



Social Media for Business & Enterprise

Jennifer Stein
Product Manager, FPinfomart

September, 2011

Getting Started in Social Media

It's not just about what Ashton Kutcher had for breakfast – and even if it is, why it matters.

The Social Media Revolution?

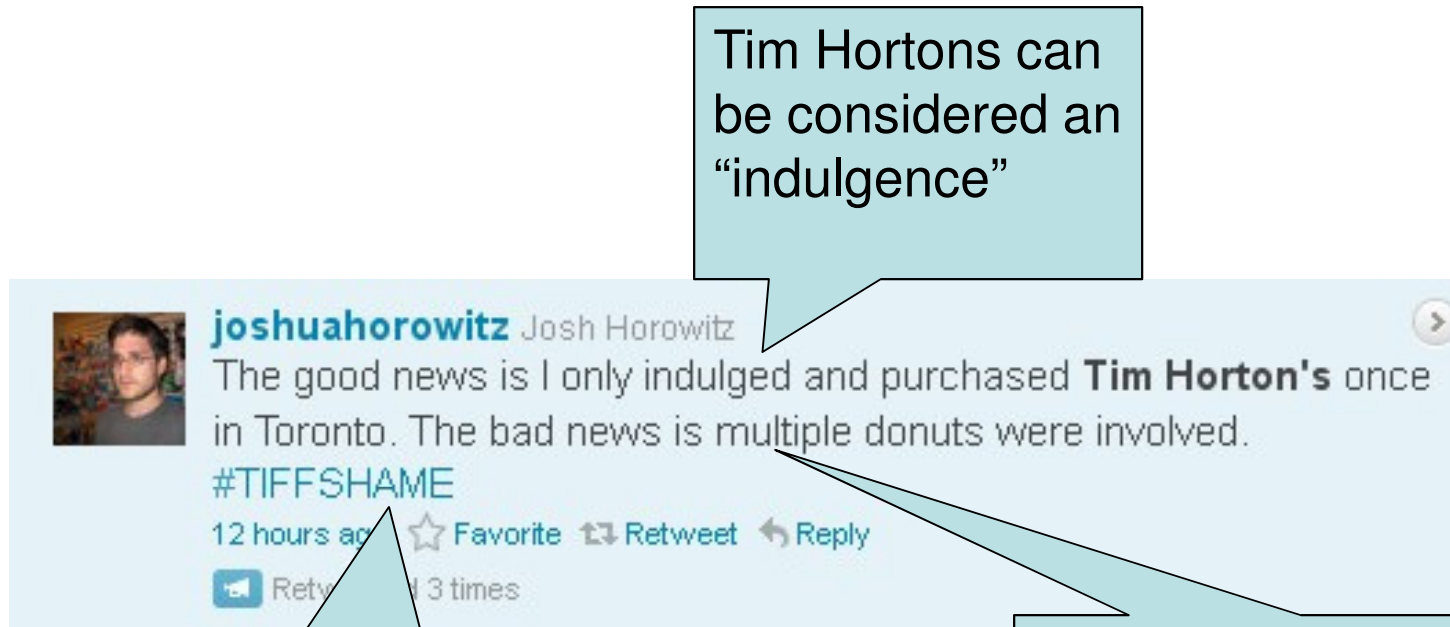
All information now has the potential to be social, regardless of medium.

Social media has changed...

- How we **find** information.
- The perceived **value** of information.
- The **volume** of relevant information available.
- Our desire and ability to **share** information.
- The tools we use to **collect** & **disseminate** information.

Social Media = Information Sharing

What's in a Tweet? A lot of learning in 140 characters or less!



Tim Hortons can be considered an "indulgence"

There could be a potential relationship with an event like TIFF

Customers without regular access purchase multiple items in a transaction.

And Twitter is just ONE Social medium



Social Media in the Business World

1. Listen
2. Measure
3. Engage

LISTEN: *“What’s Being Said?”*

- What are my customers/constituents talking about?
 - Issues; concerns; praise; suggestions about a portfolio, policy, or product

- What are the industry leaders talking about?
 - Companies; executives; lobbyists; thought leaders

- What’s happening in other/similar companies, industries, or jurisdictions?
 - What is the response and opinion?

MEASURE: *“What Does It Mean?”*

- WHO is talking about issues relevant to me? (age, gender)
- WHAT is important to people involved in these conversations?
- WHERE are these conversations occurring (both medium and geography)

Engage: *“What Do I Do About It?”*

Inform

- New products, services
- Service issues; recalls; updates
- Share interesting information with your audience

Respond

- Address customer concerns & questions
- Correct misinformation

Benefits of Engaging

- Reach a wide and diverse audience
 - An instant and easy communications method
 - Let your readers propagate your message – information travels further with lower cost & effort
- ➔ Create a community & sense of participation with your organization

If you Engage, followers feel that...

- You are listening to their concerns & suggestions
- They are part of the process & loyalty increases
- You will inform them when important information arises
- You are an expert on a topic

Where do I start?

→ What does “Doing it Well” look like to YOU?

Who is doing social media well?

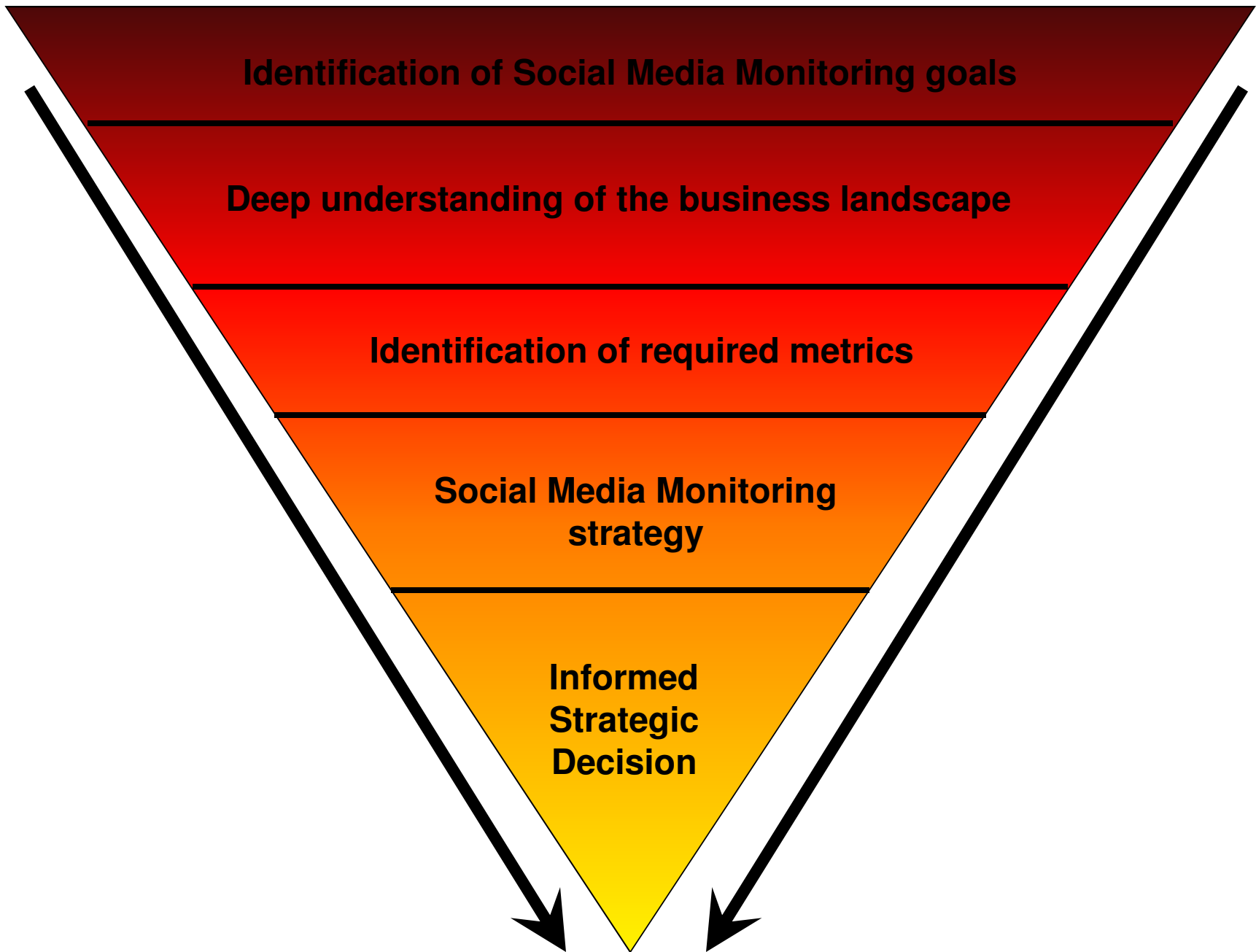
- Other companies/departments/jurisdictions?
- Celebrities?
- A brand in a related (or unrelated) industry?

What do you like about what they’re doing?

- Frequency?
- Content?
- Media used?
- Tone?

Social Media Strategy

- An inverted pyramid funnels a series of steps from planning to execution
 - Your Social media strategy will vary widely depending on your organization's policy, goals, industry, resources, and size
- ➔ There is no “one size fits all” recommendation



Identification of Social Media Monitoring goals - QUALITATIVE

- ✓ We want to ensure our social media presence is as active as that of our competitors.
- ✓ We want to engage with our customers in social media.
- ✓ We want to ensure product discussions about our organization include accurate information.
- ✓ We want to make policy decisions based on proven customer concerns and desires.

Identification of Social Media Monitoring goals - QUANTITATIVE

- ✓ Respond to direct @inquiries within 1 business day
- ✓ Post to our blog 3x per week
- ✓ Ensure our brand is mentioned in 35% of posts about our industry
- ✓ Increase visits to our Facebook page by 10% next Quarter
- ✓ Reach 10,000 Twitter followers by end of fiscal year

Deep understanding of the business landscape

- These are the things you already know, which will help you decide WHAT TO MONITOR
 - ✓ Issues critical to your portfolio/industry
 - ✓ Products/Services offered
 - ✓ Names of executives, spokespeople, competitors – and their social media handles
 - ✓ Related associations and organizations

Identification of required metrics – Private Sector Examples

- ✓ What percentage of the share of voice of the conversation surrounding our industry mentions our brand (products, services, company, spokespeople) vs. that of our competitors?
- ✓ What is the sentiment of the conversation mentioning our brand vs. that of our competitors?
- ✓ What is the most prevalent conversation type within mentions of our brand and that of our competitors?
- ✓ Are people discussing the same issues for our brands vs. that of our competitors?

Identification of required metrics – Public Sector Examples

- ✓ How often is the Minister mentioned along with the issues in our portfolio?
- ✓ Which issue in our portfolio gets the most exposure? Which issue is viewed more positively?
- ✓ What is the age range of the participants in the conversations surrounding particular topics?
- ✓ How often is the Opposition mentioned along with mentions of our Ministry/Portfolio?

Social Media Monitoring strategy

- Determined based on the KNOWLEDGE and GOALS identified in the first part of this process

Social Media Monitoring strategy

- Monitor for any mention of our brand (must include products, services, company, spokespeople)
- Monitor for any mention of our competitors (must include products, services, company, spokespeople, social media handles)
- Monitor for issues within our industry (e.g. customer satisfaction; price; ease of access, etc.)
- Use a tool which allows content to be tagged across various dimensions such as who is mentioned, what is being discussed, and sentiment of the post.

Outcome

- As a result of implementing our social media monitoring strategy, above, perhaps we find the following:
- In conversations surrounding our industry, our company is mentioned 22% of the time. Our competitors are mentioned 35% and 43% of the time, respectively.
 - Despite losing the Share of Voice race, mentions of our brand have positive sentiment 95% of the time, vs. 75% and 81% for our competitors.

Outcome

- Our brand is mentioned positively in context of customer satisfaction more frequently than any other issues
- Our competitor brands are mentioned most frequently in context of price.
- Our competitors have lively communities on their Facebook pages.

Informed Strategic Decision

- We will dedicate 50% of one employee's time to managing our online presence. This will include responding to customer inquiries; Tweeting timely and relevant information; and posting to a corporate blog three times per week.
- We will continue to engage with our customers online to maintain our positive perception online.
- We will promote other aspects of our products and services online but will continue to emphasize the customer satisfaction aspect of our product as it is clearly important to our customers.
- Promote our Facebook page through a contest to increase our follower count by 15% by next quarter.

Crafting a Corporate Social Media Policy

- Sets the ground rules for employees participating in social media on behalf of the company.
- Outlines what content or topics are and are not permissible
- Defines the organization's policy for responding to others within these media
- Clearly states how employees are expected to conduct themselves when speaking on behalf of their employer.

Crafting a Corporate Social Media Policy

- Some companies require disclaimers (such as “the opinions expressed are my own...”).
 - Some companies encourage employees to speak as individuals, in their own voice
 - Others prefer that everyone express a standardized corporate tone.
- ➔ The decisions you make will be as unique as your organization; what is critical is that these policies be set before starting, and that all employees who will be involved in social media are well-versed and on board with these policies.

I'm ready! What next?

- Select a monitoring & engagement tool that meets all the needs you've identified in your Social Media Strategy exercise.

FPinfomart Heartbeat

A complete Social Media Monitoring platform

FPinfomart.ca
Intelligence you can count on.

HEARTBEAT 
POWERED BY SYSOMOS

FPinfomart Heartbeat

- Business Intelligence for social media
- Gain insight about your target audience, sentiment and geo-demographics.
- Participate in the conversations about your products and your brands.
- Organize conversations, manage workflow, facilitate collaboration, and engage with key influencers.
- Measure key metrics around buzz and sentiment
- Identify and engage with key influencers and opinion leaders
- Conduct comparisons between competitors and issues, and topics

Heartbeat features include:

- Real time data
- Global & Multi-lingual
- Text Analytics
- Comparisons & trends
- Spam-free
- Geodemographics
- Automated Sentiment
- Influencer identification
- Integrated Twitter publishing & analysis
- Integrated Facebook page management

Where does Heartbeat fit?

→ Heartbeat addresses each of the key aspects of social media in the business world...

1. Listen
2. Measure
3. Engage

Heartbeat helps you LISTEN

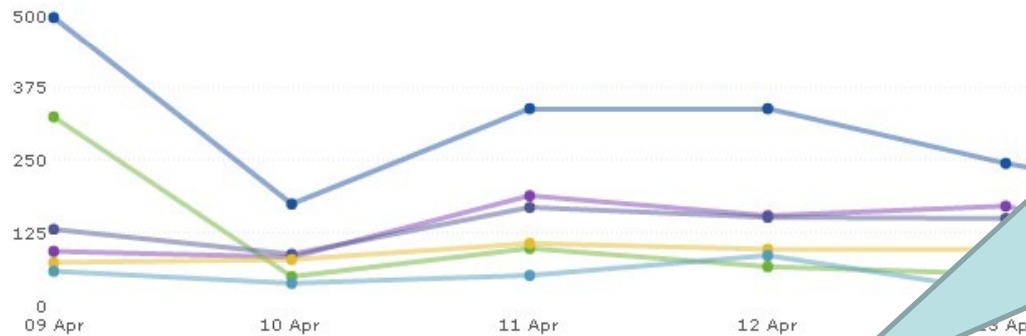
Compare



Compare

Within

Latest Activity



When customers talk about my brand, what is the most common theme of the conversation?

How important are each of these issues to people who mention my brand?



35.8% **children**
1,791 mentions

13.2% **side-effects**
660 mentions

10.7% **muscle-pain**
533 mentions

15.7% **fever**
785 mentions

16.9% **headache**
847 mentions

7.7% **recalls**
383 mentions

POST

Heartbeat helps You RESPOND

The screenshot shows a Twitter thread. The top tweet is from @ShaunBelding, dated 12 Apr 2011 8:35PM, with tags #rogers and #service. The tweet text is: "Blog Post: Great Customer Service from Rogers Wireless - Telecoms, globally, are rarely applauded for providing grea... http://ow.ly/1c9QE2". Below it is a tweet from @RessyM, dated 12 Apr 2011 5:19PM, with tags #rogers and #service. The tweet text is: "@Mark_Goldberg lol.. When u cancel a Ro b removed." Below that is a tweet from @frugalis, dated 12 Apr 2011 5:19PM, with tags #music and #freebie, and text: "Rogers urMusic Wireless". A modal window is open over the @ShaunBelding tweet, showing options for "View", "Summary", "Language", and "Sentiment". The modal displays the tweet text and a reply from @fpinfomart: "@ShaunBelding Glad to hear you had a great service experience. Our CS team appreciates the feedback." A red circle highlights the reply text, and a speech bubble points to it.

Responding to customer service mentions on Twitter about my brand is my responsibility.

Questions?

helpdesk@fpinfomart.ca

1-800-661-7678