

Metodologija vođenja kompanijskih naloga na društvenim mrežama

Jasna Kamatović,

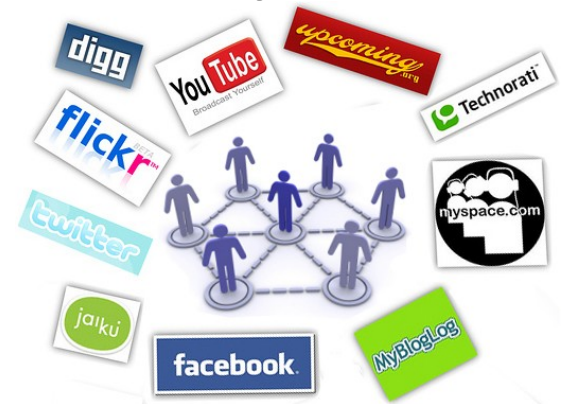
www.jasnakamatovic.com

twitter.com/JKamatovic

Internet Professional Program

Sadržaj

- (“nepisana”) Pravila korišćenja social weba
- Kompanije na social webu
- Metodologija. Novi poslovni procesi. Usvajanje.
- Primeri (Facebook, YouTube, LinkedIn, Google+, Pinterest, Twitter...)
- Kako povećati profit?



Kompanijski (korporativni, poslovni) nalozi

Social Media Landscape



Sistemsko vođenje naloga na društvenim medijima unapređuje poslovanje kompanije i održava se na offline: **definisanjem i razvijanjem poslovnih procesa** (logična podrška u izgradnji sistema poslovanja).

Pravila

Osnovna pravila o korišćenju Social Media

- Ne raditi ne Internetu ono što ne želimo da drugi rade nama
- Ne koristiti Social Web za objavljivanje klasičnih promotivnih, korporativnih, marketinških poruka
- Bez samopohvala, ulepšavanja (“Mi smo lideri na tržištu...”)
- KOMUNICIRANJE = **otvoreni javni dijalog**, činjenice, argumenti
- Budimo onakvi kakvi zapravo jesmo
- Našim (pojedinačnim, ličnim) aktivnostima na društvenim mrežama utičemo na „opštu sliku“ o našoj kompaniji

Internet Professional Program Ono što je nama interesantno ili važno ne znači da je i drugima

- To što svi nešto rade ne znači i da je to dobro

Pravila

Osnovna pravila o korišćenju Social Media

- Stavite se UVEK u ulogu korisnika kojima se obraćamo „*To walk in customer shoes*“ **pravilo**
- „*Do not claim – demonstrate!*“ pravilo Pol Širkija – nemojmo tvrditi (da smo najbolji, lideri, najlepši, poštteni i sl) – to treba da demonstriramo ali ne sami već da svojim aktivnostima **korisnici TO prepoznaju** i sami participiraju.
- **Korišćenje Social Weba znači interaktivni angažman od strane kompanije ili pojedinca putem ličnih i korporativnih naloga**
- Zaposleni iz kompanije treba da budu obazrivi i maksimalno suzdržani od aktivnosti koje direktno ukazuju da podržavaju rad kompanije (npr lajkuju svaki put sve što kompanija objavi, diguju, tvituju i sl).

Pravilo 4R:

* Real - realni

* Relevant - relevantni

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Receptive – Receptivni – slušamo koliko i govorimo

* Responsive – odgovarajmo/razgovarajmo!

Metodologija

- **Novo radno mesto, zadatak, obaveza!**
- **Percepcija donosioca odluka u kompaniji o radnim zadacima, načinima njihovih izvršavanja, metrici, efektima**
- *“Content marketing is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action”.*

Metodologija

- **It is non-interruption marketing.** Instead of pitching your products or services, you are delivering information that makes your buyer more intelligent. The essence of this strategy is the belief that if we, as businesses, deliver consistent, ongoing valuable information to buyers, they ultimately reward us with *their* business and loyalty.

<http://www.junta42.com>

Metodologija

“**Content Marketing** (inbound marketing) predstavlja različite vrste marketinških strategija i taktika koje uključuju kreiranje i distribuciju kvalitetnih sadržaja u cilju angažovanja postojećih i potencijalnih klijenata.”

Dragan Varagić (<http://www.draganvaragic.com/weblog/>)

“Dakle **mi** CM-om **privlačimo** (animiramo) i aktiviramo svoje postojeće i potencijalne **potrošače sadržajima koje im nudimo!** Na prvom mestu **kvalitet sadržaja zavisi od znanja samih kreatora/autora i njihovog opšteg kredibiliteta.** Potom i od motiva za kreiranje sadržaja, ažuriranja...

Glavne preporuke pri kreiranju dobre poruke sadržane su u (samo) 3 reči:

Emotivna
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- Različita



Svim fanovima želimo srećan Dan ratova zvezda.

"May the 4th be with you" ;)



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People who shared this



Nedeljko Kovačević shared Limundo.com's photo.

Like · Comment · 2 hours ago ·

3 people like this.



Write a comment...



Jasna Kamatovic

4 hours ago ·

:)))



Wall Photos

Svim fanovima želimo srećan Dan ratova zvezda.

"May the 4th be with you" ;)

by: Limundo.com

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1

Chetrdeset Dva, Zlatko Ovcina, Stela Maricic and 24 others like this.



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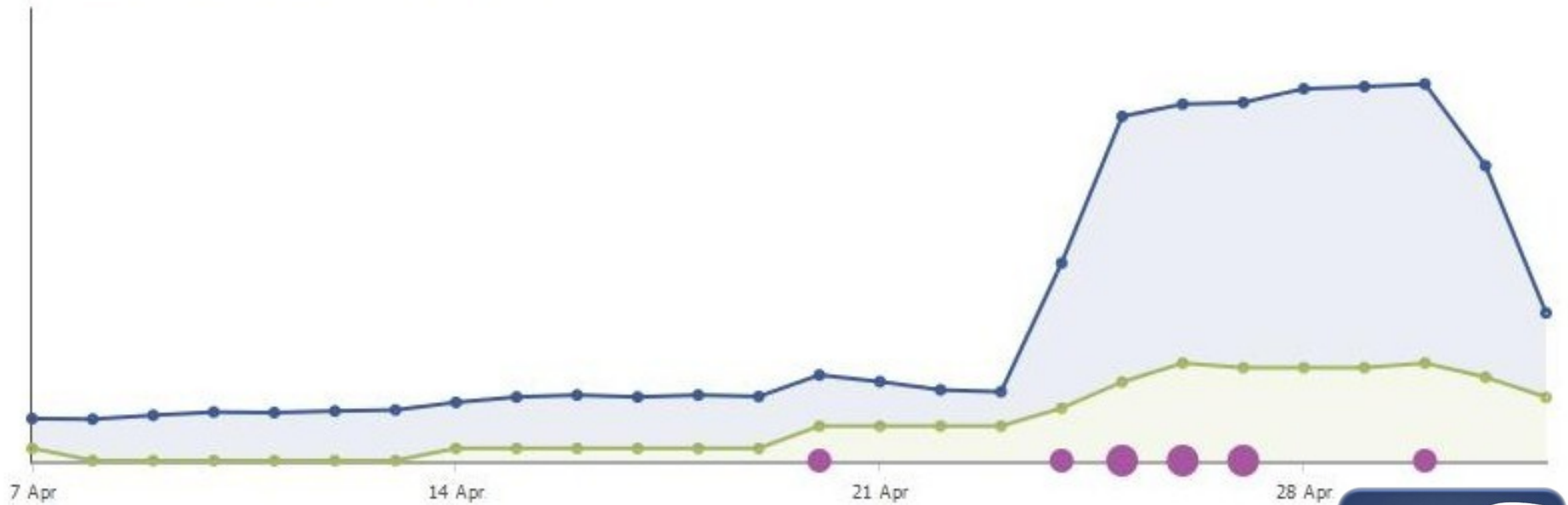
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All dates and times are in Pacific Time

Export Data

Total Likes? 96 ↑ 4.35% Friends of Fans? 40,983 ↑ 5.22% People Talking About This? 10 ↓ -33.33% Weekly Total Reach? 304 ↓ -67.63%

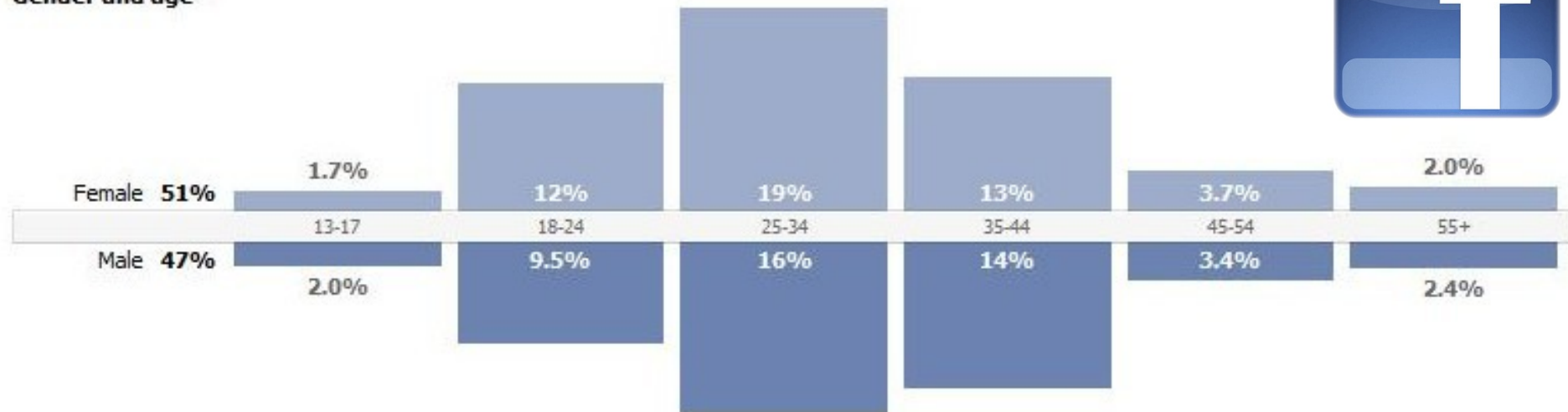
Posts? People Talking About This? Weekly Total Reach?





Who You Reached (Demographics and Location)

Gender and age?



Countries?

- 240 Serbia
- 14 United States of America
- 8 Croatia
- 4 Czech Republic
- 4 Germany
- 2 Italy
- 2 Canada

More ▾

Towns/cities?

- 13 Karaburma
- 11 Belgrade
- 9 Novi Sad
- 9 Beograd
- 7 Cuprija
- 6 Zrenjanin
- 6 Indjija

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Languages?

- 134 English (US)
- 93 Serbian
- 50 English (UK)
- 7 German
- 4 Croatian
- 2 French (France)
- 1 Slovenian

More ▾

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Primeri:



- Pinterest je **novi web servis** koja omogućava da postavite i razvrstate slike i video clipove koji su vam se svidjeli na internetu.
- Svoje favorite možete *prikačiti (pin)* na ploče (*boards*) i tako podeliti sa svojim pratiteljima (followerima) – *pinate/pinujete* svoja interesovanja.
- Za 7 meseci dobio je više od 10 miliona

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Jedinstvenim poseta.



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Monika Mundar



Repins from



Steven McGaughey



Deb Collins



Michelle DuPuis

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805 Pins

208 Likes

Activity

82 followers

61 following

Dream Home

90 pins

Products I Love

38 pins

DIY & Craft Ideas

115 pins

Fashion

74 pins

Organization

47 pins



Pinterest is an online pinboard.
Organize and share things you love.

Request an Invite »

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photograph



Telekom - Paul Potts

Martina Kleinewig-
Werzinger onto Spots &
Clips



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1 like 1 repin

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Galatasaray



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Daniel Friedman onto Logos
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onto SMOE



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Vesna Rehner 1st

CEO at Axon-Inteligentni sistemi
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In Common: [▶ 3 shared connections](#)

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Someone in the Information Technology and Services industry from Serbia



Burim Dobruna 2nd

General Manager " Pepsi "
Albania | Food & Beverages
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Predrag Koraja 1st

CEO 1KMSPORTS
Serbia | Management Consulting
In Common: [▶ 93 shared connections](#)

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Nikola Polic 2nd

Information Management Sales Specialist at IBM
Serbia and Montenegro | Information Technology and Services
In Common: [▶ 14 shared connections](#)

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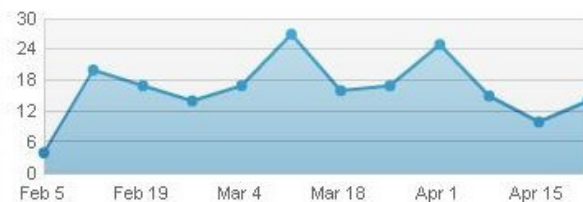
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LINK group je vodeća regionalna kompanija u oblasti pružanja usluga obrazovanja iz oblasti informacionih tehnologija, biznisa, projektovanja i implementacije informacionih sistema, izrade softverskih rešenja za upravljanje ljudskim resursima, elektronsko poslovanje na Internetu i edukativnih softvera.

Naše kompanije su prisutne u Srbiji, Hrvatskoj, Bosni i Hercegovini i Rumuniji a tržište koje pokrivamo je šire i obuhvata celokupno područje jugoistočne evrope uključujući i Sloveniju.

U osnovi se sastojimo iz tri obrazovne institucije: ITAcademy, BusinessAcademy, Visoka škola za informacione tehnologije - ITS i odeljenja za razvoj, planiranje i održavanje softvera Softlink.

LINK group predstavlja lidera u ovom delu evrope u razvoju softvera za učenje na daljinu putem interneta - Distance Learning System i pionira u svetu u razvoju adaptivnih sistema za učenje na daljinu.

Dugogodišnju gradnju ugleda moderne i profesionalne obrazovne institucije, LINK group je posebno potvrdio članstvom u domaćim i međunarodnim organizacijama.

Cilj ulaska u mrežu institucija i organizacija za obrazovanje jeste profesionalizacija i podizanje kvaliteta rada, te postizanje kompatibilnosti sa evropskim standardima u regulisanju obrazovanja uopšte i obrazovanja odraslih posebno.

Namera nam je da svakom klijentu damo znanje te pomognemo da na osnovu proširenog znanja donosi zrelije i odgovornije zaključke vezane za njegovu budućnost i pronalaženje kvalitetnih radnih mesta, što ga čini fleksibilnim i mobilnim ne samo na tržištu regiona, već u čitavom svetu.

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- 15 Employees on LinkedIn



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Employees (15)



Human Resources Manager

Ana Corovic, Serbia

2nd



President

dr Valentin Kuleto, Serbia

2nd



Executive Manager

Nikola Subotić, Serbia

Type

Educational Institution

Company Size

11-50 employees

Website

<http://www.link.co.rs>

Industry





hubspot



Потражи „hubspot“ у Google+



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All-in-one Inbound Marketing Software

Странице



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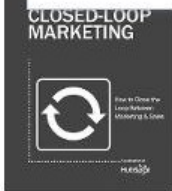


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Dan Tyre 00:01
closed loop helps you close sales

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ЈЕДНИЧКИХ ПРИЈАТЕЉА: 1



17 У КРУГОВИМА ОВЕ ОСОБЕ



John Maloney

Додај



Mark Mathson

Додај



MyMinderz

Прати



David Pier

Додај





Почетна



Профил



Истражите



Hangouts



Слике



Кругови



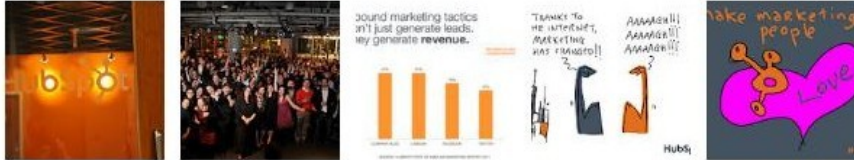
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Постови

Основни подаци

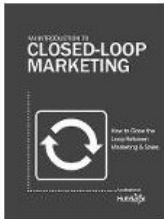
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17 У КРУГОВИМА ОВЕ ОСОБЕ



John Maloney

Додај



Mark Mathson

Додај



MyMinderz

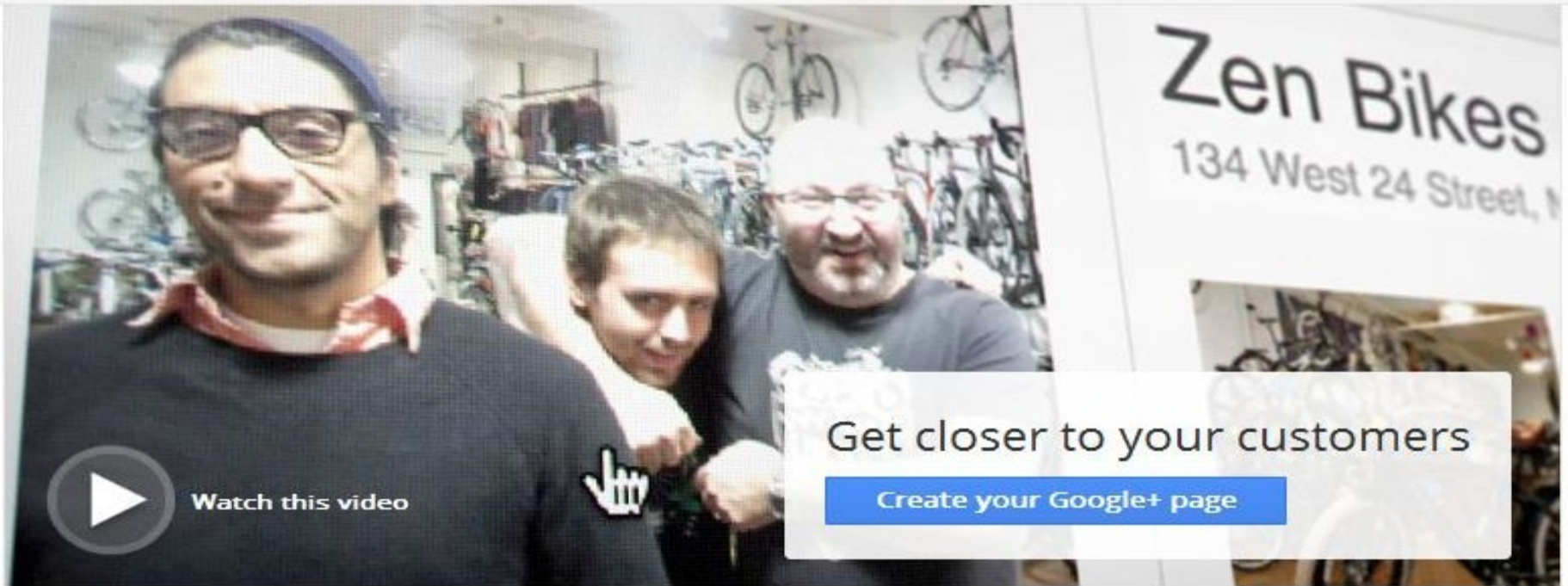
Прати



David Pier

Додај





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Help word get around. Put the +1 button anywhere you'd like people to be able to recommend your business, products or services



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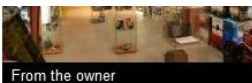
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-  **ITAcademy** @itacademy_ 23h
@DejoGenije Naši polaznici svakako. Dozvolite nam da utvrdimo sve detalje koliko ćete suštano benefitovati od pojedinačnih...

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Home

Dejan Milenkovic @Beogradoholik now
@Mahlat ovo, ja javno priznajem da se drogiram - kafom!
in reply to @Mahlat

Jeliza-Rose @tBrankica 25s
kako da je ne voli čovek
twitpic.com/9h450c

Netokracija @netokracija 40s
[WTF] Pinstagram je mješavima Pinteresta i Instagrama koja zvuči kao šala, jer to zapravo i jest ow.ly/aH3Pr #drugasmjena

Igor Savic @igorSavic 50s
I'm at Doncafe (Vojvodina)
4sq.com/0JEz8P

Željko Subašić @PoslednjiSkaut 54s
@ITkulak nije tim, nego gospoja je u godinama i ne zna gde joj je hostovan sajt. Kod mene je tetka.rs :) @Mahlat
in reply to @ITkulak

Aleksandar Dimic @aledimic 1m
Hal @sveznalica2 me prati na twitteru.

Goran Mirkovic @ClemmRusty 1m
Sviđa mi se što Vudi Alen nikada ne potencira to što je jevrej.

HBO Adria @HBOAdria 1m
U Marvelu veruju da Iron Man može biti uspješan kao i James Bond: bit.ly/JXUJzP

Slobodan Milošević @sloba_mi... 23h
Govor Jadranke Sešelji na završnom mitingu radikala kasni jer je faks koji je stigao iz Haga nečitak.

Slavko Ilić @ITkulak 2m
@PoslednjiSkaut au, šta vas je :) znam sam ja da @Mahlat ima dobar blog ali ovoliki tim je i za mene iznenađenje :))
in reply to @PoslednjiSkaut

Mentions: JKamatovic

Jasna Kamatovic @JKamatovic 56m
Vidimo se, Hvala RT @itacademy... [BESPLATNI SEMINAR] Kako povećati profit pomoću društvenih mreža? Predavanje @JKamatovic razvoj-karijere.com/kako-povecati... #razvojkarijere

ITA Academy @itacademy... 1h
[BESPLATNI SEMINAR] Kako povećati profit pomoću društvenih mreža? Predavanje drži @JKamatovic razvoj-karijere.com/kako-povecati... #razvojkarijere

VSI @VSIStorage 15h
@JKamatovic when it comes to reporting @EMCCorp storage does this sound familiar bit.ly/HyPgiy?

Ivan Tatic @eeswan 20h
@JKamatovic Kul je, ne znam da li valja, ja sam iOS guy :-)
in reply to @JKamatovic

Ivan Tatic @eeswan 20h
@JKamatovic play.google.com/store/apps/det... Drugari radili :)
in reply to @JKamatovic

bluesman @GoranPillipovic 1d
@JKamatovic svako neka radi kako misli da treba, samo mi je nejasno da se toliko puno ljude prima na taj fazon
in reply to @JKamatovic

Goran Aničić @goran_anicic 1d
@JKamatovic uh ne :) davno bilo
in reply to @JKamatovic

Goran Aničić @goran_anicic 1d
@JKamatovic bio sam svojevremeno više puta članom od Čortanovaca do Slankamena :)

Ljuba Vuckovic @ljuba_vuckovic 1d
@JKamatovic lepa vremena Jasna, nema ni nas više tamo
in reply to @JKamatovic

Goran Aničić @goran_anicic 1d
@JKamatovic: Most kod Beške iz

Inbox

Stevan Majstorovic @majstors 1d
Evo inicijative za eUpravu u Novom ...

Nikola Jovanovic @PeckoPivo 1d
aj, si mi slala mail? nisam dobio nis...

Milos Secujijski @Petrovaradinac 3d
HVALA TI PUNO!!! pozlacu ti PDF fo...

Marko Šutija @sutija_web 8d
Jesam, malo sam premoren sa ovim...

From JKamatovic · Hide
[Icons: Email, Twitter, Facebook, Messenger]
[Text input field]
140 Tweet

Ne sumnjam da ćeš biti uspešna u ...

Pitki @pitki 18d
Pa ako moju mail adresu ne možete...

Sanja Rastovac @saurans 22d
Vreme je bilo da počneš da dobijaš ...

Vladimir Nikić @vladanik 34d
Cujemo se utorak-sreda da dogovori...

Alexandar Grubeša @_grubesa 43d
He-he... nisam neki igrač, ali ima pt...

Goran Aničić @goran_anicic 45d
važi se

Timeline: ProzoneIT

Netokracija @netokracija 40s
[WTF] Pinstagram je mješavima Pinteresta i Instagrama koja zvuči kao šala, jer to zapravo i jest ow.ly/aH3Pr #drugasmjena

Goran Aničić @goran_anicic 5m
RT @cikaZubic. Iz ne se u bg ulazi preko dobanovacke petlje. Batajnicki drum je zatvoren #novisad #beograd

Južne vesti @juznevesti 19m
Afonizam koji smo upravo dobili: Ne može svaka budala da bude narodni poslanik. Broj je ograničen na 250 :)

Dragan Dinic @dinkenet 27m
Trying to figure out what's the point in adding unknown people to the #4sq friend list.

Econsultancy @Econsultancy 29m
Mobile email stats: infographic bit.ly/KcYx6U

Ivan Brezak Brkan @ivanbrezak... 30m
Tefer – PMS kojeg ćete obožavati i nećete hteti dijeliti ni skim ow.ly/aHeVq (piše @blackshtef na @netokracija)

Goran Aničić @goran_anicic 32m
RT @ubiosamAnstajna: posle izbora smo najebali sta mislite ko ce da plati ovo njihovu kampanju rat bilborderima,bitke posterima... naravno MI

Dragan Dinic @dinkenet 33m
Juče su me po 1024 put nazvali hejterom

Mentions: ProzoneIT

Jasna Kamatovic @JKamatovic 30d
Photo sa predavanja na #TVWeek #FTN za @ProzoneIT #SocWeb
twitpic.com/9Gdyle

Jasna Kamatovic @JKamatovic 33d
Nove kolege iz @ProzoneIT
twitpic.com/9Gsetv

Amara Wilcox @amaratwmbnu4 37d
@ProzoneIT bbs4.info/bpa
in reply to @ProzoneIT

Internet Professional Program




 Interactions: ProzoneIT

dejanradeka added you to list [@dejanradeka/it-web-based-crew](#)

Bura Znanja followed you

Bura Znanja
@BuraZnanja

Bura Znanja je organizacija pri Sveučilištu u Rijeci koja se bavi proizvodnjom i publikacijom multimedijalnih video lekcija.

Dejan Radeka followed you

Dejan Radeka
@dejanradeka

Mind of consumer makes your best business decisions. Brand designer & copywriter. Co-organizer @TEDxNoviSad. Ideator. Motivkultivator. There is no spoon.

Kupindo followed you

Kupindo
@Kupindo

Kupovina i prodaja po fiksnim cenama.

Limundo Gradilište followed you

Limundo Gradilište
@LimundoGradnja

Šta Limundo IT tim gradi? Dokle smo stigli? Šta planiramo? O tome tvitaju naši programeri @miodrag42 @Zagor_e3 @bmw3d

Nebojša Denčić followed you


Nebojša Denčić
@NebojaDeni

Co-owner and CEO Throne Solutions d.o.o - Server (Mtech Arrow) and backup (Mtech CNBS) solutions

ITmagazin.rs followed you

ITmagazin.rs
@ITmagazinRS

www.itmagazin.rs - sve o IT, kompjuterima i pametnim telefonima

 Timeline: VOICT

HubSpot @HubSpot 1m
4 in 10 subscribers have marked emails as spam. Get a free email marketing assessment from HubSpot today! - [ow.ly/aBMDx](#)

Goran Aničić @goran_anicic 5m
RT @cikaZubic: Iz ns se u bg ulazi preko dobanovacke petlje. Batajnicksi drum je zatvoren #novisad #beograd

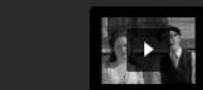
Stephen Fry @stephenfry 8m
it's a sad truth that six out of seven dwarfs aren't happy... x

Angelina Radulović @Bednopis... 8m
@milosdjajic jedino tako možete da očekujete da vam se razočarani glasači nekada vrate.
← in reply to @milosdjajic

Stephen Fry @stephenfry 9m
Please help @TigerTimeNow reach 115,000 sigs on [bantigertrade.com](#) by their 1st Birthday on Sunday. Help them save the majestic tiger. RT

Angelina Radulović @Bednopis... 9m
@milosdjajic Ali najveći problem tvoje stranke (a i drugih) je što ljudi kao ti nisu većina u njima. Otvorite vrata, pustite promaju
← in reply to @milosdjajic

Stephen Fry @stephenfry 9m
It's Red Cross Week 2012!!! Few organisations do more unconditional good around the world - [youtu.be/6K57uRGKjg0](#) #RedCrossWeek



Stephen Fry @stephenfry 10m
ReadWell is hunting stories from those who witnessed major events to pass on to future generations: [bit.ly/KsDnZM](#)

Angelina Radulović @Bednopis... 10m
Trenutno citam na [blog.blic.rs](#) [blog.blic.rs/816/Glasam-jer...](#)

 Mentions: VOICT

ProzoneIT @ProzoneIT 1d
RT @VOICT: Poziv na #DanubeIT gosti: Dhiraj Mukherjee #Shazam, Brent Townshend 56K modem, Ilija Studen, Vladimir Prelovac [bit.ly/IG8nex](#)

Slavko Ilic @tktutak 1d
Na ovogodišnjoj @VOICT konferenciji #DanubeIT, jedan od predavača i Dhiraj Mukherjee (@dhirajm, Shazam co-founder) [bit.ly/JJPZxg](#)

Jasna Kamatovic @JKamatovic 1d
#DanubeIT Conference [bit.ly/IG8nex](#) Speakers: @dhirajm co-founder of #Shazam, @vprelovac, @istdn, Brent Townshend... via @VOICT

Branislav Kobar @branj067 6d
Panonski mornar is out! [bit.ly/wZQZZc](#) + Top stories today via @MilijaObradovic @Gavrilo_P @VOICT @RFKNS @Radio_NoviSad


Jasna Kamatovic @JKamatovic 6d
@VOICT on the European Cluster Conference (Vienna): Innovation, Internationalization, Development [tinyurl.com/cxycwsh](#)
← in reply to @VOICT

Danica Novaković @GumenaBo... 6d
@ @VOICT Jedva gledam

Jasna Kamatovic @JKamatovic 7d
RT @VOICT: Respect, no less - How Estonia became an Internet titan [guardian.co.uk/technology/201...](#) via @papatias

Milan Solaja @milansolaja 7d
RT @goran_anicic Vojvodanski IKT Klaster org, bespl. obuku "NABAVKA – GRANT ŠEME kroz prizmu EU fondova" [goo.gl/PPUON](#) cc @VOICT

Ivana Novakovic @NovakovicIvana 9d
@PeckoPivo na @CareerDaysRS :) @VOICT je ICT partner, i to nam pričinjava veliko zadovoljstvo :)
← in reply to @PeckoPivo

 Tweets: VOICT

Smart d.o.o. @Smart_doo 20h
Održan besplatni trening - Uvod u Upravljanje projektima [fb.me/1z9nEMcHp](#)
↳ Retweeted by @VOICT

Fakultet teh nauka @FTN_NS 20h
U toku je prijavljivanje učesnika na Takmičenje za najbolju tehnološku inovaciju u Srbiji za 2012. Rok za prijavu... [fb.me/PGQcS70I](#)
↳ Retweeted by @VOICT

Vojvodina ICTCluster @VOICT 20h
Check out this short video about #DanubeIT 2011 [Flashback] [bit.ly/KWwwwQ](#)

Vojvodina ICTCluster @VOICT 1d
Pozivamo vas na DanubeIT. Gosti: Dhiraj Mukherjee #Shazam, Brent Townshend 56K modem, Ilija Studen, Vladimir Prelovac.. [bit.ly/IG8nex](#)

Vojvodina ICTCluster @VOICT 4d
M&I Systems, Co. from Novi Sad has achieved outstanding results in 2011 [bit.ly/JvlMCW](#)

Smart d.o.o. @Smart_doo 6d
2006. godine organizovali smo naš prvi SMART DAY... [fb.me/1JtnXGIXD](#)
↳ Retweeted by @VOICT

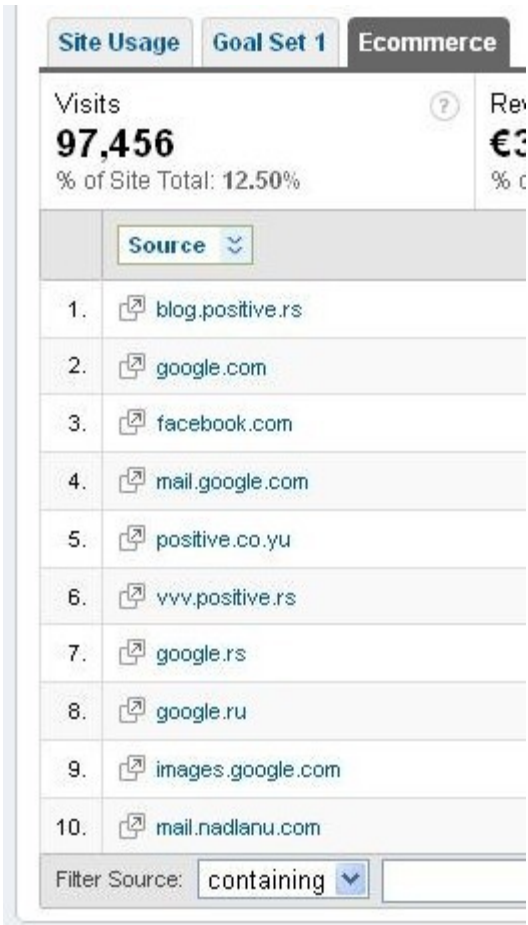
Vojvodina ICTCluster @VOICT 6d
Vojvodina ICT Cluster on the European Cluster Conference (Vienna): Innovation, Internationalization, Development [tinyurl.com/cxycwsh](#)

Vojvodina ICTCluster @VOICT 6d
Fotografije sa "European Cluster Conference 2012" (Vienna) Prisustvovalo 400 predstavnika Klastera iz 41 zemlje [bit.ly/JeCCCT](#)

Vojvodina ICTCluster @VOICT 8d
Danas smo u učeničkim klupama - u okviru Klaster akademije trening Upravljanje projektima [pic.twitter.com/deYQ6bT](#)

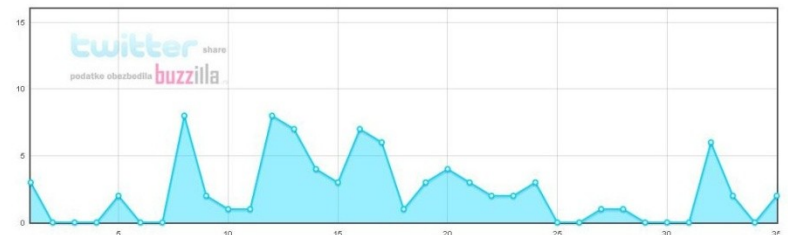


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Gerila marketing | Viralni marketing | O nama

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Metodologija vođenja kompanijskih naloga na društvenim mrežama

Jasna Kamatović,

www.jasnakamatovic.com

twitter.com/JKamatovic

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