

Social Media in the SAP Community

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Being present in social media is an important endeavour for the SAP Community. Hence, the SAP Community has a designated team that performs various social media activities. This entry outlines (a) the strategic practices of the SAP social media committee, including the day-to-day activities used to enact those practices, (b) strategic challenges of doing social media work within the SAP Community, and (c) ideas for future social media engagement.

SAP social media activities and practices. The rise of social media platforms (e.g., X, Facebook, LinkedIn), media sharing platforms (e.g., YouTube, SlideShare), and blogs, transformed academic practices of sourcing, producing, and sharing knowledge over the past decades (e.g., Collins et al., 2016). Observing those developments, Leonhard Dobusch kicked off the social media activities of the SAP Community by opening a Twitter account and a Facebook group in 2014. Over the years, the SAP Community formed a social media committee responsible for carrying out these activities. The strategic idea behind the social media committee is to leverage social media tools to support SAP-related research and to develop the SAP Community. By 2024, the social media committee consists of four members including one chair representing the committee at membership and board meetings. Committee members do not get officially elected. They take on their role by indicating their willingness to support the SAP Community through social media engagement or they are invited to take over a vacancy.

The main concern of the social media committee is to offer a framework for scholarly exchange on and through social media platforms. This includes strategic practices of *informing* about recent and upcoming activities, *connecting* SAP scholars and those interested in practice-

based management research more broadly, *inspiring* future research in the field, and *recognizing* accomplishments of community members. The committee enacts these practices on different social media platforms such as LinkedIn, Mastodon, YouTube, or X. It is further responsible for the SAP website on aom.org (please find the links to the current SAP media accounts and the AOM website at the end of this entry). Exemplary day-to-day activities are, for example, organizing, hosting, and posting Vlogs and webinars on the YouTube channel, or using X, LinkedIn, and Mastodon to keep the community informed, advertise upcoming events, and potentially engage with a broader public (see Figure 1 for an overview).

Figure 1: Overview of the SAP Offering



The social media activities are either initiated by scholars and community members seeking help in communicating about research outcomes (e.g., talking about a new publication in a Vlog) or a specific event (e.g., SAP Reading Club organized by the community building committee, conferences, workshops). Alternatively, they are launched by the committee itself (e.g., webinars to connect scholars from different fields).

Strategic challenges of doing social media work within the SAP Community. The social media committee continuously experiments with digital tools to find better ways to inform and

engage SAP Community members. However, such experiments may also lead to a fragmented set of social media activities. Hence, the committee needs to ensure that these activities neatly fit together, reducing overlaps, and ensuring complementarities. This is also important because potential participants may become overwhelmed by the multiplicity of activities offered. Moreover, with four people, the committee is small, but each tool requires a different kind of (technical) skills. A measure to ensure coherence is structuring the SAP Community's activities into overarching strategic practices. As shown in Figure 1, these practices are inspiring, connecting, informing, and recognizing, each of which includes different day-to-day activities.

A second challenge lies in sustaining the engagement of the SAP Community members over time. As the Covid-19 pandemic unfolded, people increasingly became tired of virtual offerings. Hence, the challenge for the social media committee was to provide offerings that ensure the engagement of people over time. According to their experience, people continued to engage in synchronous, interactive formats. Moreover, the reputation of speakers is a clear asset for such formats. Non-interactive formats, however, seem better suited in asynchronous form (e.g., YouTube videos), as people can consume them when it fits their schedule.

Social media is subject to continuous digital innovations. Accordingly, the social media committee is enthusiastic about experimenting with these new technologies, potentially improving the SAP social media offering. This, however, requires continuously monitoring new technologies, developing the skills to use those technologies, and identifying useful ways to complement the repertoire. One of the most recent examples of these innovations is 'Mastodon.' In early 2023, the social media committee launched the Mastodon account for the SAP Community.

Future directions. Future trends may change the SAP social media landscape over the next decade. First, the trend towards more decentralized platforms such as Mastodon may come with additional requirements. At Mastodon, for instance, it is difficult to find SAP Community

members registered on a different domain. Hence, social media activities will include the provision of member account lists to ensure connections among scholars on these platforms. Second, the Metaverse is another trend shaping the social media landscape (Ritterbusch & Teichmann, 2023). The social media committee may organize workshops that are entirely virtual with avatars used via touch controllers and VR-glasses. The committee will stay at the forefront of these developments, excited to shape the digital future of the SAP Community.

Links to SAP Social Media

AOM: <https://connect.aom.org/sap/home>

LinkedIn: <https://www.linkedin.com/company/strategizing-activities-and-practices-sap-interest-group/>

Mastodon: <https://sciences.social/@strategizers>

YouTube: <https://www.youtube.com/@strategizingactivitiesandp3109>

X: <https://twitter.com/Strategizers>

References

- Collins, K., Shiffman, D., & Rock, J. (2016). How are scientists using social media in the workplace? *Plos One*, *11*(10).
- Ritterbusch, G. D., & Teichmann, M. R. (2023). Defining the Metaverse: A Systematic Literature Review. *IEEE Access*.

See also

Meetings
Development of SAP Community
SAP at AOM
SAP at EGOS
SAP at SMS