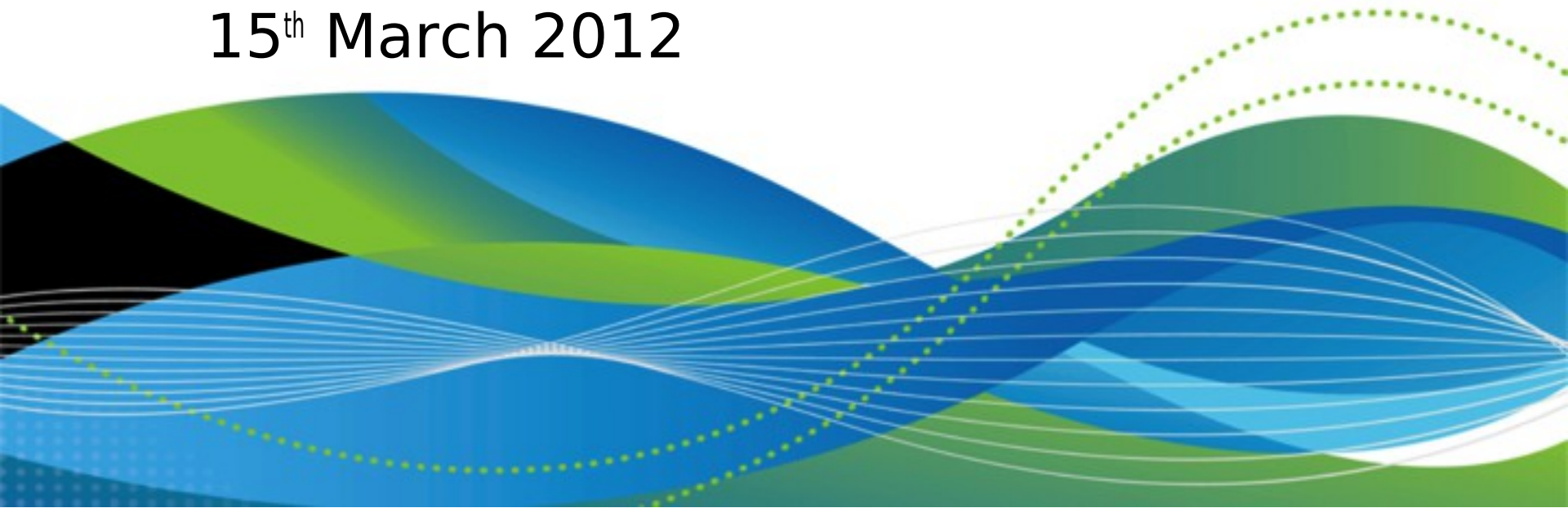


Social Media for the CICS Community

Ian J Mitchell, Geoff Pirie
IBM Hursley

15th March 2012



Session Objectives

- Raise awareness of the advantages of the “new” information sources with CICS content
 - Immediacy, building new networks, global reach, transparency
- Gain insight into the community's needs and what inhibitors exist to maximising the value
 - What forms of media to use? Text/graphics/audio/video
 - Making it personal – dealing with your enterprise
- Dispel any uncertainties about new ways to be active in the community
 - You can join in
- Show examples “live”
- What will the community be like in 2-5 years time?

What are we talking about when we say social media?



- We're not suggesting that everything has to be done via facebook and twitter...

It's not “one size fits all”

- Types
- Articles
- Audio podcasts
- Videos
- Forums/Blogs
- Styles
- Official vs unofficial
- Formal vs informal
- Reference or conversational
- Public or Private
- Modes
- Pull vs push
- Mobile? When and where to engage

for example

- Traditional
 - CICS-L
 - Other email – Hursley Newsletter
- Websites and Blogs
 - SHARE website
 - ibm.com/cics
 - CICSdev
 - MasterTerminal
 - CICS Community Forums – aka CICSWorld
- “New media”
 - Youtube
 - Facebook/LinkedIn - various
 - Twitter - various

Advantages

- Always on, accessible 365 days per year.
- Content driven by the community - open source information
 - You can choose what you want
 - You can post questions for others to answer
- No travel costs
- Lower the barrier of entry into CICS
- Faster turnaround time to questions

Needs

- Why are you here?
 - To receive education
 - To gain insight from others and learn from their experience
- Where do you go when you need information fast?
- What's needed differs by role (Architect/SysProg/Other)
- What does the community need?

Inhibitors

- What stops you today?
- I'm not trusted to use a web browser, I just administer the mainframe.
 - Is this the primary problem?
 - No internet access, or restricted access? (Eg. ibm.com ok, youtube not ok)
- I can't speak on behalf of my company, or be seen to

Uncertainties

- There's too much to sift through, what have I missed
- I don't want to lose my wizard-like status
- Will I get in trouble for what I say?

Examples



Vision/nightmare

- Webcasts/podcasts
- (Reverse) Mentoring – signing up participants
- It's a participation sport
- Adoption...
 - Awareness → Lurking → Contributing → Leading