Four approaches

- Searching for clues
- Finding the pulse
- Beyond the org chart
- Visibility & openness
Searching for clues

- Who owns what web properties?
- Email forwarding
- URL shorteners
Finding the pulse

- Where are the conversations?
- Following the active users
- The beauty of being Switzerland
Beyond the org chart

- What can you find out?
- Social tools
- Back to the org chart
Visibility & openness

• Who else should know about us?
• What else can we give you?
• Participation
Thank you!

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