MY COMPANY - STORYGRAPH

Process	Primary: manage members, income, outflow Secondary: IT, procurement, HR, finance, legal, internal auditing, pr
Strategy	Design & deploy on line tools (front office & back office) Marketing & communication

LINE OF INTERNAL ACTION

Operations	Application development, user research, design, process analysis, knowledge base management, copywriting, newsmaking Event management, press office & media relations, customer relation management

Area	owned digital media management	social media management (earned media)	press	owned press	staff training

LINE OF VISIBILITY

Activity	Content & knowledge base management	Design & development 24/7 self-service	Write post & manage interactions	Send targeted messages	Produce awareness video	Tweet & relate	Socialize contents & manage interactions	Update professional network & projects	Press office activity & media relations	Write & produce editions	Manage customer relation	Face to face relations & solutions

Touchpoints	public portal	restricted area	blog	newsletter	youtube	twitter	facebook	linkedIN	press & media	house organ	cust. service	offices

LINE OF USER INTERACTION

	A	B	C	D	E	F	G	H	I	L	M	N
1. Core services	◐	●	○	○	○	○	○	○	○	○	●	●
2. Send feedback	◐	●	●	○	◐	●	●	○	◐	○	○	●
3. Discuss/Share	○	○	●	○	●	●	●	●	○	○	○	○
4. Ask for help	◐	●	○	○	○	◐	○	○	○	○	●	●
5. Networking	○	○	○	○	○	◐	◐	●	○	○	○	○
6. Discover news	●	●	●	●	◐	◐	◐	◐	●	●	○	◐
7. Know in depth	●	●	◐	○	○	○	○	○	◐	●	○	●

Legend: ● Ideal   ◐ suitable but not ideal   ○ unsuitable