

The Impact of Social Media on Collaborative Innovation: An Enterprise Perspective

Examples of External Collaboration

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Best Buy uses multiple social media outlets to connect with their customers. The CMO has a blog [Barry Judge's blog](#) and [Twitter](#) account. They post online videos via [Geek Squad HQ](#) on YouTube that helps customers with technology support needs.

HSBC built the [HSBC Business Network](#) to connect entrepreneurs using blogs, videos and forums.

Intuit sponsors the [Tax Almanac Wiki](#), where anyone can find and contribute to this resource for tax information.

JEEP connects with customers via a [community page](#) with links to photos on [Flickr](#) and the company's [MySpace](#) page.

JetBlue employs social media as part of its training for JetBlue University, as this [video](#) explains.

National Geographic uses Google's new virtual world, Lively, to bring people together around its new show, [LA Hard Hats](#).

Southwest Airlines employees share their stories and communicate directly with customers through the ["Nuts About Southwest"](#) blog.

Starbucks has a micro blog on [Twitter](#) and started [MyStarbucksIdea](#) so that customers can submit, discuss, and vote on ideas with the best ones being implemented by the company. They already have over 60,000 ideas submitted.

Visa launched [The Visa Business Network](#) on Facebook to connect small business users and to help them promote their businesses to a larger community.