

After-Dinner - Corporate Social Networking

Wednesday, 05 May 2010

After Dinner has spoken about social networking before, but we have never before discussed a real-world case. Belinda Carreira joined the team to discuss how Standard Bank is capitalising on these technologies. Corporates face a multi-dimensional problem when considering social networks. Do they use the technologies internally? Do they allow staff to access the sites? How do they manage online reputation? Are there business opportunities to be explored?

Belinda Carreira has had to address all of these issues in the real-world, undergoing a baptism of fire when implementing solutions for Standard Bank. Listen to her view on the issues that exist at the coal face.

After-DinnerIT Episode 9

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