

2009

# FORENSIC

**Gravity7**

Smart social media consulting. The advisor to have on your side.

## SOCIAL INTERACTION DESIGN FORENSIC

**Know your users. Build and support participation. Make the best use of social media. Review your social efforts and applications with a unique social forensic analysis.**



If you're in social media then you know that it's not a slam dunk. Tools vary, audiences behave differently, communities take management, best practices don't always translate, and users are special. Now that the industry has matured, many recognize that social media are more individual, more social, and more public in ways that we don't yet fully understand.

Social Interaction Design is more than just a design approach specific to social media practices. It takes a holistic view of individual and collective interactions.

My social interaction design forensic gives you a high-level review of what's working and what's not. And a granular view of how to tweak your product, site, service, campaign, or app to optimize for social outcomes.

I bring fifteen years as a web developer, web and online strategist, multimedia producer, writer, seo specialist, and independent consultant to more than fifty companies to my own social interaction design practice.

You get a unique assessment and engagement around your own product and audience needs. With experience in brand, site, community, and application needs and requirements, I can facilitate progress towards a deep and rich grasp

of how your efforts engage users and customers, deliver individual and personal utility, support social interaction and communication, and leave behind quality content for findability and re-use.

Your social forensic can include the following:

- overview of social participation
- your core user types
- your core interactions and practices
- user experience and social practice descriptions
- common social breakdowns
- how to support your most valuable users
- how best to grow socially
- interaction and participation breakdowns
- areas for improvement
- feature recommendations

A forensic review can benefit you if you:

- have a social media company
- have a social media product
- are engaging in a social media campaign
- are an interactive agency
- are a social media PR firm
- have a social media application
- have a community
- use social media analytics



### **Adrian Chan**

is a Sr Fellow with the Society for New Communications Research and member of Adhocium.

Past clients include: Smith & Hawken, Reel.com, Harbinger, Intraspert, Goingon, Asmallworld, Anderson DBB, Traction, Oracle, Razoo, France Tel/Orange, Trusted Opinion.

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