



Social Media

Can Tho & HCMC, Viet Nam
January 2013

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Christophe Landuyt



Introduction

A screenshot of the RealPlayer SP interface. The main video player area displays the title "Is Social Media a Fad? Or the biggest shift since the Industrial Revolution?" in large, bold, blue text. The video is paused. The interface includes a menu bar (File, Edit, View, Play, Tools, Help), a toolbar with navigation buttons, and a status bar at the bottom showing playback controls, a progress bar at 0:09 / 4:25, and a volume slider. The Windows taskbar is visible at the bottom, showing the Start button, several open applications (Amnha..., Facebo..., RealPla...), and the system tray with the time 10:48 AM.



<http://www.youtube.com/watch?v=x0EnhXn5boM>



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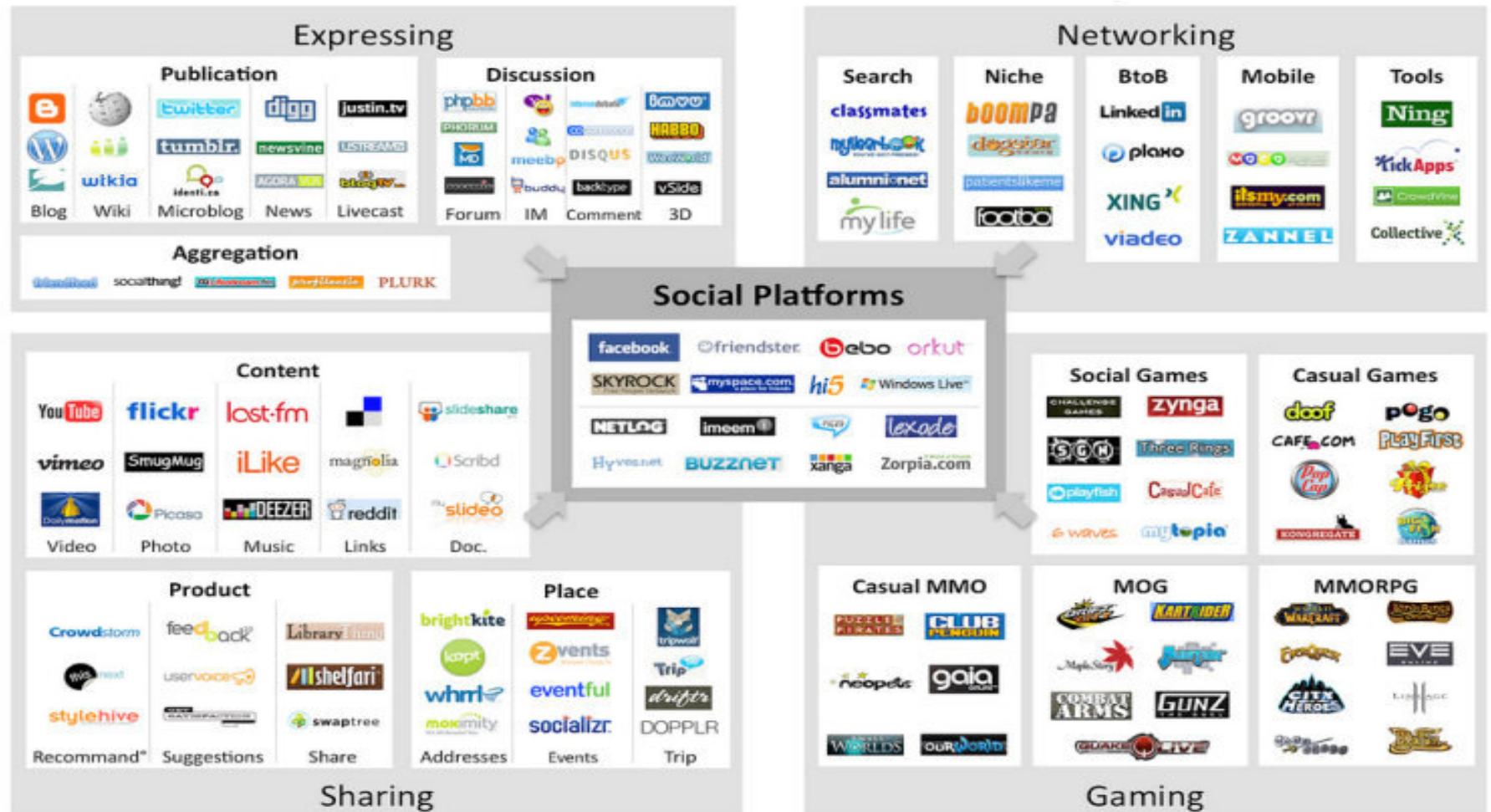
Using Social Media for MAXIMUM leverage



What is social media?



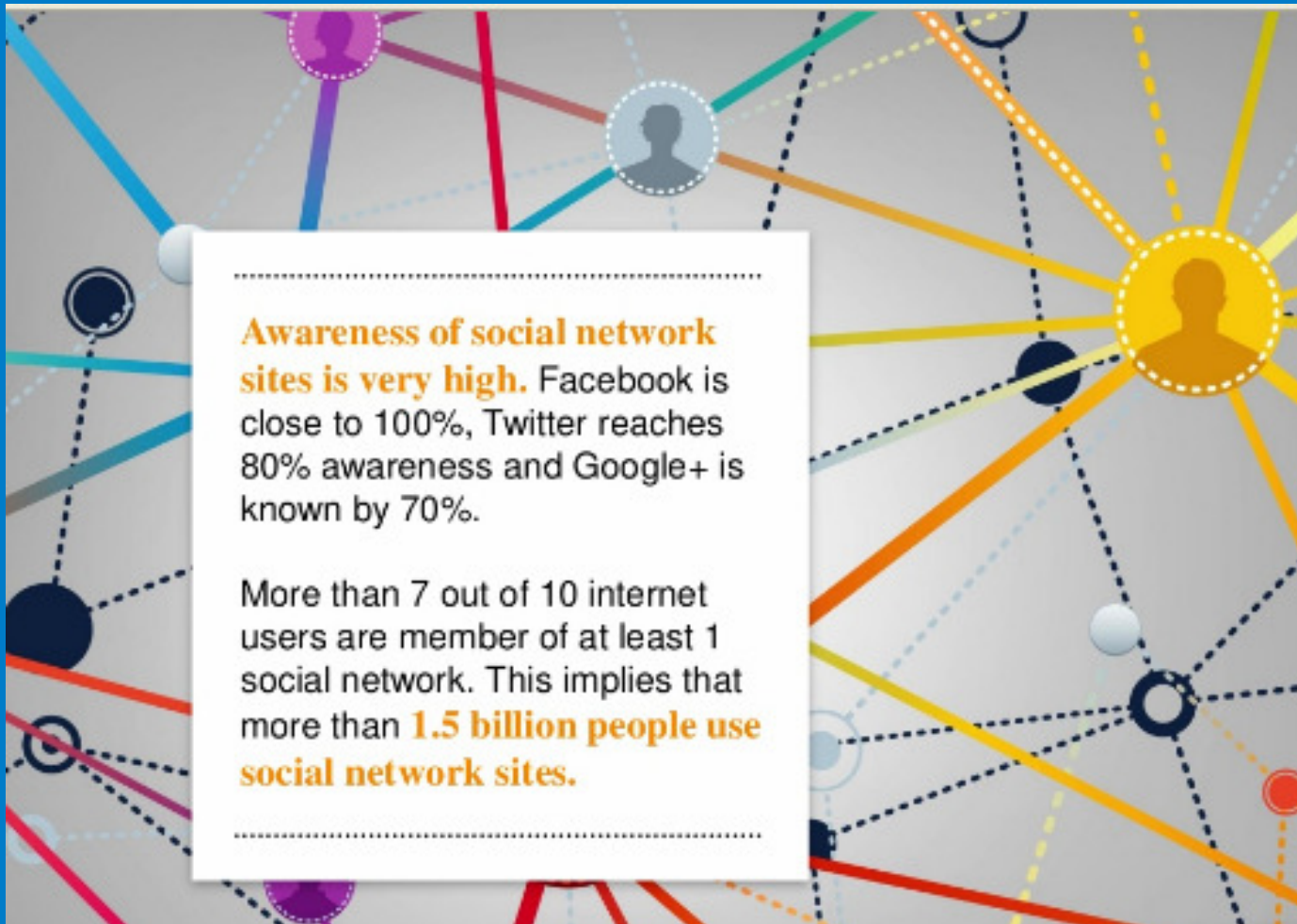
Social Media Landscape





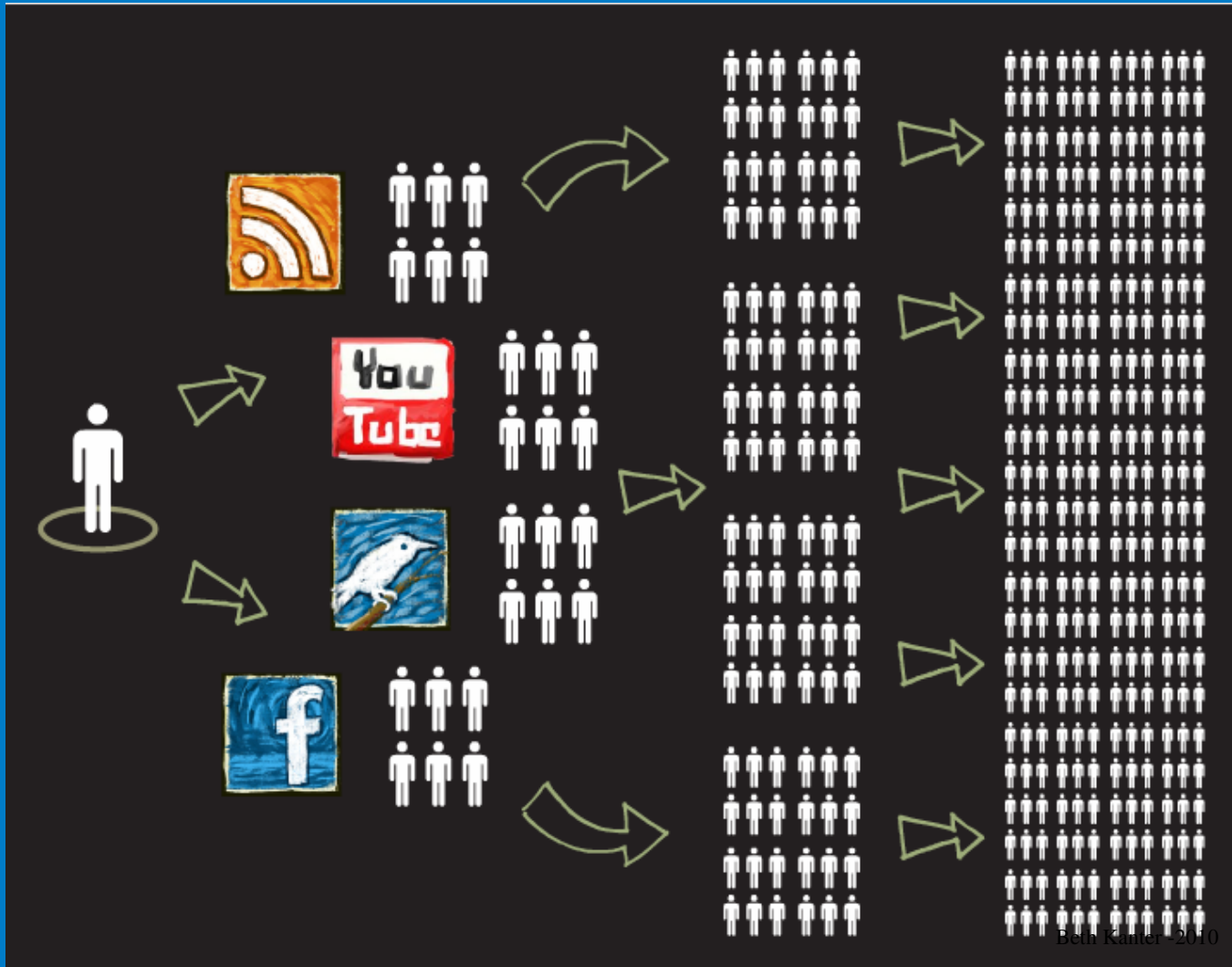
Turning big numbers into business







One message after social media





Social Media Objectives

- Build brand awareness
- Generate leads
- Increase sales
- Establish thought leadership
- Build relationships with customers
- Engage customers as brand evangelists
- Get customer input for product and/or service improvement
- Improve internal communication
- Staff recruitment and retention
- Improve departmental and/or company-wide collaboration



A hand holding a pen is positioned on the right side of the slide, pointing towards a large, shiny orange balloon on the left. The background is a solid light blue color. A white text box is overlaid on the lower-left portion of the balloon.

.....

Clear expectations from consumers vis-à-vis brands:

1. Share product info
 2. Do promotions
 3. Give away free stuff
 4. Bring news
 5. Use us in co-creation projects
-



FAIL

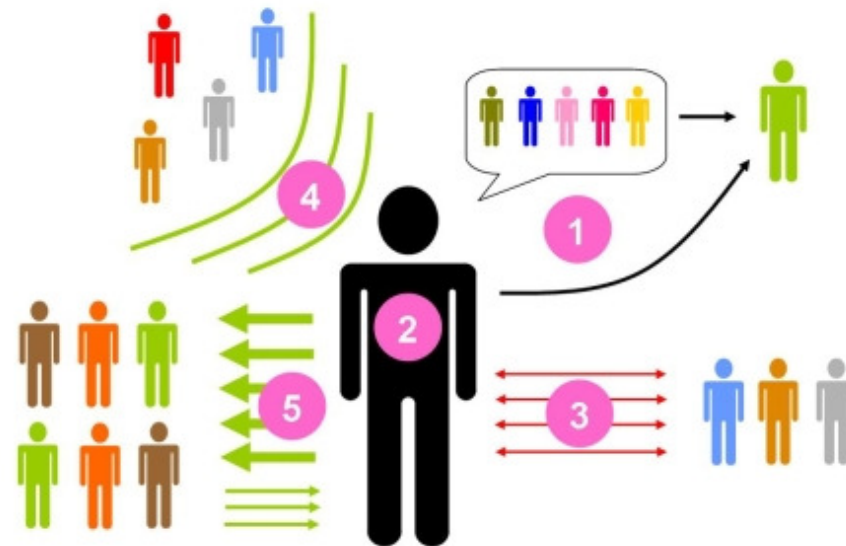
i told you not to move the red one.

- Damage your brand
- Loose your job
- Never get hired
- Ruin your life
- How to get robbed



- Demonstrate your product
- Ideabox
- Generate €/\$
- Customer Service
- Crisis Communication
- E-Learning

5 Ways to Cultivate an Active Social Network



Source: Cultivate an Active Network (Chris Brogan)

- 1 **BE HELPFUL** - offer your network advice or suggest people that can help
- 2 **BE PRESENT** - participate and contribute
- 3 **BE SOCIAL** - engage with as many people as possible...not to be confused with just pushing out messages to a list.
- 4 **SHARE THE LOVE** - make it about them...talk about your network
- 5 **PAY IT FORWARD** - build equity by contributing to your network before asking for anything in return...and never take out more than you put in.

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Social Media in the business world

Internal vs external



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LinkedIn

facebook

twitter



yammer

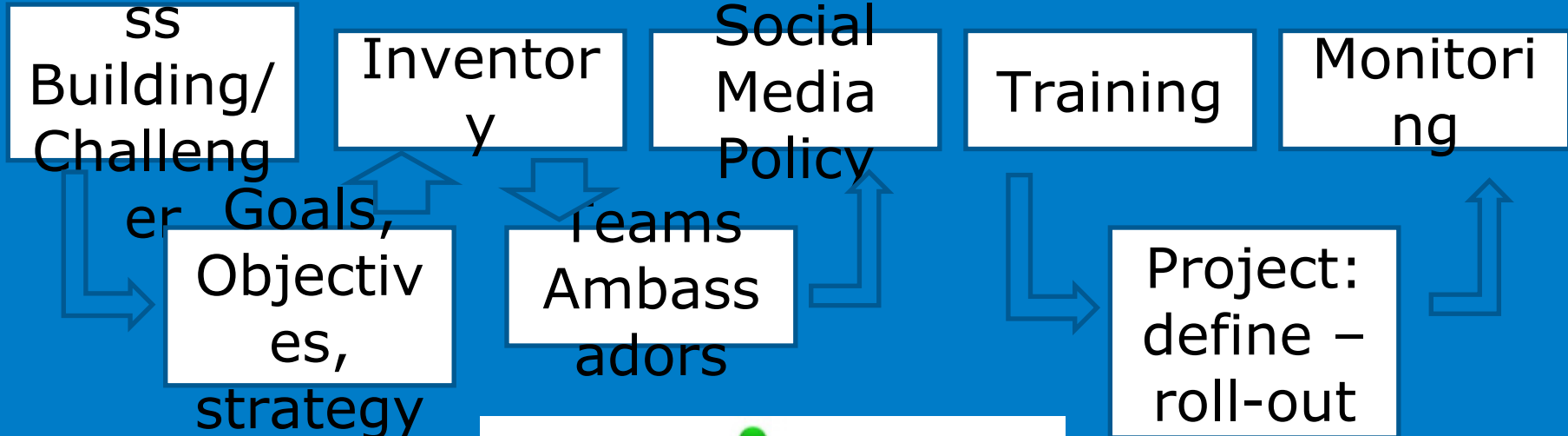
jive The new way to business.

Socialtext



Process to implement Social media

Awareness





And now for a bit of strategy



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How Social Media is thought to plug into a business



My
Marketing
could use
some of that
social media!

How Social Media actually plugs into a business

Customer Acquisition

Community Management

Crisis Management

Business Development

Market Research

Internal collaboration

Corporate Communications

Customer Support

Thought Leadership

Event Management

Search/SEO

Mobility

Online Reputation Management

Advertising

P.R.

Lead Generation

Recruiting

Education

Advocacy

Marketing

Sales

Consumer Insights

Business Measurement

Customer Retention

Fund-Raising





What social media to use?



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How to get more “followers”

- Create and optimize personal & company profiles
- Share interesting & useful information (publicly)
- Help people
- Make meaningful comments
- Respond to comments
- Mention and give credit to others
- Invite people to join
- Participate in hangout





Get better at social media



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- Do not expect overnight success
- Pay your dues
- Watch and learn
- Be original
- Experiment with different content
- Change how you interact
- Have fun
- Jump in with both feet
- Keep in touch
- Do not compare yourself to others
- Be confident
- Be kind, humble and helpful





Orchestrate Social Media?



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What companies are doing?



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www.zeallsoft.com

Companies & Social Media

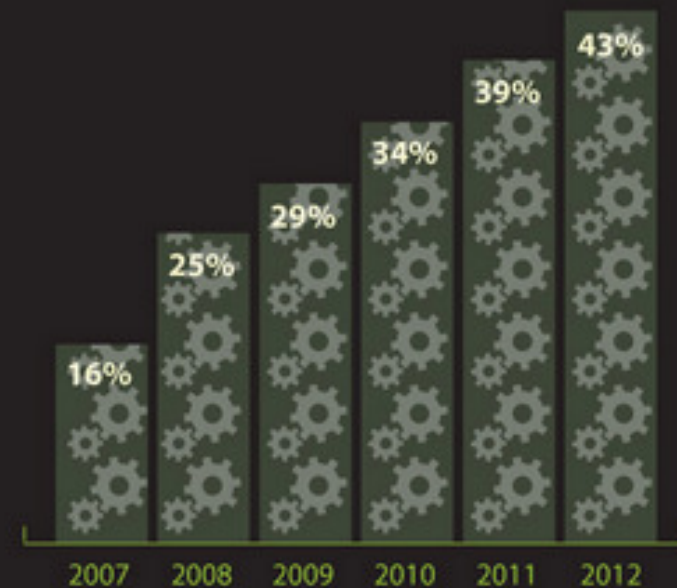
Companies Using Social Media

(Percents)



Companies Using Blogs for Marketing

(Percents)





10 Best Practices



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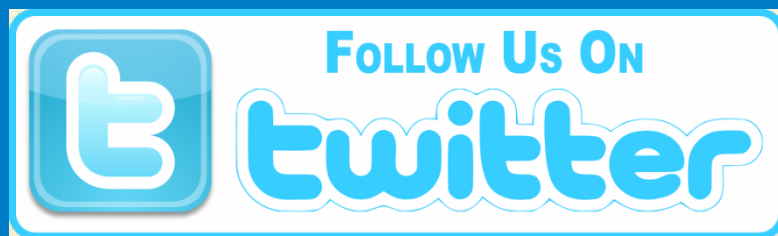
1. Define your goals
2. Know who you are and create consistent picture
3. Be where your customer is
4. Join the conversation & add value
5. Tell you customers where you are





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Tell you customers
where you are
Website & Email &
Offline



Share





10 best practices

6. Be relevant
7. Be engaging
8. Be active
9. Respond in a timely manner
10. Give credit where it is due

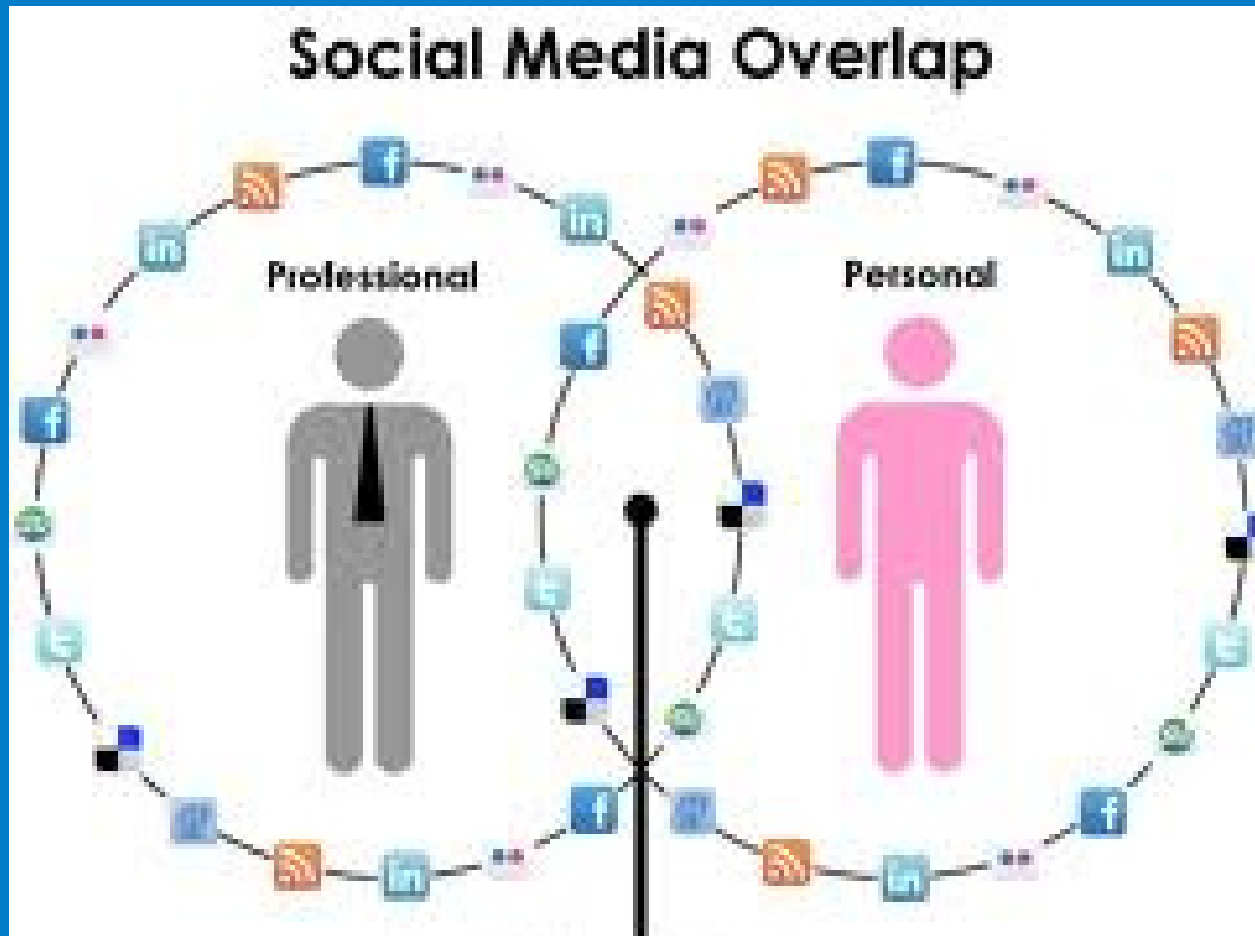




Personal vs Business accounts

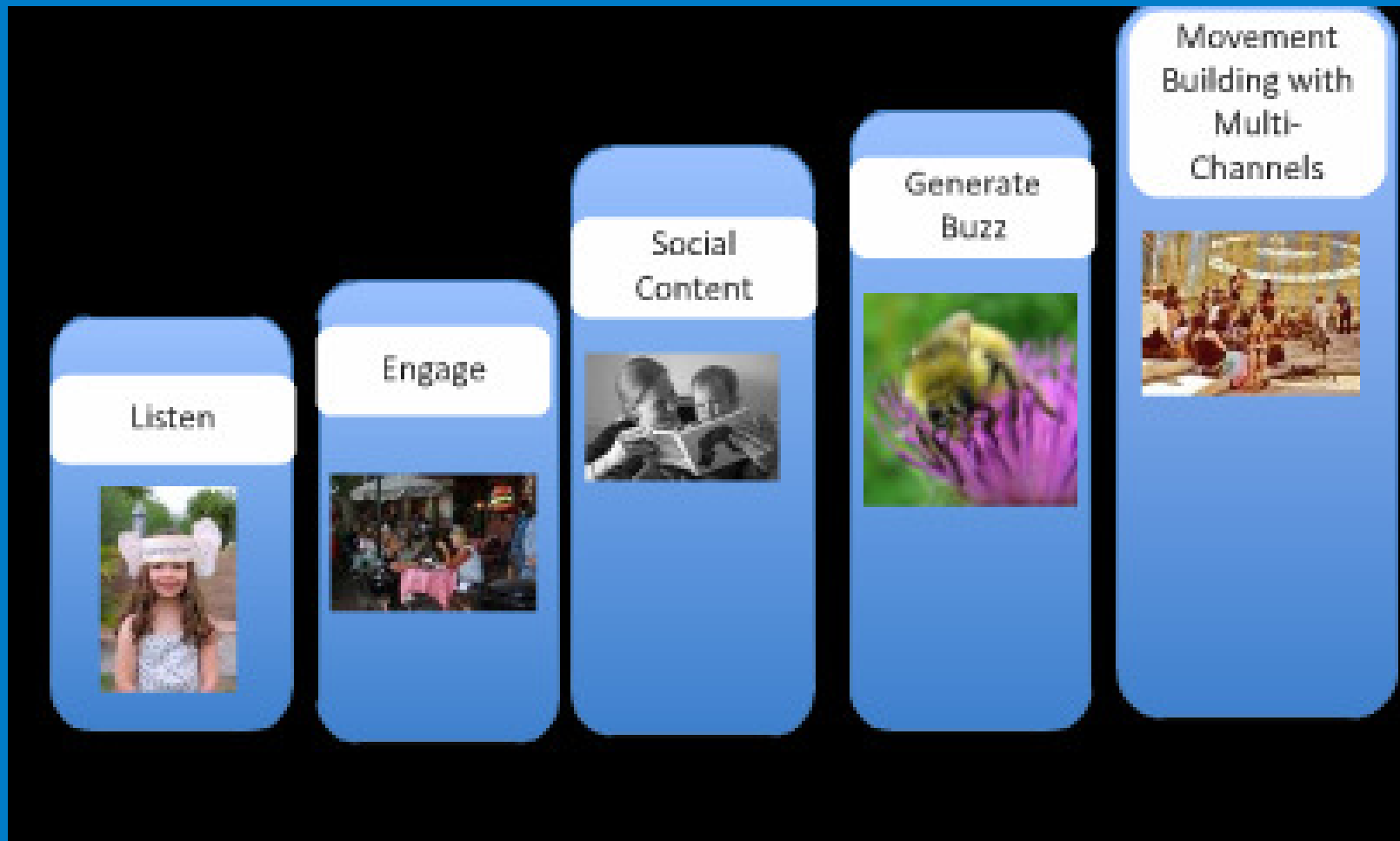


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Getting the ball rolling





Social Media Monitoring Tools



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tracebuzz.com
monitoring • analyse • webcare



attentio
what the world says



Must-have Social Media platforms for your Business

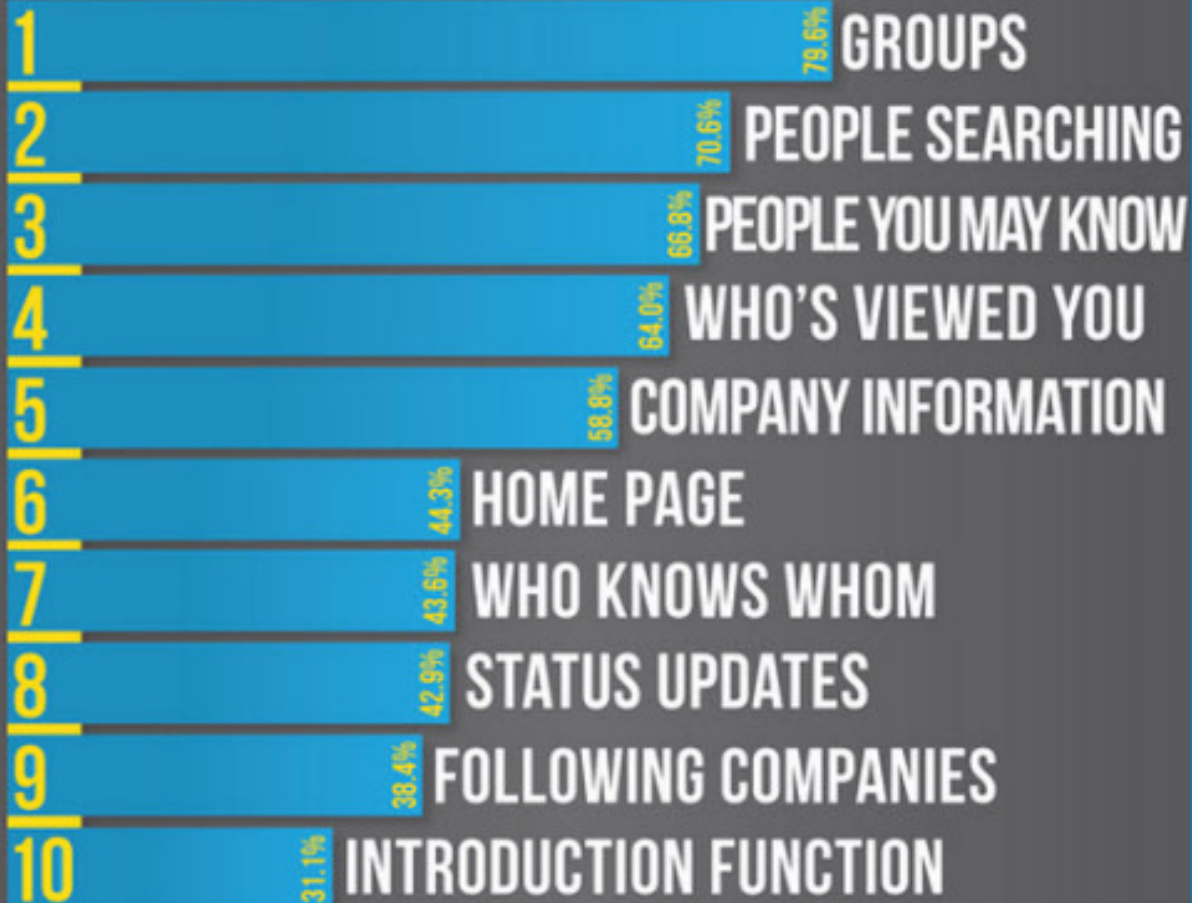


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TOP 10 FAVORITE FEATURES





Why use for your business?

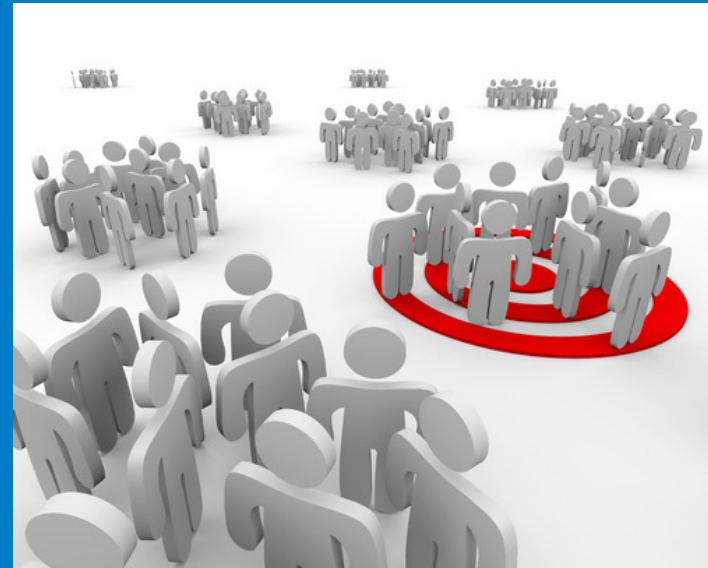
- Among top 300 websites
- 30 million viewers/month view 80 million pages
- Drive traffic
- Create awareness
- Support and promote thought leadership
- Create dialog with peers
- Find new clients





B2B Benefits & Use

- Tell stories
- Share presentations with clients
- Webinar via ZIPcast
- Demonstrate expertise
- Create thought leadership
- Improve SEO










WIKIPEDIA
The Free Encyclopedia



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THE FIVE PILLARS

[[Wikipedia:Five pillars]]

-  Wikipedia is an encyclopedia.
-  Wikipedia must have a neutral point of view.
-  Wikipedia is free content.
-  Wikipedia has a code of conduct.
-  Wikipedia does not have firm rules.



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Social Media Platform Photo





Why use for your business?

- Product images
- Diagrams/Infographics
- Jobs & Culture
- Banner ads
- Company history
- Corporate logos
- Buildings & facilities
- Presentations (cover pages and, potentially, entire slide decks)
- Trade show participation
- Events
- Awards
- Employee happiness





Tips & Tricks

- Link your photostream to your website
- Add Flickr Account to website
- Integrate Flickr into your blog
- Integrate Flickr with Facebook
- Integrate Flickr with Twitter
- Upload your mobile pictures to Flickr
- Post Company event photo's on Flickr
- Use tags to improve SEO
- Join Flickr Groups





Social Media Personal Networking



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NETLOG™



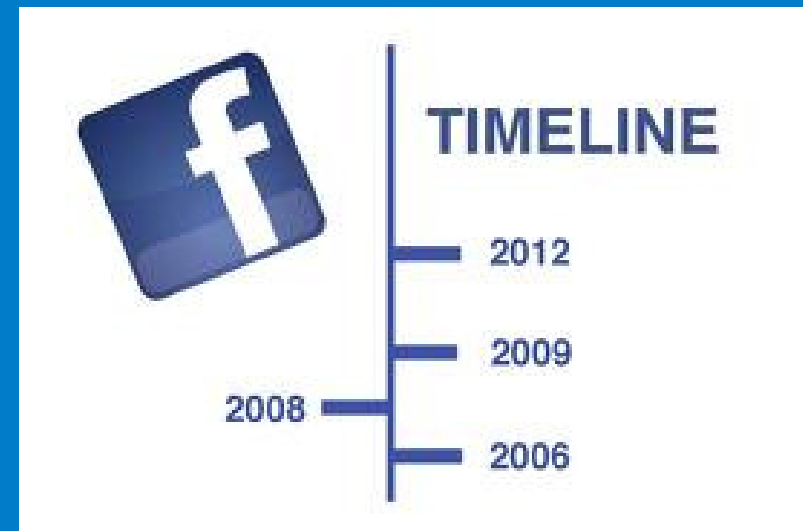
B2B Benefits and use

- Promote products & services in your target audience
- Promote your brand
- Listen to and interact with your customer
- Create & promote events
- Create communities
- Recruitment



8 things to do with your timeline

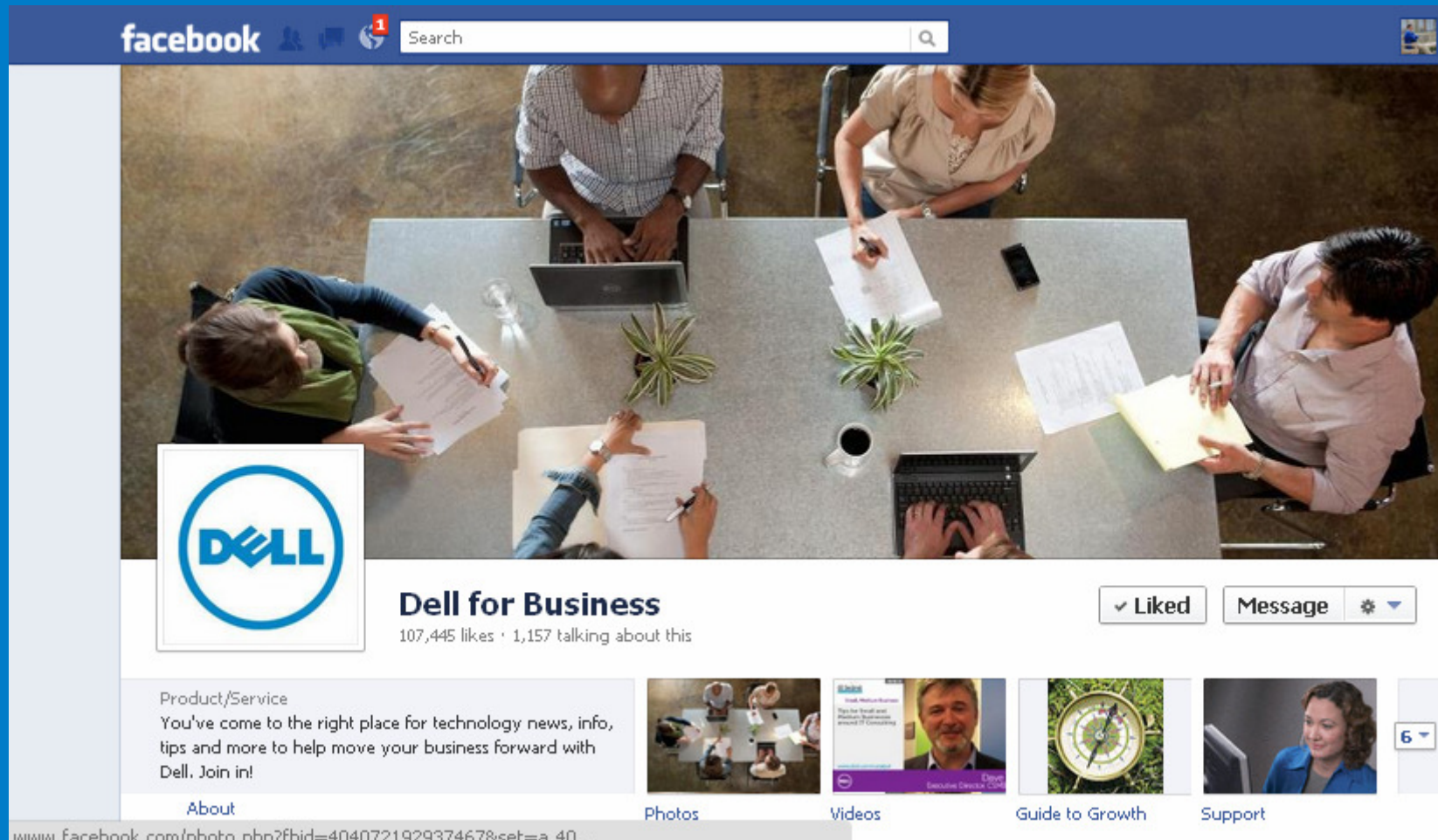
- Tell your story
- Recover lost traffic
- Use brand cover photo
- Create apps
- Use pins
- Star posts and use milestones
- Use private messages for interaction
- Vary your posts





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Example: Sales and Service



The image shows a screenshot of the Facebook page for 'Dell for Business'. The top navigation bar is dark blue with the 'facebook' logo, a search bar, and a notification icon. The main content area features a large overhead photograph of five business professionals in a meeting around a conference table. Below the photo is the Dell logo in a blue circle, followed by the page name 'Dell for Business' and its statistics: '107,445 likes · 1,157 talking about this'. To the right are buttons for 'Liked', 'Message', and a settings icon. A 'Product/Service' section contains the text: 'You've come to the right place for technology news, info, tips and more to help move your business forward with Dell. Join in!'. Below this is a horizontal menu with tabs for 'About', 'Photos', 'Videos', 'Guide to Growth', and 'Support'. The 'Videos' tab is currently selected, showing a video thumbnail of a man speaking.





Links to videos

Social Media is fad : <http://www.youtube.com/watch?v=fpMZbT1tx2o>

Blendec video: <http://www.youtube.com/watch?v=qg1ckCkm8YI>

Will you be my friend: <http://www.youtube.com/watch?v=aDycZH0CA4I>

Social media policy (Victoria) : <http://www.youtube.com/watch?v=8iQLkt5CG8I>

Diesel Cam: <http://www.youtube.com/watch?v=P-zA90yl64>

Domino Pizza: <http://www.youtube.com/watch?v=1D9PikBzNNo>

Kryptonite video: <http://youtu.be/2vLtpVPqhl>

Salesforce.com Social Media Policy : <http://youtu.be/xm06FB0Rao>



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**For more
information:**

WWW.CBI.EU