

The Impact of Social Media on Information Architecture

Georgia Otto | November 18th, 2009 | NHUPA

Mega IA means considering your *entire* digital footprint.

- ◆ Your digital footprint is your presence across the web, including 3rd party applications.
- ◆ Mega IA is the process of organizing all your content, even when you can't always control it.
- ◆ It's time to start thinking of your website as a hub for all your web activity.

Loyalty is *more* than just **time** spent on your site.

- ◆ There's a concern that search "stole" value from websites.
- ◆ Could social networks be doing the same, thus compromising loyalty?
- ◆ No – because the amount of time people spend on your site is not a measure of loyalty.

They may have left your **site**, but they *didn't* leave **you**.

- ◆ From a marketing perspective, we don't like to distract users from becoming "conversions."
- ◆ It's not about your site – it's about your mission and the value you bring to your customers.
- ◆ Just because users aren't on your website doesn't mean they aren't interacting with you.

One **formula** *doesn't* fit all users.

- ◆ Mixing your site with 3rd party interfaces could dilute your brand or compromise usability.
- ◆ To determine the appropriate amount of integration, you must know your users and your goals.
- ◆ The optimal solution can only be determined on a case-by-case basis.

Don't just **think** outside the box, **measure** outside the box.

- ◆ As web design professionals, we need to determine the right questions to ask.
- ◆ It's also important to establish best practices – but we can't be afraid to break the rules.
- ◆ To continually improve, analytics systems must be designed to measure beyond our own site.