

Integrating social tools/content into a...



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Sep 19, 2008

It seems as though most are creating a separate "Community" silo/space/area on their corporate web sites. I'm wondering if anyone has experience with or examples of companies integrating social tools and content (comments, blog content, forums content, etc.) in to their corporate B2B web site.

Thanks.

matt

Tags: design, content, social_media, social



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Nov 18, 2008 1. **Re: Integrating social tools/content into a corporate web site** May 21, 2009 11:49 AM

It's in our strategy roadmap, yes. We'll be cross referencing support / forum content in forums and support; forums / blogs in account management, etc.

For better examples, look at Flickr, other cutting edge web companies. The Fortune 500 haven't really embraced this.