Social Technologies and business development

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New social technologies like blogs, social networking, and RSS are changing the media and business landscape. This paper investigates how to understand business professionals and customers use of social technologies, which business objectives can be met, which strategies to develop, and when it is appropriate to use these tools. The paper not only discusses these new tools, and also develops a framework to create a coherent strategy around five specific business objectives: listening, talking, energizing, supporting, and embracing customers. The paper aims to gain a better understanding of how to use social technologies for business development, and more importantly, a workable plan for what to do today, particularly during the current period of the global financial crisis.

Keywords: Social Media, Social Technologies, Business Development, Information Industry