

Beyond the Hype

Using Social Media to Connect, Engage
and Transform Your Business



One Day workshop

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1. Social Media and Web 2.0 Basics

Blog	'Web log' – characterized by short, regular updates with the ability to post comments and interact with author
Wiki	Collaborative online document <i>Wikipedia is most famous: 17 million articles, 365 million users</i>
Podcast	Audio recording that is made available for download
RSS	'Real simple syndication' – get updates from websites sent to you
Facebook	Social networking website – friends connect by accepting friendship requests, and can share updates, info, photos and more <i>Estimated 600 million users in Jan 2011; average age: 36</i>
LinkedIn	Business focused social networking site – mainly used by business people and professionals for job related networking. <i>Est. 90 million users in Jan 2011; average age 46</i>
Twitter	'Micro-blog' – updates of 140 characters or less, where people follow each other (without approval required) <i>Est. 190 million users in Jan 2011; average age 42</i>
YouTube	Sharing of video content <i>Reportedly serves over 2.5 billion videos a day Claims that 36 hours of video are uploaded every minute</i>
Flickr	Photo and image sharing <i>Note: 1 billion photos uploaded to Facebook every month</i>
Napster	Music sharing
Quora	Questions, answer and collaborative knowledge building
Groupon	Group buying discounts available city by city
GoogleDocs	Collaborative document management – word processing, spreadsheets, presentations, forms and drawings
Skype, ooVoo	Free voice and video calls, including conference calling <i>Skype: Approaching 600 million user accounts, 13% of international call share market in 2010</i>
Webinars	Live – and recorded – web conferencing: meetings, training, etc
Foursquare, Gowalla, FB Places	Geolocation software, allowing users to 'check in' (update their status) and link this to specific locations, and see other people and places in the near vicinity
	... and much, much more ...

1.1. How companies are using social media basics

Blogs

“Proving your expertise”

Interactive communications



Twitter

“What you know”



#hashtags

Facebook

“Who you know”



Fan pages
I like this button

LinkedIn

“Who knows you”



Groups

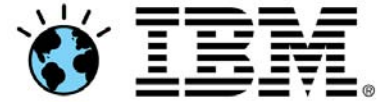
Geotagging

“Where you are”



Check your location comments and ratings

2.4. A smarter planet



- Instrumented
- Interconnected
- Intelligent

<http://asmarterplanet.com/>

2.5. Cultural shifts

JK Wedding March intro:

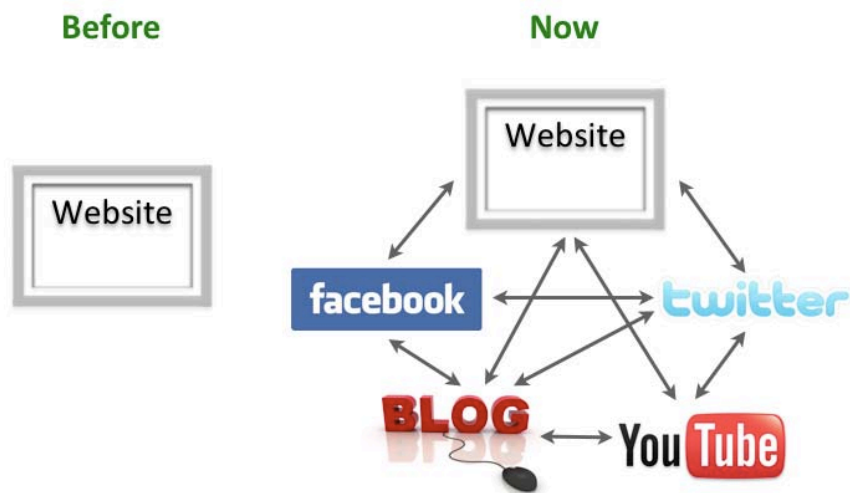
<http://www.youtube.com/watch?v=4-94JhLEiN0>

2.6. The new web

Web 1.0	Web 2.0
<ul style="list-style-type: none">• Static• One-way• Reading• News• Arms length• Pull	<ul style="list-style-type: none">• Dynamic• Collaborative• Multi-media• Conversations• Connected• Push

Web 3.0 = Monetizing all of this...

Online presence



3. What to use it for – the obvious

3.1. Communication



3.2. Sales

3.3. Customer support

3.4. Public Relations

3.5. Recruitment

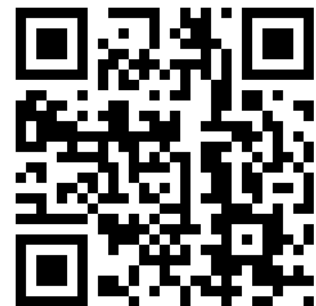
3.6. Social Search



Bing and Facebook
Google Social Search

3.7. Sharing information

QR Codes (quick response codes)
Microsoft Tags



Lessons from the Case Studies

4. Using social media for B2B

Most of the examples of successful social media use for sales purposes seem to focus on B2C case studies. But increasingly, B2B businesses are seeing the benefits of using these technologies. At very least, the people buying your products and services are using social media in their own right. But it can go way beyond that...

4.1. Lead generation

4.2. Defining your target audience

4.3. Monitoring your market

4.4. Communicating your message

Remember that you will probably be interacting with individuals not directly with companies

Content is king

Use channels that enhance the perception of your expertise

4.5. Analytics that measure your efforts

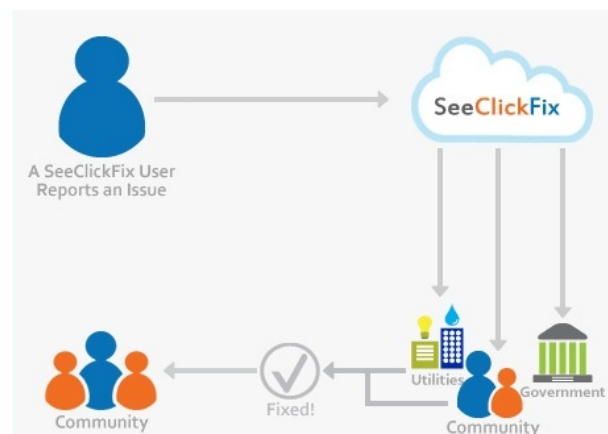
4.6. Interact with customers

<http://socialmediab2b.com/2010/09/b2b-social-media-case-studies-examples/>

4.7. Find new suppliers and connect more closely with existing suppliers

5. Using social media in the public sector

<http://www.seeclickfix.com>



<http://www.usahidi.com>

<http://policeact.govt.nz/>

2007: Wiki used to encourage public participation in the development of a new Police Act in New Zealand

2010: Site changed to interactive website aimed at introducing children to the Police in New Zealand

6. What to use it for – beyond the hype

6.1. Going mobile

6.2. Crowdsourcing

<http://www.ideabounty.com>
<http://www.kickstarter.com>
<http://www.tenpages.com>
<http://www.wreckamovie.com>
<http://www.kopernik.org>

6.3. Innovation – internal and external

<http://www.innocentive.com>

<http://www.innovatrs.com>

6.4. Fund raising and investment

<http://www.kiva.org>

6.5. Mobile money

<https://squareup.com/>

6.6. Creating a fan-base and a community

6.7. Geo-tagging



6.8. SEO (Search Engine Optimization) and digital presence enhancement



6.9. Tweetjects

6.10. Gaming

6.11. Meetings



More information: <http://tinyurl.com/socmedia2>

7. Developing a Social Media Strategy



7.1. Define your goals

7.2. Ensure you know your brand

7.3. Select your audience

7.4. Define your community

7.5. Select your channel mix



7.6. Define your voice

Remember that spelling and grammar are still important!

7.7. Select your team (including the community *inside* your company)

7.8. Ensure everyone knows your success criteria

7.9. Create and implement social media policies



7.10. Ensure you have the right technology in place

7.11. Do a pilot programme

7.12. Activate your community

7.13. Measure, report, share and improve

7.14. Integrate with other programmes

7.15. Evolve your culture

Additional Reading

Seven Characteristics Of Companies Effectively Using Social Media

Summary of research findings by Harvard Business Review Analytic Services
“The New Conversation, Taking Social Media from Talk to Action”, July 2010

Source: <http://tinyurl.com/hbr-july2010-pdf>

The characteristics of “effective users” of social media include:

1. Sixty-three percent of the effective users said they have developed and implemented a social media strategy.
 - They’ve taken an integrated view of social media and have made it another part of their overall marketing strategy, not a “shiny object” or fad.
 - They are working toward stated, documented goals that are specific.
2. Effective users were twice as likely to have a social media budget as compared to the rest of the respondents.
3. Effective users are far more likely to use more social media channels — four or more.
4. Effective users were much more likely to be fully-leveraging the benefits of social media by using multiple social media channels to:
 - reach customers
 - learn about customers
 - research new products
 - establish user groups among customers
 - monitor trends
 - collect and track customer reviews.
5. Effective users are more likely to be:
 - be doing more multi-media sharing
 - participating in review sites, discussion forums, and blogs
 - know where their customers are talking about them on the Web.
6. The use of metrics and analytic tools also sets the effective users apart as effective users are measuring their efforts as well as the social conversations about them.
7. Far more likely to integrate their social media monitoring solution with their other marketing solutions.

Only 12% of 2,100 respondents were considered to fall into the “effective user” group by HBR researchers.

See also:

McKinsey Quarterly, **Six ways to make Web 2.0 work** (Feb 2009)

https://www.mckinseyquarterly.com/Six_ways_to_make_Web_20_work_2294

<http://www.b2bbloggers.com>

8. Online rules - keys to understanding social media culture

8.1. Netiquette and “rules of the game”



8.2. Brands or personalities?

8.3. Credibility comes from breadth not depth

8.4. If people can't find you, you don't exist!

8.5. Focus on communities

8.6. Geography is dead

8.7. Design is critical – don't skimp on the 'look and feel'

8.8. Relationship without commitment

8.9. Connection without obligation

8.10. No security abuses (ever!)

8.11. If you make a mistake... (say sorry and move on quickly)

8.12. Technology is just a tool



9. Developing Social Media Policies

Companies need to have at least two different types of social media policies:

1. Policies to cover the formal and official social media channels managed by the organisation
2. Policies dealing with the social media usage of staff members in their personal capacity – both during and outside of working hours

<http://www.fastcompany.com/1668368/social-media-policies-the-good-the-bad-and-the-ugly>

<http://socialmediagovernance.com/policies.php>



10. Biggest Mistakes that need to be avoided

10.1. Inconsistent brand identity

10.2. Not defining your ideal target audience

10.3. Failure to engage (in conversation)

10.4. Going silent

10.5. Broadcasting (or using traditional marketing methods)

10.6. Hard selling

10.7. Spamming

10.8. Lying



10.9. Asking before giving

10.10. Thinking in 'Campaigns' rather than 'Processes'

10.11. Thinking in 'Channels' rather than 'Audiences'

10.12. Censorship (or controlling the conversation)

10.13. Giving up before you can succeed (measuring the wrong ROI)

10.14. Not expecting ROI at all

10.15. Not asking for the sale

10.16. Leaving social media in the hands of your company's zealots

11. Where to from here?

Web 3.0

Augmented Reality

The end of email – and the rise of IM

12. About Graeme Codrington and TomorrowToday

Dr Graeme Codrington is an expert in the new world of work. He tracks the trends that are likely to cause disruptive change in the near future, and helps his clients understand, respond to and take advantage of the changing world around them. He works as a presenter, facilitator, author, researcher, consultant and futurist, from bases in London and Johannesburg.

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