



Your complimentary
use period has ended.
Thank you for using
PDF Complete.

[Click Here to upgrade to
Unlimited Pages and Expanded Features](#)



QuinStreet 10400 Linn Station Road, Suite 100 Louisville, KY 40223

‘Connecting Organizational Silos’ Excerpt

Written by knowledge management leader Frank Leistner, “Connecting Organizational Silos” looks at the success of social media and why you should care about it. He explains how an enterprise social network (ESN) can provide value for your organization, and offers guidance for measuring and reporting on social media analytics and choosing performance indicators.

This excerpt from Chapter 8, “Social Media Analytics,” looks at basic measures that are typically used to analyze ESN platforms and how more sophisticated social media analytics methods can be used to find value in the data.

Reprinted by permission from the publisher, John Wiley & Sons, Inc., from “Connecting Organizational Silos,” by Frank Leistner. Copyright (c) 2012 by SAS Institute Inc.

Included in this ZIP file are:

- Intro Page.pdf
- Terms and Conditions.pdf
- Connecting Organizational Silos.pdf