



About Booz Allen

Booz Allen Hamilton has been at the forefront of strategy and technology consulting for nearly a century. Providing a broad range of services in strategy and organization, technology, operations, and analytics, Booz Allen is committed to delivering results that endure.

For more information contact

Chuck Stephens

Senior Associate
stephens_charles@bah.com
404/581-3436

AJ Dronkers

Senior Consultant
dronkers_aj@bah.com
703/377-0546

Aaron Aanenson

Consultant
aanenson_aaron@bah.com
301/825-7556

www.boozallen.com

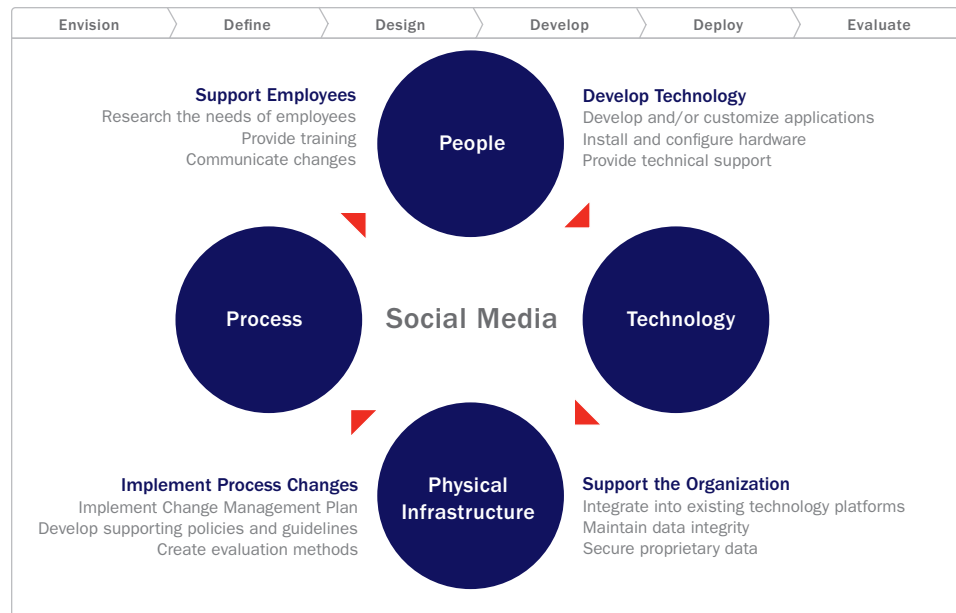
Booz Allen Forums

A Strategy to Increase Firm Diversity

Booz Allen forums leverage our business strategy by developing client services, contributing to the financial and overall value of the enterprise, demonstrating corporate responsibility, cultivating superior talent and excellence, and building the legacy of our institution. Agenda-driven forums can be geared for a variety of groups to advance the firm's diversity and inclusion strategies.

Booz Allen Can Help You Be Ready For What's Next

Booz Allen Hamilton, a leading strategy and technology consulting firm, holds forums to provide value to our firm across four goal areas of professional development, diversity and culture, networking and inter-forum opportunities, and community relations. Our forums specialize in executing activities and leveraging partnerships that contribute to the people, diversity, and inclusion strategies needed to recruit, develop, engage, and enable Booz Allen's staff.



Ready for what's next. www.boozallen.com

Booz | Allen | Hamilton
delivering results that endure

Social Media Tools and Methods

- **Blog:** A user-generated website where entries are made in journal style and displayed in a reverse chronological order
- **Wiki:** A collaboration tool that allows content to be edited by anyone Really Simple Syndication (RSS): The latest method of delivering content from the Internet for personal viewing
- **Social Networking:** Users share text, audio and/or visual content through people-to-people connections via webbased tools
- **Widget:** A graphical user interface that allows the user to pull in information and display data from other sources
- **Virtual World:** A computer-based simulated environment created for users to inhabit and interact with each other via avatars
- **Podcast/Vodcast:** An audio/video file made available for use on computers or portable media devices
- **Social Bookmarking:** A method where users are able to store, classify, share and search each other's bookmarks via user-generated content tags

What is Social Media?

Social media is an umbrella term that describes the integration of technology, social interaction, and content development and management. Social media refers not just to applications like blogs and wikis, but to what those applications enable—virtual, social interactions. Whereas traditional media enables “one-to-many” communications, social media enables “many-to-many” communications. Technology like email, websites, and search engines connect people to information—social media uses technology to connect people to other people.

Based on four principles, social media can improve communication, collaboration, and knowledge management practices. Successful implementation of social media requires more than IT development; it requires understanding the environment in which the tools will be used and empowering users to understand and adopt the tools.

Principles of Social Media*

- **Peering:** Flattening of the traditional organizational hierarchy
- **Sharing:** Eliminating walled gardens of information
- **Acting Globally:** Removing physical, cultural, and political barriers to collaboration
- **Openness:** Creating porous boundaries where ideas and content can flow freely

*Wikinomics, Tapscott and Williams, 2006

Key benefits of social media

Social Media is about creating and maintaining relationships across traditional physical, administrative, and cultural boundaries. Commercial organizations and governments are embracing these strategies as a way to become more efficient and collaborative. Social media helps organizations communicate quickly internally and externally, collect immediate feedback, capture explicit and tacit knowledge, and build and manage stakeholder relationships. The connections and relationships that people create are what makes organizations run. Social media just facilitates these relationships on a much larger scale, without regard to time and place.

Whether you're managing today's issues or looking beyond the horizon, count on us to help you be ready for what's next.