



@CiscoSystems: Lessons Learned

Lindsay Kniffin, Community Manager
lkniffin@cisco.com
@CiscoSystems

Agenda

- Background on @CiscoSystems
- Our Communications Strategy
- Engagement Best Practices
 - Cisco Social Channel Response Process
 - Invite a Friend Program
- New Opportunities on Twitter
 - Paid Advertising

@lkniffin

#Big3pr



Cisco Systems ✓
@CiscoSystems
Official info on Cisco news, events and technology innovation with @urnhart, @lkniffin & @autumntt. Questions? Check out our FAQ: <http://news-cs.co/wJL1t9>
Silicon Valley · <http://thenetwork.cisco.com>

4,957 TWEETS
3,030 FOLLOWING
138,041 FOLLOWERS


My Networked Life: True stories from a connected world.
Shilo Shiv Suleman, Bangalore, India | Illustrator and Visual Storyteller
Learn more: newsroom.cisco.com/mynetworkedlife | #networkedlife

the network
Cisco's Technology News Site

 **Cisco Systems** @CiscoSystems 20 Jul
@EvolveRob Great to hear!!! #mobility #WebEx
View conversation

 **Cisco Systems** @CiscoSystems 20 Jul
Want to profit from the BYOD revolution? Leverage Cisco's new mobility solutions. [.csc0.ly/yway](http://csc0.ly/yway)
Expand

 **smplsolutions** @smplsolutions 20 Jul
#FF @CiscoSystems thanks for supporting your partners
Retweeted by Cisco Systems
Expand

 **Cisco Systems** @CiscoSystems 20 Jul
Open Technologies Open Doorways For K-12 Students | The Network Feature by @MelissaRowley | [.news-cs.co/OaDZHm](http://news-cs.co/OaDZHm)
#education
Expand

 **NHL** @NHL 19 Jul
True or False: More fans tuned in to the 2011 #StanleyCup Playoffs than there are people in the United States. [.cs.co/9006TEse](http://cs.co/9006TEse)
Retweeted by Cisco Systems
Expand

 **Cisco Systems** @CiscoSystems 19 Jul
Awesome photo! Thx for sharing! #london2012 RT @RichardStrnad: We built a #cisco house! :-D @ciscosystems
pic.twitter.com/jNDiQ6e3#
View photo

Around 100 unique Cisco Twitter handles ranging from different technology solutions to country-specific pages...

Technology/Industry Specific Cisco Pages		Global Cisco Facebook Pages	
Cisco (Corporate)	Cisco Security	Cisco Brasil	Cisco Africa
Cisco Collaboration	Cisco WebEx	Cisco France	Cisco South Africa
Cisco Data Center	Cisco CSR	Cisco Canada	
Cisco Channels	Cisco WAAS	Cisco Mexico	
Cisco TelePresence	Cisco SP360	Cisco Denmark	
Cisco Wireless	Cisco IBSG	Cisco Finland	
Cisco Insights	Cisco IT	Cisco Israel	
Cisco Education	Cisco Live!	Cisco Italia	
Cisco Health		Cisco Cono Sur	
Cisco Events		Cisco Latin America	
Cisco Networking Academy		Cisco Middle East	
Cisco Support		Cisco Netherlands	
Cisco Retail		Cisco Norway	
Cisco Manufacturing & Energy		Cisco Portugal	
Cisco Career Certifications		Cisco Sweden	
Cisco Linksys		Cisco UKI (UK & Ireland)	
Cisco Small Business		Cisco Australia & New Zealand	
Cisco Borderless Networks		Cisco Russia	
Cisco Channels		Cisco Poland	

Humble Beginnings

2010 B2BTOTY Award Winners by Category

Natl/Int'l B2B Manufacturer

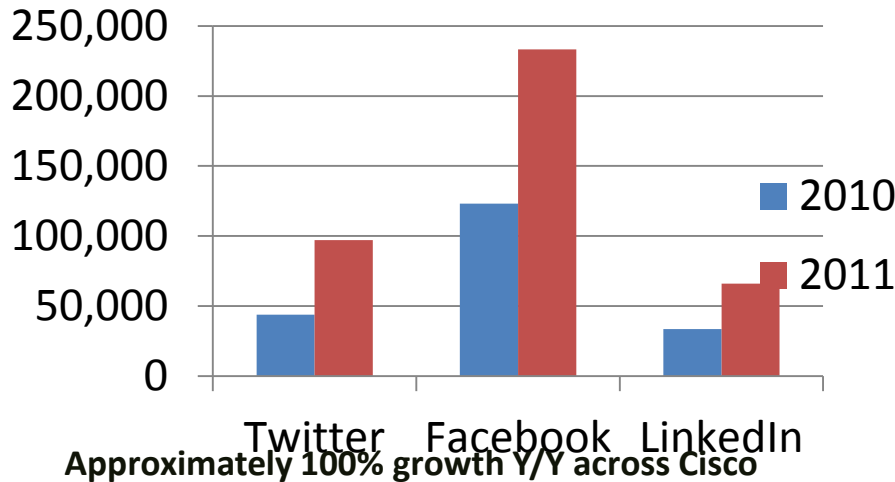
Winner



Cisco Systems
@CiscoSystems

Website: newsroom.cisco.com

Location: Silicon Valley



1. Cisco Systems B2B Twitterer of 2010 Returns



The numbers may not seem atmospheric, but 90k+ is nothing to turn your nose up at—especially for a B2B brand. What we like most about @CiscoSystems is that it's completely connected and engaging across all possible social media channels. The company has multiple Twitter accounts, uses a conversational voice, and can work a mean hashtag conversation.

As a communication and network devices company, Cisco interacts on all levels—and an online favorable sentiment rating of 93% this month is its reward. Its Twitter account holders reply instantly to comments, upload videos, and always retweet. Making it to Mashable's Top Brand list doesn't hurt its place in the spotlight, either. Cisco is a B2B winner, and we need more of those!

TWITTER WINNERS
10 Picks for Most Engaged Brands on Twitter



- Cisco's first Twitter handle in 2008
- Corporate voice of the company
- Content: News, events, technology
- 100% increase in followers y/y

9 Lessons from Successful Brands on Twitter



Join the #IPv6 TweetChat on Monday, June 6 at 9am Pacific Time.
<http://gocis.co/l3XfoW> @CiscoGeeks

9. Cisco Systems

Cisco shows how well business-to-business brands can do on Twitter. They ask and answer questions in addition to participating in and hosting Twitter chats around relevant hashtags.

Lesson: Find Twitter chats to join by using hashtags. Consider starting and hosting your own Twitter chats on a regular basis.

Useful Tips

TweetChats

Utilize Instagram



Cisco Systems @CiscoSystems

11 Jul

It's a beautiful day at Cisco headquarters in San Jose! Where are you working today? lockerz.com/s/224160462

Hide photo Reply Delete Favorite



Hashtags



Cisco Systems @CiscoSystems

31 Jul

My Networked Life: A young South African expands the reach of the #Xhosa language through music videos. [#networkedlife news-cs.co/M1XnZA](http://news-cs.co/M1XnZA)

View video

Join Cisco CTO Padmasree Warrior and Cloud CTO Lew Tucker for a TweetChat about the World of Many Clouds

Live Twitter Chat, December 6, 2011, from 10:00-11:00 am PST

December 01, 2011



Have a question about the cloud? Ask Cisco's CTOs directly!

Cisco CTO, Padmasree Warrior and Cloud CTO, Lew Tucker

Live tweeting during events



Cisco Systems @CiscoSystems

2h

John Chambers keynote! #CLUS lockerz.com/s/216565529

Promoted by Cisco Systems

Hide photo Reply Delete Favorite



@CiscoSystems Listening and Response Process

- Developed a process with other Cisco Twitter leads to ensure the questions sent to @CiscoSystems get answered in timely fashion.
- Public and private response options for our community managers to respond back to individuals.
- Utilize the Radian6 engagement console as well to send follow-up tasks to the various community managers.
- Created a Cisco social FAQ for individuals to consult for basic questions.

Christian Caristo @Matrix12383 17 Jul
@CiscoSystems why when I put new linksys cd into Mac to manage router it says my Mac is not up to date when it is? Try dL it to. Won't work
Expand

Cisco Systems @CiscoSystems 4h
@Matrix12383 Sorry that the setup disc didn't work. Use this to configure ur router manually using the web interface [.news-cs.co/LylzCT](http://news-cs.co/LylzCT)
Hide conversation Reply Delete Favorite
9:53 AM - 18 Jul 12 via web · Details

Bill Warwick @wrwarwick 20 Jun
@johnmharte @CiscoSystems Are you still having issues downloading? I'm trying to download an image and it's REALLY slow #ciscosupport
Expand

Cisco Systems @CiscoSystems 20 Jun
@wrwarwick @johnmharte: Hi @cisco_support Can you help John and Bill with this??



Cisco Systems ✓

@CiscoSystems

Official info on Cisco news, events and technology innovation with @urnhart, @lkniffin & @autumntt. Questions? Check out our FAQ: <http://news-cs.co/wJL1t9>

Silicon Valley · <http://thenetwork.cisco.com>

@lkniffin

#Big3pr

“Invite a Friend” Program

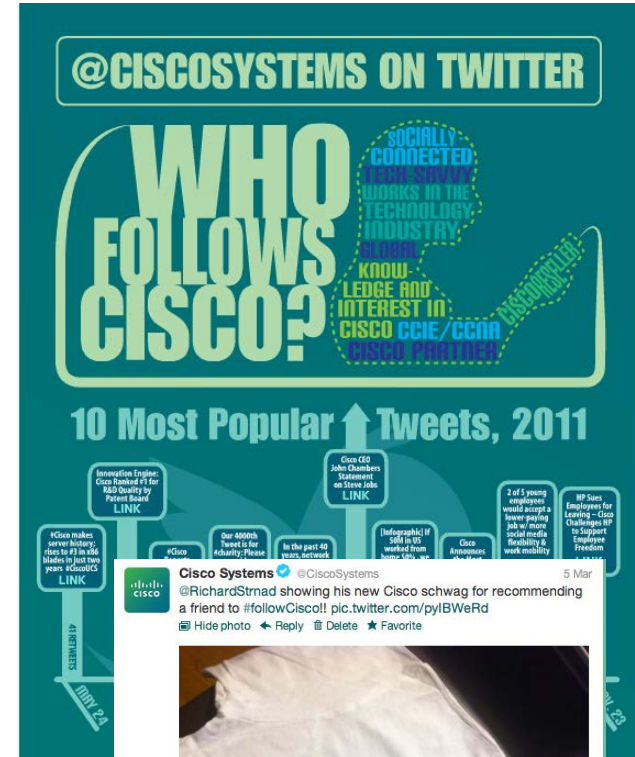


Cisco Systems @CiscoSystems

27 Jan

Invite your friends to follow @CiscoSystems by using the #followCisco hashtag. We'll send you free Cisco schwag! .news-cs.co/wFBOT5

- Celebration of @CiscoSystems 100,000 follower on Twitter.
- Created an infographic about who the typical @CiscoSystems Twitter follower is as well as our top 10 most engaged tweets in 2011.
- Asked @CiscoSystems Twitter followers to invite a friend(s) that they think would be interested in receiving updates from Cisco.
- Tweet must include the user's Twitter handle and the #followCisco hashtag.
- Anyone that invited a friend on Twitter received a free Cisco t-shirt.
- Received double the amount of new daily fans.



@lkniffin

#Big3pr

Evolution of Twitter and Your Brand

The screenshot displays the Cisco Systems Twitter profile. The header features the Cisco logo, the name 'Cisco Systems' with a verified badge, and the handle '@CiscoSystems'. Below this, there is a bio: 'Official info on Cisco news, events and technology innovation with @urnhart, @lkniffin & @autumnntt. Questions? Check out our FAQ: http://news-cs.co/wJL1t9' and 'Silicon Valley · http://thenetwork.cisco.com'. On the right side of the header, there are statistics: '4,808 TWEETS', '3,005 FOLLOWING', and '117,180 FOLLOWERS', along with an 'Edit your profile' button. A banner ad for 'Cisco live! 365' is positioned below the header, with the text 'Watch Cisco Live streaming video now. ciscolive365.com #CLUS'. On the left, a navigation menu includes 'Tweets', 'Following', 'Followers', 'Favorites', 'Lists', and 'Recent images'. The main content area shows a tweet from Cisco Systems, pinned to the top, which reads: 'John Chambers keynote! #CLUS lockerz.com/s/216565529'. The tweet is marked as 'Promoted by Cisco Systems' and includes options to 'Hide photo', 'Reply', 'Delete', and 'Favorite'. Below the text is a video thumbnail showing John Chambers speaking at a podium on a stage with 'Cisco Live!' branding.

- More visual storytelling through Enhanced Profile.
- Banner ad space across the top of the profile.
- Ability to “pin” a tweet(s) at the top of twitterstream.

Paid Opportunities on Twitter

Promoted Tweets	Promoted Accounts	Promoted Trends
<p>Ordinary tweets paid for by brands who want to reach a wider audience or to spark engagement from their existing followers.</p> <p>Mix of organic and regular advertising since they are regular tweets before they get promoted.</p> <p>Ability to promote a tweet(s) in your users timelines or in search.</p> <p>Looks the same as any other tweet except for a small “Promoted” sign on the side.</p> <p>Utilize for specific campaigns to build greater awareness and engagement across Twitter.</p>	<p>“Who to Follow” Feature on the right hand side of the Twitter page.</p> <p>Encourages users to follow a particular Twitter handle that they don’t currently follow.</p> <p>Algorithm based on who a particular user follows and what they tweet about.</p> <p>Choose keywords if you want to target a very specific group of people.</p> <p>Great for building-up your Twitter following with your targeted audience.</p>	<p>Twitter homepage takeover.</p> <p>Ability to broadcast your message to an extremely wide audience.</p> <p>Your trend (hashtag) will appear on the trending topic list for everyone on Twitter.com for 24 hours.</p> <p>Users clicks on the Promoted Trend to view all tweets containing the trended hashtag or trend terms.</p> <p>Significantly more expensive than Promoted Tweets and Promoted Accounts.</p>



Cisco Systems  @CiscoSystems

COMING THIS WEEK: My Networked Life: True Stories from a Connected World [.news-cs.co/MXqGaV/](https://news-cs.co/MXqGaV/) #networkedlife

 Promoted by Cisco Systems

Key Takeaways

- 1.) Develop a tweeting cadence and decide on your brand's Twitter persona and even before you start tweeting. Give an overview of what you will be tweeting about in the bio!
- 2.) Create a two-way dialogue between your brand and your fans by retweeting or posting content they send to you! This will increase engagement and loyalty to the page.
- 3.) Build Twitter programs that reward engagement and brand loyalty. Even the smallest acknowledgement goes a long way!
- 4.) Be sure to respond to all the questions and comments you can across your Twitter handle. If you don't know the answer, connect with someone that does.
- 5.) Mix-up your company content with fun, general content and experiment with all of the new Twitter features and programs to see what works: TweetChats, photos, embedding live events, contests and the Enhanced Twitter profile.

Questions?



facebook.com/cisco



@CiscoSystems, @lkniffin



lkniffin@cisco.com