store architecture

Or consider grocery stores. For years, grocery stores have put the most frequently purchased items—especially milk—in the back of the store. Research had indicated that people would then walk past more items during their visit, making impulse or “reminder” purchase more likely.

However, more recently, stores have noted that the most frequently purchased items are often “reminder” buys as well. They've redefined their floor plans to accommodate cooler cases up front,

near the registers, for last-minute purchases of milk, cold cuts, and other high-demand items.

Transform your thinking, and your architecture

Social technology is powerful, but its architecture has to meet user needs. Think about the LinkedIn home page. After you log in, first you click through screens of information about LinkedIn itself. Then you move through country specific pages, followed by industry-specific sites, before you come to your personal page. Right?

Of course not—no one has the patience for that any more. That's why supermarkets put the milk up front. It's why Facebook gives you personal information as soon as you connect. And it's why everything you know about information architecture (IA) for portals should go out the window for social. So why do we persist in building top-down site structures and wonder why social usage becomes barely an afterthought?

Want users? Stand on your head. If you want to transform the user experience, transform your site! Why not flip everything upside down (like Figure 4)? It's a big shift, but consider what happens if users enter SharePoint through their



Figure 4. To engage users, social technologies must flip traditional architecture upside down.

My Site. They immediately have places to store their files and share them with colleagues. They can find other sites, topics, and colleagues to start following. They can work with the groups and teams they use most commonly, and drill back into departmental libraries if they have additional reference needs. Finally, the home page of your site can become a common index to everything that's available. And where does the index go? At the back of the book.

What SharePoint social means for SharePoint management

SharePoint social can facilitate workplace collaboration and drive SharePoint adoption. But it can also complicate SharePoint management. The good news is that with the right tools, you can effectively manage SharePoint 2013 even with all the social features turned on.

"Breaking inheritance," or an increase in unique permissions, is a challenge for SharePoint administrators

The key management challenge of SharePoint 2013 social has to do with permissions. SharePoint, like many other technologies, is structured as an information hierarchy: the permissions given at the very top, at the home page, flow all the way down. For simplicity, let's assume that on the home page, I have no groups, just single users. Fred has full control, Wilma has write control, Barney has read control, and Betty has no access whatsoever. Below is a hierarchy of a thousand subsites, but if I don't change any permissions anywhere else, those same home page permissions are going to live on every site, every library and every document that ever gets put into SharePoint. I don't think that's fair to Betty because the rest of the people in the company are having all the fun and doing all the work. Realistically, there's going to be content out there that Betty needs to have rights to. In fact she may actually need to create some of her own.

So what often happens is what's called "breaking inheritance." Instead of having all the permissions established from

the top flow down to secondary sites, libraries and documents, we break the flow at one of those secondary sites. We re-define permissions there; it doesn't matter what permissions people have anywhere else in the site, we make this sub-site or this library or this document unique. So when people talk about broken permissions, what they really mean are unique permissions.

What does this have to do with SharePoint social specifically? One of the key shifts in SharePoint 2013 is that content should be socialized: if I want to share content with someone, I'm just going to share it. And when I share it, if people follow those docs socially, I'm not going to move copies of that document around my information architecture to places with different permissions, I'm going to change those permissions on the fly. By sharing rather than reposting the document elsewhere, I am ensuring a cleaner environment, free of duplications; however, by sharing it, I am now creating unique permissions within the library where the document resides. Now, that document library no longer shares the same permissions of its parent—or in other words the permissions inherited from the parent are broken. Because of SharePoint social, SharePoint administrators are going to see a lot more of broken permissions inheritance—unique permissions—in SharePoint 2013 and it's up to them to determine if a broken permissions inheritance model is right for how they want to use SharePoint and drive adoption.

You can respond to the challenge by eliminating unique permissions—but at a cost

With SharePoint social and sharing, the rate of document sharing is directly proportional to the evolving complexity of the security model.

The explosion of unique permissions and the resulting messiness of SharePoint security poses a challenge for even the most seasoned administrator. How am I going to understand what Wilma has

With the right tools, you can effectively manage SharePoint 2013 even with all the social features turned on.

Dell is here to help organizations understand what the new social features are and why they are important.

permissions to if instead of just being a member of four different sites, she now has custom permissions on 3,000 different documents? And if I have a thousand users in my company, similarly outfitted with custom permissions, I now have 3 million separate sets of permissions I need to deal with. That's really hard.

Some organizations respond by deciding such a complex security model will be too hard to maintain, and they prevent people from breaking inheritance by creating unique permissions. But that means losing the flexibility of SharePoint social.

Or you can meet the challenge by choosing the right tools

Another option is to accept the complexity, but choose tools that help you manage it. At a minimum, you have to be able to report permissions, duplicate them to other users if need be, and of course clean them up if permissions are being assigned indiscriminately or indeterminately. And you need to be able to monitor usage and growth, and understand what kinds of content users are putting out there. The ideal situation is to have those responsible parties perform routine permissions tests on stored content in SharePoint to ensure all is as it should be. For example, Nancy in accounting is more likely to know that John should or shouldn't have access to the monthly financials; whereas, Henry in IT has no idea if John should or shouldn't have access to that same document. The good news is on SharePoint, all of that information is content. We already know how to manage SharePoint content. So if you have experience with using a product like Dell's Site Administrator for SharePoint, you are in good shape. Organizations know how to harness Site Administrator effectively to report on content, content usage patterns and content growth patterns across the enterprise—and those same techniques work exactly as well for content that's housed in My Sites. Just

as I can use Site Administrator to report on what was a relatively static set of permissions in SharePoint 2010, I can extend that to give myself full control over a radically transformed set of dynamic permissions in SharePoint 2013.

You can get the most of SharePoint social with help from Dell

Dell is here to help organizations understand what the new social features are and why they are important. And Dell offers a permissions management solution designed to help ease the burden and streamline the complexity of managing all the new SharePoint users and the rash of broken inheritance across the environment.

Plus, we offer an app that helps unify the social newsfeed world of (SharePoint) 2013 with the Facebook, Twitter, LinkedIn, Google worlds of enterprise 2.0 online.

Find the perfect blend of SharePoint social and security right for your business

As discussed, SharePoint can be extremely flexible to allow users to share content as they need. However, in a corporate environment you still have to stay within reasonable boundaries of governance and security to protect sensitive and valuable data. Well-defined processes and roles can go a long way to ensure proper use of SharePoint, especially when accompanied by the right tools to facilitate and enforce them.

Typically, organizations publish policies and guidelines regarding SharePoint permissions inheritance use or granting access to groups such as Domain Users or Everyone. Some will go further and provide specific security training to the site owners and power SharePoint users. And with Site Administrator for SharePoint you can give both the IT team and the content owners the tool they need bring these best practices and guidelines into effect.

Figure 5 shows Site Administrator's Security dashboard, which can be easily

accessed by the IT staff, site collection administrators, and site owners to report, manage and enforce policies on the areas they own. Here you can quickly see:

- How many users have access to a site's contents, including who has what access where
- If permissions are inherited throughout a site or site collection with a detailed report on what those permissions are at each level, including specific items and documents
- How any items are exposed to all users via the Everyone group
- What security changes happened recently
- What are the current effective permissions within the site or site collection for any user, including all documents, libraries or subsites with broken permission inheritance

From here, you can also take actions—restore inheritance, “fix” incorrect permissions from within a report, or even enforce proper settings as an automated policy,

Unify SharePoint social and public social with Dell's Social Hub app

A great way to jumpstart or supercharge your use of SharePoint social is to pull social content into your SharePoint site from external social media sources such as Facebook, Twitter, LinkedIn and RSS feeds. Unfortunately, SharePoint 2013 offers no out-of-the-box option for integrating that content. But with a new SharePoint 2013 app from Dell called **Soçial.Hub**, you will be able to unify SharePoint social and public social with style and ease.

Soçial.Hub is a new app for Microsoft SharePoint 2013 that brings external social media content into SharePoint, enabling users to view and respond to Facebook, Twitter and RSS feeds from within a single SharePoint interface. With Social Hub, users can aggregate and filter content in relevant and meaningful ways, and post to multiple networks at once to make social collaboration fast and easy. The rich UI makes the experience not only valuable, but enjoyable as well.

Social Hub s a new app for Microsoft SharePoint 2013 that brings external social media content into SharePoint, enabling users to view and respond to Facebook, Twitter and RSS feeds from within a single SharePoint interface.

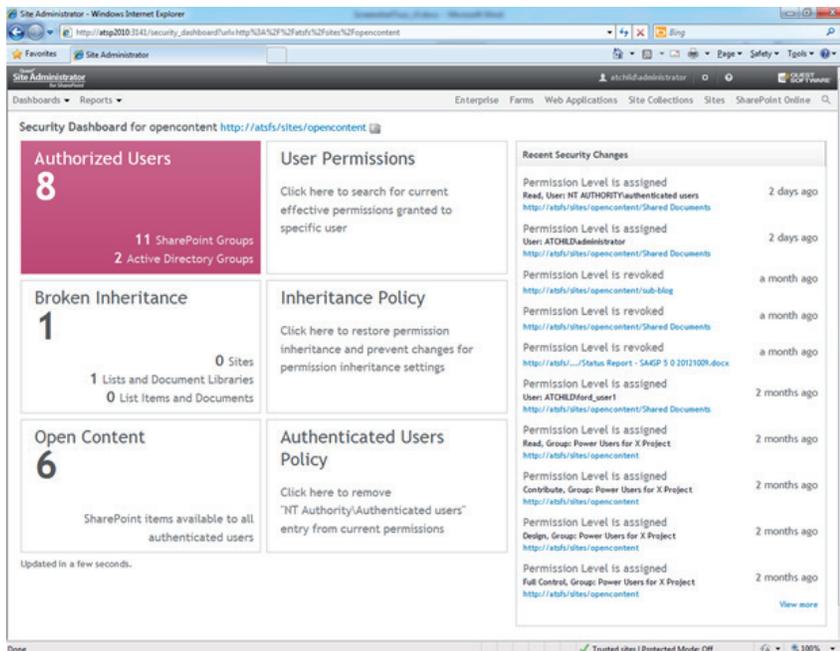


Figure 5. Site Administrator for SharePoint gives IT administrators, site collection owners and site owners access to action—and policy—enabled security reports.



Jenny Rong, an IT administrator, gave Social Hub a 4-star review on the Microsoft App Store, calling it “Easy to use. User interface is simple and straightforward. I was able to view a consolidated view popular social streams with this simple App.”

By bringing external social content into SharePoint, you can keep collaboration inside the enterprise, enhance the user experience and increase SharePoint usage and adoption. Here are just some of the benefits of Social Hub.

Conclusion

Social platforms are exploding in popularity, and organizations are right to be wary. In a corporate environment, Twitter, Facebook and other public social technologies can be serious security risks as well as tremendous productivity drains.

But those concerns shouldn't stop you from taking a good look at SharePoint 2013's social features. Those features are a powerful tool that can facilitate workplace collaboration and accelerate adoption of the platform. Plus, by embracing SharePoint 2013, you'll keep content under your control and reduce the risks you'll otherwise face as employees turn to public social platforms.

About the Author

Chris McNulty oversees SharePoint solutions at Dell. He's a Microsoft Certified Technology Specialist (MCTS), Microsoft Certified Systems Engineer (MCSE), and a member of the Microsoft Solutions Advocate and MVTSP programs. A frequent speaker at events around the globe, Chris is the author of the "SharePoint 2013 Consultant's Handbook" among other books. He also blogs at <http://www.chrismcnulty.net/blog> and <http://www.sharepointforall.com>. Prior to Dell, Chris led the SharePoint consulting practice at KMA, a Boston based Microsoft Gold Partner. Chris holds an MBA from the Carroll School of Management at Boston College in Investment Management and has over twenty years' experience in financial services technology with John Hancock, State Street, GMO and Santander. He lives with his wife Hayley, and his family in Milton, Massachusetts, USA.

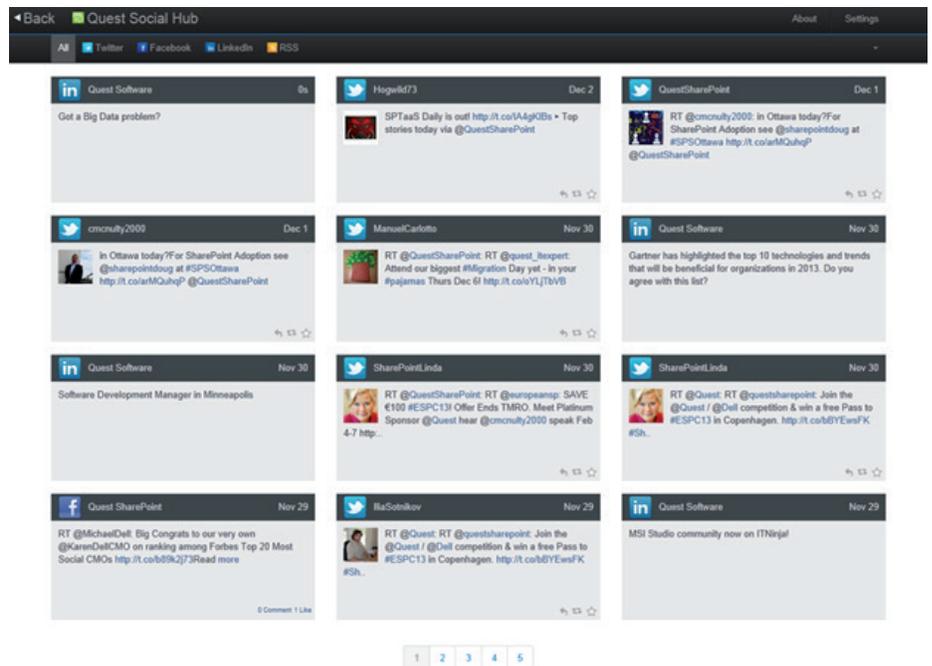


Figure 6. With Social Hub, content from external social networks is aggregated into a single SharePoint interface and updated in real time, enabling you to view and respond to multiple feeds at once.



For More Information

© 2012 Dell, Inc. ALL RIGHTS RESERVED. This document contains proprietary information protected by copyright. No part of this document may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying and recording for any purpose without the written permission of Dell, Inc. ("Dell").

Dell, Dell Software, the Dell Software logo and products—as identified in this document—are registered trademarks of Dell, Inc. in the U.S.A. and/or other countries. All other trademarks and registered trademarks are property of their respective owners.

The information in this document is provided in connection with Dell products. No license, express or implied, by estoppel or otherwise, to any intellectual property right is granted by this document or in connection with the sale of Dell products. EXCEPT AS SET FORTH IN DELL'S TERMS AND CONDITIONS AS SPECIFIED IN THE LICENSE AGREEMENT FOR THIS PRODUCT,

DELL ASSUMES NO LIABILITY WHATSOEVER AND DISCLAIMS ANY EXPRESS, IMPLIED OR STATUTORY WARRANTY RELATING TO ITS PRODUCTS INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTY OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. IN NO EVENT SHALL DELL BE LIABLE FOR ANY DIRECT, INDIRECT, CONSEQUENTIAL, PUNITIVE, SPECIAL OR INCIDENTAL DAMAGES (INCLUDING, WITHOUT LIMITATION, DAMAGES FOR LOSS OF PROFITS, BUSINESS INTERRUPTION OR LOSS OF INFORMATION) ARISING OUT OF THE USE OR INABILITY TO USE THIS DOCUMENT, EVEN IF DELL HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. Dell makes no representations or warranties with respect to the accuracy or completeness of the contents of this document and reserves the right to make changes to specifications and product descriptions at any time without notice. Dell does not make any commitment to update the information contained in this document.

About Dell

Dell Inc. (NASDAQ: DELL) listens to customers and delivers worldwide innovative technology, business solutions and services they trust and value. For more information, visit www.dell.com.

If you have any questions regarding your potential use of this material, contact:

Dell Software

5 Polaris Way
Aliso Viejo, CA 92656
www.dell.com

Refer to our Web site for regional and international office information.

