Leveraging Social Media in Your Organization

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Abstract

Today’s X-generation infused workforce is comfortable and confident with social media in their non-professional lives and want the same access while on the job. As IT professionals, how do you- or can you- effectively bring these new methods of communication into your organization? When should you make the case for social media? And what are the right uses for social media in the organization?

This tutorial will review popular social media tools and discuss the issues involved in opening the organization to social media, with illustrations of how a company can leverage these tools for business practices.

Learning objectives:

1. Identify the social media tools that can be used to match your objectives and how to engage with online influencers
2. Learn more about the social media work methods of the next generation of employees and how you can integrate their expectations and ideas into your business goals and deliverables.
3. Better understand the opportunities and risks involved in an organization’s social media implementation
Agenda

- Social Media Today
- Why Social Media?
- Popular Outposts
  - Blogging
  - Facebook
  - Twitter
  - Linkedin
- Keeping Track
- How To Engage
- Resources

Source: squareoak.com
Where are **YOU** with Social Media today?
The State of Social Media Today

- 240 million websites (up from 234M in April 2010!) (Netcraft)
- 1.966B Internet users (up from 1.73B in April 2010!)
- 2/3 of world population visit social networking or blogging sites, accounting for 10% of Internet time (Nielsen)
- March 2010 study found that a higher percentage of B2B (86%) than B2C (82%) marketing firms actually utilize social media to get the word out (White Horse)
- 21% of respondents to a September 2010 AIIM survey regard use of internal social media as “imperative” or “significant” particularly as a tool for publicity and customer feedback
Fears and Opportunities

Why are people afraid to use Social Media?
- Too many choices
- Too much information
- Too hard
- Too much time
- Too personal

Why should people be afraid *not* to use social media?
- Redefining consumer IT
- “Consumeration” of Enterprise IT
Why Use Social Media

- Promote yourself as a thought leader
- Research
- Improve customer service
  - Internal
  - External
- Learn from others
- Expanding your company’s footprint
  - Marketing and promotion
  - Community building
  - Transparency
- Global competition – the challenge to collaborate and engage with peers around the world in real time
How To Be “Social” Today

For each of these Social Media tools:

- Blogging
- Facebook
- Twitter
- Linkedin

We will discuss:

**Why** use each tool,

**Best Practices,**

and **How to Leverage**
Why Blog?

- Build thought leadership
- Stand out from the crowd
- Demonstrate your knowledge
- An outlet to show who you and your company are
- Raise your brand and profile
Why & What to Blog?

Why + What People Blog

**Personal Musings**
- What's up with all this vampire stuff lately?
- OMG! Apple just released a firmware update...
- New photos from my Tahiti trip!

**Technology**
- 42% have become friends with someone they've met in person through their blog.

**Politics**
- 63% say that blogging has led them to become more involved with things they're passionate about.

**News**
- 19% are concerned that their employers might not approve of their views on their blog.

**Computers**
- **Keep friends & family updated**
  - Get published or featured in traditional media

**Business**
- **Connect w/people**
  - Make money

**Music**
- **Share expertise**
  - Enhance resume

**Travel**
- **Attract clients**

**Religion**
- **Speak My Mind**
  - Enhance resume

**Science**

**Film**

**Health**

**Television**

**Sports**

**Topics**

**Impacts of Blogging**

**Top Reasons People Blog**

Source: www.intac.net
Blogging Best Practices

- Create a strategy
- Establish editorial policy
- Find your voice
- Write engaging content
- Use keywords in your copy
- Post on a regular schedule
- Mix it up with video blogs
- Include a photo of author(s)
- Link from your company’s homepage
- Engage with your readers
- Spread your content
Leverage Blogging

- Read the blogs of your competitors
- Research what your customer’s top decision makers are saying
- Track industry trends
  - Industry keywords
  - Create RSS feeds
  - Create google alerts
- Connect with commenters on your blog
- Make yourself and your company easy to find
Why Use Facebook?

- For socializing and networking
- Where you can be authentic
- Show your human side
- Personal and professional lines are blurred

“Changing the world, one friend at a time”
The Most Popular

Facebook's 500 million

Top countries

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<th>Country</th>
<th>Users</th>
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</table>

North America 34%
Europe 32%
South America 9%
Asia 20%
Africa 3%
Australia 2%

Total: 500,000,000

Graphic made by facebakers.com
http://www.facebakers.com

Leveraging Social Media in Your Organization
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Facebook Facts

- Facebook launched in Feb 2004
- Now available in 65 languages

Source: mashable.com, Feb 2010
Facebook Best Practices

- Claim your name: www.facebook.com/(YourNameHere)
- Understand the difference between a profile, a page and a group
  - Profile = describes you
  - Page (aka “Fan Page”) = describes your business
  - Groups = targeted community of like interests
- Know your audience
- Carefully select your privacy settings
- Make your profile searchable
- Mix your status updates with professional and personal information
- Make “Friends” in your industry
- Participate in relevant pages and groups
Typical Facebook Activity

Each day:
- 35 M update their status
- 55 M status updates are made
- 20 M become fans of Pages

Facebook hosts over 1.6 million active Pages.
700,000 are for local businesses.
Pages have created more than 5.3 billion fans.

Each week:
- 3.5 billion pieces of content (links, news stories, blog posts, notes, photo albums, etc.) are shared

Each month:
- 2.5 billion photos are uploaded
- 3.5 million events are created

Source: mashable.com, Feb 2010
Leveraging Facebook

Start a group or page
- Bring like-minded people together
- Share ideas, videos, photos, links
- Start discussions

Build awareness with “fan” pages

If you use Facebook for your profession or company, decide if you should keep your personal profile private

Start or create events – promote on your page

Feed for other social media outlets
Why Use Twitter?

- Motivations are mixed
- Learn from others
- Get information in a timely fashion
- Connection with lots of people
- Generate new business
- Increase awareness – personal or company
- Boost your ego with lots of follower
- New, user interface redesign – coming soon (if you don’t have it already)
Twitter Best Practices

- Claim your name – @(YourName Here)
- Fully complete your bio
- Add a photo
- Edit your twitter background
- Learn the lingo
- Find followers

Mix up your tweets!

- All about you
- Ask questions – poll the public
- Answer questions
- Be a citizen journalist
- Forward links
- Spread the word

Source: mashable.com, Mar 2010
Leveraging Twitter

Among the top 5 US social networking sites

Twitter generated the most visitor growth during 2009 - The number of unique visitors to Twitter reached 18.1 million in December, up 579% from 2.7 million in December 2008.

Timely research
- Use hashtags (#SNWUSA)
- Use twitter search – search.twitter.com

Spread the word

Start following the followers of people you follow
Wholefoods.com

- Online company-wide storefront
- Offers landing pages for other engagement choices

“Whole Story” blog

- Highlights specials, personal stories, products, recipes

www.wholefoods.com/facebook

- Community discussion
- Share stories, product reviews

www.wholefoods.com/twitter

- Topical (recipe, wine, cheese), Metro and local Store accounts

Also use Flickr, YouTube, FourSquare and Gowalla
Why use LinkedIn?

- Build a live community
- Stay top of mind with your customers and prospects
- Locate potential customers
- Network with past and present colleagues
- Find your next job
- Hire your next employee
- Attract more business
Linkedin Best Practices

- Find people you know & learn advanced search
- Claim your name
  www.linkedin.com/in/(YourNameHere)
- Include your new URL in your email signature
- Add a photo to your profile
- Send connect requests regularly
- Fill in profile completely, use keywords, don’t hide
- Update your profile often
- Use Linkedin apps – SlideShare, BlogLink, others
Leveraging Linkedin

- Set weekly/monthly goals
  - Connect with 5 new people
  - Write recommendations for 5 connections
  - Have coffee with 5 old colleagues

- Join groups in your area of interest
  - Ask questions
  - Provide answers
  - Learn from others
  - Post news

- Create a company profile

People, Knowledge, and Opportunities are at your fingertips!
Case Study

- One of the Top 20 websites in US
- Looking for new ventures
- Contacted via InMail by owner of two real estate-related websites
- First contact in June – deal complete in August

**Bottom line** - Linkedin makes you and your company visible to people and opportunities you are unaware of – uncovering “hidden opportunities”
Keeping Track

- Google alerts
  - Email updates on topics of interest to you

- Blog search
  - Technorati, Google blogs, Blogpulse

- Social Monitoring
  - Hootsuite, tweetdeck

- Other tools:
  - Ping.fm, Friendfeed, Foursquare and others…
Social Media – Do I Need It?

❖ Necessary to compete in the 21st century

❖ Who is the competition?
❖ How are they working?
❖ Where is the information?
❖ What will get the job done?

Source: telegeography.com
Social Media Offers Benefits – And Risks

- Social media has strategic value
  - Enhance brand, build connections, improve collaboration, spur innovation
  - McDonald’s “Social Media Chief”

- Social media has risks
  - System risks
    - Malware, impersonation and blackmail, denial of service
  - Security risks
    - Who owns privacy and compliance – social media platform or your organization?
  - People risks
    - Profile proliferation
    - TMI
    - Who’s behind the mask?
Dilemma of Social Media

- 60% find it easier to locate knowledge on the web rather than on internal systems
- 59% expect social networking to make a dramatic change to business life
- Staff access to Facebook, Twitter, YouTube and IM barred in 45% of organizations
Meeting a new business challenge –

- Answers not in “systems of record” but rather Systems of engagement

Need to invest in “IT for the middle tier”

- Communication and collaboration systems
- Broad and easy access to systems of record on demand
- Focus on moments of engagement
How to Engage

- Develop your plan of action to approach senior management
  - What can determine win or lose in your corporate strategy
  - Who needs the tools to win

- Keep goals in mind
  - Personal/professional overlap

- Keep those ducks in a row
  - Measuring is key
    - 70% in a Marketing Profs survey believe that their company does not adequately measure social media initiatives
  - Timing is everything
    - Focus on what you can accomplish and its reasonableness
  - Knowledge is power
    - Know how employees are – and will use – social media tools (and not just on computers)

- Focus your sights on the long-term – a new leadership generation
Social Media Strategies

- Bottom line – social media is here and your company must at a minimum manage the risks
  - 38% of surveyed CIOs had implemented a stricter social media policy vs 17% who relaxed the rules*

- Modify your traditional policy approach
  - The “nuanced” social media policy

- Be aware of broad policies
  - *Guidelines for Secure Use of Social Media* (US Government)

- Be positive and proactive
  - What TO do

- Communicate
  - Each step – build on successes

* 2010 Robert Half Technology survey
Companies will spend $3.1B annually on social media by 2014*
95% of new media users believe companies or brands should have a social media presence
89% believe that companies should interact with their consumers in this space

*Forrester Research
Resources

▷ Social media resources

- **www.igoogle.com** - manage your activity from one place
- **www.mashable.com** - The Social Media Guide
- **www.copyblogger.com** - great resource for blogging tips
- **www.blogpulse.com** - automated trend discovery for blogs
- **www.linkedintelligence.com** - all things Linkedin
- **www.socialmediaexaminer** - guide to the social media jungle
- **http://www.facebook.com/help/** - How to use facebook
- **http://twitter.com/help/start** - How to use twitter

▷ Top storage bloggers – do a google search, there are many to pick from - from vendors and others
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Q&A / Feedback

Please send any questions or comments on this presentation to SNIA: trackprodev@snia.org

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