Forum Intégration et Gouvernance
de l'Information :
Vers un business plus intelligent

5 Mai - IBM Forum, Bois-Colombes

Sécurité, management, compliance pour une bonne gouvernance de l'information dans les réseaux sociaux

Pierre Milcent
Consultant Social Business @IBM
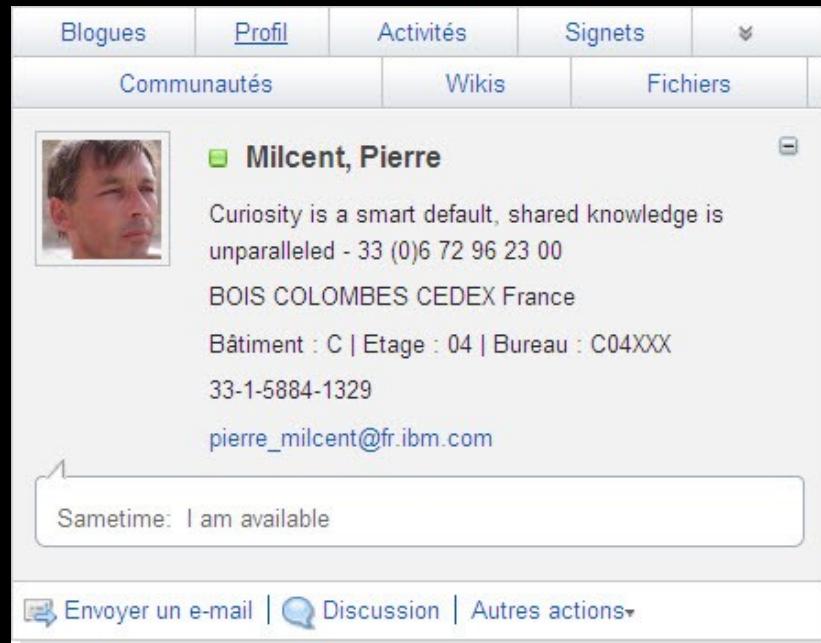
Blogues	Profil	Activités	Signets	ⅷ
Communautés		Wikis		Fichiers

🟩 **Milcent, Pierre**

Curiosity is a smart default, shared knowledge is
unparalleled - 33 (0)6 72 96 23 00

BOIS COLOMBES CEDEX France

Bâtiment : C | Etage : 04 | Bureau : C04XXX

33-1-5884-1329

pierre_milcent@fr.ibm.com

Sametime: I am available

📧 Envoyer un e-mail | 🔍 Discussion | Autres actions▾

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Mon profil Mon réseau Annuaire

Profils par nom ▾ Recherche 🔍

Pierre Milcent 👤
Executive Consultant Social Business and Collaboration Solutions
IBM employee, Regular
IBM Sales & Distribution, Software Sales
BOIS COLOMBES CEDEX, , France
33-1-5884-1329
pierre_milcent@fr.ibm.com
Heure locale : 00:53

Editer mon profil

Pierre Milcent
LC3 on iphone/ipad is easy

Aujourd'hui 00:53

effacer | mettre à jour

Envoyer un e-mail | Télécharger vCard

Panneau ▾= Informations de contact Formation Articles récents

Sur quel sujet travaillez-vous ?

Pierre Milcent LC3 on iphone/ipad is easy Aujourd'hui 00:53
Ajouter un commentaire

Pierre Milcent Had a very good meeting with the VP HR manager of a large bank : how to foster better collaboration, experts and expertise location, in the perspective of their strategic business plan for 2015. 12 avr. 2010
Ajouter un commentaire

Pierre Milcent is testing Camtasia 7 12 avr. 2010
(2 commentaires)

David Dyen 13 avr. 2010
tu as trouvé cela où

Pierre Milcent 13 avr. 2010
Ici https://techworks.dfw.ibm.com/techworks/web.nsf/doc/MMUY-6HCLXY?OpenDocument&Login (une recherche dans les signets avec le tag "camtasi)
Plus...

Ecrire un autre commentaire...

Etiquettes ▾=

Ajouter une/des étiquett ⊞

Mes étiquettes pour ce profil :

airfrance ✕
alcatel ✕
alstom ✕
alti ✕
aprr ✕
auchan ✕
banque ✕
blueiq ✕
blueiq_france ✕
blueiq-ambassador ✕
bnp ✕
bnpp ✕
bva ✕
connection ✕
connections ✕
consultant ✕
credit_mutuel ✕
credit-agricole ✕
customer_facing ✕
enrobe ✕

Chaîne hiérarchique ▾=

⚲ Herve Rolland
　⚲ Xavier Cazin
　　⚲ Olivier Duval
　　　▪ Pierre Milcent

Chaîne hiérarchique complète
Responsable identique

Réseau ▾=

Afficher tout (83)

Mes liens ▾=

🔖 My Picasa Galery ✕
🔖 Mes Communautés ✕
🔖 My LinkedIn ✕
🔖 My Facebook ✕

Ajouter un lien

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Note:

Information regarding potential future products is intended to outline our general product direction and it should not be relied on in making a purchasing decision. The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code or functionality. Information about potential future products may not be incorporated into any contract. The development, release, and timing of any future features or functionality described for our products remains at our sole discretion.

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3

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Agenda

- **Gouvernance de l'information**

- Chartes d'usages des réseaux sociaux

- Gouvernance de réseau social interne : bon sens et outillage

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Gouvernance de l'information

- besoins de conformité,

- de la sécurité des informations

- et du respect de la sphère privée.

L'adoption générale des usages digitaux avec les mobiles et les réseaux sociaux change la nature du débat

Deux milliards de personnes connectées

En 2010 plus du ¼ de la population mondiale, - **2 milliards de personnes** - était sur internet

Explosion globale des mobiles

Plus de 5 Milliards de mobiles utilisés globalement

Les Smartphones sont partout

Il pourrait y avoir 50 Milliards de mobiles connectés d'ici 2020

Le géant des réseaux sociaux

Si Facebok était un pays, il serait le 3eme du monde avec 600 millions d'habitants

Explosion des données

"Tous les 2 jours il se crée autant de données que de la période allant de la naissance de la civilisation à l'an 2003"

"Appification" est partout

D'ici à 2014 il y aura eu 77 Milliards de download d'applications pour mobiles

Source: Cisco, Hyperconnectivity and the Approaching Zettabyte Era, June 2010; Eric Schmidt, Techonomy Conference, August 2010

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Un ensemble de composants impacte les individus (clients, collaborateurs), les organisations et les industries

Les éléments de transformation digitale ...

Révolution Mobile
> Connectivité, accés et participation des individus croissent rapidement ; l'internet mobile et les smartphones explosent

Explosion des médias Sociaux
> Changement de la façon dont les individus et les organisations s'engagent, interagissent et collaborent

Hyper-digitalisation
> Lec contenus numériques sont produits et consultés de plus en plus vite, ce qui créée une croissance de ces industries et sur ces marchés

Puisssance analytique
> Les possibilités d'extrapolation à partir de ces données croissantes créent de nouvelles opportunités d'analyses prédictives et en temps réel

…impactent tous les niveaux de la société

Individus
- Le client "connecté"
- Les collaborateurs en réseau
- Les citoyens informés

Entreprises
- Des business modèles en évolution
- Optimisation d'analyses
- Entreprise connectée

Industries
- Déplacement de la valeur
- Redéfinition de l'industrie
- Fragmentation

Source: IBV Analysis

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Le réseau social se déploit à tous niveaux

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Profils
Identifier la bonne personne

Communautés
Travailler et partager de l'expertise commune, des savoir faire

Fichiers
Publier, partager, découvrir les documents et les enrichir

Wikis
Co créer du contenu en commun

Activités
Organiser son travail et solliciter son réseau

Forums
Echanger des idées, bénéficier de l'expertise des autres

Page d'Accueil
Visualiser les évènements de son réseau social

Social Analytics
Découvrir avec qui nous sommes en relation et quel contenu nous est commun par des recommandations

Micro-blog
S'appuyer au mieux sur l'ensemble du réseau

Signets
Sauvegarder, partager, et découvrir les signets

Blogs
Exposer ses idées, et apprendre des autres
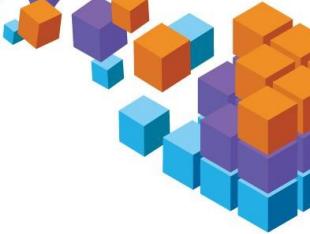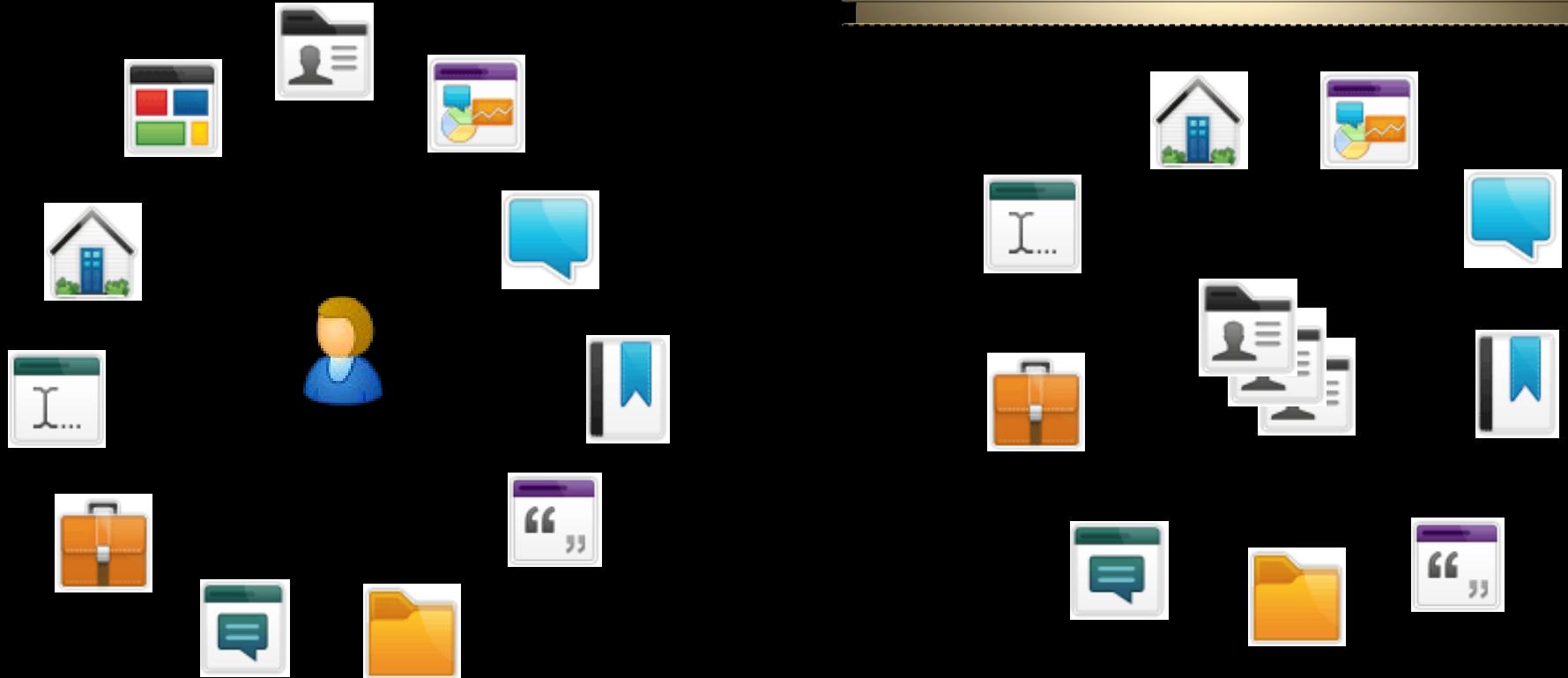
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- Gouvernance de l'information

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Du sens pratique

- Les chartes sont une base indispensable

- Respect des obligations de protection des données privées, la CNIL en France

- Quelques exemples

    - ibm.com

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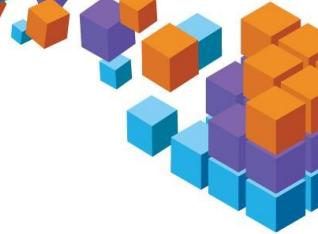
5 Mai - IBM Forum, Bois-Colombes
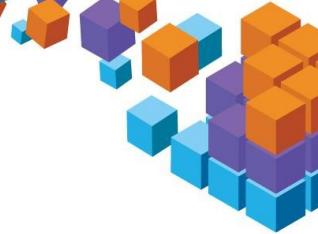
Guidelines for Social Computing

HP: Hello, this is Harriet Pearson, IBM's VP, Security Counsel & Chief Privacy Officer
AC: And this is Adam Christensen, IBM's Social Media Communications Manager
HP: Adam and I would like to take a couple of minutes to talk to you about some best practices for social computing and how, by following some simple guidelines, both you and IBM can benefit most from your participation in new Web 2.0 environments.

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▶ Play   ← Go to start   ↓ Hide Transcripts

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We have a set of guidelines for social computing to help guide IBMers' behavior when using social media tools, particularly in three important areas:

1. **Confidential information**
2. **Privacy**
3. **Disclaimers**

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Protecting Confidential Information
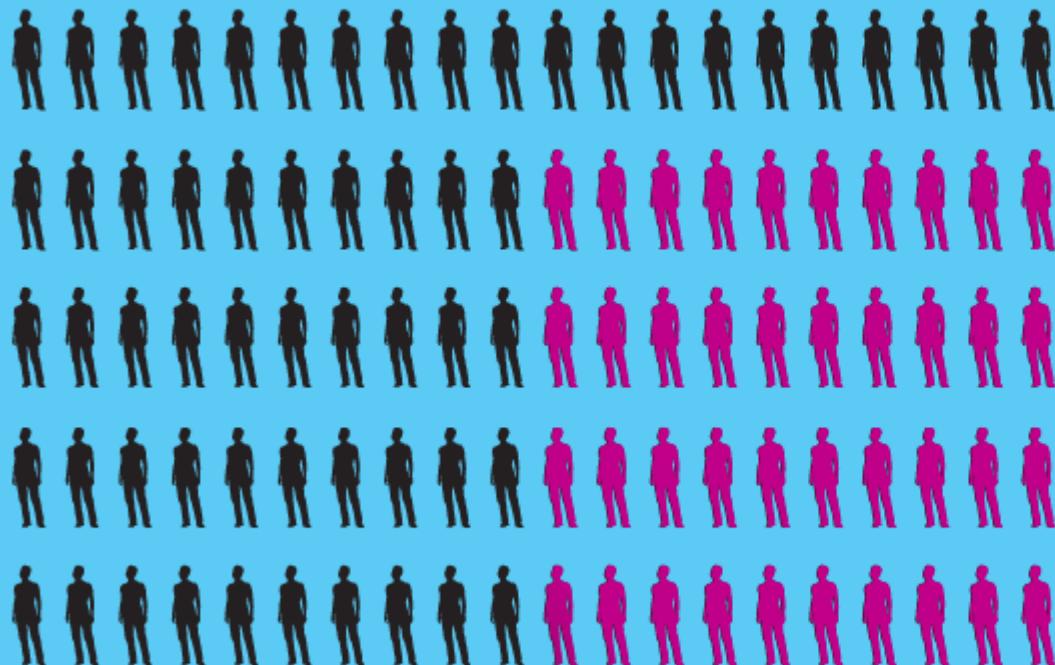
41%

of global executives cite leaked confidential information as the greatest online threat to company reputation.

Source: Weber Shandwick and Economist
Intelligence Unit, Reputations Online: 15 Realities &
15 Rules for Managing Reputations Online (2009).

IBM.

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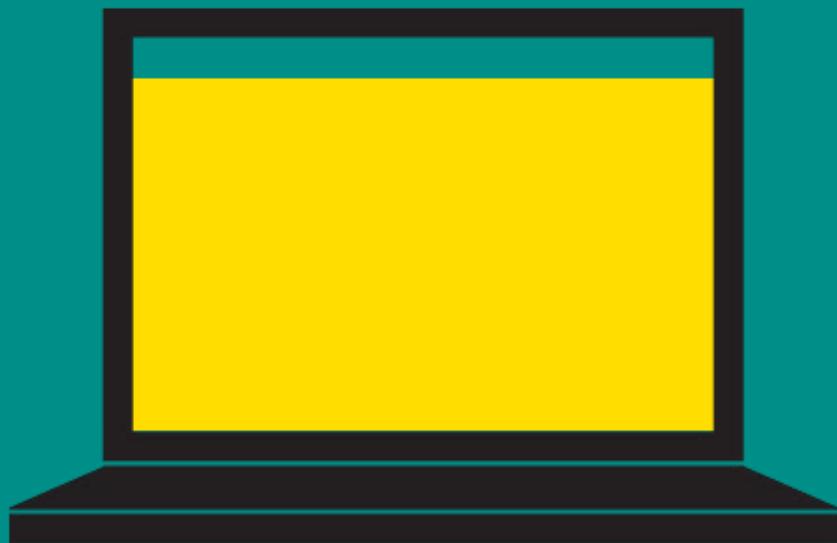
Privacy Issues

89%

of Internet users
give out personal
information online.

Source: Security & Society: IBM Global
Innovation Outlook 2008

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Privacy Issues

73%
don't realize it.

Source: Security & Society: IBM Global
Innovation Outlook 2008

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IBM
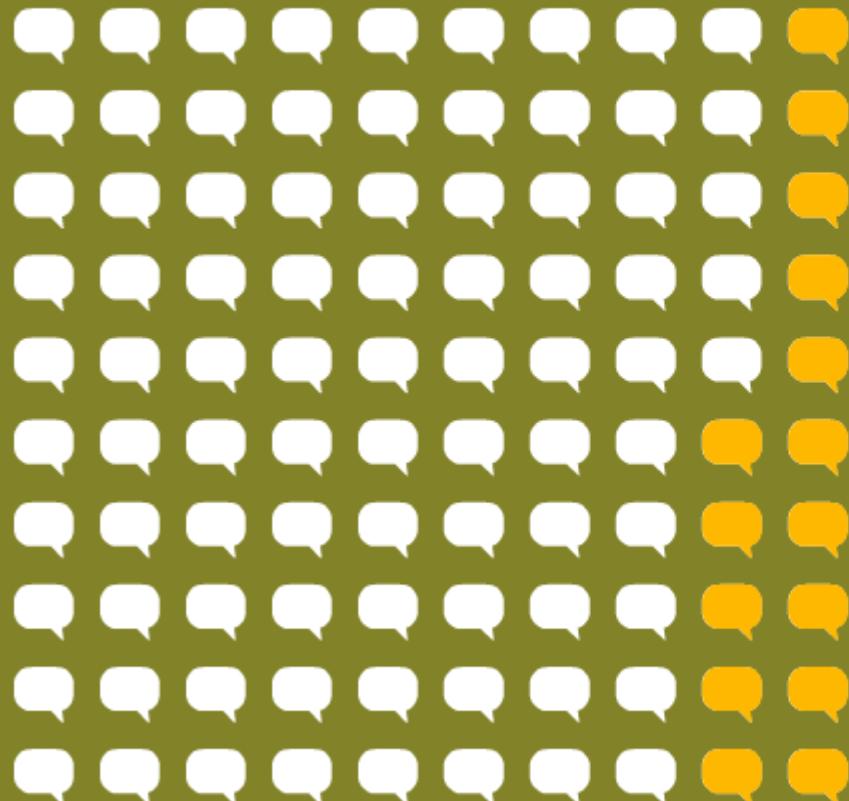
D'autres références de chartes

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174 policies in this database
© Copyright 2009 - 2011 by Chris Boudreaux.

View by industry:
All Industries

Organization	Title
About.com	Template: Blogging and Social Media Policy
About.com	Template: Internet and Email Policy
American Institute of Architects	Policy on Staff Use of Social Media
American Red Cross	Social Media Handbook for Local Red Cross Units
American Red Cross	Online Communications Guidelines
amp3 Public Relations	Social Media Guidelines
Astonish Results	Social Media Policy (for Insurers)
Australian Government: Department of Finance and Deregulation	Social Media 101: A Beginner's Guide for Finance Employees
Australian Government: Asia-Pacific Civil-Military Centre of Excellence	Staff Guidance - Use of Social Media
Australian National Botanic Gardens	Social Media Policy
Australian Public Service Commission	Interim Protocols for Online Media Participation
Baker & Daniels	Social Media Policy
Ball State University	Social Media Policy
BBC	Social Networking, Microblogs and other Third Party Websites: Personal Use
BBYO	Staff/Volunteer Presence on Social Networking Sites

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Education interne

- Partager les best practices

- Etablir un plan d'accompagnement, formation, recommandation

- Permettre le droit à l'erreur

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Search

| Overview | Social Enablement | Centennial Programs | Expertise Locator |

Social Business @ IBM Beta
Overview

Social computing is transforming the way we do business, from collaboration and content distribution to demand generation. It allows us to build strong relationships and has become a powerful medium to channel our expertise.

IBM's social business strategy seeks to focus these interactions on concrete outcomes: enhancing your social presence, projecting your expertise, driving innovation, and delivering business value.

This site is intended to help you achieve these goals more effectively — whether you're a newcomer to social media, an expert seeking to project your expertise via social channels, or an active social business practitioner who wants to engage in specific IBM programs.

Social Computing Curriculum

This certification-based training offers on-demand online courses to help you build your skills profile. Courses range from the fundamentals of social computing to relationship-building and digital citizenship.

Explore the curriculum >

Social Enablement

This area of the site provides practical guidance and exercises to help you define your social profile, set up your social channels and start developing your social presence, with an emphasis on "learning by doing".

Get started >

**How well do you understand
IBM's Social Computing Guidelines?**

- Very well **54%**
- Basic understanding **34%**
- Not at all **6%**
- Have not read **4%**
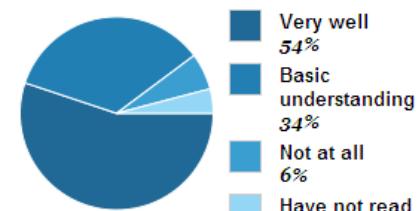
Read IBM's Social Computing Guidelines >

SB@IBM program feedback

w3   Welcome back Pierre Milcent

My Links   You & IBM   Collaboration   About IBM   Support

Social Computing Education

Social Business @ IBM >

Social Computing Education

"34% of people post opinions about products and brands on their blogs."

Source: http://socialnomics.net /2009/08/11/statistics-show-social-media-is-bigger-than-you-think/" target="_blank">Socialnomics.net

1 2 3 4 5 6 7

Not sure where to begin?

You can create a customized learning plan based on:

1. What do you want to *know* about social computing behavior?
2. What do you want to *do* with social media tools?

Complete a 5 Minute Questionnaire

Your feedback is important! Please tell us what you like and what you would like to see changed by completing this questionnaire Social Computing Pilot.

IBM Social Computing Guidelines

The current and official IBM Social Computing Guidelines.

Subject Matter Experts (SMEs)

Click the Expert's name to begin a chat with an expert, or their picture for BluePages information.

◇Mary Beth Raven
STSM, Product designer for Collaborative solutions, Lotus Notes and LotusLive Notes

ANNA DREYZIN
BlueIQ: Enablement Lead - Senior Learning Specialist

Level 1 - Beginner

1.1 Why IBMers Need Social Computing

The buzz. Did you know IBM values Social Computing to encourage actions and behavior which can positively promote the IBM image? Start here if you want to learn why social collaboration and influencing are key differentiators to grow your career. Learn the fundamentals of Social Computing and the value of Social Computing.

1.2 Social Computing Demystified

Tag, RSS feeds, "the board." These are just a few of the terms you may have heard in a recent conversation. Learn the activities associated with social computing and general guidelines for effective social computing techniques.

1.3 Publish my expertise and Build my network

Building a network starts with establishing the "who" (who should be in your network) and discovering the "what" (places where connections can be made). Learn the "how" and the "why" of publishing your expertise to a network built for your professional profile.

× Rechercher : milcent   ↓ Suivant ↑ Précédent ✏ Tout surligner ☐ Respecter la casse

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| Overview | Social Enablement | Centennial Programs | Expertise Locator |

What is social computing? | Defining your presence | Setting up | Listening | Sharing | Publishing

Social Enablement
What is social computing?

Social computing is an umbrella term used to describe content exchange and peer-to-peer conversations. Social computing includes social news, social bookmarking, social networking, photo and video sharing, microblogging, social reviews, and social network aggregation. A full Glossary of Terms can be found here. Social computing platforms generally share the following characteristics:

Participation
Social computing encourages contributions and feedback.

Connectedness
Social computing thrives on connecting people, ideas, and content through technology.

Conversation
Whereas traditional media is about one-way communication, social computing is about a two-way dialogue.

Transparency
Social computing encourages openness.

Community
Communities share common interests such as a passion for software development or a penchant for emerging media.

Social enablement modules

The social enablement modules will provide you with an introduction to the social web. You will learn how to use social computing tools to foster collaboration, disseminate and consume news, develop networks, forge closer relationships, and build credibility. As a result, you will be better informed and prepared to take action — either through the suggested platforms, or on your own. Start your exploration here.

Defining your presence
Detail your social computing goals and develop a social presence that is consistent with those goals.
Start >

Sharing
Begin the exchange of information to create context, connection, and community.
Start >

Setting Up
Select your social channels and establish a consistent online presence.
Start >

Publishing
Enhance your digital presence and differentiate yourself by creating original content.
Start >

Listening

Videos

Jon Iwata: Social media as an internal tool
Short URL: http://bit.ly/eTKeC7

Alexis Ohanian: How to make a splash in social media
Short URL: http://bit.ly/g8BaPo

Evan Williams on listening to Twitter users
Short URL: http://bit.ly/fOoYQe

Clay Shirky: How social media can make history
Short URL: http://bit.ly/e4vMRo

IBM Social Computing Guidelines

If you participate in social computing as an IBMer, we expect you to understand and follow our Social Computing Guidelines. These guidelines, written by your fellow employees, were designed to help you navigate the evolving landscape of social activities, tools and networks. These guidelines apply to every IBMer.

Read IBM's Social Computing Guidelines >

Download the
IBM Social Business Practitioner badge

Identify yourself as an IBM Social Business Practitioner by posting

Search

Overview | Social Enablement | Centennial Programs | Expertise Locator

What is social computing? | Defining your presence | Setting up | Listening | Sharing | Publishing

Setting up your social channels
LinkedIn

Introduction Twitter **LinkedIn** Facebook SlideShare XING Lotus Connections

LinkedIn is an Internet platform company focused on connecting the world's professionals. It is the world's largest professional network, with more than 80 million members, representing every country and executives from every Fortune 500 company.

There are many benefits to using LinkedIn. You can use LinkedIn to:

Expand your network of professional contacts
LinkedIn Groups allow you locate and interact with experts through trusted introductions. LinkedIn Search allows you to explore the network by name, title, company, location, and other attributes.

Improve your ranking on search engines
Completing your LinkedIn profile is a good way to influence what people see when they search for you. When you create a public profile, select "Full View" and customize your public profile's URL to be your actual name. This will increase your visibility in search engines.

Your Public Profile URL What's this?   [Hide]

Your current URL is: http://www.linkedin.com/pub/john-smith/29/3bb/a33
Customize this address:
www.linkedin.com/in/ JohnSmith   Set Address

Note: Your custom URL must contain 5 – 30 alphanumeric characters.
Please do not use spaces, symbols, or special characters.

Public Profile
• Publish your LinkedIn profile to the web
• Promote your profile with customized buttons

○ None off
● **Full View** recommended   Public Profile
                                        Your Name

Get answers to your business-related questions
LinkedIn Answers gives you access to business advice from hundreds of thousands of experts and lets you share your expertise by answering a question.

Ask a Question
Get a fast and accurate answer to your business question.
Ask Question

Answer Questions
Share your knowledge and help your network.
Learn more.
Answer Now

What you will find in this section

📖 Introduction to LinkedIn ❯

📖 LinkedIn setup ❯

Already have a LinkedIn account?

Please take a moment to add it to your
Lotus Connections profile.

Videos

📄 What is LinkedIn?
Short URL: http://bit.ly/hFuqWn

📄 Tell your story through your job history
Short URL: http://bit.ly/eJlo7U

📄 Create a 100% complete LinkedIn profile
Short URL: http://bit.ly/ezxZ1E

Resources

📖 Attend a LinkedIn Webinar
Short URL: http://bit.ly/fnaXJA

📖 New User Starter Guide
Short URL: http://bit.ly/hssm6C

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Agenda

- Gouvernance de l'information

- Chartes d'usages des réseaux sociaux

- Gouvernance de réseau social interne : bon sens et outillage

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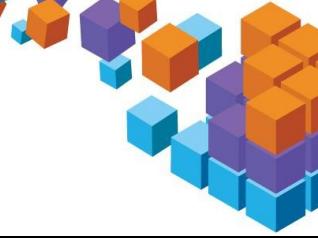
Nouvelles capacités de Modération

- Modération à Priori

- Modération à Postériori

  – La modération est un gage de meilleure qualité de contenu

  – Meilleur contrôle des échanges qui s'opèrent dans la communauté

  – Modération sur du contenu 'marqué'

  – Participation à la modération peut être déléguée aux membres de la communauté

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Mode de Modération

- Modération par Communauté

- Modération Globale

- Services concernés :

  - Blog : Entrées et Commentaires
  - Fichiers des Communautés et Commentaires
  - Forums

- Pre-Modération
  - Le contenu est soumis à approbation avant publication

- Post-Modération
  - Les contenus peuvent être marqués inappropriés, offensants, discutables légalement, le modérateur en est averti
  - Celui ci peut ensuite prendre une mesure de mise en quarantaine, ou de suppression du marqueur

IBM

Moderation

- **Content Approval**
  - **Blogs**
    - Entries
    - Comments
  - ▸ **Files**
  - ▸ **Forums**
- **Flagged Content**
  - **Blogs**
    - Entries
    - Comments
  - ▸ **Files**
  - ▸ **Forums**

< Back to Flagged Content - Blog Entries

Improve Startup Time by Removing Your Windows Password

Al Moreno | Updated May 5 | Blog: Performance Tips | Tags: windows tips advice productivity

🚩 This content is flagged and awaiting review.

I'm *tired* of entering my Windows password everytime I start up my workstation so I found a way to remove the password on my Administrator account.
Just follow these simple instructions:
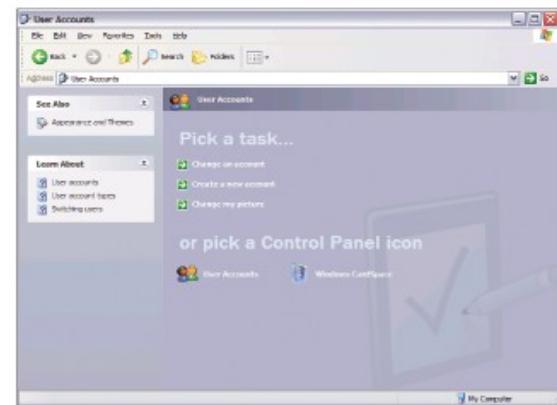
1. Click on: **Start > Control Panel > User Accounts**
2. Under the account you normally use, go to "Change or remove my password".
3. Change your password and leave the new password field blank and click Save.

Now I can boot up my workstation and have it go straight into Windows!

[Quarantine]   [Edit]   [Dismiss]   [Delete]

Flags (3)

Samantha Daryn This violates security rules and regulations. Today 2:15 PM

Christina Milan This recommendation is not appropriate. May 11

Amadou Alain People should not follow this person's advice. May 9

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Conformité et Auditabilité

- Permet de suivre les changements de données sur l'ensemble des composants de Connections

- Suivi des évènements et analyse par des outils tiers via les SPIs de Connections 3

- Suivi possible sur des mots clés, des phrases même si le contenu est supprimé

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IBM Connections Compliance

Content Logging

- Capture content posted by Connections users
- Content types
  - Conversational Data – Blogs, Forums, Wikis
  - Non-Conversational Data – Activities, Communities, Profiles, Bookmarks
  - Files

eDiscovery

- Reviewer UI will show content in context of other related items
- Export to eDiscovery or ECM Platform: each piece of archived individually and include tags to link related items

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actiance™   IBM

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IBM Connections Compliance

Content Inspection

- Prevent data leaks and abusive language
  - Use lexicons defined in Vantage to filter content based on keywords, phrases, ar expressions
  - Can be enabled for text content and for files
- Send real-time alerts based on content detected
- Content rules can be targeted to specific groups

Granular Policy Control

- Define policies at a Global, group or user level to map to compliance or corporate governance standards

Unified Social Business Compliance and eDiscovery
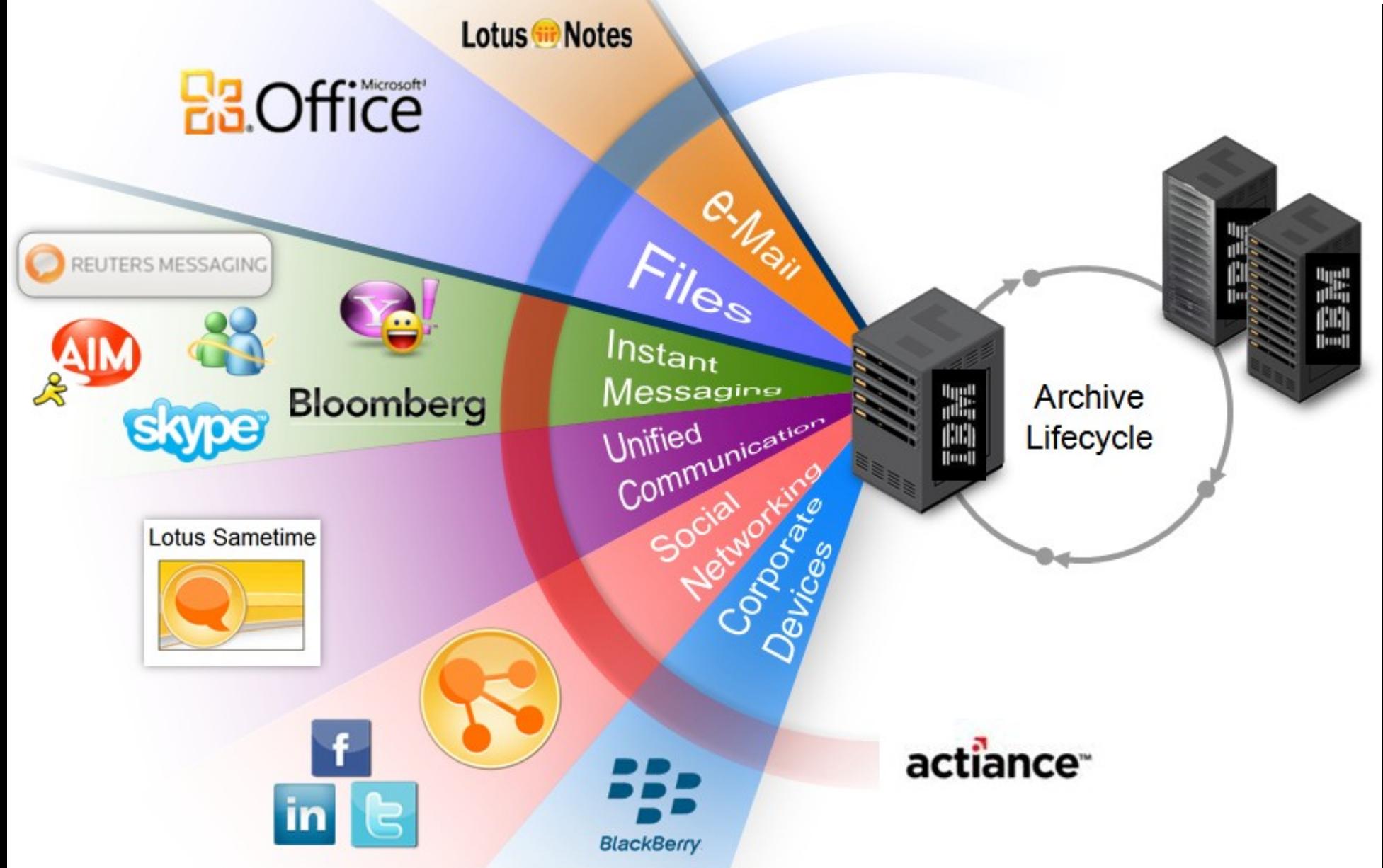
IBM

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Sociaux d'Entreprise   F 92275 Bois Colombes Cedex

IBM Collaboration Solutions   Tél   + 33 (0)1 58 75 31 96
     Mobile   + 33 (0)6 72 96 23 00

pierre_milcent@fr.ibm.com

Lotus Connections

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