

# Ser Digital : Aprendre, pensar, crear i innovar a les organitzacions

Comunicació i xarxes



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Màster en anàlisi d'intel·ligència i direcció de marca i identitat corporativa. Entre altres projectes, treballa per **The Coca-cola Company** Iberia com a gestora del coneixement i analista d'intel·ligència a l'àrea de Comunicació. Amb quinze anys d'experiència en Internet, imparteix assignatures relacionades amb intel·ligència en comunicació en línia i xarxes socials.



# Inteligencia en el mundo digital



## 1. Compartir, participar -> INFLUIR

- Pequeño caso de éxito personal



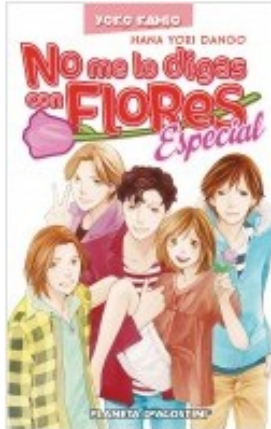
Serie

NO ME LO DIGAS CON FLORES

PLANETA®  
DEAGOSTINI  
COMICS

Libros por página: 10 ▼ del 1 al 10 de 37 libros 1 2 3 4 > Siguiente

Ordenar por: Fecha publicación ▼ Título ▼ Precio ▼ Más comentados ▼ Más valorados ▼ Apellido 1º Autor ▼ Ver sin imágenes



**No me lo digas con flores Especial**  
Yoko Kamio

6.95 € | Publicación: 19 Enero 2010

Libro (Rústica sin solapas con s/cub.) No te pierdas... 

Valoración media: ★★★★★ Vota Total puntuaciones: 2 0 Comentarios - Comenta

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## 2. Riesgo si no estamos -> SUPLANTACIÓN



- Nuestros seguidores hablarán por nosotros. Nuestros fans pueden llegar a crear un perfil no oficial.

### 3. Riesgo si estamos -> HACKEO



- Una crisis de reputación online gestionada por dos compañías rivales.
- Caso BurguerKing y McDondals





## 4. Crowdsourcing -> INTELIGENCIA COLECTIVA



The screenshot shows the 'My Starbucks Idea' website. At the top is the Starbucks logo and the text 'My Starbucks Idea'. Below this are navigation links: 'GOT AN IDEA?', 'VIEW IDEAS', and 'IDEAS IN ACTION'. A user login section says 'Hi there, [Sign In] to make a comment.' with social media share buttons for Facebook, Twitter, and a general share icon. A search bar is labeled 'Ideas so far'. The main content area is divided into 'PRODUCT IDEAS' and 'EXPERIENCE IDEAS', each with a list of ideas and their counts. A large central image shows a Starbucks store interior with the text 'SHARE. VOTE. DISCUSS. SEE.' and 'my STARBUCKS IDEA'. Below this is a section for 'Most Recent Ideas' with a list of ideas and their timestamps.

**PRODUCT IDEAS**

| Count  | Idea                     |
|--------|--------------------------|
| 35,449 | Coffee & Espresso Drinks |
| 4,289  | Frappuccino® Beverages   |
| 10,464 | Tea & Other Drinks       |
| 17,088 | Food                     |
| 8,716  | Merchandise & Music      |
| 17,522 | Starbucks Card           |
| 3,578  | New Technology           |
| 11,547 | Other Product Ideas      |

**EXPERIENCE IDEAS**

| Count  | Idea                         |
|--------|------------------------------|
| 8,567  | Ordering, Payment, & Pick-Up |
| 15,893 | Atmosphere & Locations       |
| 11,762 | Other Experience Ideas       |

**INVOLVEMENT IDEAS**

| Count | Idea                    |
|-------|-------------------------|
| 5,378 | Building Community      |
| 9,582 | Social Responsibility   |
| 5,810 | Other Involvement Ideas |
| 1,701 | Outside USA             |

**Most Recent Ideas**

| Time Ago      | Idea                                                  |
|---------------|-------------------------------------------------------|
| 8 Min(s) Ago  | sell 8-grain rolls in chicago area                    |
| 12 Min(s) Ago | Thai Iced Tea Frappuccino                             |
| 1 Hour(s) Ago | Starbucks needed in Cibolo-Schertz Texas              |
| 1 Hour(s) Ago | Starbucks Platinum Card                               |
| 1 Hour(s) Ago | You choose what, they choose how                      |
| 8 Hour(s) Ago | Almond Milk PLEASE                                    |
| 8 Hour(s) Ago | Delivery Service                                      |
| 8 Hour(s) Ago | Different Cup... Different Day...                     |
| 9 Hour(s) Ago | What happened to Thanksgiving blend?                  |
| 9 Hour(s) Ago | Express lane for black coffee drinkers with gold card |

<http://mystarbucksidea.force.com/>

- Puertas abiertas a ideas voluntarias para mejorar.
- ¿Votaciones para diseñar nuevos productos?

## 5. Crowdfunding -> MUCHOS POCOS HACEN UN GRAN MUCHO



- Consulta popular de la UE para saber cómo potenciar las actividades en Europa

The screenshot displays the European Commission's website for a consultation on crowdfunding. The header features the European Commission logo and the title 'THE EU SINGLE MARKET'. The breadcrumb trail reads: 'European Commission > The EU Single Market > Consultations > 2013 > Crowdfunding'. The main heading is 'Consultation by the European Commission on Crowdfunding in the EU – Exploring the added value of potential EU action'. A sidebar on the left lists 'Single Market Policies' and 'Interactive Info and Help'. The main content area includes sections for 'Policy Field' (Internal Market, Financial Services), 'Target group' (All citizens and organisations), and 'Period' (From 03.10.2013 to 31.12.2013). Social media sharing options and a search bar are also visible.

European Commission

### THE EU SINGLE MARKET

European Commission > The EU Single Market > Consultations > 2013 > Crowdfunding

Home

**Single Market Policies**

- General policy framework
- Living and working in the Single Market
- A Single Market for Goods
- A Single Market for Services
- Financial services and capital markets
- Business environment
- Intellectual property

**Interactive Info and Help**

- Practical info and problem solving
- Consultations

## Consultation by the European Commission on Crowdfunding in the EU – Exploring the added value of potential EU action

Share | YouTube | RSS

Search on this site

### Policy Field

- Internal Market, Financial Services

### Target group

All citizens and organisations are welcome to contribute to this consultation. Contributions are particularly sought from companies, notaries, national authorities, universities and business organisations.

### Period

- From **03.10.2013** to **31.12.2013**.