

Finding love with social media



Social media is big

600 million people are now on Facebook

220 million blogs

150 million Twitter users

144 million videos on YouTube

415,000 video uploads to YouTube each day

60% of under 30's get their news/information online

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Social media - the big misnomer

It's not new; being explored and used for years

It's not just "social" - it's equally anti-social, B2B or PR-driven

It's just media; not mass-to-many, but person-to-peer group

It's 2-way in nature; all about conversations & interaction

Tool for communicating, linking, researching, watching, sharing

Powerful networker, linking individuals and common interests

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Social media for organisations

“Social media doesn’t change what we say, but it does change how and where we say it.”

Dan Kolbet, Communications Manager, Washington

“Someone, somewhere was talking about us, and we decided we needed to be part of that conversation.”

Marian Douglas, Manager Public Relations, Georgia

Social media channels

Online news



Blogs



Social Networking



Niche Networks



Micro blogging



Discussion forums



Wikis



Podcasts

Videos

Photos

Mash-ups

Old media vs Social media



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Social media informs 'old' media

88% (US) journos spend 20hrs/week online +28%

95%; search Google (and other search engines)

89% look for story ideas

SocMed journos; 85% on LinkedIn; 55% Facebook

77% rely on online newswires

75% read blogs +3%

(Arketi Group 2009)

Social media and reputation

Managing digital
media issues is
critical if you want to
avoid a heritage
media disaster.

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Effective social media engagement



**DEER INDUSTRY
NEW ZEALAND**

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We need to defend reputation...

NGOs can share campaign ideas, materials & tactics

The new rules of PR & reputation - there are no rules

Today's online gossip, is tomorrow's PR issue

Unaddressed, local issues can become global stories

Often, acknowledgment/perspective is all that's needed

Must monitor conversations to track sentiment/issues

Judiciously provide "your side of the story"

Some essentials for your online reputation

The screenshot displays the Google AdWords Keyword Tool interface. At the top, the Google AdWords logo is on the left, and links for 'Send feedback', 'Help', and 'Sign out' are on the right, along with a 'Customer ID' field. A navigation bar contains 'Home', 'Campaigns', 'Opportunities', 'Reporting', 'Billing', and 'My account'. Below this, the breadcrumb 'Tools > Keyword Tool' is shown, with a 'Previous interface' link.

The main section is titled 'Find keywords' and includes the instruction 'Based on one or both of the following:'. There are two input fields: 'Word or phrase (one per line)' containing 'ecommerce' and an empty 'Website' field. A 'Search' button is to the right. Below the inputs are links for 'Advanced options', 'Locations: United States', and 'Languages: English'.

On the left side, there is a 'Categories' sidebar with a tree view including 'All Categories', 'Apparel', 'Beauty & Personal Care', 'Computers', 'Computer Accessories', 'Computer Hardware', 'Computer Software', 'Business & Productivity Software', 'Device Drivers', 'Educational Software', 'Graphics & Multimedia Software', and 'Internet Software'. A 'Contains' section is partially visible at the bottom of the sidebar.

The main content area is titled 'Keyword ideas' and features a table of results. The table is sorted by 'Global Monthly Searches' and includes columns for 'Keyword', 'Competition', 'Estimated Avg. CPC', 'Global Monthly Searches', 'Local Monthly Searches', and 'Local Search Trends'. The results are as follows:

Keyword	Competition	Estimated Avg. CPC	Global Monthly Searches	Local Monthly Searches	Local Search Trends
web design	High	\$4.33	5,000,000	2,740,000	Bar chart showing trends
online store	High	\$3.10	1,830,000	1,220,000	Bar chart showing trends
ecommerce	High	\$5.41	1,500,000	823,000	Bar chart showing trends
e commerce	High	\$4.36	1,500,000	673,000	Bar chart showing trends
website design	High	\$4.98	1,500,000	823,000	Bar chart showing trends
shopping cart	High	\$3.37	1,000,000	1,000,000	Bar chart showing trends
web development	High	\$4.40	823,000	550,000	Bar chart showing trends
website designer	High	\$2.98	673,000	201,000	Bar chart showing trends

Set up social monitoring & analysis

The screenshot shows the Addict-o-matic website interface. At the top, the logo reads "Addict-o-matic™ inhale the web" with the tagline "Instantly create a custom page with the latest buzz on any topic". Below this is a search bar with the placeholder text "Enter topic here..." and a red "Create" button. Underneath the search bar, "Hot Topics" are listed: Mumbai, Michelle Obama, Scarlett Johansson, Angelina Jolie, Gossip Girl, and Franken. A "Browse the News" section follows, featuring a grid of category links: Popular, Election 2008, Gossip, Top News, Thought 2.0, Food, Offbeat, Gadgets, Web 2.0, Apple, Games, Entertainment, TV, Movies and DVDs, Music, Shopping, Sports, NFL, NBA, and Baseball. Navigation links for "Enablers", "About", and "FAQ" are also present. At the bottom left of the interface, it says "Addict-o-matic Enter Topic : Personalize Results : Bookmark Page" and "enabling since 2008.". On the right side of the screenshot, a 3D-rendered robot mascot is shown. The robot is white with a red helmet and base, purple eyes, and a friendly expression. It has a clear container on its chest with a yellow liquid inside, and the "Addict-o-matic" logo is visible on its chest.

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Defend reputation from the inside out



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Why we're here [Edit](#)

We care about our dairy industry. And this community forum is designed to help you show, tell and share the great stories and all the characters you know and love. It's a place for dairy-minded people to creatively celebrate the business. And we can share all the fantastic things about dairy, with 'udders' who share our enthusiasm and pride.

[Find out more here.](#)

Join, enter and win a Camcorder [Edit](#)



Become a member of Udderly Fantastic, then **upload your own video clip** (up to 90secs) or fun photo (up to 100kb please!) or even suggest a funny caption for one of our photographs, and you could win one of three great digital

Udderly Dairy

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Social media helps organisations

Get found online (and found for the right things!)

Inform conversations and influence debate

Correct misinformation; assert the facts

Create a great image & reputation; using free online PR

Bolster stakeholder relations via direct communications

Put media on notice; keep them honest and accountable

SEO: appear in Google's 'natural search'; peer credibility

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We need to protect valuable things



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How to get started

Don't dive in!

Create your own social media policy - protect your staff

Conduct a social media audit

Register your name(s) on the main social media spaces

Brainstorm/plan for potential issues that may emerge

Integrate "social" as a key part of media & issues monitoring

Monitoring & content training for key personnel

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We can all find love with social media



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