# ILLUMINATED BUDGET

- 1 BUDGETS Online
- 2 BILLS and LEGISLATION
- 3 CORPORATE AUTHORS in social media
  - 3.1 Employee posting PERSONAL OPINION that conflicts with corp stance
    - 3.1.1 Known to be part of corp
    - 3.1.2 MIXED MESSAGE about corp positions
    - 3.1.3 Generates confusion, e-mails
    - 3.1.4 Need to formalize an individual's PERSONA of posting
      - 3.1.4.1 Private opinion
      - 3.1.4.2 corporate mouthpiece
      - 3.1.4.3 internal expert
      - 3.1.4.4 One person may be part of several groups
      - 3.1.4.5 How to differentiate which aspect of their association they are representing
  - 3.2 Need way for corp to present OFFICIAL POSITION
    - 3.2.1 Corp account on social networks and post under that?
      - 3.2.1.1 TOS of many forums requires you to be a real person
        - 3.2.1.1.1 e.g. a valid birthday
        - 3.2.1.1.2 Not allowed to lie
        - 3.2.1.1.3 Can fake it, but how risk averse is the corp?
        - 3.2.1.1.4 In some technical views a corp IS a person (start date = birthday?)
        - 3.2.1.1.5 Friendster killed the corp accounts which may have promoted myspace
      - 3.2.1.2 Need both Corp official stance AND individual employee's position
      - 3.2.1.3 Legal issues with communications
        - 3.2.1.3.1 Who can say what when
        - 3.2.1.3.2 Who has authority to officially represent the corp
        - 3.2.1.3.3 Some conflicts of interest limit even what individuals can say privately
    - 3.2.2 Need to approach social systems and work with them about the corp needs
    - 3.2.3 Need to express official vs. personal opinions and relationships between them
    - 3.2.4 Z-Corp as an ACTOR; a FIRST-CLASS citizen of a network
      - 3.2.4.1 Special registration to avoid spoofing
      - 3.2.4.2 Ordinary account, just not a human account
      - 3.2.4.3 Designate official agents who are also actors, and humans
        - 3.2.4.3.1 Add
        - 3.2.4.3.2 Remove
        - 3.2.4.3.3 Validate who a person is, and the role they take
        - 3.2.4.3.4 Regulation and Rules Code of behavior
        - 3.2.4.3.5 Official roles
          - 3.2.4.3.5.1 Marketing
          - 3.2.4.3.5.2 Accounting
          - 3.2.4.3.5.3 Technical
        - 3.2.4.3.6 Legal review
        - 3.2.4.3.7 PR review
        - 3.2.4.3.8 Some organizations ALREADY HAVE official representatives in the social space
          - 3.2.4.3.8.1 Needs rules to define their behavior and role
          - 3.2.4.3.8.2 Can be frustrating, complicated
          - 3.2.4.3.8.3 IBM requires a 3-day course on behavior before can present to the public
      - 3.2.4.4 INTERNAL rules of behavior not imposed by the social network the corps will want control over this individually.
      - 3.2.4.5 Rules and standards of behavior, and official viewpoint; CHANGES over time.
- 4 CONSENSUS on FACTS
- 5 REPUTATION
- 6 ATTRIBUTION
- 7 INFORMATION DISPLAY
- 8 REACHING an AUDIENCE