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. SOCIAL MEDIA – POSITIVES AND PITFALLS IN THE WORKPLACE

July 2014.

Background

– Steve.James | Consults is a specialist practice with a particular focus on Advertising, Entertainment, Media, PR, Digital & Marketing Strategy.

– Of most interest to you would be that I have an ExecutiveMBA.

– Have been lecturing at ACU, MGSM, UTS and AGSM for some years at MBA and Exec MBA level.

– At Sydney University managing a Masters of Marketing subject.

– Am currently involved with the AGSM Exec MBA Program (strategic marketing and managerial skills) as a subject Facilitator.

– Regularly facilitate in workplace Education Training Programs with the Integro Leadership Institute (around Australia) and ACU Executive.

– I believe the term that best describes me is a "prac-ademic"!

Digital Media

– Digital media is a form of electronic media where data is stored in digital (as opposed to analog) form.

– It can refer to the technical aspect of storage and transmission (e.g. hard disk drives or computer networking) of information or to the "end product".

– Its quick, has better quality and its fast.

– An example – the internet.

Social Media

– Social Media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue.

– It allows the creation and exchange of user-generated content.

– Social media substantially changes the way of communication between organisations, communities, as well as individuals.

– Some have said – social media has put the consumer in charge!

– The four most well known forms of "mass" social media used for professional services are Facebook (Facebook Pages), Google+, Twitter and Linked In.

– The fifth is Yammer (internal).

Six Degrees of Separation

- Many of us are familiar with the theory stemming from an experiment in the 60's by social psychologist Stanley Milgram claiming that every living person is connected to any other - through only six friends.

- According to a recent study, Facebook reduces the six degrees of separation to only four, meaning the world's largest social network makes the world even smaller (figuratively).

- Some argue, Social Media brings us all closer together.

- This can have a negative side for some organisations.

- Social Media often just amplifies an issue.

Six Degrees of Separation

- A recent study showed that even on an online social network that is supposed to cross the boundaries of geography and age, people tend to befriend others their own age, as well as people in the same country.

- It says that if you limit the analysis to just a single country, the "four degrees of separation" theory shrinks even further, with most pairs of people being only separated by 3 degrees.

Six Degrees of Separation

- We tend to believe what our friends (closest to us) or family tell us, or accept their recommendation over what an organisation might tell us about themselves

- This can be an issue for brands if they are not a part of the conversation – a part, NOT controlling it.

- We share more information more regularly and we do it often without the brand even knowing about it.

- BUT it is very public.

Social Media Lifecycle
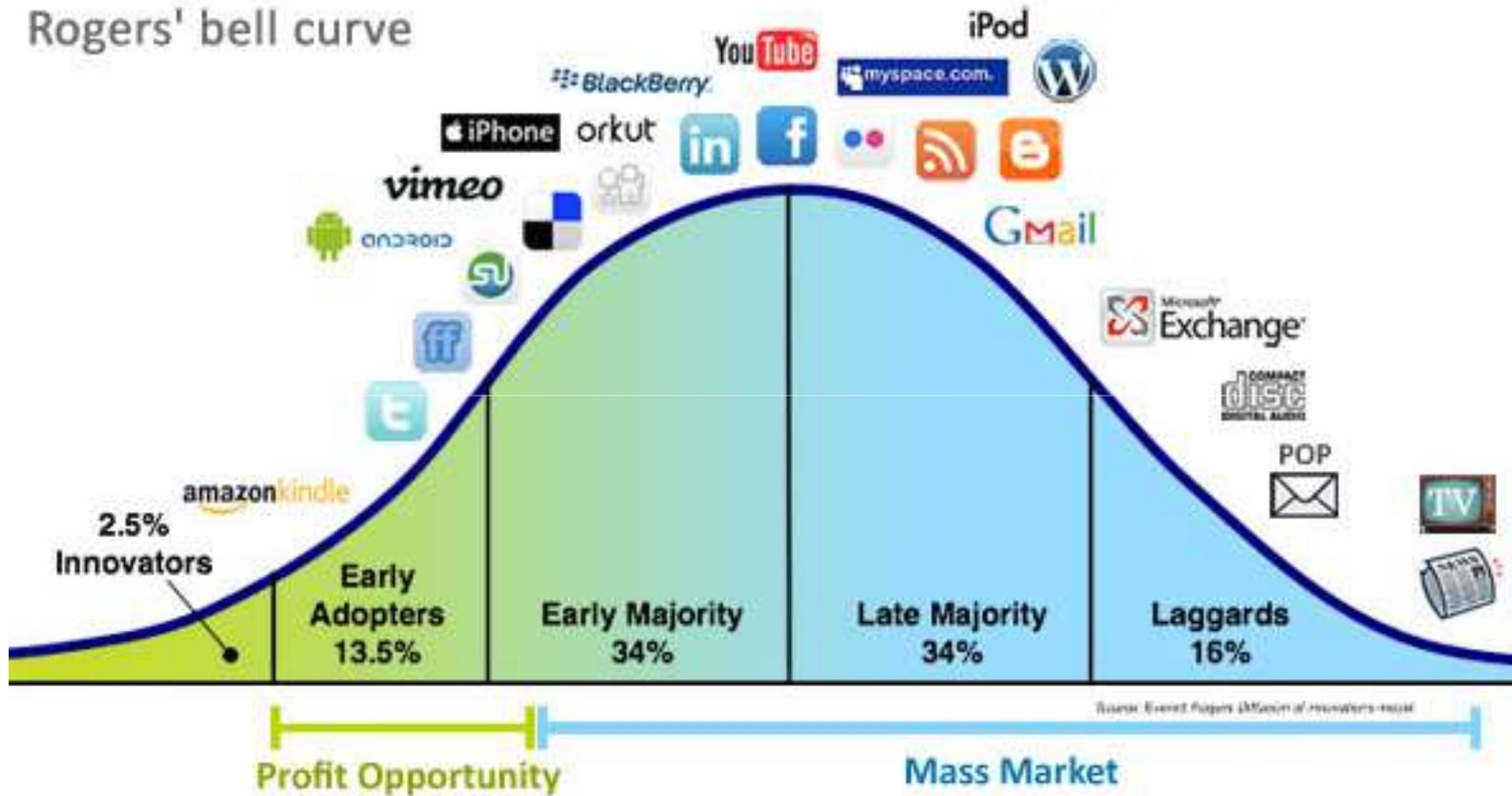
Video break .....

- Facebook brand campaign focusing on strengths

http://www.adnews.com.au/campaign/help1

Social Media Overview - use

- In the workplace ....
  - » Twitter
  - » Facebook
  - » You Tube
  - » Linked In
  - » Yammer

Social Media Overview - use

- Facebook for Business ....
  - » FIVE Reasons people become fans
  - » FIVE ideas that work on Facebook pages
  - » SEVEN easy ways to promote your Facebook pages

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Social Media Overview - use

- Twitter for Business ....
  - » SIX things to consider
  - » WHAT should WE do ?

Social Media Overview - use

- Twitter for Business .... Even the big companies can get it wrong
- Singapore Airlines last week
- Insensitive comments relating to Malaysia Airlines, a global news event
- After getting a drubbing on social media for making statements deemed "insensitive" after the downing of flight MH17, Singapore Airlines (SIA) issued a public apology on Saturday and expressed solidarity with families affected by the air tragedy
- *"Customers may wish to note that Singapore Airlines flights are not using Ukraine airspace"*
- Brand damage for this would be short term, if any at all.
- *(See news articles in folder)*

Social Media Overview - use

- Twitter for Business .... Even the big companies can get it wrong

- Australian Insurance company

- Life Insurance sales off the back of the Malaysian airlines tragedy last week

- LEARNING: Ensure you manage your OWN digital and social media activity

- In any world, the insensitivities of this are clear, NOT according to some

- Twitter went into meltdown!

- Brand damage, unmeasurable short term

- *(See news articles in folder)*

Social Media Overview - use

- Twitter for Business .... Even the big companies can get it wrong

- #McDStories

- McDonald's launched this hashtag in 2012 to generate positive user generated sentiment and tweets about McDonalds

- The hashtag implementation had the reverse effect and 140 characters of brand advocacy, became a social vehicle for consumers to sink the 'golden arches' brand sentiment on Twitter

- Instead of the hashtag sharing positive stories, it trended with negative ones, obesity and hygiene the biggest issues for a global brand like that

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Social Media Overview - use

- **"Give us a retweet or children will go hungry"**
- Kelloggs in the UK committed a pretty big social media gaffe with its 'give us a retweet or children will go hungry' campaign in November 2013
- Basically what this says to the consumer at the end of the day is we are going to hold food hostage from the hungry kids that need it until you help promote our cause
- If you are a company and want positive word of mouth around charitable actions (or social good) then just perform the task without asking for something in return
- Consumers will respond to the authenticity of the act and you brands sentiment will be elevated as a by-product

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Social Media Overview - use

- **#WTFF**

- In the USA, Burger King was keen to promote its new healthier menu using the acronym 'What The French Fry' – what could go wrong with shortening it to #WTFF ?

- Unfortunately the hashtag was already an existing Internet slang reference for 'What The F++++ing F++k'

- Guess Burger King f+++ed ud!

Social Media – Case Study

- This section overviews a Twitter Case Study for Qantas……..

Social Media – Case Study

– Qantas a year or so ago faced a huge social media backlash after a competition inviting Twitter followers to win a pair of first class pyjamas.

– You needed to "tweet" your idea of a luxury experience.

– It turned into an opportunity for angry customers to share their gripes.

Social Media – Case Study

QantasAirways Qantas Airways
To enter tell us "What is your dream luxury inflight experience? (Be creative!) Answer must include #QantasLuxury.TCs t.co/WDTO0FKG
3 hours ago

QantasAirways Qantas Airways
Ever wanted to experience Qantas First Class luxury? You could win a First Class gift pack feat. a luxury amenity kit and our famous QF PJs.
3 hours ago

Social Media – Case Study

– Within minutes the #QantasLuxury was filled with customers who had their own views on the airline which has been suffering from a disastrous PR profile following its grounding of the fleet at the beginning of the month.

– Thousands and thousands of tweets were received .

Social Media – Case Study

- Getting from A to B without the plane being grounded or an engine catching fire ……..

- More than 3mins notice that the whole service has been grounded #QantasLuxury …..

- A 'Full service' airline that gives apples or cookies for flights between 11am and 3pm #NoLunchForYou …..

- #qantasluxury having a skybed so "superior in its class" you have to be under 5 foot to be able to use it with your legs straight…….

Social Media – Case Study

– Key learnings here seem obvious.

– Timing – get it right!

– Qantas management walked away from negotiations with the Transport Workers Union and Australian, the Australian Licensed Aircraft Engineers' Association and the International Pilots Association at the same time.

– There should have been further consideration by the social media team about the sensitivities of the day.

– This is an example of why you need to manage social media in house – keep the conversation close.

Social Media – Case Study

- ## To many, the answer seems blatantly obvious.

    - Twitter's appeal is in the ability to give the public a platform to vent their spleen.

    - We take a certain level of comfort in being able to express our opinion in real time and find a level of pride if others in the Twittersphere express their agreement.

    - Many see Twitter as that little keyhole by which they use to catch a brief glimpse of the human face of the brand that's usually behind closed doors.

Social Media – Case Study

- Before launching a publicity campaign on social media, Qantas – and brands in general – need to first check the temperature of online chatter.

- Had the thousands of people who were inconvenienced by the recent lock out moved past the issue?

- Were the public ready to talk about the positives of the company yet again?

- Judging from social media analysis data, the answer is a resounding no.

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Social Media – Case Study

– In the three days after the Qantas grounding, the brand received over 37 000 negative social media mentions and that alone should have sent warning signals to Qantas' social media team.

– Conversing with customers openly on social media, whether in good or dire circumstances, is crucial.

– In fact, brands need to get in there and have an honest dialogue with people who are venting publically.

– It's important to do so, in an informed environment.

Social Media – Case Study

– A permanent finger on the pulse is what's necessary to maintain the level of awareness necessary to give customers what they need.

– It's not just volume that's key here – measuring sentiment is crucial to heading off issues as they arise.

– Continuing with standard social media outreach without acknowledging those frustrations or connecting with their customer base in a more authentic way – is madness.

– Pretending the financial, emotional and logistical toll the lock out took on its stakeholders didn't happen, was a true recipe for disaster.

Social Media – Case Study

– This is a great example of how consumers and the community can take control of a campaign or a brand through social media.

– Evidenced by the speed and ferocity of tweets.

– Consideration should have been given to what Qantas and consumers have been through in the past couple of months.

– Most would look at this and wonder how or even why this happened.

– Qantas didn't have a sensible reply which didn't help.

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Video break ……

- Facebook fraud

https://www.youtube.com/watch?v=oVfHeWTKjag&app=desktop

Social Media Overview - use

- Issues in the Workplace ....
  - » Staffing issues (internal)
  - » Branding and PR issues (external)
  - » **Managing risk**

Social Media Overview - use

- Issues in the Workplace ....
  - » Staffing issues (internal)
  - » Time management
  - » Metrics and bang for your buck
  - » Privacy issues (collecting and storing data)
  - » Use of wifi networks and Policy
  - » **Risk**

Social Media Overview - use

- Support Tools for the Workplace ....
  » Communications Council Social Media Code of Conduct
  » IAB Social Media Guidelines
  » ADMA Social Media Guidelines
  » **All FREE**

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Case Studies for businesses big and small

– Doesn't matter how big or small, there are great case studies to learn from.

– Google your category.

– Many are positive.

– Some are frightening!

– **Managing risk and avoidance in all these cases.**

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Social Media Policies - a really tough issue for Company and Employee

- With all the benefits social networking can bring businesses come just as many potential perils, as one negative Facebook post is just a click away for employees who can tarnish your company's reputation in an instant.

- Many businesses still lack social media policies, creating an ambiguous environment as to what workers can and can't do.

- Employers the world over are struggling to figure out what the right policies are and what they should do when negative cases arise.

- Clearly the line between "right" and "wrong" is a grey area for many companies.

- A nonprofit group illegally fired five workers after they posted Facebook comments complaining about workload and staffing issues.

Social Media Policies - a really tough issue for Company and Employee

- Laws permit employees to talk with co-workers about their jobs and working conditions without reprisal — "whether that conversation takes place around the water cooler or on Facebook or Twitter".

- Do so with the same level of common sense you would IF the Boss was listening.

- It's critical to emphasise the importance of employers to set social media policies because you simply can't rely on employees to simply exercise good judgment.

- Employers need to set distinct and specific policies and practices for their use.

12 Most Common Elements of Effective Social Media Policies

– Recent statistics show that workers spend three hours per day surfing online during working hours for personal pursuits, and 64% of workers admitted to using the Internet for personal purposes during working hours. If the statistics are correct, 45% of working hours are wasted every week!

– So how can you minimise the risks of unauthorised use of social media in the workplace.

– The answer is very simple: implementation of social media polices.

– This must relate to social media use in and outside of the workplace.

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12 Most Common Elements of Effective Social Media Policies

– The policy should be in tandem with the technology use policy, but its main focus should be to appropriate the use of social media platforms, tools and websites and also to clearly describe the consequences of inappropriate use.

– Consistent enforcement of the policy, once implemented, is absolutely essential to maximise the policy's effectiveness.

– While a company's social media policy must be tailored to its specific workplace, there also are many common elements that should be included in any social media policy.

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Social Media Policies – common inclusions

— The 12 most common items:

1. Purpose

— Set out the purpose of the policy.

2. Clarity

— Explain to whom the policy applies and also when and where it applies.

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Social Media Policies – 12 common inclusions

3. Specific

– Clearly establish what activities are prohibited, such as: posting of any images or logos related to the company, its customers and business partners; harassment or any other damaging or offensive behavior; disclosure of confidential information or documents; posting comments, images or any other information that could potentially have a negative impact on the company's reputation; posting comments about workplace issues; and employees representing themselves as agents of the company without prior authorisation.

Social Media Policies – 12 common inclusions

4. Clearly Define

– Define the purpose of the policy by explaining the definition of "social media," including platforms such as Twitter, Google+, LinkedIn and Facebook as well as any activities to which the policy applies, like posting, commenting or blogging.

5. Clarify Rights

– Clearly advise employees of the employer's rights with regard to monitoring of computer use and social media use. Limited expectation of privacy might also be added to this area of the policy.

Social Media Policies – 12 common inclusions

6. Be clear about monitoring

- Define whether usage of computer systems, Internet, email and social media will be monitored. If so, describe in detail which systems will be monitored.

7. Explain what's permissible

- Explain whether usage of social media platforms is permissible, and if so, in what context, at what times and for what purpose such usage is permitted.

8. Include other corporate policies

- Explain what other company policies may be applicable to social media use, such as the company's policies in regard to confidentiality, harassment and any others that apply.

Social Media Policies – 12 common inclusions

9. Define process

– Explain the investigation process regarding social media use. Explain when and on what basis an investigation may be conducted and what procedures will be followed.

10. State Consequences of breach

– State the consequences of a breach of the policy, including disciplinary action as well as potential civil liability for reputational damage.

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Social Media Policies – 12 common inclusions

11. Open ongoing communication channel
   – Provide contact information for the members of the management team whom employees may contact for additional information.

12. Encourage employees to use privacy settings
   – Last, but not least, encourage employees to use the privacy settings on any social media platforms they use to limit the public accessibility of their information and images.

Social Media Support Tools

- This section provides an overview of some support tools to help you understand how social media works and can be managed. Content has been adapted from *"e-marketing: Theory and Application:"* Dann and Dann 2011.

Social Media Components
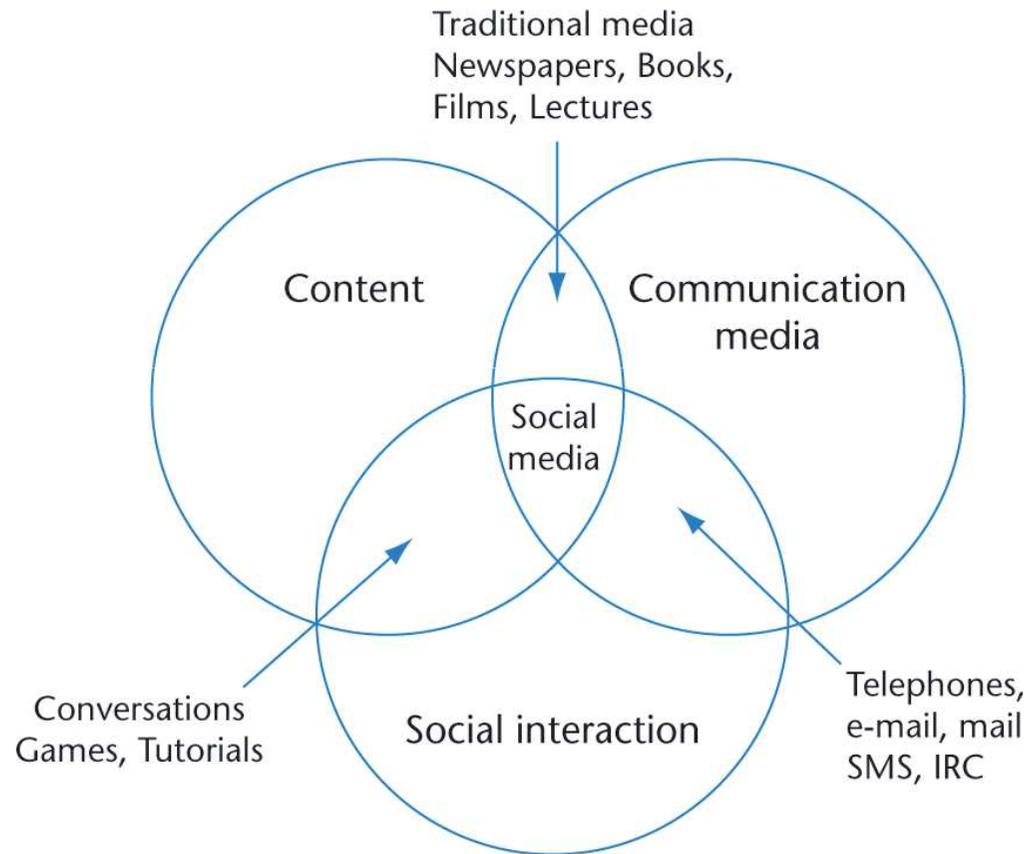
Figure 12.1 Social media components

Social Media and Revolutions

- Social media does not overthrow governments
  - People overthrow governments

- Social media provides another channel of communication between people
  - Provides micro-level social leadership platforms
  - Allows participants of revolutions to engage other participants for support
  - Fast publish raw footage, information and intel
  - Provide information to feed into the larger communication media channels

Social Media Planning Process

- What do we want to achieve?
- How do we achieve those objectives?
- How are we communicating now?
- Where is the conversation?
- What impact will this have?
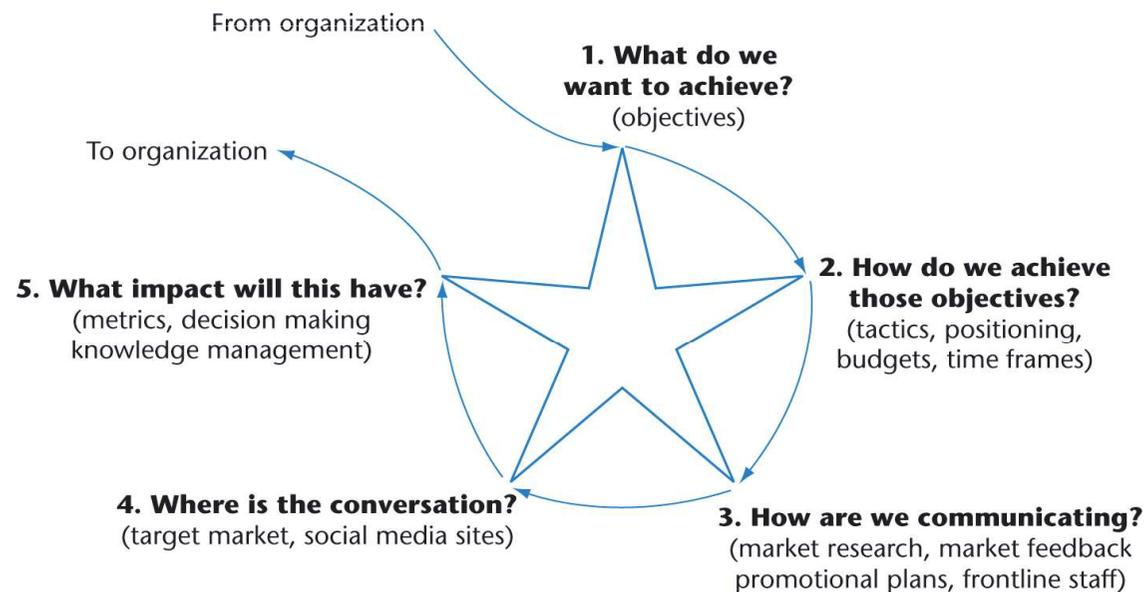
Figure 12.2 Social media planning process

From objective to doing stuff

- Time to answer the hard questions
  - What's the objective?
  - 'How do we do that?',
  - 'Then what?'
  - 'What next?'
  - 'Can we afford that?'
- *affording social media is important* (think time and effort)!
  - Perception: Social media is free (or low cost freemium).
  - Reality: Social media costs staff time which equals wage costs.

- Four core areas
  - setting tactics.
  - adhering to the current (or proposed) positioning strategy.
  - setting (and staying within) budgets.
  - allocating timelines.

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Sample Tactics

Objective	Sample tactic	Likely social media site
Cost-oriented	Reduce advertising spent	Set up accounts with YouTube (youtube.com), Vimeo (vimeo.com) and other video-sharing sites
Sales-oriented	Create affiliate links	Have easy-to-use affiliate sales HTML code for inserting into Blogger and WordPress blogs
Behavioural change	Build and maintain a support group for participants	Set up a Facebook group and encourage people to 'Become a Fan' of the project
Information dissemination	Set up an emergency response donation account through PayPal	Use a Twitter keyword related to the disaster and a Bit.ly link to the donation page
Promotional	Hold a 'Products in use' photo contest with prizes for creative product use	Require photos to be tagged with a specific keyword on Flickr or Twitpic
Entertainment-oriented	Produce a Flash or Shockwave game based on criminal activity, farming, manual labour, hospitality industry or cleaning fish tanks	Facebook. There's nowhere else on the Internet that brings such inordinate love for washing up virtual dishes while the real ones are ignored

Allocating timelines

- Use the SMART objectives
  - Specific
- What has to be done
  - Measurable
- How it will be measured
  - Timetable
- When the objective has to be achieved

- Timetabled objectives can be reverse engineered
  - quarterly, monthly, weekly, and daily tasks

Facebook

Objectives on Facebook

Objective	Sample tactic	Use of the site
Cost-oriented	Niche promotional messages	Pay-per-click keyword targeted advertising
Sales-oriented	Direct sales of virtual goods	Applications with paid bonus content, items or points
Behavioural change	Support groups	Facebook page and Facebook support group
Information dissemination	Information page	Fan page of the information
Promotional	Viral message and promotion	Facebook advertising and an 'Update your status message to pass this idea along' campaign
Entertainment-oriented	Facebook applications	Something involving fish, mafia, farming, vampires and Bejeweled

Metrics

- *In-house metrics*
  - *basic metrics on the Profile page*
    - numbers of Facebook friends
    - track record of user activity
      - inter-account engagement (posting on walls, commenting on statuses).

  - Application / advertising section has detailed metrics
    - click through rates, views per click display metrics
- *Alternate metrics*:
  - Engagement within the community
    - numbers of fans of the product page members of the groups group activity
  - Raw numbers are less valuable although more easily available

Twitter

Objectives on Twitter

Objective	Sample tactic	Use of the site
Cost-oriented	Create targeted list of influential followers	Providing useful, timely or valuable information for re-tweeting by others
Sales-oriented	Announcing limited time discount codes	Re-tweet sales offers and discount codes
Behavioural change	Specific #hashtag	Encourage participants to use a #hashtag for announcing their involvement in the behaviour change
Information dissemination	Time-sensitive updates	Announcements of delays in services or event start times
Promotional	Links to external content	Short link to new blog posts
Entertainment-oriented	Being entertaining	One liners, jokes and entertaining interaction

YouTube

You Tube [Search] | Browse | Upload

Sign in to YouTube!

Join the largest worldwide video community!

Get full access to YouTube with your account:

- Upload and share your own videos with the world
- Comment on, rate, and make video responses to your favorite videos
- Build playlists of favorites to watch later

You Tube | Google |

Sign in to YouTube with your
YouTube **OR** Google Account

Username: [   ]
Password: [   ]

☑ Stay signed in

[Sign in]

Can't access your account?

Don't have an account?
Sign up for YouTube!

Objectives on YouTube

Objective	Sample tactic	Use of the site
Cost-oriented	Global reach	Distributing content via YouTube
Sales-oriented	Direct sales links in video	Click to buy on iTunes
Behavioural change	Demonstrations	Video of the desired behaviour
Information dissemination	Instructional materials	Videos illustrating ideas or teaching new concepts
Promotional	Advertising	TVC on YouTube
Entertainment-oriented	Comedy, short sketches	Muppets covering *Bohemian Rhapsody*

Metrics

- *In-house metrics:*
  - state of the video
  - who's watching it from what part of the world.
  - 'insight statistics'
    - comprehensive details on the performance of the film
    - how the film was discovered
      - (direct link, external link, recommended by YouTube).
  - Number of comments
- Alternative metric
  - Quality of the comments*
  - Number of replies
  - Embeds on external sites

*
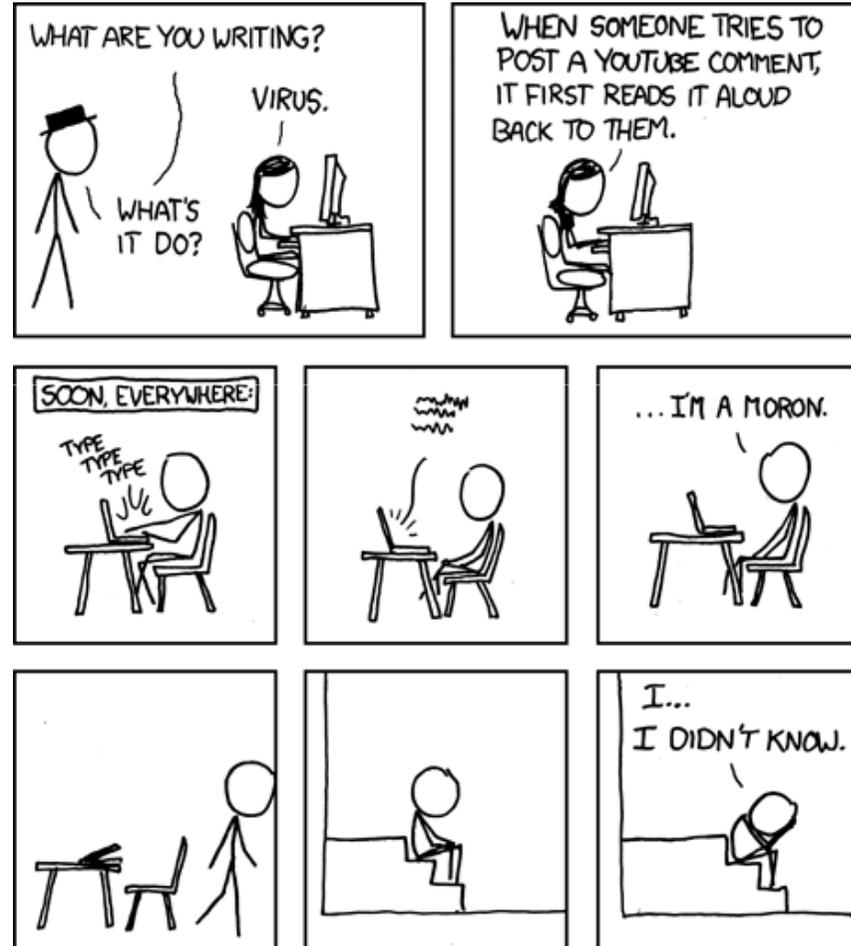
Free from today's session

- Insights & Knowledge – free!

- The Presentation - packed with ideas (soft copy).

- A summary pack with the key points from today (soft copy).

- A Social Media Policy draft you can adapt today (soft copy).

- Social Media Guidelines (use and best practice - soft copies).

- **Ideas on what to do next at the coal face !.**

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Summary of today's learnings

- Make sure you are aware of what social media is, do some research relating to your Industry / Company type (source some case studies).

- Develop, communicate widely and manage (and update) an electronic communications policy specifically outlining social media policies – enforce (email use and social media use).

- Like anything, ensure a healthy dose of "common sense" is applied keeping in mind your version of "common sense" may not be the same as a "share it all with the world before thinking Generation Z" staff member.

- Understand what your rights as an employer are but importantly, what the rights of employees are relating to issues like conduct and behaviour and disciplinary processes.

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Summary of today's learnings

- Remember, social media is generally fairly harmless on its own BUT mainstream media monitors social media all the time and in many cases in Australia, creates a story from nothing!

- Consider the positive role social media could play for your organisation.

- Discuss and decide who is responsible for social media within your organisation for both external and internal issues (HR, advertising agency, marketing, PR, small dedicated team).

Summary of today's learnings

- Develop a social media response time for issues management.

- Develop a social media marketing strategy.

- Trial some social media activity for your organsiation, perhaps get one of the junior members of staff who are very engaged in this space to help lead the project if a marketing team is not available.

Video break .....

- "Look up" campaign – ironic given the outcome

http://www.youtube.com/watch?v=Z7dLU6fk9QY

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Useful videos to review

- Facebook fraud

https://www.youtube.com/watch?v=oVfHeWTKjag&app=desktop

- Facebook brand campaign focusing on strengths

http://www.adnews.com.au/campaign/help1

- Social Media – GoT bringing it all together!

http://www.youtube.com/watch?v=eI8Ydwh0QlQ

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