Lesson plan

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| Topic 4 Organisations and online communities |
| Learning Objectives:   * Describe the implications for organisations of using and accessing online communities: * Employee and customer experience – ease of use, performance, availability, accessibility * Customer needs * Cost * Implementation – timescales, testing * Replacement or integration with current systems * Productivity * Working practices and security |
| Content |
| Starter  PowerPoint Guide: Topic 4 Organisation and online communities  Ask students what social media or online communities they make use of in the different situations given on the slide. Some possible answers are given on the answers slide, but many other answers can be given, so the discussion of this is more important than the sample answers given.  Main  Customer needs  Organisations need to be keenly aware of what customers need from online communities. Those companies that have simply made their social networks into online adverts have found little advantage. Indeed, many companies have abandoned their online presence recently. Two examples are the cosmetics firm Lush (2019) and pub chain JD Wetherspoon (2018). <https://www.bbc.co.uk/news/technology-47871948> and <https://www.bbc.co.uk/news/business-43781281>  Customer experience and Case study: KFC Twitter  Organisations will use online communities for the reasons given on the slide. It is important to emphasise to students that online communities are not just social media. A vibrant community can be made from just email with a simple subscription form online. Such communities can often be worth far more to businesses than social media followings. Many companies aim to get noticed with a viral campaign. An example of this will be that given in the case study. More information about this can be found at: [https://joseangelostudios.com/the-10-best-social-media-campaigns-of-2018](https://joseangelostudios.com/the-10-best-social-media-campaigns-of-2018/). You may also like to play the video at: <https://www.youtube.com/watch?v=fK5AbkbyWmM> which shows the effectiveness of this style of advertising.  It is worth reminding students at this point that negative reviews can significantly affect a business. It is worth discussing their reaction to negative reviews. How many are needed in order to turn them off a purchase? Equally, what sort of negative reviews might they ignore?  Ease of use  Go through the slide on ease of use. It is important to emphasise that what businesses expect of an online community or social network may be very different to what customers expect.  Give out **Worksheet 4** and ask students to do **Task 1.**  Topic 4 Worksheet 4  Topic 4 Worksheet 4 Answers  Performance and productivity  Ask students if they have ever wasted time on social media. Now ask if they would be concerned about wasted time if they had to pay someone to do a job. Even if employees in a company are doing their job, they may find that they are not very productive if they are inefficient in their social media use (for the company). Companies will use software to automate much of the process, so that they can focus on key campaigns or issues and not get bogged down in smaller comments. Tweet deck and Hootsuite are two such tools that are used to manage Twitter and social media accounts. Show students the video about Hootsuite’s interface so that they have a better feel for this type of software <https://www.youtube.com/watch?v=WVFNmBWAjC4> [3m28s].  Working practices  Companies will need to have working practices or policies around their social media use. This may cover such points as what tone of voice is used or what employees can/can’t do on social media. It may also include what posts they will delete from users of their platform.  Ask students to do **Task 2** on the worksheet.  Case study: Morrisons  The security of IT systems is important. The case study with Morrisons shows how one employee can create tremendous damage to a company. It is important to note that this data breach was not from an online community, however, many of the ways that online communities can be protected are the same. One key similarity is that the employee had access to too much data. If a social media employee had access to all user data the potential for abuse would be of hundreds of millions of accounts. More on this case can be found here: <https://www.bbc.co.uk/news/business-45943735>  Why websites crash and Case study: Star Wars  The availability of sites is clearly important. This slide gives some of the reasons why websites and online services may become unavailable. The Star Wars case study shows some of the financial effects of a website failing at a crucial time. More information about this website crash can be found here: <https://www.bbc.co.uk/news/entertainment-arts-34571070>  Availability  Go through the slide on availability which covers the need for organisations to consider 24/7 availability of staff. Ask students how websites and online services can also be made accessible to all users. Answers are given on the following slide.  Ask students to do **Task 3** on the worksheet.  Cost  Although social networks are free for most users and businesses, the time taken to use them is a significant cost to a business. If they own their own online community, costs may be even higher as they need to pay for servers, administrators and developers.  Implementation  Students should be aware that when an online community is to be created by a business it will take time (even if it is simply setting up a social media account). Thought needs to be made to the purpose, strategy and what the needs of the community are. People may need to be recruited. Finally testing of any products or software will need to be carried out.  Replace of integrate  New technologies are either integrated to existing ones, or completely replace the old way of doing things. Go through each of the four methods of communication and ask students whether these have generally been replaced or integrated by more modern technologies. Answers are given on the following slide.  Ask students to do **Task 4** on the worksheet.  Plenary  The plenary asks students to summarise what they have learnt in the lesson by explaining what a business needs to do to establish an online community and the steps they need to take. Suggested answers are given on the following slide.  Hand out **Homework 4**.  Topic 4 Homework 4  Topic 4 Homework 4 Answers |