

Brand and Reputation Management in the

Social Age

August 9, 2012

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Burson•Marsteller

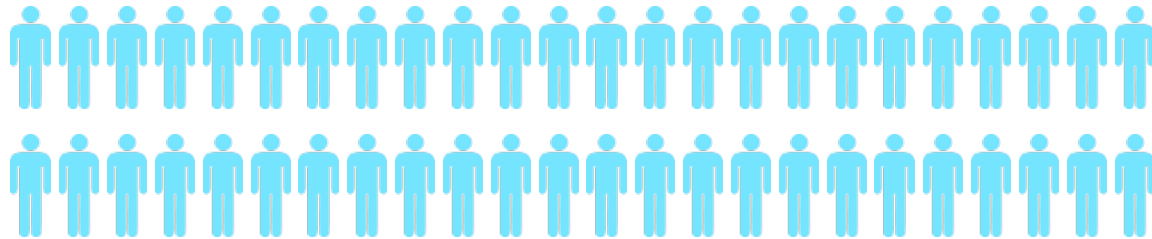




"I think I speak for all of us when I say what in God's name are you talking about?"

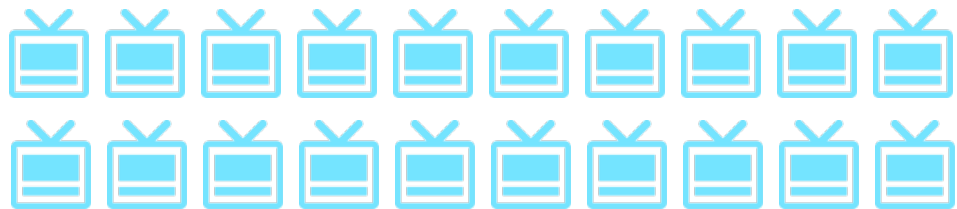
Social Continues to Evolve and Grow

Twitter: **400 million**
tweets a day,
70% outside the U.S.



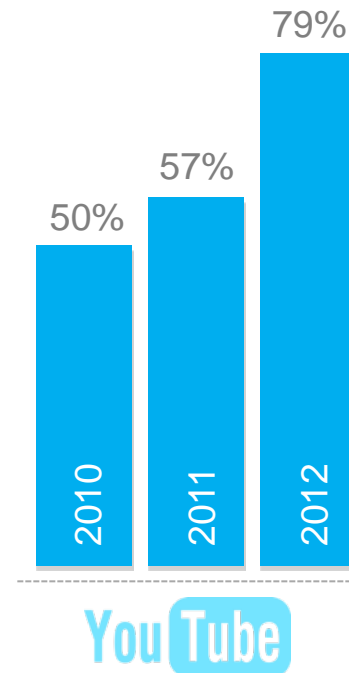
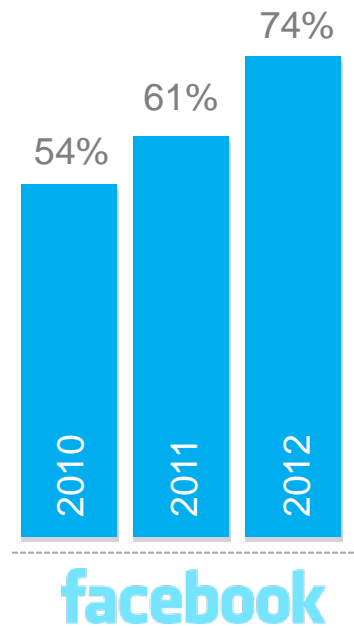
Facebook: **955 million** active users, **80%** outside the U.S. and Canada

YouTube: **4 billion**
videos viewed per day
and **800 million**
unique users monthly



87% of the Global Fortune 100 Companies Are Using Social

Percent of Fortune Global 100 Companies with...



Nearly Half of Companies Have Google+ Accounts



82% of the Fortune 100 use LinkedIn corporate hiring solutions



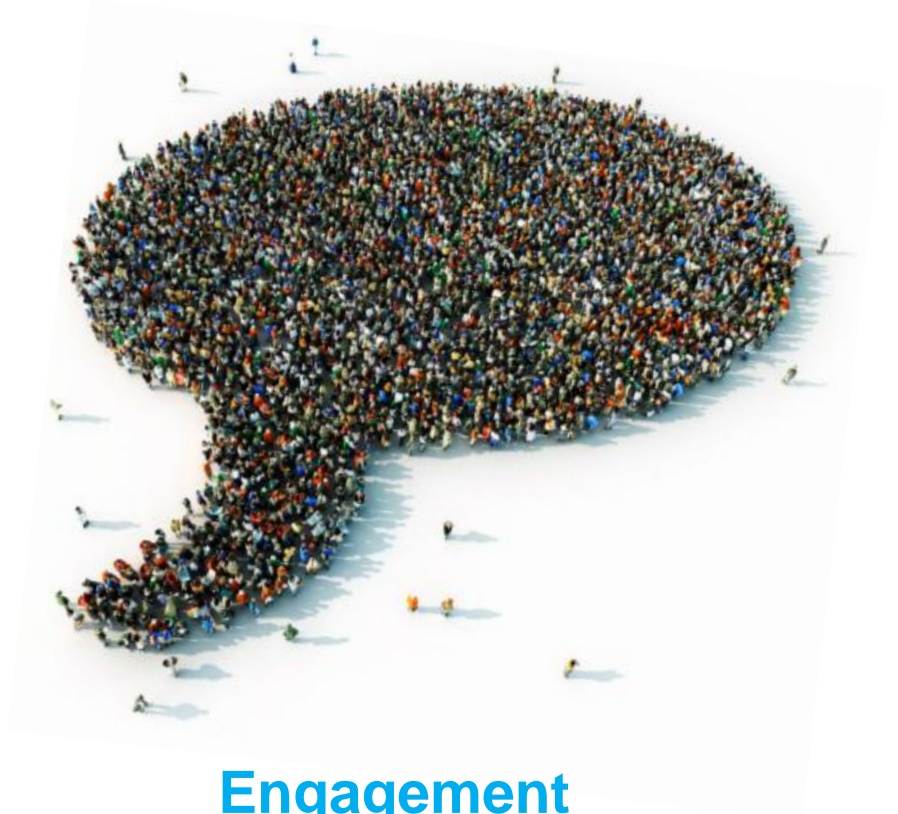
And a Quarter of Companies Have Pinterest Accounts

Evolution from Broadcast and Syndication to Engagement



Broadcasting

- Generic content
- Posting Press Releases
- Uploading TV commercials
- Tweeting without thinking
- Job postings



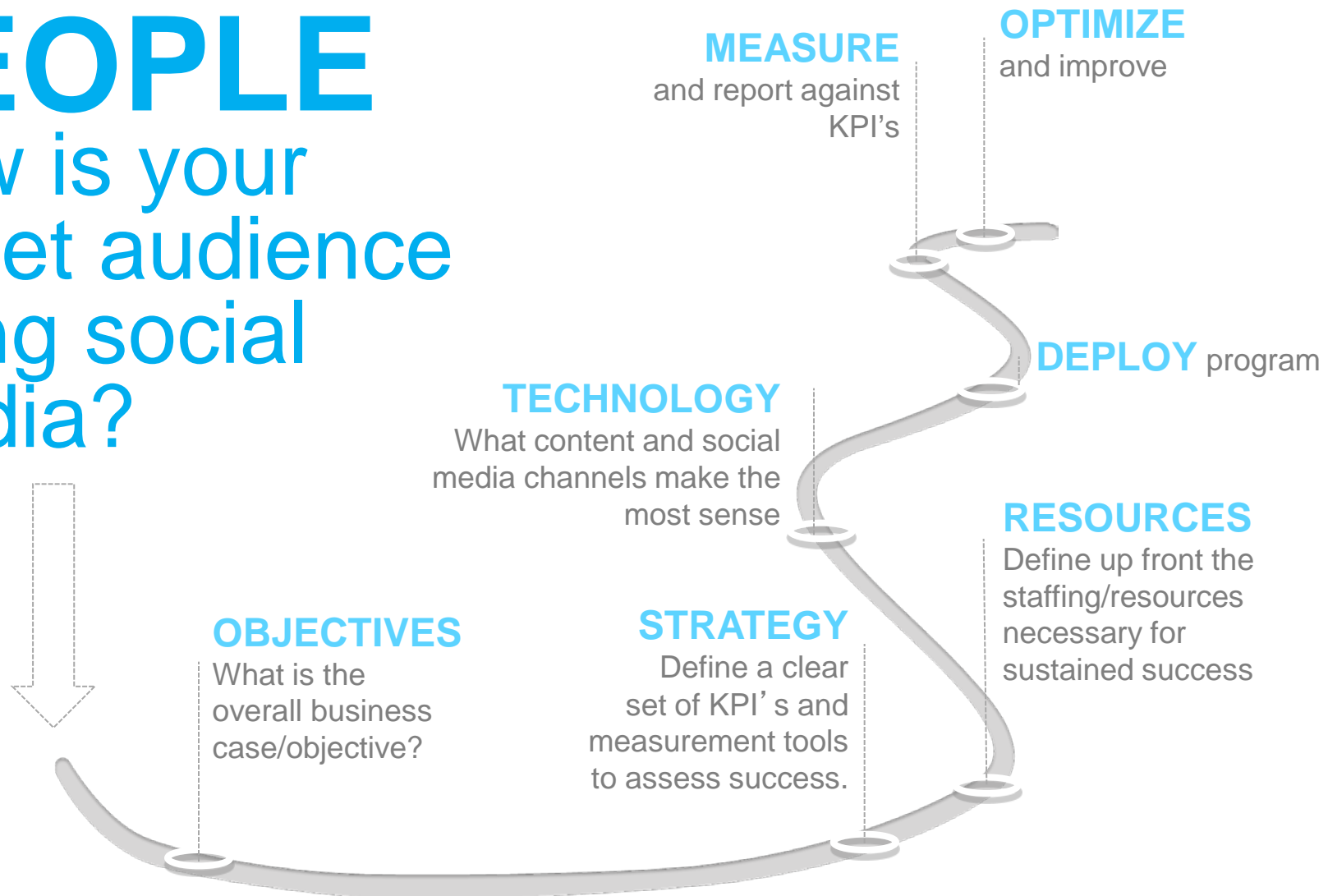
Engagement

- Retweets and @ engagement
- Convening groups on LinkedIn
- Moderated FB walls
- Issue and community specific messaging/videos

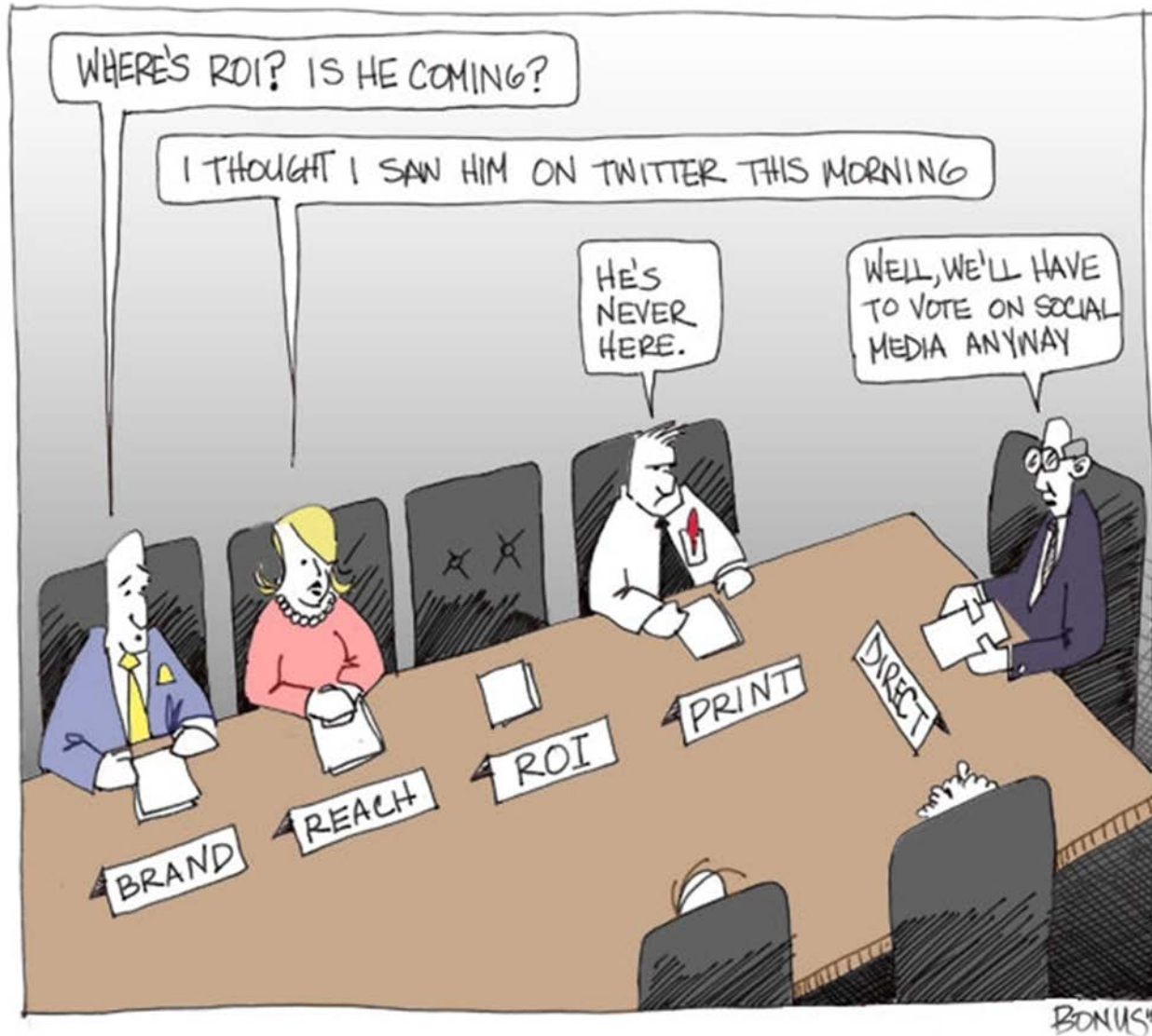
Roadmap for Social Media Success

PEOPLE

How is your target audience using social media?



ROI Absent From Yet Another Marketing Meeting



Structure Is Key

5 Key Organizational Considerations

ROI:

What is your business case for social?

GOVERNANCE:

Who owns “it”?

SUSTAINABILITY:

Who will keep it going?

METRICS:

How will you judge success or failure?

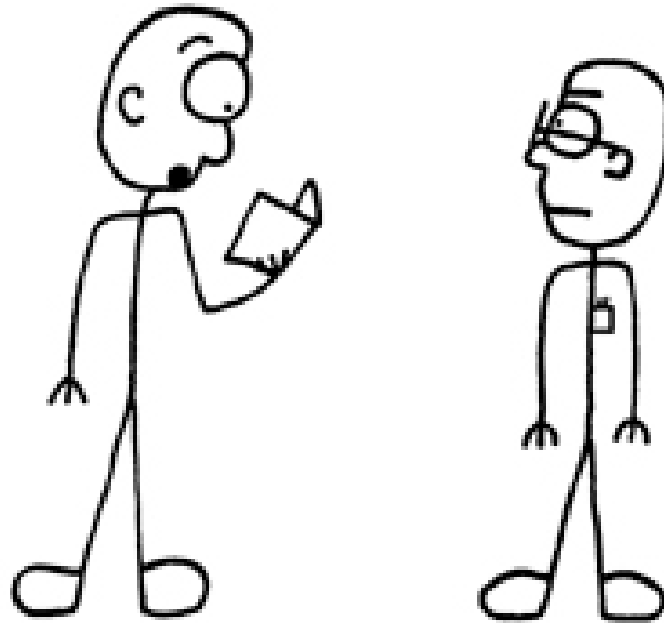
CHAMPIONS:

Who has the stomach to back you?

1/3 of
companies
surveyed have
no one
in charge of
social media



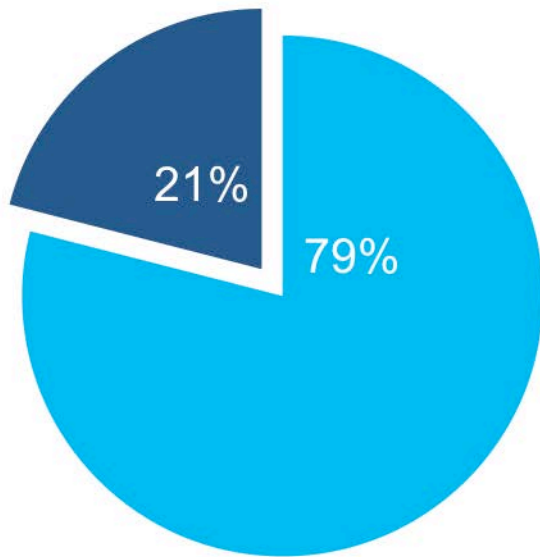
Reputation Management



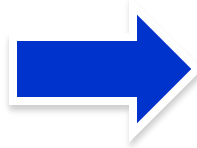
I'm not sure "everyone dies"
is a great emergency plan.

reodorant.com

79% OF Companies believe they are only 12 months from a crisis – over 50% think this will happen in the digital space

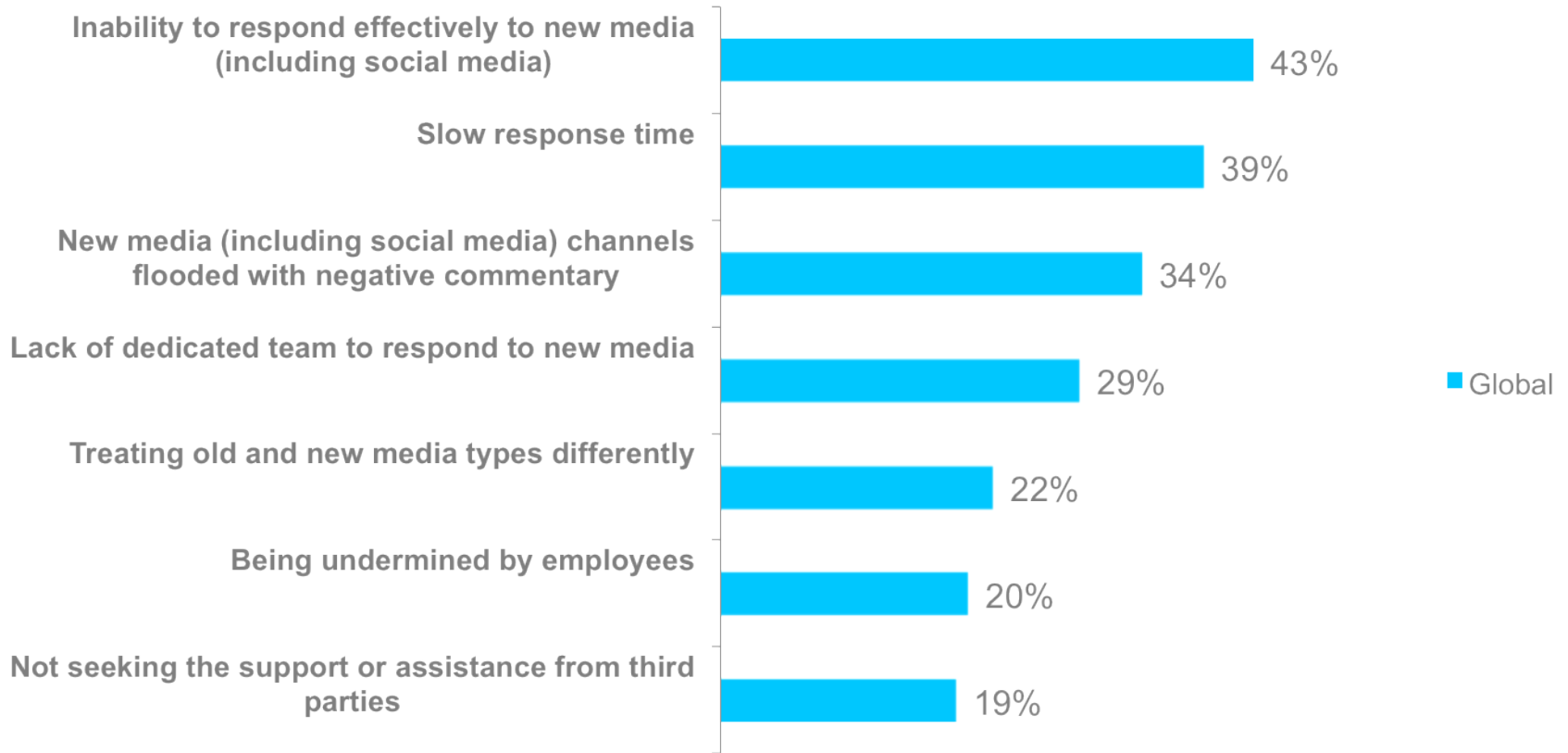


■ Likely to experience a potential crisis

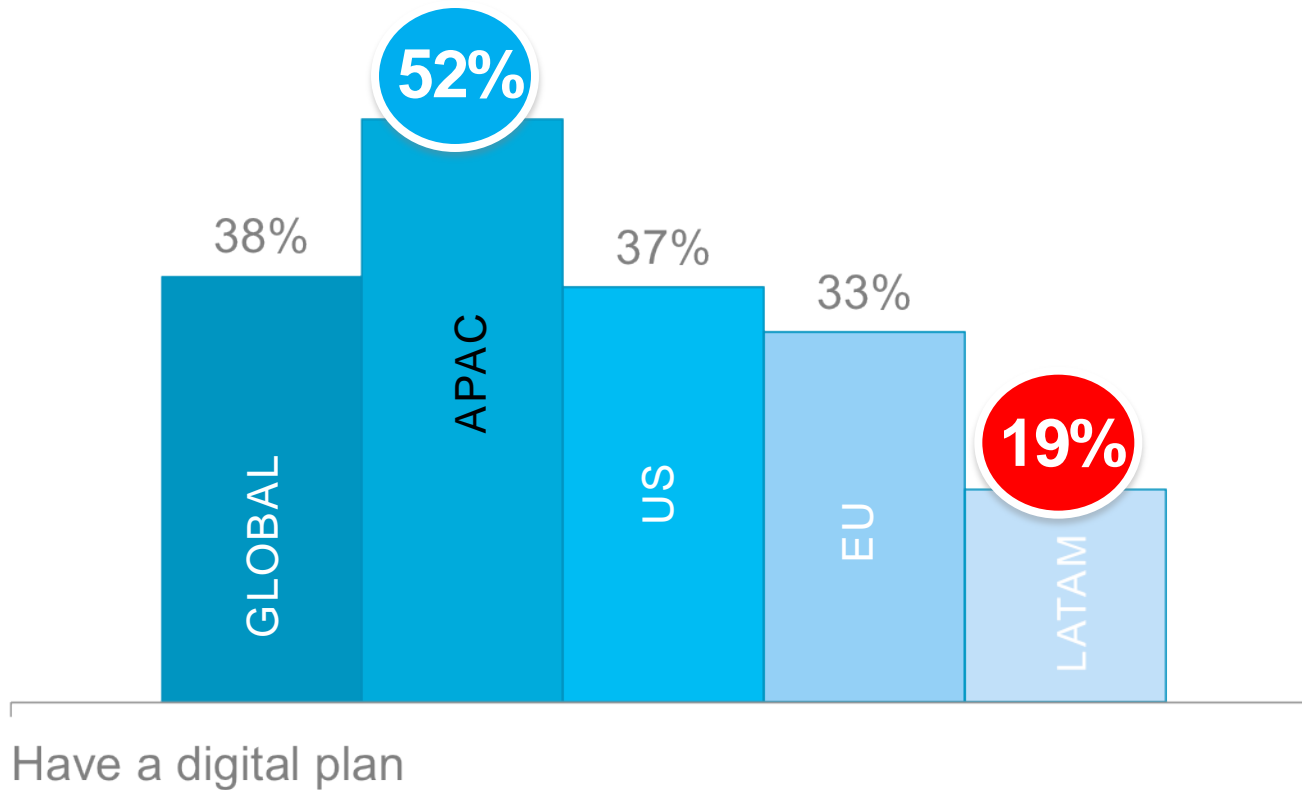


	Global
Controversial company developments	50%
Online or digital security failure	47%
Logistic difficulties	47%
Intense regulatory scrutiny of your product or company	45%
Critical or negative new media campaigns	43%
Danger to product safety	42%
Technical accidents	40%
Intense political scrutiny of your product or company	40%
Criminal actions	33%

Inability to respond effectively is the biggest issue facing companies in crisis online

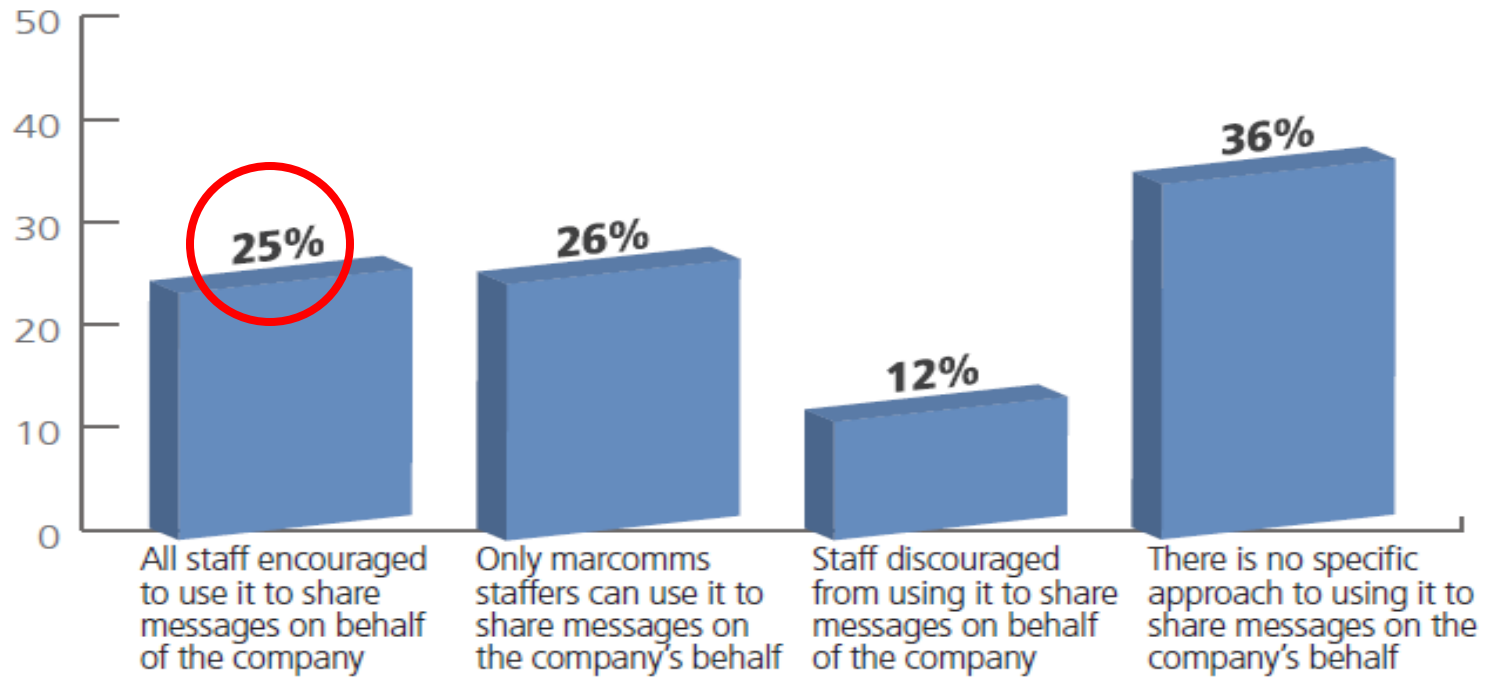


Digital crisis plans are only held by a third of businesses



Corporate Approach To Employee Engagement on Social Media

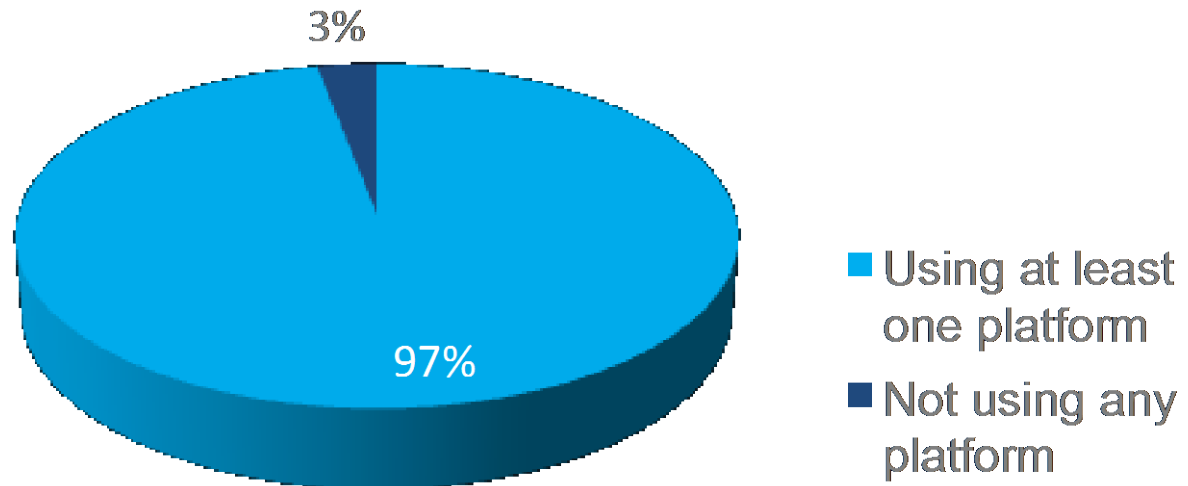
Only a quarter of companies encourage staff to use social channels to share messages about the company.



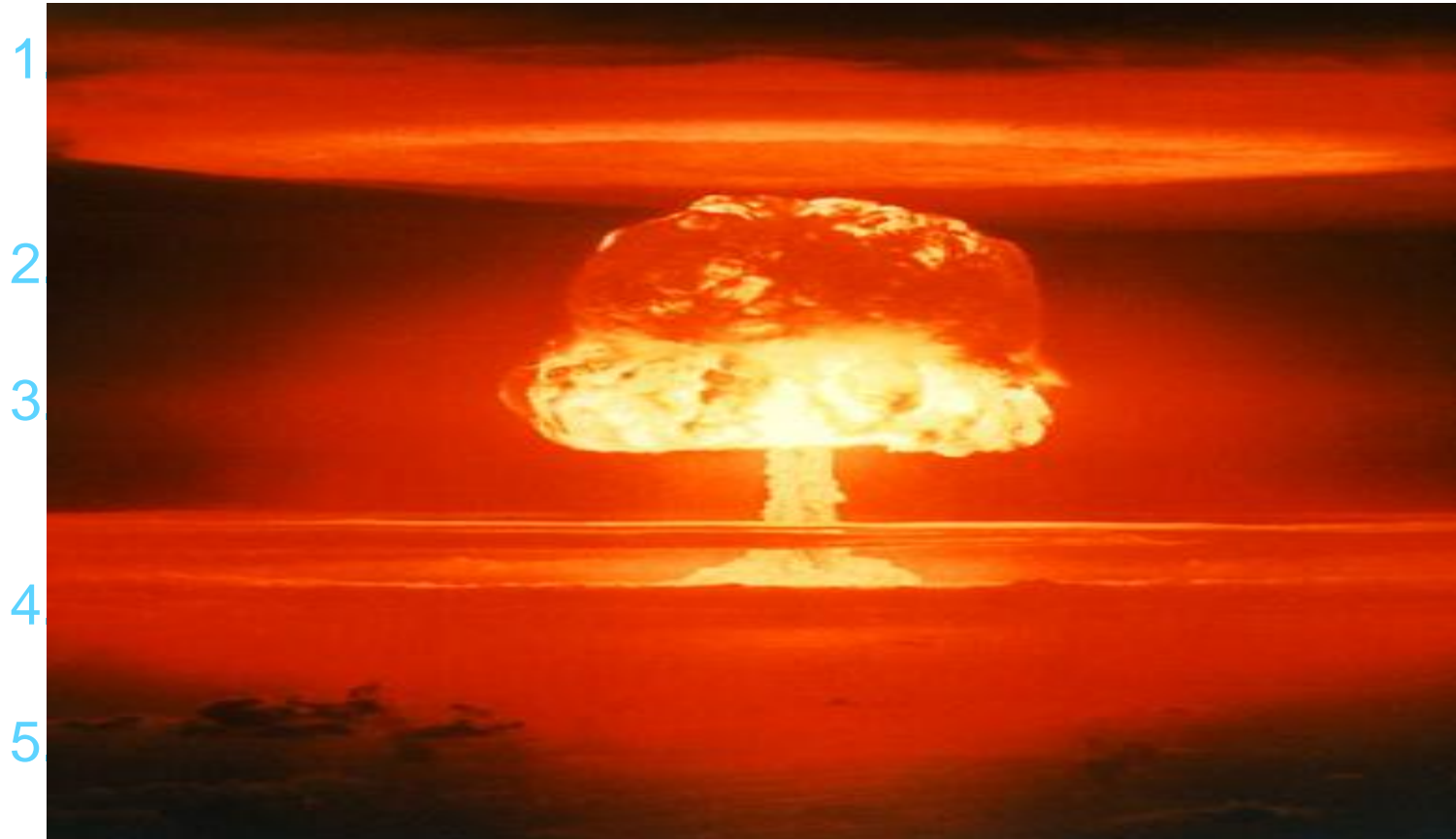
PRWEEK Social Media Survey

Issue Advocacy Groups Are Using Social

Percentage of Advocacy Groups Using Social media



The Perfect Storm



next

y know

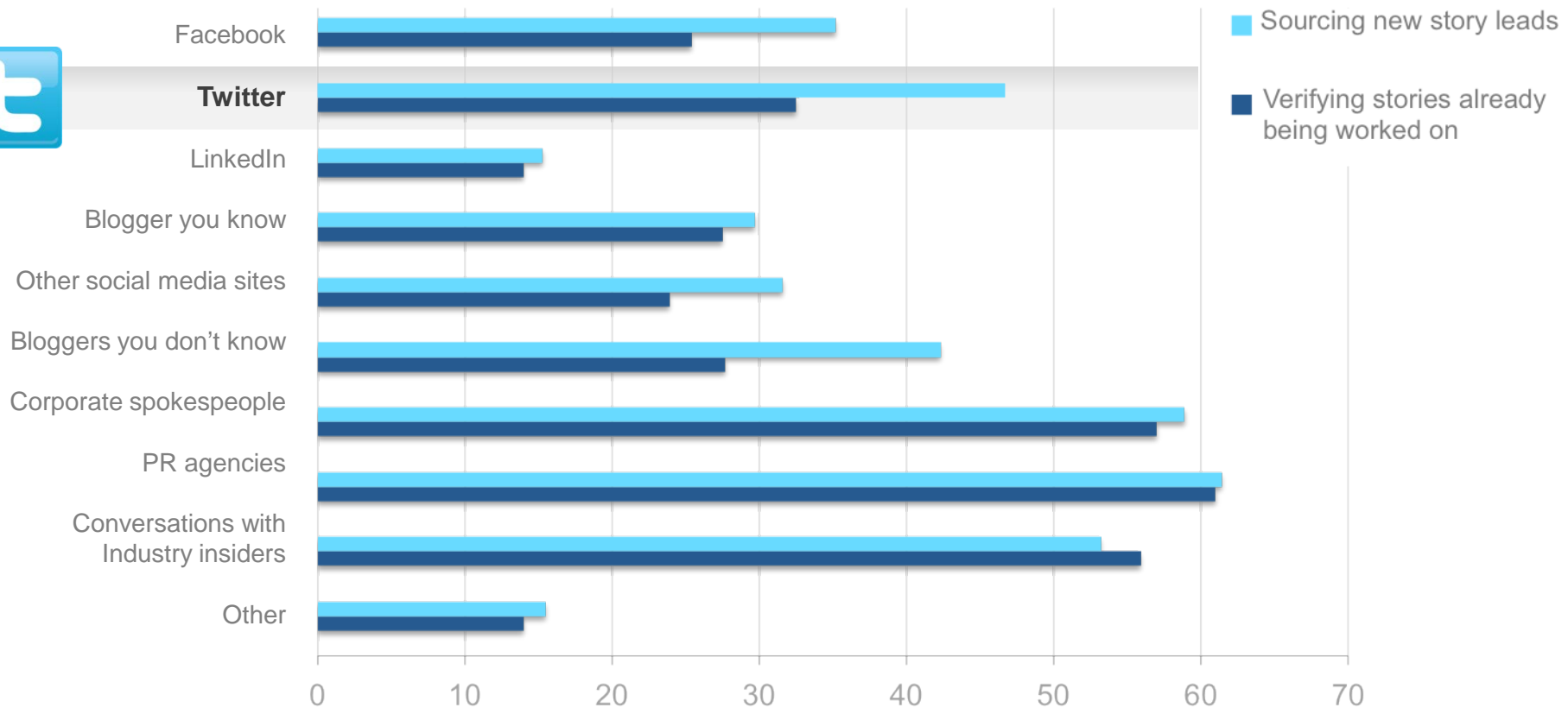
Lesson 1: Know & Engage Key Drivers Early & Often

“I routinely track down potential interviews by sending out a Tweet. Most recently, we came across a number of Toyota car owners who fell under the recent recalls.”

—Chris O’Connell
ABC News Anchor / Reporter

Journalists are Using Twitter

46% of Journalists use Twitter for sources



*“All of the people should be
Executed
with piano wire around their neck.”*

Lesson 2: Actively Monitor Not Just Your Reputation But the Activities of Your Protagonist(s)

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Threats to AIG: "We Will Get Your Children"

Documents reveal the level of threats against AIG employees

By [Andrew Pergam](#) | Thursday, Mar 26, 2009 | Updated 10:44 AM EDT

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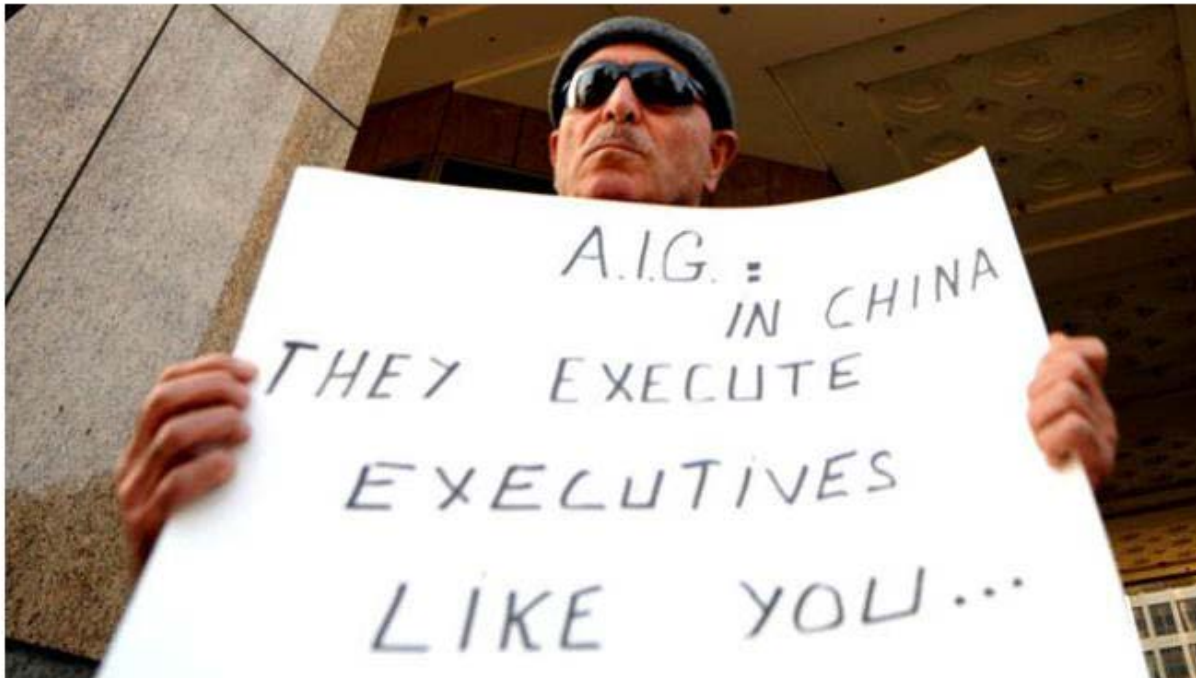
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Getty Images

Lesson 3: Develop Clear, Effective and Platform Appropriate Messaging



Don't Be
This Guy



"Yes, but take away the rodent droppings and the occasional shard of glass, and you've still got a damn fine product."

Lesson 4: Own Your Brand in Social... Before Someone Else Does



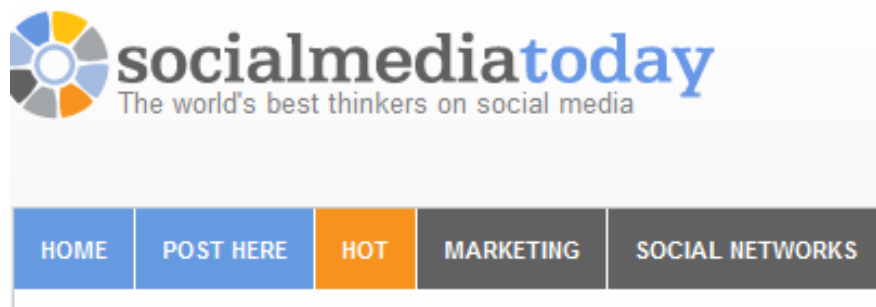
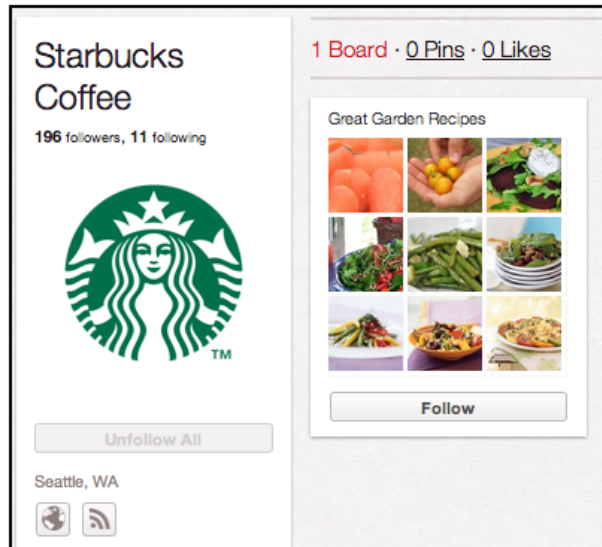
3rd largest social media site

104.4 million visitors each month

405 minutes spent on Pinterest monthly- *tied* with Facebook for first and 316 more than Twitter

Pinterest beats Twitter, YouTube, Google+, StumbleUpon and Bing in referral traffic

Lesson 4: Own Your Brand in Social... Before Someone Else Does





**Barack Obama's profile on Pinterest
hijacked again**

**Less
than 1/3**
of the
interbrand top
100 companies
have registered
their brands on
Pinterest

Lesson 5: People Not Logos

 <p>Дмитрий Медведев ✓ @MedvedevRussia Россия, Москва <i>Президент Российской Федерации</i> http://kremlin.ru</p>	 <p>About @MedvedevRussia</p> <table><tr><td>450 Tweets</td><td>25 Following</td><td>323,158 Followers</td><td>8,358 Listed</td></tr></table>	450 Tweets	25 Following	323,158 Followers	8,358 Listed
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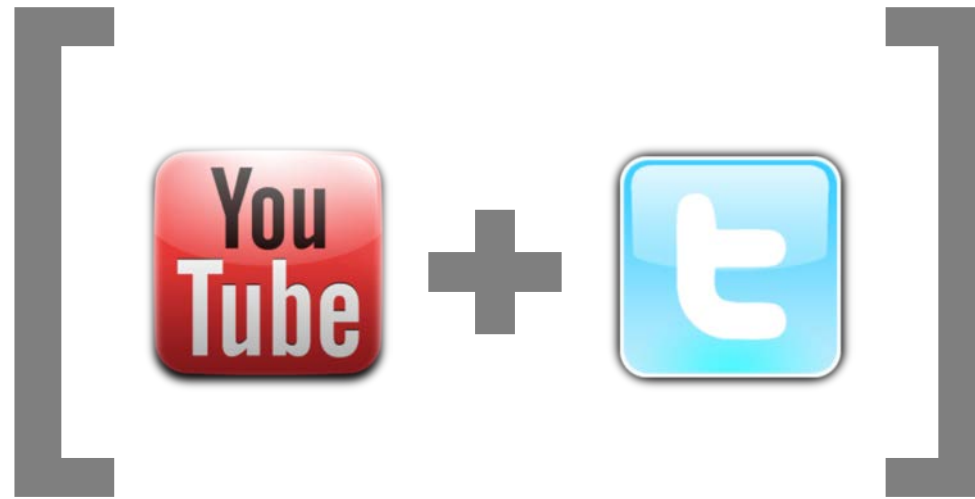
 <p>Dmitry Medvedev ✓ @MedvedevRussiaE Moscow, Russia <i>President of Russia</i> http://eng.kremlin.ru/</p>	 <p>About @MedvedevRussiaE</p> <table><tr><td>349 Tweets</td><td>18 Following</td><td>103,697 Followers</td><td>5,004 Listed</td></tr></table>	349 Tweets	18 Following	103,697 Followers	5,004 Listed
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 <p>Президент России ✓ @KremlinRussia Москва, Россия <i>Кремль. Официальные новости</i></p>	 <p>About @KremlinRussia</p> <table><tr><td>673 Tweets</td><td>23 Following</td><td>68,603 Followers</td><td>1,674 Listed</td></tr></table>	673 Tweets	23 Following	68,603 Followers	1,674 Listed
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 <p>President of Russia ✓ @KremlinRussia_E <i>Official Kremlin news</i></p>	 <p>About @KremlinRussia_E</p> <table><tr><td>381 Tweets</td><td>15 Following</td><td>16,654 Followers</td><td>705 Listed</td></tr></table>	381 Tweets	15 Following	16,654 Followers	705 Listed
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Total: 511,666 Twitter followers

Lesson 6: Integration Is Key

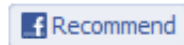


1 Million+
YouTube Videos Tweeted Every Day

Lesson 7: Be Sure You Know What You Are Talking About

Ashton Kutcher Tweeted His Outrage After Joe Paterno Got Fired, But Then He Admitted He Knows Nothing

Tony Manfred | Nov. 10, 2011, 9:53 AM | 🔥 504 | 💬 3



A A A

Ashton Kutcher criticized Joe Paterno's firing on Twitter last night. But then took it all back when America told him about the events that led to his firing.

"How do you fire Jo Pa? #insult #noclass as a hawkeye fan I find it in poor taste," he first tweeted.

But shortly thereafter, he deleted the tweet, and ostensibly went and learned about the scandal.



Lesson 8: When You Blow It, Own Up To It Quickly



@aplusk

ashton kutcher 

As of immediately I will stop tweeting until I find a way to properly manage this feed. I feel awful about this error. Won't happen again.

60 Seconds, Thousands of Tweets, A Million Views



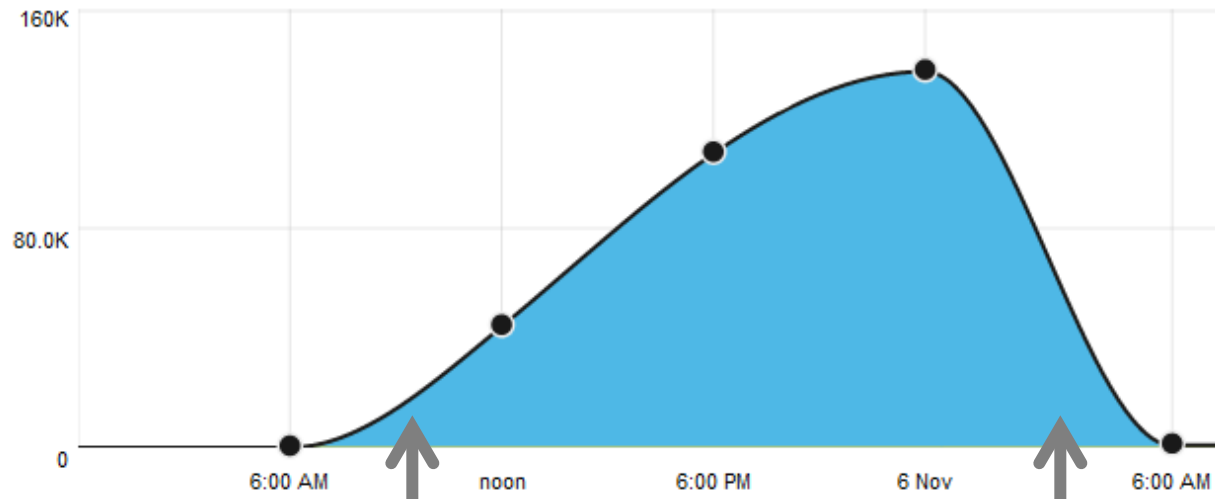
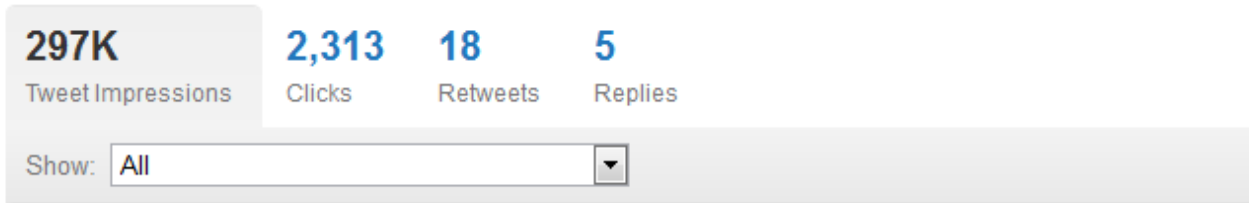
Lesson 9: When All Else Fails, Don't Forget Humor



GovernorPerry Rick Perry

Really glad I wore my boots 2nite because I stepped in it out there. I did still name 2 agencies to eliminate. Obama has never done that!

Lesson 10: Integrate Paid And Earned

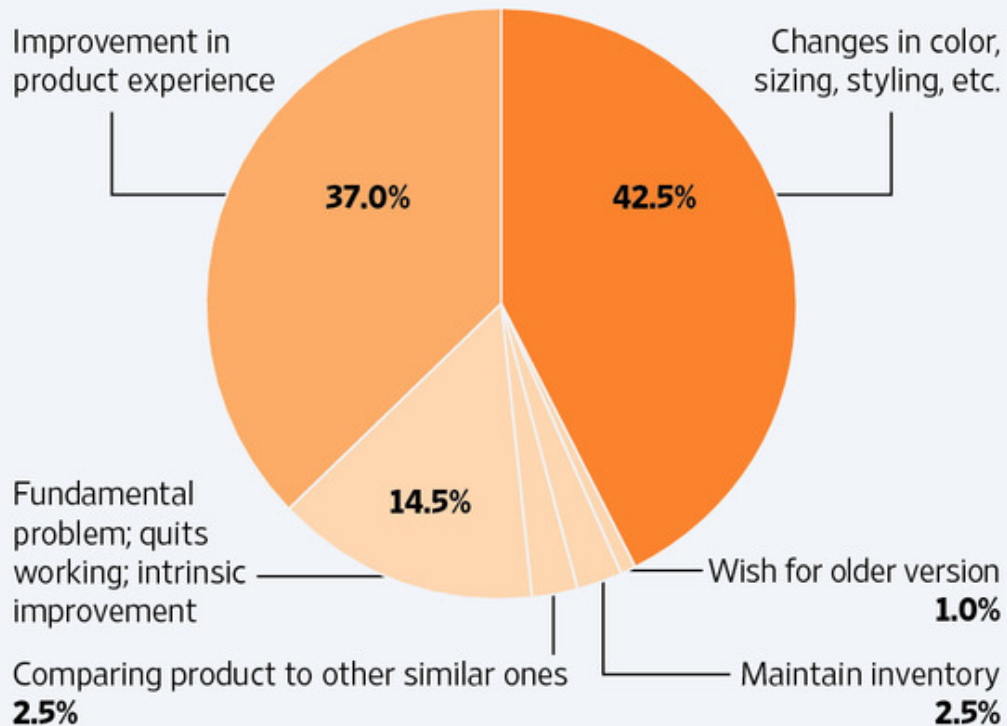


- Story Published
- Promoted Tweets Campaign Launched
- Campaign ends:
 - 297,000 Impressions
 - 2,313 Clicks

Lesson 11: Make Some Lemonade

Putting Two Cents In

Product suggestions from consumers by type, according to a Bazaarvoice analysis of more than six million pieces of user-generated content.



Source: Bazaarvoice's Conversation Index

The Wall Street Journal

3/4s of posts contain potentially actionable product improvement insights



“Before, it would have taken us months and months to figure out if something was wrong with the product through returns, if we ever would have known at all”

– Steve Fuller
L.L. Bean's Chief Marketing Officer

Remember: Have a Plan - Just Because You Build It, Doesn't Mean They Will Come.



Reputation Team Exercise



You work for a large B2C company with a significant online sales division and your team just discovered that your website has been hacked. The hacker has not only breached your security, they have deliberately crashed your site. You immediately realize that your internal security protocols have failed and old customer records that had been forgotten and archived in less secure areas were potentially exposed.

At least 20,000 credit card numbers from customers from every state linked with names and other personally identifiable information were potentially exposed. The media has begun calling wondering why your site is down. It is 2pm Pacific on Friday, February 17. Tens of thousands of consumers may have been exposed; credit cards may need to be cancelled, it is a holiday weekend, and reporters are now calling.

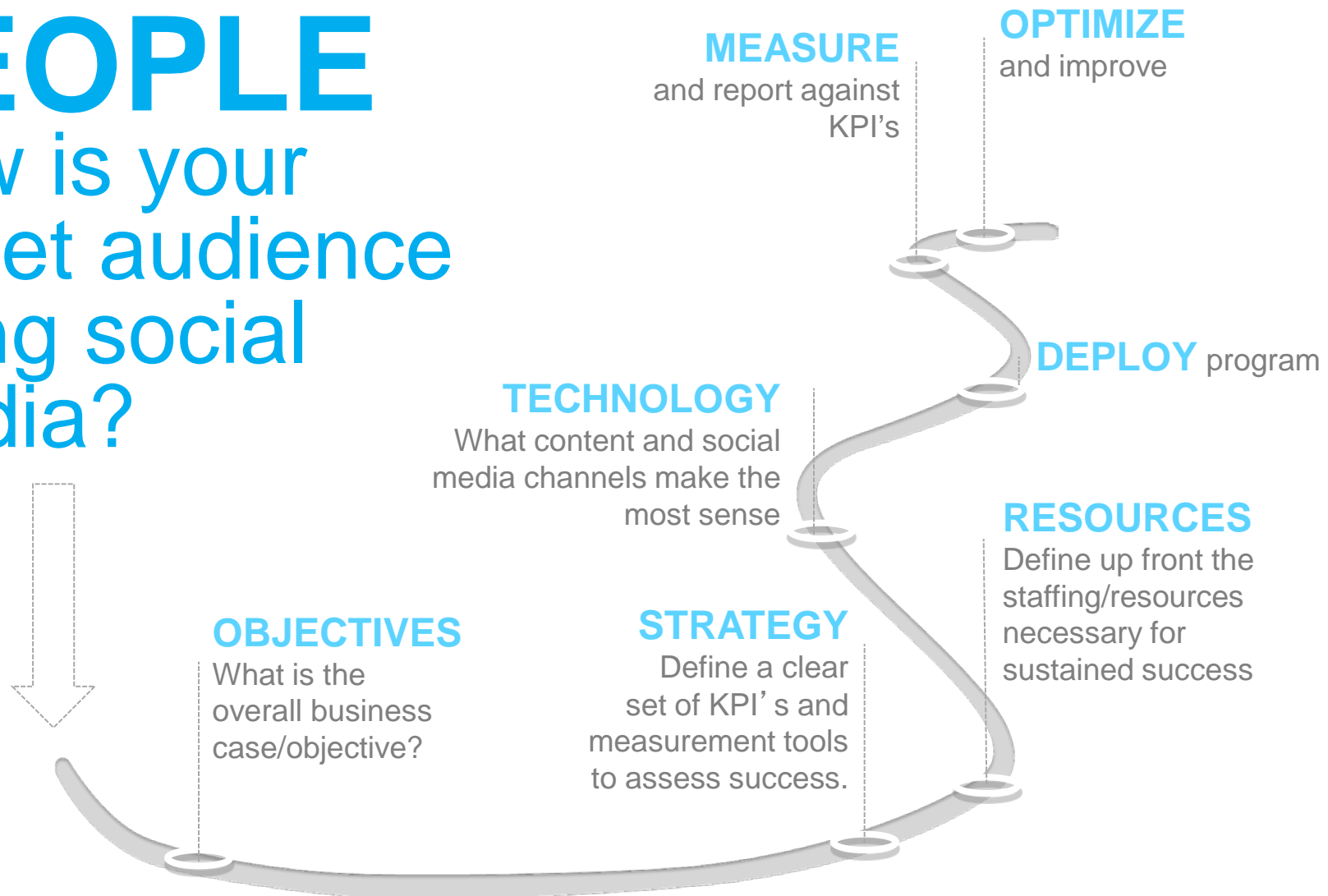
Work together to develop the building blocks of a digital communications response plan by considering the following questions:

1. **What internal team members need to be included on your team?**
2. **What audiences are you going to engage?**
3. **What are the budget considerations you need immediate approval on?**
4. **What platforms will you be using and why?**
5. **What type of content do you need to create to tell your story effectively?**
6. **How will you measure success?**

Roadmap for Social Media Success

PEOPLE

How is your target audience using social media?



Breaking news:

Bloggers are beginning to report a massive rash of email hackings via stolen passwords. Facebook pages, banking accounts and a number of other online accounts for consumers start to fall in a coordinated hack. An anonymous hacker takes credit for the coordinated attack and says all customers of your company will share in the same fate.

It immediately becomes clear that PII was breached and thousands of consumers on a holiday weekend are in danger.

THANK YOU!

Dallas Lawrence

Twitter: @dallaslawrence