

# Chapter 103

## Social Project Management?

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### **ABSTRACT**

*This conclusion aims to reflect upon and summarize the lessons that may be learned from this book. In three concise paragraphs, it discusses the common ground amongst the different contributions, the ‘takeaways’ from the book and the concept of ‘social project management’ as the future outlook on social media in project management.*

### **INTRODUCTION**

This conclusion aims to reflect upon and summarize the lessons that may be learned from this book. In order to do so, the next paragraph will discuss the common ground amongst the authors. What statements may summarize the different experiences and contributions? Elaborating on this, we will summarize what the reader may or should ‘take away’ from the book. What can be learned from social media and applied to project communication? In the final paragraph of this conclusion, we will take these lessons further and ask ourselves what ‘social project management’ could look like.

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## **COMMON GROUND**

When reflecting upon the contributions in this book, some common ground can be discovered amongst the different contributions.

### **Efficient and Effective Team Communication**

First of all, social media provides an opportunity for supporting efficient and effective team communication in project teams. Many contributions in this book, most notably chapters 1, 2, 3, 4, 5, 6, 9, 10 and 13, highlight the opportunities that social media offer for supporting efficient and effective communication within project teams.

### **Understand Differences**

While recognizing the opportunities of social media, chapter 8 highlights the fact that the social media landscape is not unified. By discussing differences between regions, countries and generations, this contribution makes us aware that a social media communication strategy needs to be carefully planned, especially in the case of international projects with geographically dispersed teams.

### **Develop a Plan**

Plan the project's social media communication strategy is also the conclusion that comes from chapter 11, the analysis of project management apps. An example of the development of such a social media communication strategy is contributed in chapter 12. The step-for-step approach described here may provide project managers with a practical process description for the development of their communication strategy.

### **There is a Learning Curve**

The cases reported in chapters 14 and 15 show us that there will be a learning curve in the effective use of social media. Just as any new technology requires some 'getting used to', this may also be the case in the application of social media in the professional setting of projects.

### **And there May be Barriers**

Chapters 2 and 7 help us to understand that the adoption of social media in projects may also experience barriers. Some of these barriers may have to do with individual concerns of team members, for example loss of privacy and blurring of lines between professional and personal online presence, whereas other barriers may be caused by the organization's engaged in the project. For example concerns about data security or compliancy with the organization's policies.

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