

**SR7**

Social Media Intelligence

Research, Strategy & Advisory

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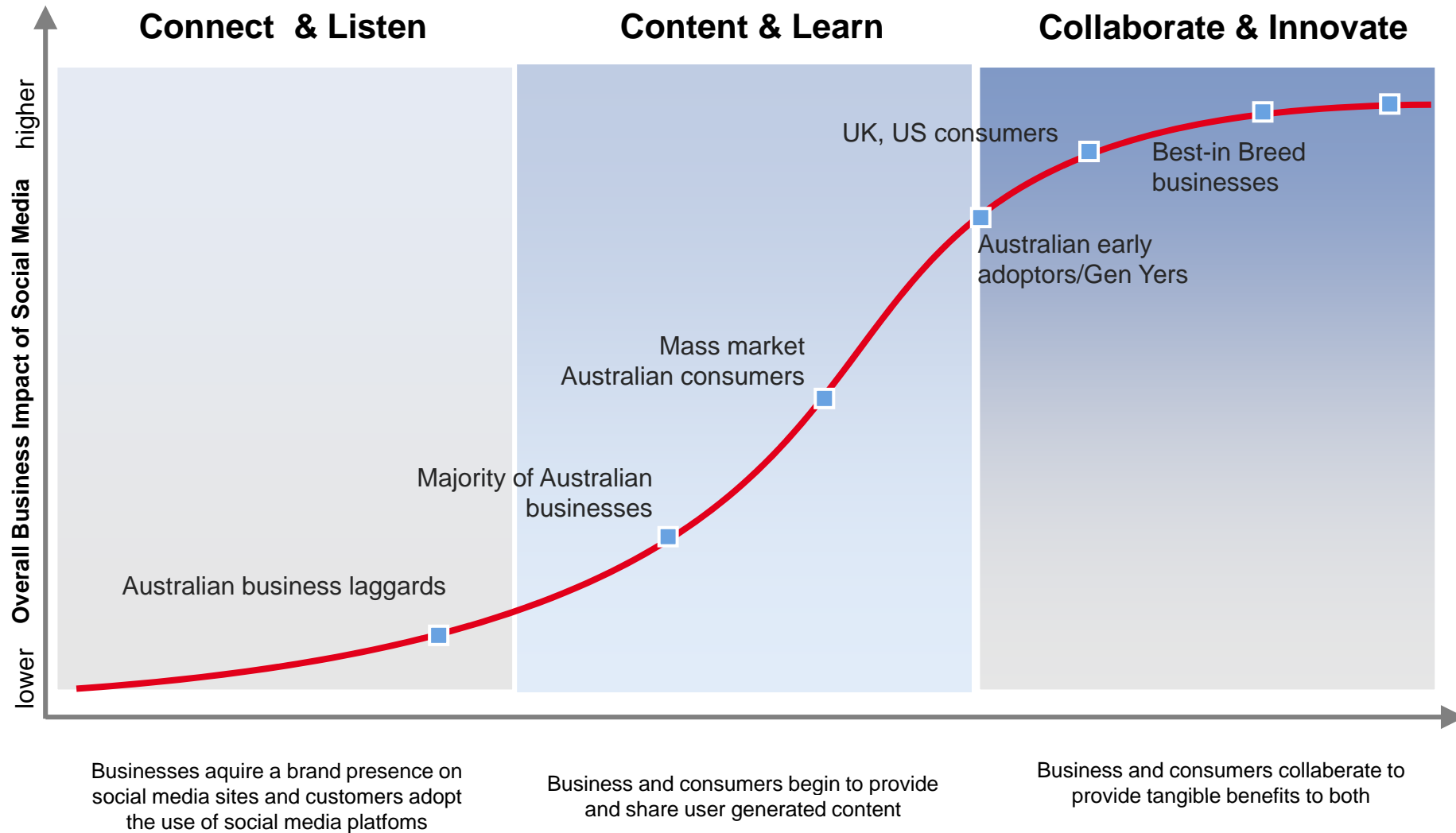
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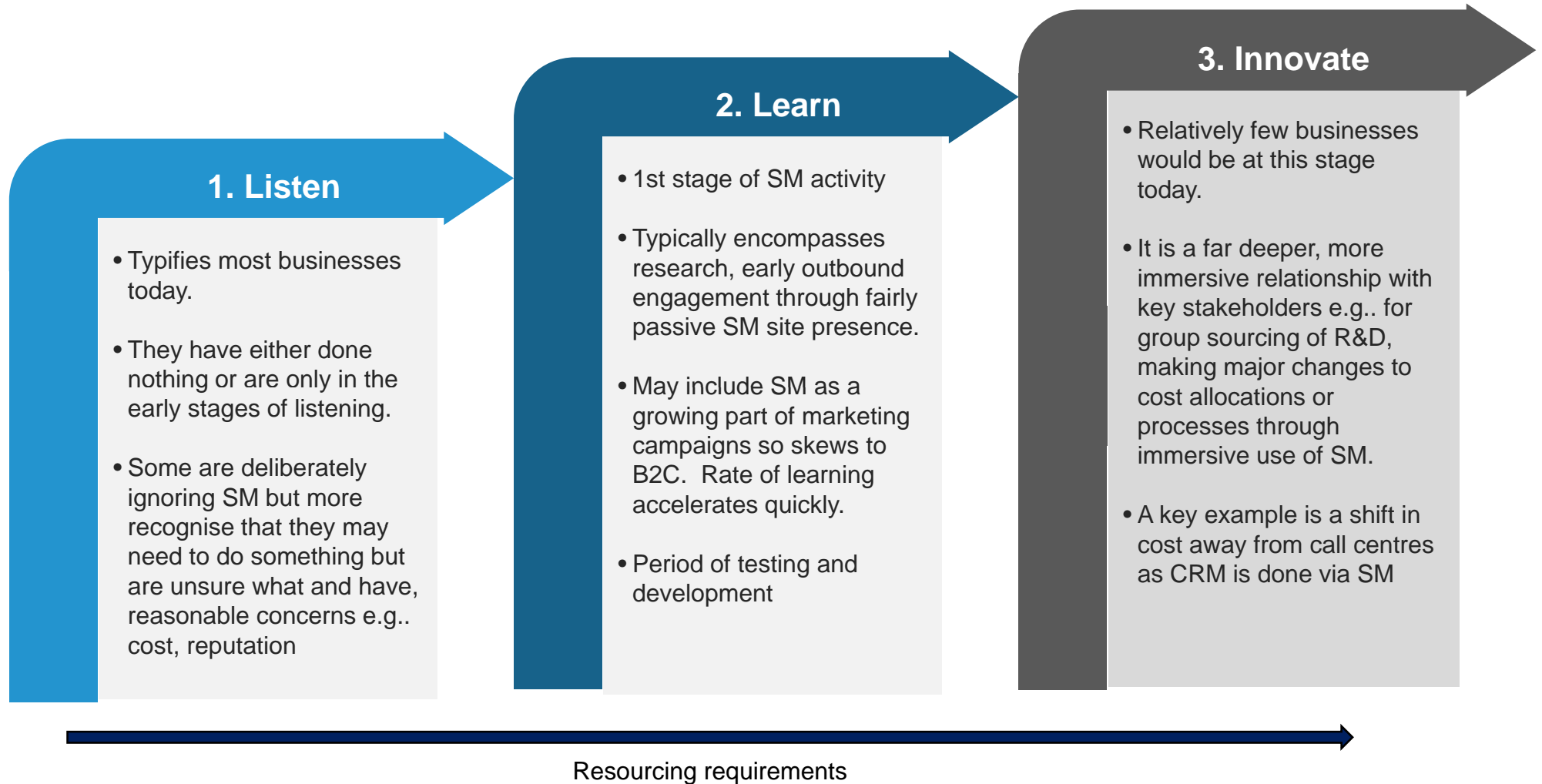
## SR7 CLIENTS



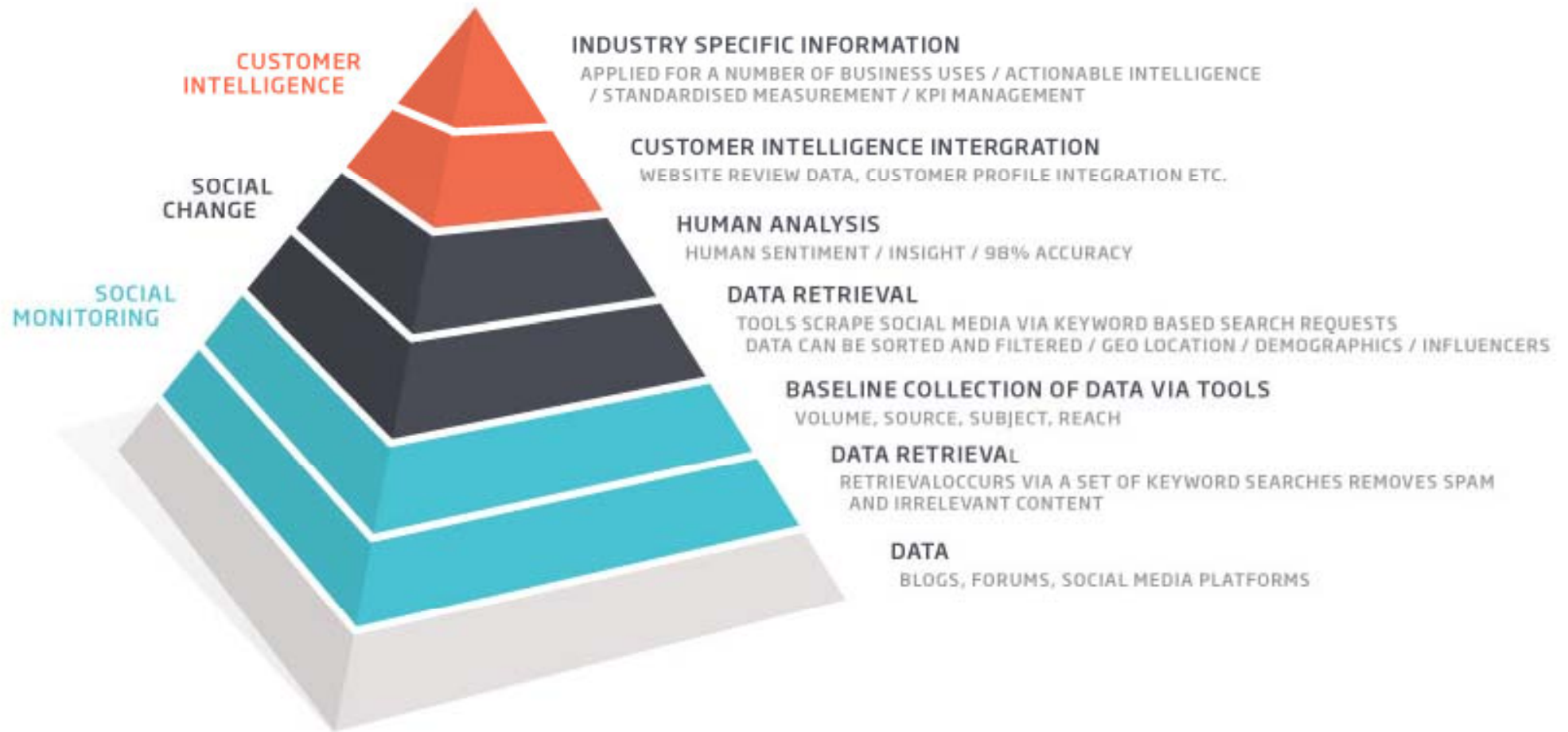
# Social Media Maturity



# Three Phases of Social Media



# From a 'Social Brand' to a 'Social Business/Organisation'



## How to get the 'Board' on-board

### SR7's Social Media Risk and Opportunity pathway



## Case Study: QANTAS

Social media does have a material impact on revenue.

“Our investor relations people, with me at the time, said our share price was collapsing.

Some of the shareholders had picked up from social media that it was being reported that a Qantas aircraft had crashed in Indonesia.”

- Alan Joyce  
CEO QANTAS



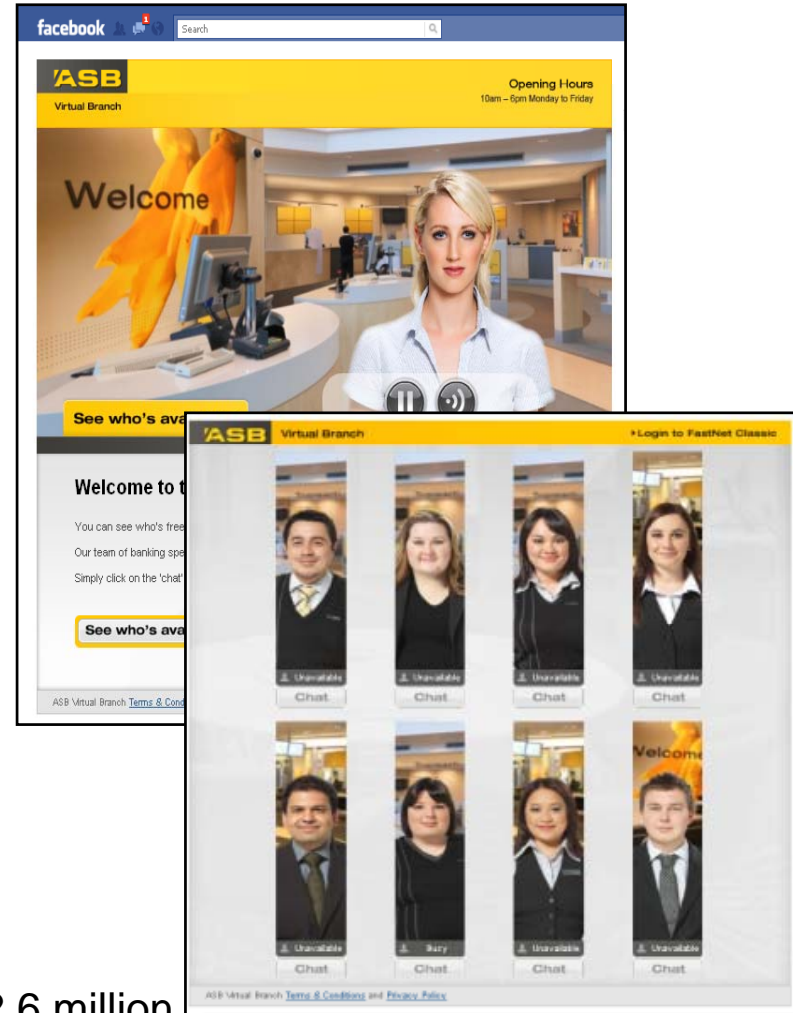
# Case Study: Social Business

Australian Big Four Banks  
Customer Service Costs

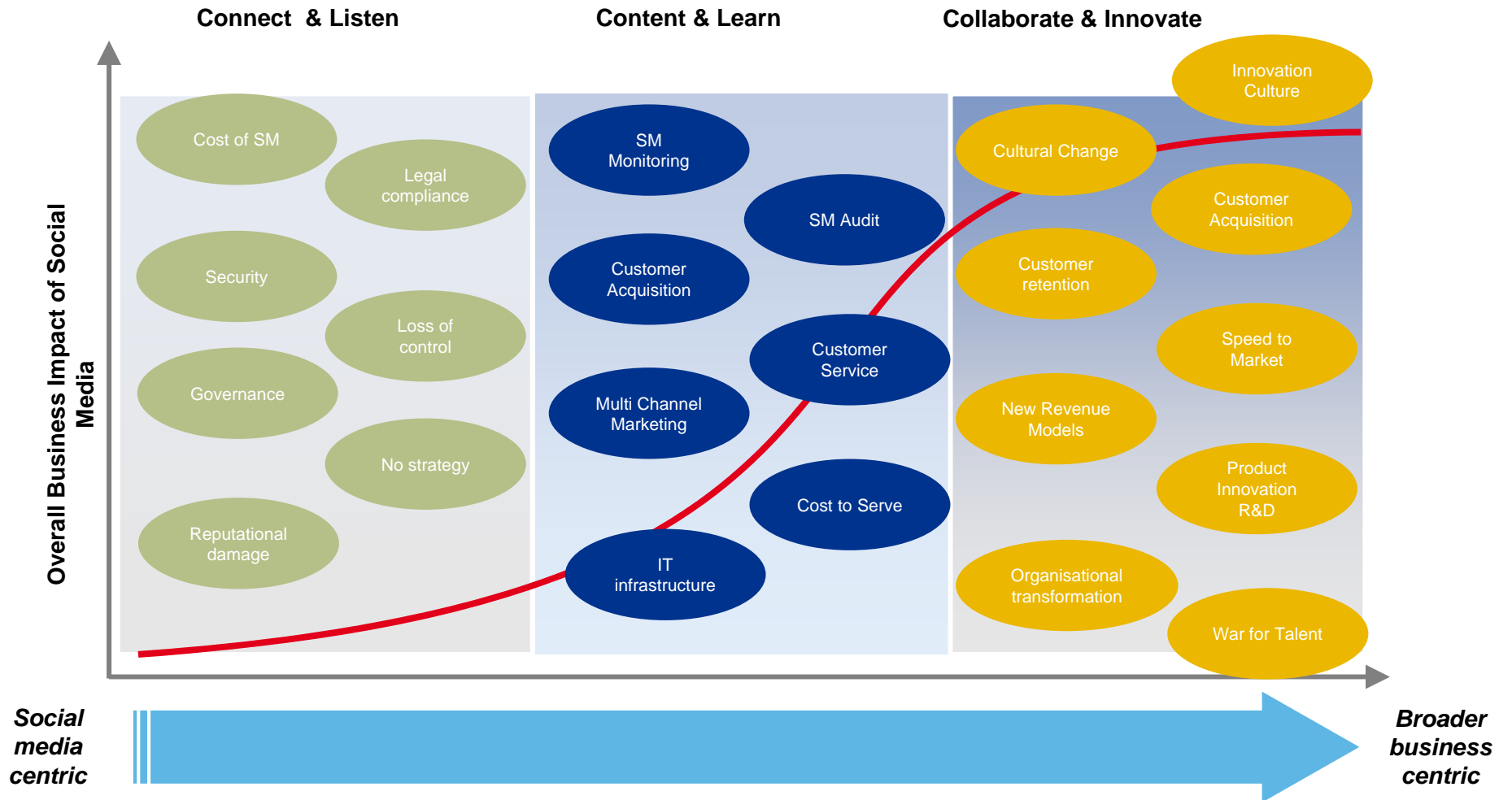
**\$500  
million**

**\$123  
million  
savings**

Tier 1 Support = \$2.6 million



# Typical Issues by phase



## What is your digital value proposition?

- Understanding the value of social media output can be difficult. Are fans customers? What is the value of each online interaction? Is awareness the only real measurable activity?
- Each business will have a different digital value proposition. Identifying or creating your own will be the key to long term success online.
  - Some factors to determine:
    - Who is your target audience and where are they congregating online?
    - Are they organized? Are their 'field leaders' shaping discussions?
    - How do you plan on penetrating and converting these fans on to your own assets.
  - Your digital value can be measured in several ways:
    - Fan and followers – easiest and simplest form of measurement.
    - But digging deeper you need to begin to measure;
      - ♦ Frequency of interactions.
      - ♦ How often material is being shared amongst users.
      - ♦ Ratio of users generated content.
      - ♦ Direct sales output via social media.
  - Set goals, reevaluate goals, change the goals, understand the goals:
    - Minimum amount of fans/followers
    - Return on in store traffic
    - Exposure on third party platforms.
- **FINALLY – WHEN YOU KNOW YOUR VALUE PROPOSITION YOU CAN ALLOCATE RESOURCES**

## Social media campaigns the key to spreading ideas quickly

- A campaign is significantly different from a strategy. It should represent a peak in activity amongst your broader online activities.
- There is no formula for creating something that will go viral. However, some must haves;
  - Content calendar
    - If you are only taking your first steps online this is best done on a weekly basis. But for advanced large scale campaigns it should be a daily calendar of posts.
  - Connect with field leaders. You need other users to carry your message forward.
    - Ideally relationships should be built and nurtured over time that will allow you to connect with these leaders for the purposes of spreading ideas quickly.
  - Ensure your assets are talking to each other.
    - Too often campaigns fail to get off the ground because all communications arms aren't properly talking to each other. This must include website, email and hard copy distribution channels.
  - Road test your ideas.
    - Pointless to begin a large scale Twitter campaign if it is your first foray on the medium. Conduct a pilot, test content, connect with users, trial different mediums.
  - Get creative...
    - Think about how you can put an edge on your message? How can it be communicated in such a way to grab the attention of the audience?
  - Get ready for some bumps along the way...
    - How will you handle dissent or criticism? Do you have contingency plans in place to change your strategy or campaign?

## Understanding how online insights can inform and change campaigns

Applying social media intelligence to your business...

“Please determine what conversations are being had through social media in relation to **gambling**, how each of the target groups is engaging and how we could authentically engage with this issue.”

“Provide an evidence based understanding of what social media conversations are occurring about interest free finance – including Credit Card reform, **responsible lending** / consumer indebtedness and how we can engage in these conversations.”

“Identify any potential risks as well as key audiences, influencers, platforms and online communities. Identify risks to our **supply chain management** and potential activism against our business units via social media”

“provide qualitative and quantitative independent social media evidence of the success, impact, reach and reception to our **marketing campaign**”

“include advice on what social media communities to **observe** and how to **engage** (including with Culturally and Linguistically Diverse and Indigenous communities).”

“is there backlash against an increase in College fees and parents considering the **withholding of payment** of these payments” . .

## Sample Client Calendar FY12

	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Brand Steercomm											
Working Group											
Standard guidelines developed											
Business Unit Training / Modules											
Internal Awareness Program											
Crisis Communications review / update											
Development of social media announcement and communication calendars											
Measurement and evaluation protocols developed											
Corporate Facebook page											
Corporate Twitter Account											
YouTube											
Business unit support, advice and escalation.											
Ongoing moderation.											

## Next steps

**Linked in**

Lay the foundations

Determine the required organisational structure (including during a crisis)



Ensure that social media intelligence is shared across business units

**tumblr.**

**“In social media, you do not have a monopoly of commentary about your brand.”**



Invest in research and planning to ensure an evidence based approach

**foursquare**