



ESA: Enterprise Social Aggregator for SMEs

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Contribution of UNIBA (P2)

- Investigation on the role of social media in cognitive and affective trust building in customer-supplier relationships.
- The experiments involved two local SMEs
 - [Cake Design](#), a manufacturer of bakery products
 - [Frulez](#), an organic restaurant
 - Both started their business about two years ago
 - They are both very active in managing the online image of their brand by exploiting social media



Contribution of UNIBA (P2)

- Development of the Enterprise Social Aggregator (ESA) tool
 - Dashboard for the management of SME's profiles on online social networks
 - Analysis of aggregated data: information that a SME is directly posting and what customers say about the SME on social networks



Contribution of UNIBA (P2)

- Tutorial on Social Network and Social Network Analysis (SNA)
 - Half-day tutorial on how SNA concepts and measures can be used to understand and to discover the actual social processes going on social networking in distributed settings
 - Delivered at ICGSE 2013, held in Bari (August 2013)



Social Software

- Large diffusion among individuals and companies
 - Facilitates communication and interaction
- Benefit for large enterprises as well as SME
 - Modern version of traditional word of mouth (knowledge sharing)
- Digital brand identity
 - Trust-based relationship with customers



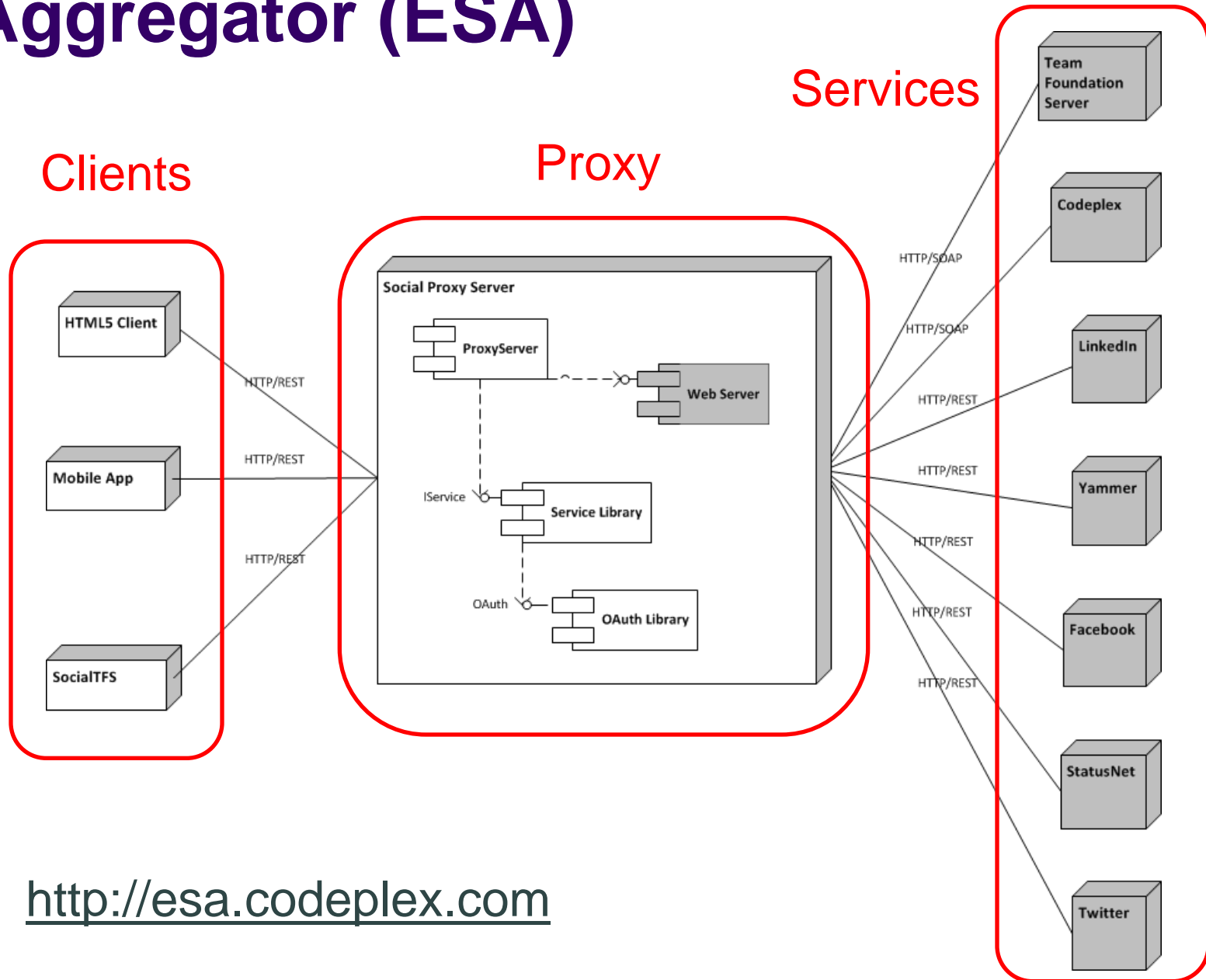
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Social Aggregator for SME

- Downside of social software at work
 - Companies' digital brand identity spread on multiple social networks
- Our proposal
 - Collecting and aggregating in one place all the information about a SME
 - What a SME posts directly from their accounts
 - What customers say about a SME on social networks
- Purpose
 - Monitor customers perceptions, behaviors, trends
 - Social network analysis for aggregate data (e.g., most popular posts, most active customers)

Enterprise Social Aggregator (ESA)



<http://esa.codeplex.com>



Proxy Server

- Uses OAuth authorization protocol (stores credentials but no passwords)
- Retrieves and caches social content
- Aggregated data available via RESTful web services
- Configured via web application
- Collects and reports SNA metrics on aggregated data



Clients

- May be implemented for a number of platforms
 - HTML5 web apps
 - Mobile apps (iOS, Android, ...)
 - CMS extensions (Wordpress, Drupal, ...)
 - Rich-client desktop



iOS

WP widget



Intersocial


Unleashing the Power of Social Networking for Enhancing Regional SMEs

[Home](#) [About](#) [Partners](#) [Events](#) [Publications](#) [Photos](#) [News](#)

Follow us!      

Welcome to project Intersocial web site!

Posted on December 5, 2011 by admin

 No comments

Welcome to the Intersocial web site. Intersocial is a project financed by the European Territorial Cooperation Operational Programme "Greece-Italy" 2007-2013.

In recent years, we have witnessed an unprecedented growth of social networking. The ever-increasing list of such networks include content sharing sites such as YouTube and Flickr, social networking platforms such as Facebook and Myspace, blogs, web forums, social bookmarking sites such as Delicious and massive online message exchange such as Twitter.

The INTER-SOCIAL project aims at exploring social networking to enhance the competitiveness of SMEs in the region. Social networks offer new means and forums for world-wide product promotion as well as huge repositories of data for advanced market analysis and trend identification. In particular, the project aims at promoting advanced new technologies as related to the use of social networking to both (a) improve the web presence of SMEs and (b) use information provided by such sites for targeting advertisement and adaptive service provision.

The project will develop and deploy appropriate innovation devices (mechanisms, policies, software tools) to provide the following outputs: the deployment of social web locally adapted appropriately for specific SMEs, monitoring, archiving and analyzing social data, targeted online advertisement and product promotion through social networks and pilot use, move SMEs to highly efficient and effortless e-commerce.

Share this:



Categories: Default

ESA

Server : Online

Hi! Intersocial



What's happening?

Home

Mention

Search...



Sofia Papadimitriou

il 05/07/2012 14:27

MEDEAnet and MEDEA Awards highlighted in EduTV's presentation at IWOSN in Patras, Greece



Ska NanitoS

il 07/06/2012 1:32

and the program <http://dmod.eu/intersocial/program.pdf>



georgiosd

il 18/05/2012 12:00

Show Add Social Network

Hide Add Social Network

Add social Network



Home Timeline



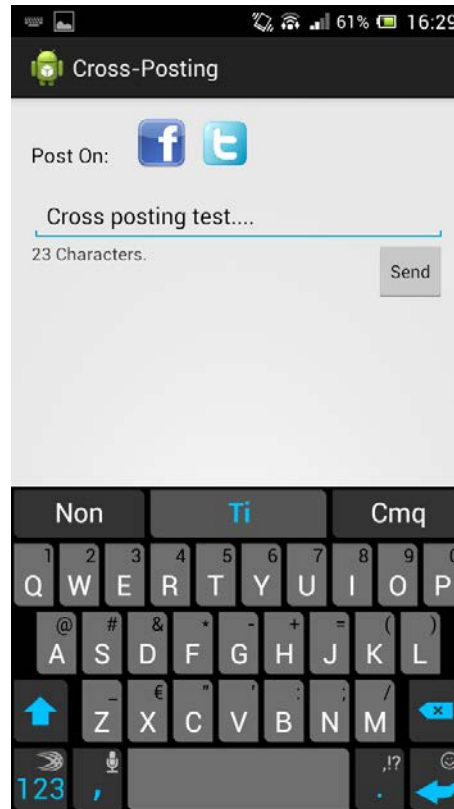
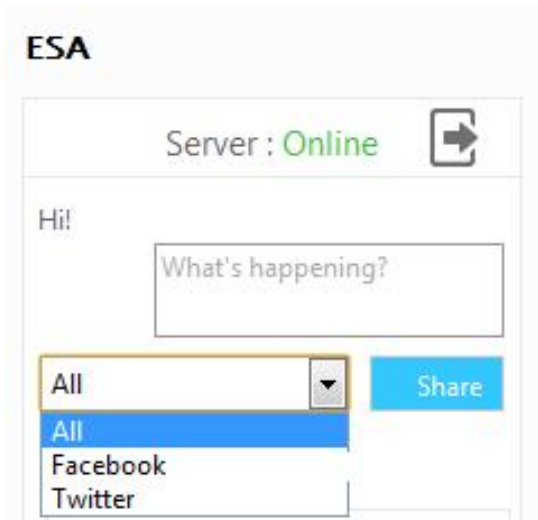
A screenshot of a mobile application's home timeline. The status bar at the top shows 61% battery and 16:28. The app has a dark navigation bar with icons for home, search, compose, refresh, and a menu. Below the navigation bar are two tabs: "HOME TIMELINE" (selected) and "MENTION TIMELINE". The main content area shows a welcome message for "Test Company" and three posts. The first post is from Facebook, dated 02/09/2013 16.10.49, with the text "The slides of the tutorial on Social Network Analysis for Global Software Engineering are now available at http://tiny.cc/SNA4GSE #icgse13". The second post is from Twitter, dated 02/09/2013 16.03.36, with the text "The slides of the tutorial on Social Network Analysis for Global Software Engineering are now available at http://t.co/et6y8X1jEQ #icgse13". The third post is a retweet from Twitter, dated 29/08/2013 23.23.42, with the text "RT @Juergen_Muench: Many thanks to @lanubile and the #icgse13 team for a great and well-organized IEEE @ICGSE conference in Bari! http://t...". The fourth post is partially visible, dated 29/08/2013 13.06.38, with the text "RT @darja_smite: Suggestion for". Each post shows 0 Likes and 0 Comments, and is shared "Via Facebook" or "Via Twitter".

A screenshot of a web application's home timeline. The page title is "ESA". At the top, it says "Server : Online" with a refresh icon. Below is a "Hi! Intersocial" header with a "What's happening?" text input field. There are two buttons: "Home" (green) and "Mention" (blue). A search bar with "Search..." is below. Social media icons for Facebook, Google+, and Twitter are present. The main content area shows a post from "Intersocial" dated "il 06/11/2012 14:17" with the text "Coming soon..." and a globe icon. Below this are two more posts from "Intersocial" dated "il 06/11/2012 14:15". The first of these posts has the text "New page: For Greek SMEs http://t.co/vkdTz4EC" and a "Tweet 0" button. The second post has the text "New page: For Italian SMEs http://t.co/CWLXztuo" and a "Tweet 0" button. At the bottom, there is a blue button that says "Show Add Social Network".



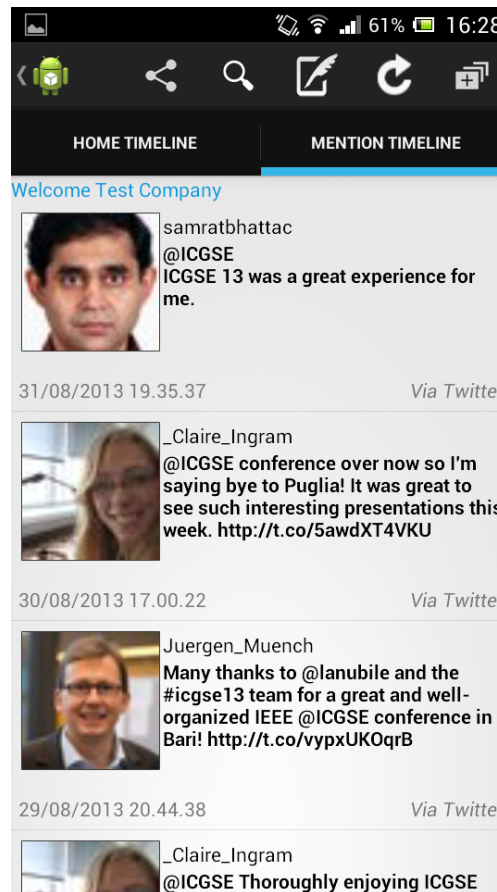
Cross posting

Allows SMEs to simultaneously update their status on all the social media profiles managed through the ESA tool



Mention Timeline

Aggregated collection of others' posts on social media in which the SME is tagged



The screenshot shows a mobile application interface with a dark header bar containing navigation icons and a status bar at the top showing 61% battery and 16:28. Below the header, there are two tabs: 'HOME TIMELINE' and 'MENTION TIMELINE', with the latter being selected. The main content area displays a list of tweets mentioning 'Test Company'. The first tweet is from samratbhattach (@ICGSE) dated 31/08/2013 19.35.37, mentioning 'Welcome Test Company' and 'ICGSE 13 was a great experience for me.'. The second tweet is from _Claire_Ingram dated 30/08/2013 17.00.22, mentioning '@ICGSE conference over now so I'm saying bye to Puglia! It was great to see such interesting presentations this week.' and including a URL. The third tweet is from Juergen_Muench dated 29/08/2013 20.44.38, mentioning '@lanubile and the #icgse13 team for a great and well-organized IEEE @ICGSE conference in Bari!' and including a URL. The fourth tweet is from _Claire_Ingram, mentioning '@ICGSE Thoroughly enjoying ICGSE'.

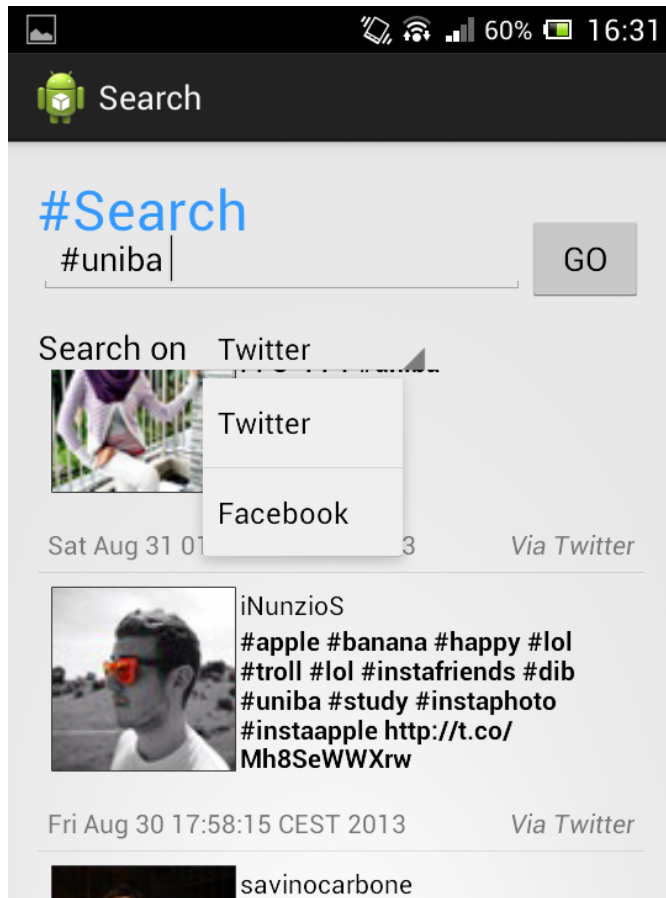
ESA



The screenshot shows a web application interface for 'ESA'. At the top, it says 'Server : Online' with a refresh icon. Below that, there's a greeting 'Hi! Intersocial' and a search box with the placeholder text 'What's happening?'. There are two buttons: 'Home' and 'Mention', with 'Mention' being highlighted. Below the buttons is a search bar with the placeholder text 'Search...'. There are social media icons for Facebook, Google+, and Twitter. Below the icons is a blue button with a refresh icon and the text 'Show Add Social Network'. The main content area displays a list of tweets mentioning 'Intersocial'. The first tweet is from sofipapadi dated 05/07/2012 14:42, mentioning 'RT MEDEAnet and @MEDEAawards highlighted in @EduTV_Greece's presentation at IWOSN in Patras, Greece @intersocial_prj'. The second tweet is from Sofia Papadimitriou dated 05/07/2012 14:27, mentioning 'MEDEAnet and MEDEA Awards highlighted in EduTV's presentation at IWOSN in Patras, Greece' and including a video thumbnail. The third tweet is from Ska NanitoS dated 07/06/2012 1:32, mentioning 'and the program <http://dmod.eu/intersocial/program.pdf>'. The fourth tweet is from georgiosd dated 18/05/2012 12:00.



Search



Available on both Mention and Home Timelines

Search by keyword or hashtag



ESA insights

- ESA calculates statistics on the aggregated data from social media.
- Exploits the Facebook and Twitter API
- The measurement schema is described according to the Goal-Question-Metrics paradigm (GQM) for the formalization of measurement models
 - Each goal is translated into questions
 - Metrics are finally defined and associated with every question to answer it in a measurable way
 - Questions are denoted as **Q** while associated metrics are denoted as **M**



ESA Insights

- **Goal G1** is to support the evaluation of web marketing strategies involving the use of social media
- *Q1: What is the performance and level of popularity of my social media profiles?*
 - M1.1: **Total Reach**, as the number of people who have seen your post. It considers any of the possible activities of the people in the community, including posts, new fans, mentions, check-ins during the last month;
 - M1.2: **Page Engaged Users**, as the number of users who interacted with the SME's profile in the last month, either by clicking on, liking or commenting on a SME's post;
 - M1.3: **Number of Mentions**, it is analogous to M1.2 but calculated on Twitter mentions.

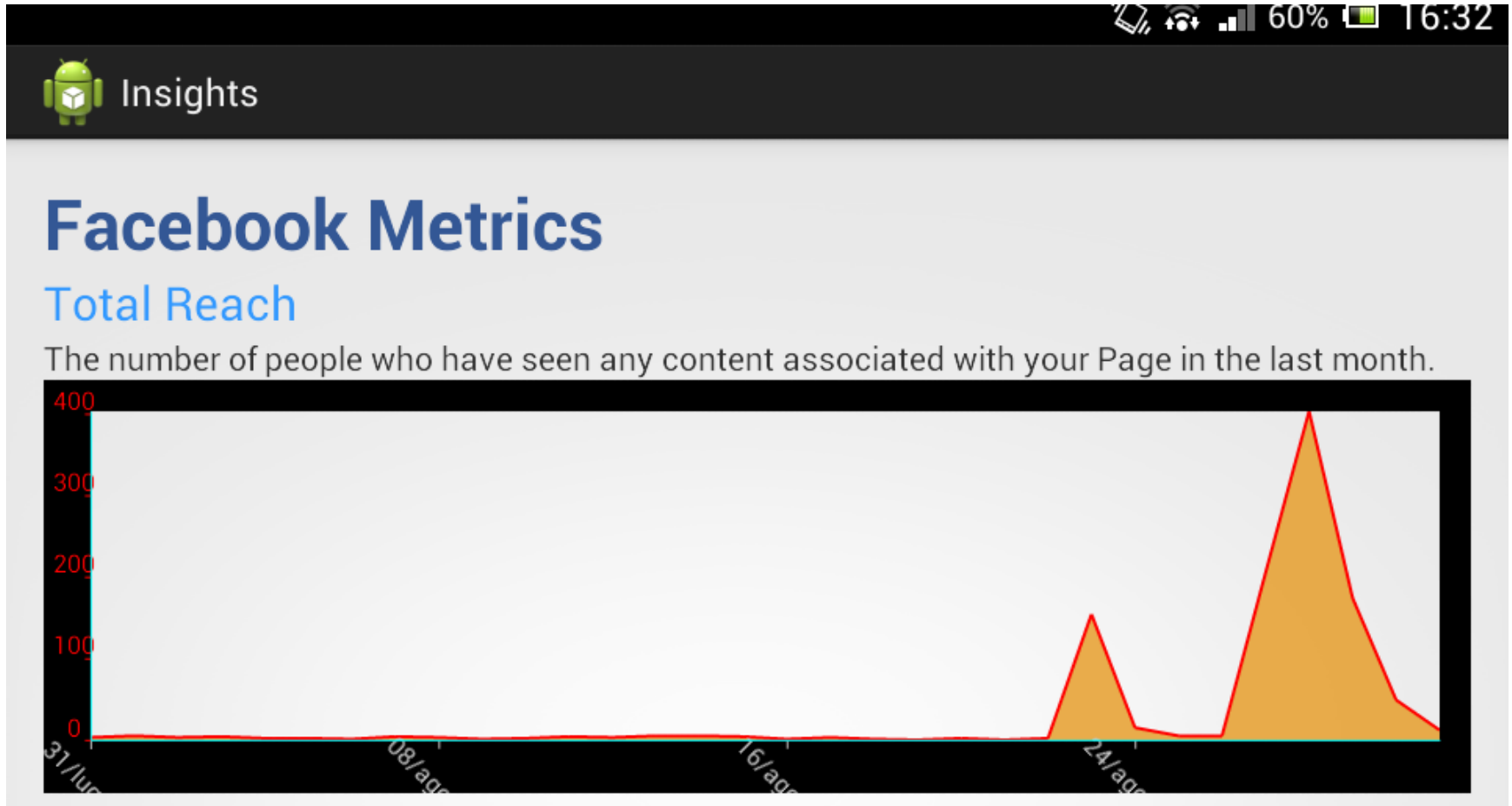


ESA Insights

- *Q2: What is the level of engagement of my customers respect to the SME's posts on the social media profiles? What are the posts with the higher level of popularity and users' engagement?*
 - **M2.1: List of individual posts** of the SMEs on the Facebook page
 - For each post, ESA provides the Total Reach and Engagement (clicks, likes, comments and shares)
 - The posts are displayed in chronological order
 - **M2.2: List of individual posts** of the SMEs on the Facebook page
 - For each post, ESA provides the corresponding Total Reach and Engagement, calculated as for M2.1.
 - The posts are displayed in chronological order



Total Reach



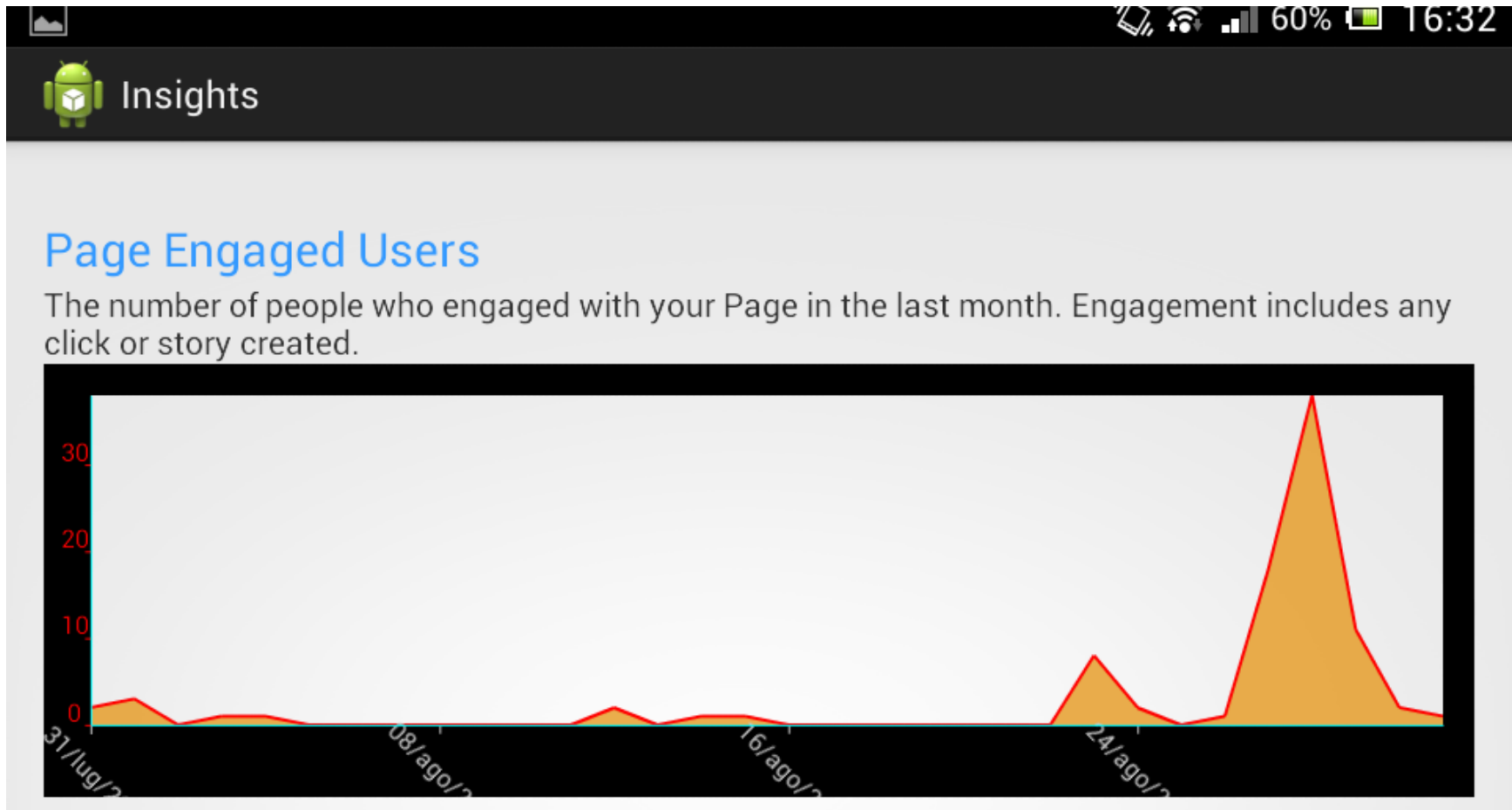


Reach of individual posts

Post	Reach	Engagement
The slides of the tutorial on Social Network Analysis for Global Software Engineering are now available at http://tin...	Reach:6	Post clicks:0 Likes, comments & shares:0
Follow us on Twitter https://twitter.com/ICGSE and comment using #icgse13	Reach:48	Post clicks:15 Likes, comments & shares:3
Registration desk will open on Monday, Aug 26 at 8:30: Looking forward to meeting you...	Reach:182	Post clicks:5 Likes, comments & shares:7



Page Engaged Users





Thanks!

<http://esa.codeplex.com>

<http://mobileesa.codeplex.com>