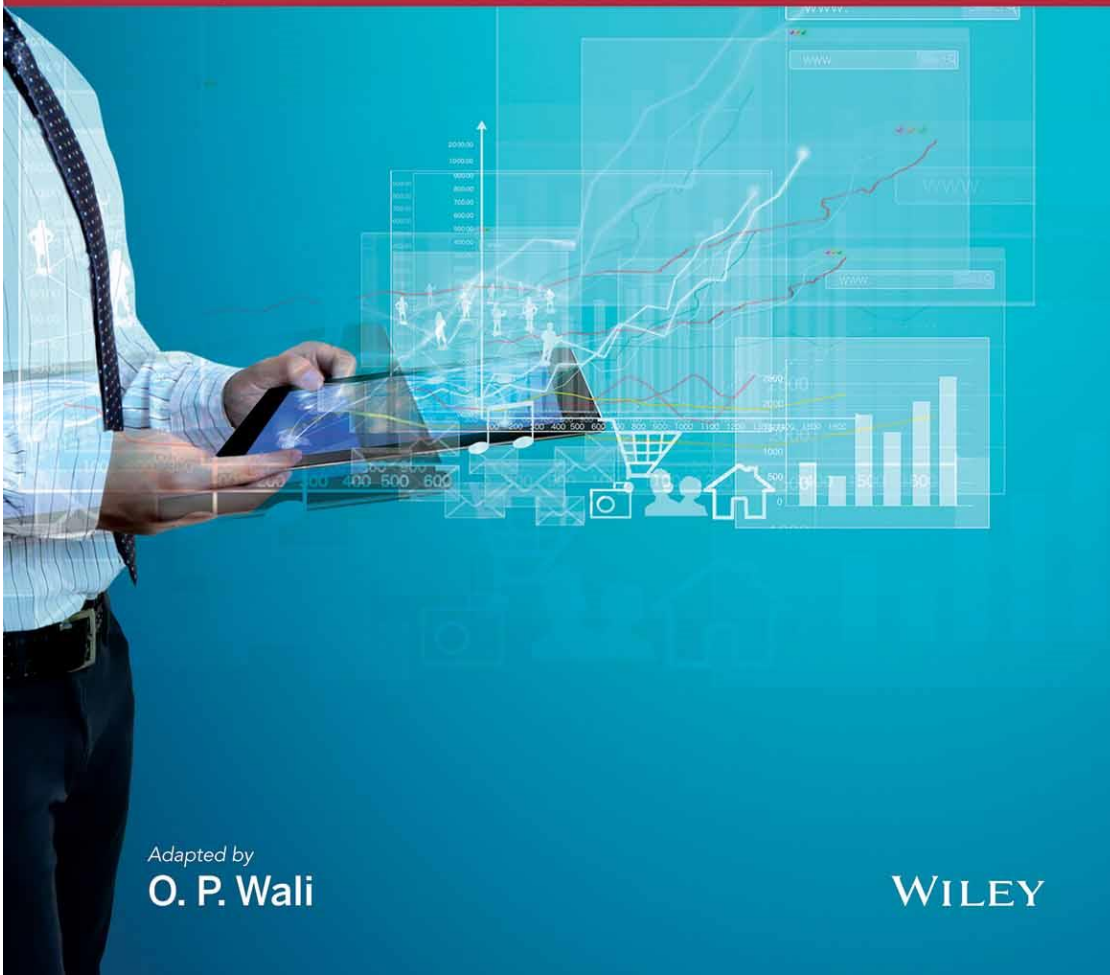


TURBAN | VOLONINO | WOOD

Information Technology for Management

Advancing Sustainable, Profitable Business Growth



Adapted by
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Chapter 7

Social Media Strategies and Metrics

Chapter Outline

1. [Social Media Strategies and Communities](#)
2. [Social Communities and Engagement](#)
3. [Social Monitoring, Metrics, and Analytics](#)
4. [Social Media Failures and Lessons Learned](#)

1. Social Media Strategies and Communities

Social Media Strategies, Communities

- **Social media** are computer-mediated online platform in virtual communities and networks that allow people, companies, and other organizations, including non-profit organizations and governments, to
 - create,
 - share, or exchange information,
 - career interests,
 - ideas, and pictures/videos

Social Media Strategies, Communities

- The variety of stand-alone and built-in social media services available in the 2010s introduces challenges of definition; however, common features are:
 - Interactive web 2.0 internet-based applications
 - User-generated content (UGC)
 - Users create their own profiles using standardized template designed and maintained by the social media organization
 - Tools that enable the user to seek out other users with compatible interests.

Social Media Strategies, Communities

- Nokia used sponsored tweets to promote its Lumia smartphones.
- Heineken staged an instagram campaign tied to its U.S. open sponsorship
- Audi snapshot super bowl campaign
- Skype Rerouted

Social Media Strategies, Communities

Successful Social Strategies - Challenges

- Designing effective strategy – 62%
- Measuring effectiveness – 67%
- Conversion of social data into actionable – 61%

Social Media Strategies, Communities

Leveraging Social Media

- Country-specific platforms such as Bebo in the UK, Lokalisten, studivZ in Germany, GoldenLine in Poland, and Renren in Asia
- Business networking and hiring platforms such as linkedin
- Industry-specific platforms, such as entertainment, law, travel forums, technology, or automotive message boards
- Multimedia sharing sites such as YouTube, Flickr and Pinterest

Social Media Strategies, Communities

Social Strategy: persistent and Consistent

- Social media is fresh, fast, and mostly free. Therefore, an effective social media presence never sleeps.
- A successful social strategy knows its audience's schedule.
- Every network goes through peak and off-peak periods on the basis of the activity of users, and a successful strategy knows how to work around that.

Social Media Strategies, Communities

- The tone of social media needs to be consistent with the messages sent to customers through other channels.
- Micro-blog posts that are candid and funny will be confusing.
- Frequently and regularly updated content encourages customers to check back while sporadic updates put-off return visits.

Social Media Strategies Scenario

Consider following scenario:

- Assume a company's target demographic 18-to 40-year-old people and 80% and 55% of them using twitter and Facebook, respectively. According to an IDC Research report, 89% of this age range keeps their phones by their bedside and check it within the first 15 minutes of waking up.
- Given their target audience's schedule, the social media team puts content on twitter and Facebook platforms so it is in their hands when they first wake up.

Social Media Strategies Scenario

- Consistently, the social media team prepares a curated list of scheduled posts that are packed with meaningful content and great visuals.
- The posts are publishes to all relevant platforms just in time for their followers' lunch breaks and again later as they get home.
- By remaining consistent and hitting all the basics at strategic times during the day, the company maximizes the potential of its social media strategy.
- Setting targets and monitoring effectiveness once the social strategy is up and running are also essential.



THE SMART
ENTREPRENEUR'S
Guide To Social
Networking

**How To Create A Killer
Social Networking Strategy**



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Social Media Strategies Imp. Factors

Important factors for a social media strategy

1. Target

- Become known as an expert in your field?
- Is it to generate quick win sales?
- To improve customer perception of your brand and to implicitly convey your unique proposition?

Social Media Strategies Imp. Factors

Important factors for a social media strategy

2. Competitor analysis

- Which social media sites do your competitor's use?
- How many followers do they have?
- What messages are they sending out?
- And, most importantly of all, how do their followers respond?

Social Media Strategies Imp. Factors

Important factors for a social media strategy

3. Build data base. Use following:

- Buy it.
- Use the good ways.

4. Plan your content

- Hints and tips, comment on industry news, promote special offers or run prize draw competitions
- Plan for a period - month at least, and agree who will create it, post it and review content that is added in real time.

Social Media Strategies Imp. Factors

Important factors for a social media strategy

5. The key word is KEY

- It's all about people, connections and interactions.
- You need to encourage engagement – comments, sharing, liking etc.
- Relevant content, on-brand and professional
- Resources in place to do social media properly

Social Media Strategies Imp. Factors

Important factors for a social media strategy

6. Time and effort into your social media strategy –

- Don't just dabble sporadically;
- Respond to posts, encourage comments and share things that will be of interest, add value or entertain.
- Handle negative comments from disgruntled customers.
- Golden rule is always, always, always to be polite.

Nine Social Media Mistakes

No strategy

Blindly posting marketing messages on social media will get poor results.

Focusing on the quantity of social media followers instead of their quality

A majority of social media users share product posts, so it is important to identify people who are brand ambassadors and devise strategies to reach and inspire them.

Failing to create and post engaging content on a regular basis

Capture and keep followers' attention if you want them to become customers and spread the word.

Not converting followers into paying customers

Conversions are vital for businesses.

Having too many social media channels

Keep your focus narrow and branch out from there. Many companies create accounts on numerous social media platforms but do not have the resources to post quality content or engage with followers.

Nine Social Media Mistakes

Lacking a brand personality

To build trust and influence, the brand should be distinctive and unique.

Spamming your audience

Posting too many updates only about selling your products is like spamming your followers.

Handling everything manually

Use social tools to be able to manage all activities from a dashboard, including scheduling posts, and tracking metrics.

Publishing the same message across all of your channel

Many people follow you on multiple channels, so the content needs to be fresh and new on each channel.

Strategic Approach

- Begin with foundation
- Define and understand target audience
- Build and execute strategy
- Track, measure, adapt

Social Media Use by Consumer Cos

- Three key success factors are:
 - Responding to consumers who have issues about a company or its products,
 - Having a corporate culture that values consumer opinions, and
 - Securing consumer data
- Companies spent an average of \$19 million in 2014 on social media, which increases to \$24 million in 2015.
- Only 56% of respondents had measured the ROI on social media. And most of them had positive ROI.

Social Media Use by Consumer Cos

- Marketing and customer service are the functions that most regularly view consumers' comments on social media ; R&D, manufacturing, and finance do so infrequently.
- Roughly 70% of the respondents centralize social media activities at the parent company or in each division.
- Marketing controls social media in 35% of companies surveyed. (TATA 2014)

2. Social Communities and Engagement

Social Communities and Engagement

- True engagement is essential
- It requires:
 - Planning
 - Risk Management
 - Execution plan

Social Communities and Engagement

- Online communities



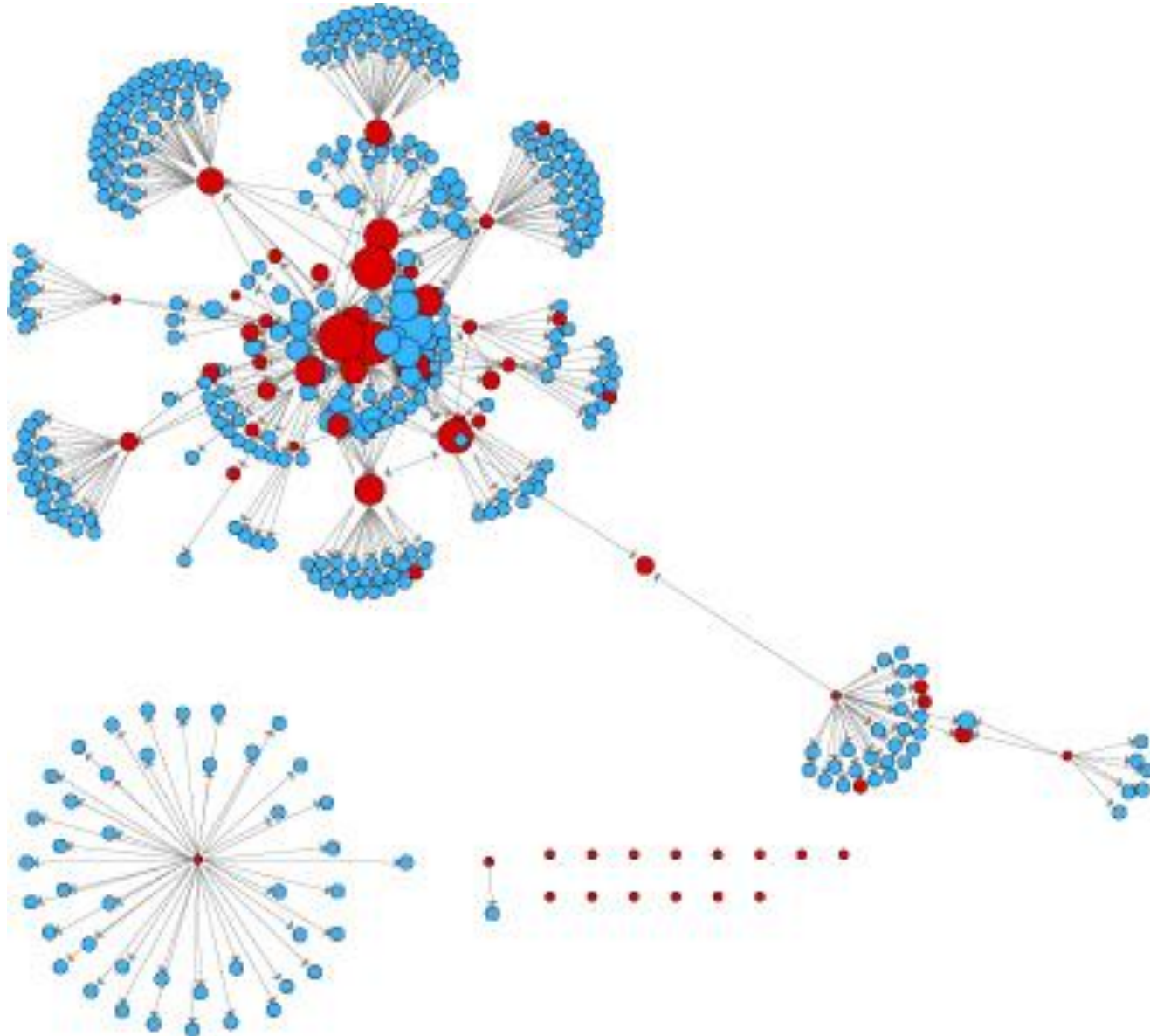
Social Communities and Engagement

- Online communities
 - Blogosphere
 - YouTube
 - Epinions (experience sharing)
 - Flickr, Photobucket, Webshots (photo sharing)
 - Wikipedia
 - Social networking – Facebook, LinkedIn

Social Network Analysis (SNA)

- Mapping and measuring of relationships and flow between
 - People,
 - Groups,
 - Organizations,
 - Computers, or
 - Other information or knowledge-processing entities.
- The nodes in the network are the people and the groups, whereas the links show relationships or flows between the nodes.

Social Network Analysis (SNA)



Social Communities and Engagement

Opportunities with online communities:

- Promoting and selling goods and services
- Building relationships with customers
- Learning customer perceptions by listening to their conversations
- Soliciting ideas for new products and services from customers
- Providing support services to customers by answering questions, providing information
- Encouraging customers to share their positive perceptions with others
- Identifying and interacting with prospective customers, suppliers, partners, and collaborators.

Leveraging Power of People

- **Crowdsourcing** is the process of obtaining:
 - Needed services,
 - Ideas, or
 - Contentby soliciting contributions from a large group of people
- www.boardofinnovation.com

Social Communities and Engagement

SocialMiner – app of Cisco

- Social customer service
- Monitoring conversation on
 - Twitter
 - Facebook
 - Blogs
 - Other social media platforms

TABLE 7.8 Types of Crowdfunding

Donations	Often used by charities and political campaigns, contributors do not receive anything tangible in exchange for their donation, just the knowledge that they are supporting a cause they like or believe in. (In some cases, contributors may be eligible for a tax write-off.)
Rewards	Contributors receive some kind of “perk” or thank-you gift. Often it is something related to the project. For instance, people who contribute to a filmmaker’s project may receive a copy of the finished work on DVD.
Credit	Contributors essentially make microloans to fund projects and expect to be repaid with interest.
Equity	With this approach, contributors make “micro-investments” and receive a proportional ownership stake in the company. It is likely that regulatory agencies that oversee equities markets in the U.S. and other countries will establish rules governing or even restricting this type of crowdfunding.
Royalties	Contributors receive a percentage of the sales revenue generated by a project. For instance, people who contribute to a musician’s recording project might receive royalties from the sale of the artist’s music.

Social Networking Services

Online platform that is used by people to build social networks or social relations with other people who share similar personal or career interests, activities, backgrounds or real-life connections.

Social Networking Services

Features of SNS:

- Target age group
- Geographic location of users
- Language
- Area of interest ; for example, music, photography, gaming, travel
- Social versus professional networking,
- Interface for example, profile page, microblog, virtual world, emphasis on graphic versus text content

TABLE 7.6 Things That Will Get You Un-Friended on Facebook

Posting unimportant and annoying stuff—Enough with the stupid quizzes already!

Too many religious and political posts—If we really want to know, we'll ask, thank you.

Posting inappropriate stuff—Porn, sexist humor, racist stuff, etc. Remember: Your friends' moms or kids are all part of the extended network.

You're just too boring—You aren't Beyonce. People don't care that you just made a PB&J for lunch.

Too many posts—Watch how often your friends post to Facebook and avoid being the person who shares twice as much as most other people.

Source: Based on Sibona & Walczak (2011).

Uses of Social Technologies

- Collaboration
- Communication and Engagement with Customers (Marketing)
- Image and Reputation Management (Public Relations)
- Communication and Engagement with Employees and Partners (Management)
- Talent Acquisition and Recruiting (Human Resources)
- Research and Knowledge Management
- Productivity and Information Utilities
- FundRaising

Recruiters Use Professional Networking Sites

Susan Heathfield, a human resources (HR) expert at About.com, maintains that it is no longer sufficient to post job openings on monster.com, Careerbuilder.com, and Craigslist.com. Job postings on these large sites often generate hundreds of applications from unqualified candidates. This can be overwhelming for recruiters and very inefficient. Instead, many have turned to professional networking sites like LinkedIn. In a blog post, Heathfield identified a number of specific ways that businesses can use LinkedIn to increase the effectiveness of their recruiting:

- Identify potential candidates among your existing network of professionals.
- Ask your network to identify or recommend candidates for a position.
- Evaluate potential employees based on references and referrals from your existing network.
- Actively search for candidates among LinkedIn users using keywords or qualifications from their profiles.
- Ask current employees to search among their LinkedIn networks for potential candidates.

- For a fee, you can post job openings on LinkedIn.
- Request introductions to potential candidates through your existing network of professionals.
- Use Inmail (the internal LinkedIn e-mail system) to contact potentially qualified individuals.

It is clear that recruiters have come to embrace LinkedIn as an effective and cost-efficient way of generating qualified candidates. As LinkedIn's global presence grows, this will provide an important benefit to companies who need to fill positions internationally.

Source: Heathfield (2012).

Questions

1. Why have monster.com, Careerbuilder.com, and Craigslist.com lost their effectiveness?
2. Why have HR departments turned to professional networking sites like LinkedIn?
3. Why is it so essential for career-minded workers to build a professional social network? What can this network do for you?

Uses of Social Technologies

- Tech Note 7.1 Control Your Privacy
- Tech Note 7.2 How to Create a Blog

Engaging Consumers with Blogs and Microblogs

- Blogs
 - Websites where people regularly post a variety of content in various digital formats.
 - Blogs can establish reputations and promote business interests and/or share viewpoints.
 - **Blogospheres** are connected blogs.
 - **Microblogs** are frequent, but brief posts such as Twitter.

Engaging Consumers with Blogs and Microblogs

- Blogs
 - Blogging Platforms are software used to create and edit content with features that make blogging relatively easy.
 - Wordpress (51%) and Blogger (21%) are the most popular blogging platforms.

Engaging Consumers with Blogs and Microblogs

- Twitter
 - A valuable tool for activists engaged in organizing protests, debating political viewpoints, and broadcasting real-time information through **Tweets**.
 - Uses content tags called Hashtags (#) to allow users to follow conversations and/or trends.

Engaging Consumers with Blogs and Microblogs

- Growing Use of Twitter
 - **Twitterspheres** are third-party apps to enhance functionality and experience.
 - TweetDeck, Twitpie, Twitterfeed, and Twitterholic are essential Twitter tools.

Engaging Consumers with Blogs and Microblogs

- Growing Use of Twitter
 - Celebrities, companies, products, and services.
 - Coupons and specials.
 - News and political platforms.
 - Friendly status updates.

Engaging Consumers with Blogs and Microblogs

- Tumblr
 - Another update services providing microblogging with emphasis on photographs and video.
 - Allows just as much text as a regular blog, but Tumblr is mostly used for fashion, entertainment, and the arts.

Social Communities and Engagement

1. Why do marketers and public relations use blogs and microblogs?
2. Why are most breaking news items delivered via twitter?
3. In your opinion, could twitter exist without mobile devices?
4. How does Tumblr differ from other blogging platforms?
5. Why is it recommended that you not post private data on a social network, even those with privacy settings?

3. Social Monitoring, Metrics, and Analytics

Social Monitoring, Metrics & Analytics

- Social Monitoring Service
 - Conversation tracking on social media sites
 - Paid services: Radian 6, Alterian SM2, Hubspot.
 - Free services: Twitter Search, Social Mention
 - Provides organizations a better understanding of brand, product, and even executive perception from consumers.
 - *Brand advocates* positively portray a brand or company online.

Value of Monitoring

- To identify brand advocate-people who repeatedly discuss a particular topic.
- To find experts talking about technical or business topics.
- To assess reputation or sentiment in the online community about a brand, person, or issue.
- To understand customers by listening – identifying topics of interest to the online community.
- To track trends in the volume or nature of online conversations.

Value of Monitoring

- To assess the relationship between marketing actions (e. g., product launch) and online conversations.
- For damage control when the brands reputation is at risk.

TN 7.3 Social Measures and Metrics

- Conversion = number of people who achieved a desired result. This could be paying for a product, signing up for a trial, completing a form, or any other goal you've set up for your campaign.
- Leads = potential conversions.
- Engagement = total number of likes, shares, and comments on a post.
- Reach = measure of the size of audience you are communicating with.
- Impressions = how many people saw your post.
- Funnels = paths that visitors take toward converting.

TN 7.3 Social Measures and Metrics

- Visits versus unique visits = visits count each time a person visits your site or page, regardless of whether they have visited before. Unique visits count each person only once.
- Bounce rate = percent of people who land on your page and immediately leave, without viewing any other pages.
- Exit rate = percent of people who leave your site from a given page.
- Time on site = measure in minutes and seconds of how long a visitor stays on your site before exiting.

TN 7.3 Social Measures and Metrics

- Audience growth rate = comparison of audience today to audience yesterday, last week, last month, and so on.
- Average engagement rate = individual post engagement compared to overall followers.
- Response rates = speed with which you respond to comments and replies on social media ; or how quickly marketing or sales department follows up with leads from social.
- Inbound links = number of sites linking back to your website or page.

Free Monitoring Services

- www.socialmention.com – four metrics:
 - Strength
 - Passion
 - Sentiments
 - Reach
- Twitter Search
- Klout – Facebook, Twitter, LinkedIn, YouTube, Foursquare
- Google alerts

Social Media Metrics: Measure what Matters

Engagement Metrics of Google analytics:

- Bounce rate
- Time on site
- Pages per visit

Use Metrics to support Decision



Social Monitoring, Metrics & Analytics

1. Visit socialmention.com and explore what people are talking about with regard to current events, celebrities, popular products, or any other issue you are interested in. What you can learn from the four metrics?
2. Select two different types of businesses and describe the ways in each can benefit from using social media monitoring tools?
3. On the basis of your answers to question #2, what metrics would matter most to those businesses?

4. Social Media Failures and Lessons Learned

Common Business Objectives

- Increasing revenue and profit
- Increasing organizational efficiency
- Decreasing costs
- Decreasing public relations risks
- Accelerating research and development
- Engaging customers or prospects in solving problems or building relations

Social Media Fails

- J P Morgan's #ASKJPM twitter hashtag Backfires
- Macdonald's twitter hashtag becomes bashtag
- HMV workers take over official twitter feed to vent their fury
- British Airways customer service and social media fail
- Swiss chocolate company Nestle censor backfires
- Bing suffers backlash from Japan Quake tweet

Lesson Learned

- Do not mix marketing efforts with corporate social responsibility, humanitarian efforts, or community engagement.
- What start as small mistakes or lapses in judgment can escalate into big crisis via social media in minutes.
- Take full responsibility for your mistakes because trying to shift blame will backfire.
- Apologies must be sincere, without reservation, and without perceived benefit to the company.

Failures & Lessons Learned

1. Consider each of the social media fails. In your judgment, what factors or thought processes contributed to these fails?
2. In your judgment, what factors or decisions caused each fail to escalate?