



What Social Business is not ...!

A lot has been written about Enterprise Social and 'Social Business' during the last couple of months. We all have learned that Social Business is about making our enterprises 'social' by the power of social collaboration, communication and sharing. But here we discuss what social business is not. This would help in identifying how to make the best out of our social business initiatives...

- 1) **Social Business is not about bidding a farewell to the old email system:** Emails have been here since the 1970s. They are still the 'lifelines' for many core processes. It's easy and known to every one. Frankly speaking, email has stood the test of time. No doubt, it has social limitations. There are challenges towards making it collaborative. But a business minus emails wouldn't necessarily mean a Social Business. A 'Social enabled email system' could well fit into the social big picture.

- 2) **Social Business is not just about collaboration:** Is collaboration a new word? No. I have been hearing this word, since I started my career in the 1990s. Then it was about collaboration over Phone, Fax, Pager and Mobile. In the 1940s it was around Morse, Telegraph, Wireless, Telegrams etc. Today it's about Mobile, Social, Big Data, Analytics & Cloud. You would see devices have changed but the idea of collaboration has remained important always. What makes the idea of Social Business wholesome are Crowd-Sourcing, Content, Analytics and Integration of all these pieces into making the business fast, efficient and innovative.

- 3) **Social Business Is not Social Media within firewalls:**
Is it like using Facebook within the firewalls of an organization? Is it just the business use of Twitter or Pinterest? Isn't LinkedIn a social media for business and thus Social business? There are many thoughts around the idea of Social Business. While Social Media helps the business, Social Business is business. In other words, when the idea of

'Social' becomes the fulcrum and an integral part of all activities of the business, it gets transformed into a social business. Big difference.

4) Social Business is about people and not technology:

Crowd-sourcing would happen only when there is a 'crowd of people' ready to share and participate. We could have the best Social Business platform but it has to be finally manned by good people to make it successful. The communities have to be driven actively and nurtured properly. There are things like Gamification but then technology could only augment any change. Its people who would make it happen.

Social business is capable of adding some real value to the business when the idea is understood properly. Would you like to know about an approach suited to your business? [Give me a shout!](#)

About the Author



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Sanjay holds a Bachelors in Engineering (Computer Science) and a PG Diploma in Business Management. He has worked with top names in the IT sector like Avaya GCL & Mahindra Satyam. His client list includes top bracket names across Banking, Insurance, Retail, Public Services and other verticals. Consulting & Business Development through 'Solutioning' are his personal areas of passion.

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