



Social Media Network Analysis Workshop

Social media network analysis (SMNA) visualizes, interprets and optimizes the complex network patterns and flows of social media, communities and collaboration. SMNA achieves mastery and success of social media, communities of practice and enterprise collaboration. The Social Media Network Analysis workshop is practical, hands-on, low-cost and high-value.

Pomona, CA ([PRWEB](#)) April 15, 2010 -- Why do some social media and online groups succeed when so many others fail? How do different online media and populations differ? How do patterns of contribution vary? How do these differences illustrate the roles people play within their communities? How can I visualize and optimize my networks to assure success with social media?

These questions are answered at the next Bay Area Network leadership retreat and action/research workshop -

[Social Media Network Analysis](#): Next Practices in Social Network Analysis, Tools and Media
Friday 30 April 2010, 8:30am - 5:00pm
Fort Mason Center, San Francisco, California USA

Social media, communities and collaboration are defined by dynamic network structure. The success of social media is determined by underlying social networks. Success is not determined by technology, applications or social networking sites. Social networks are the complex, omnipresent foundation of all social media, communities and collaboration. Comprehension, visualization and optimization are critical to social media.

Social media network analysis visualizes, interprets and optimizes the complex network patterns and flows of social media, online communities and enterprise collaboration. Comprehension and mastery of social media network analysis fundamentally advances the success of applied social media and achieves the most favorable outcomes.

Like the spreadsheet in the 1980s, the process diagram of the 1990s, social graphs and network analyses are the critical tools of 21st Century organizations, economies, the environment and civil society. Mastery of social media network analysis is critical to comprehension, performance and prosperity in all the new economies.

This workshop uses NodeXL. It is a free, open source network analysis package for Excel. In the workshop, a range of pervasive Internet social media including Facebook, discussion groups, Twitter, enterprise collaboration, communities-of-practice, blogs and email are presented, analyzed and visualized. Comprehensive network patterns are explored to illustrate the scope of variation among applications and between types of contributors. These patterns reveal steps to achieve continuous success with social media, communities of practice and enterprise collaboration.

About

The [Social Media Network Analysis](#) workshop is practical, hands-on, low-cost and high-value. SMNA is highly germane to commercial concerns, the enterprise, non-profit organizations, small/medium sized companies, startups, investors, consultants and entrepreneurs. Your SNMA workshop is a small-group, close-in configuration of authentic conversation, hands-on experience, skill development and participant collaboration. It is designed for all levels. All are welcome.



Secure, discount check-in for the Social Media Network Analysis workshop is open and filling up fast. Registration in advance is required. Registration (\$299) includes meals, parking, refreshments, materials, Wi-Fi access, reception, group workspace and discounts.

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Contact Information

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Online Web 2.0 Version

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