

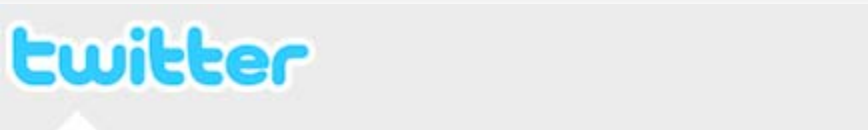


INTELLIGENT COMMUNICATIONS

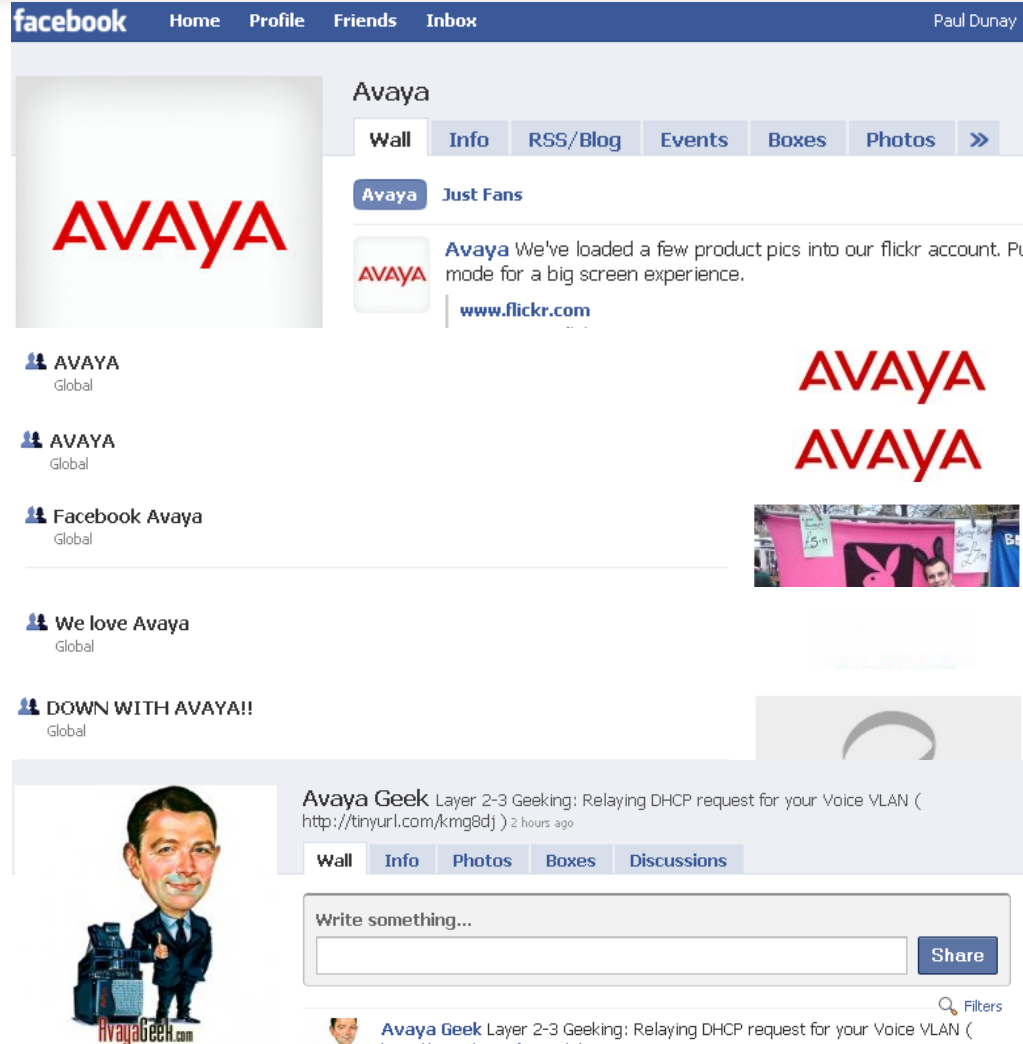
The Avaya Social Media Strategy

By Paul Dunay

A Social Explosion ...



-  Avaya
-  Avaya_UC
-  devconnect
-  avayasmallbiz
-  Avaya_Services
-  Avaya_Support
-  Avaya_VoiceCon



The screenshot shows the Facebook profile for Avaya. The page header includes navigation links for Home, Profile, Friends, and Inbox, along with the name Paul Dunay. The profile picture is the AVAYA logo. Navigation tabs include Wall, Info, RSS/Blog, Events, Boxes, and Photos. A 'Just Fans' section lists several groups, including 'AVAYA Global', 'AVAYA Global', 'Facebook Avaya Global', 'We love Avaya Global', and 'DOWN WITH AVAYA!! Global'. A post from 'Avaya Geek' is visible, featuring a cartoon character and a technical message about relaying DHCP requests. The post includes a text input field and a 'Share' button.



Setting Objectives

- 1. Listening – to conversations**
- 2. Talking – with prospects**
- 3. Supporting – our customers**
- 4. Energizing – the community**
- 5. Spreading – our vision**
- 6. Embracing – product ideas**



Building a Foundation

Blog

BLOG: AVAYA INSIGHTS

Our take on the future of business communication

Social Networks



Micro Blogs



Forums

Community for Avaya Users

In cooperation with InAAU

Defining Roles

- ▶ Blog - *“Voice”*
 - Voice of Avaya offering perspective and personality
- ▶ Forums - *“Help Desk”*
 - Product Support
- ▶ Twitter - *“Teaser”*
 - Sharing quick bits of information related to events and current topics
 - Space to monitor up to date brand and competitive highlights
- ▶ Facebook - *“Hub”*
 - Opt-in fans have high engagement potential
 - Acts as an aggregator of content from other tools (one stop shopping)
 - Potential for in-depth discussions related to the industry



Conversations vs. Audiences

Conversations

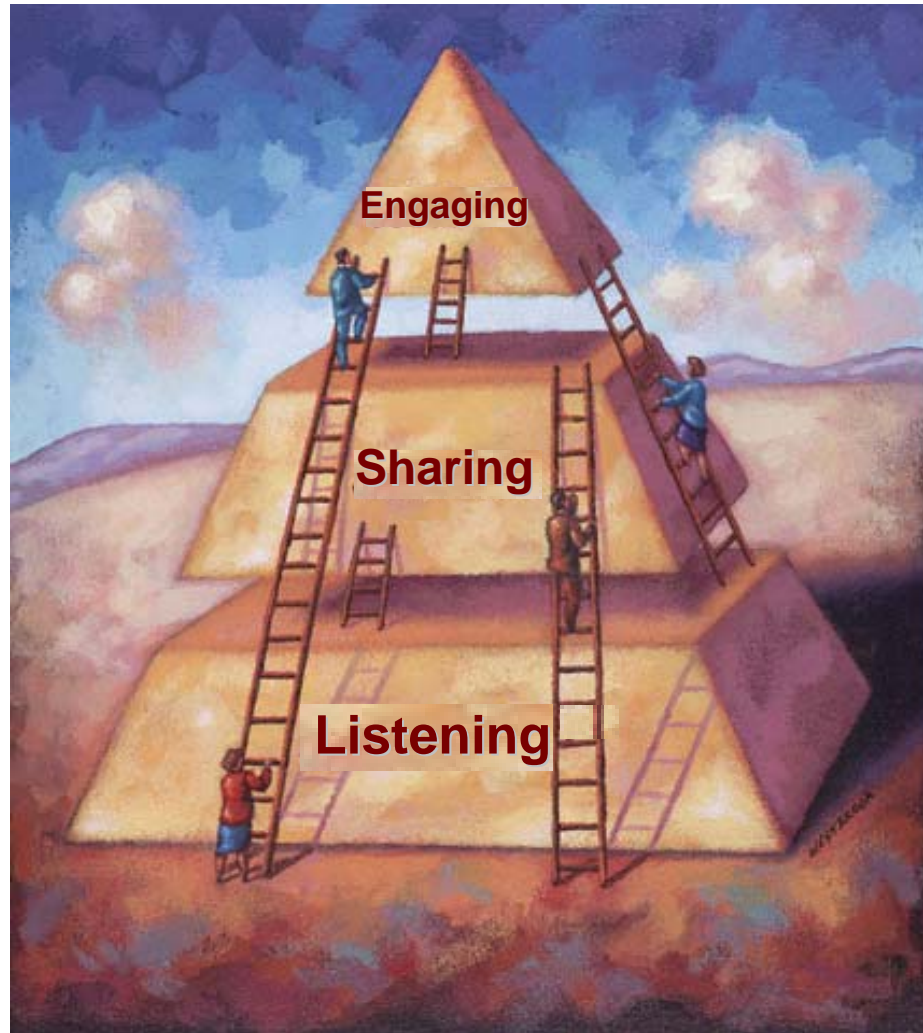
- ▶ Unified Communications
- ▶ Contact Center
- ▶ Mobile Communications
- ▶ Communications for Small Businesses
- ▶ Communications Technologies
- ▶ Communications enabled business processes
- ▶ Impact of Social on Communications



Audiences

- ▶ Customers / Prospects
- ▶ Press / Industry Analysts
- ▶ Customer Support
- ▶ Business Partners
- ▶ Development Partners
- ▶ Internal Avaya / Alumni / New Hires

Engaging Continuously



Key Takeaways

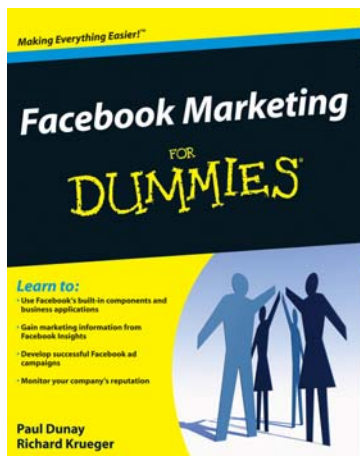
1. The Future of Media is just one word ...
Contextual
2. Measuring Social Media is not as hard as it looks
3. Watch for everything to become more Social
4. Marketers will be playing catch up on Social Media for a while longer
5. Keep building your Social Capital!

How to contact me?



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**Coming soon – Facebook Marketing for Dummies (Wiley)
Available for pre-order on Amazon!**

Don't forget to become part of my network!
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Twitter: twitter.com/pauldunay