



“Social” Media Training: Managing Brand Reputation in the Mobile, 24/7 Universe

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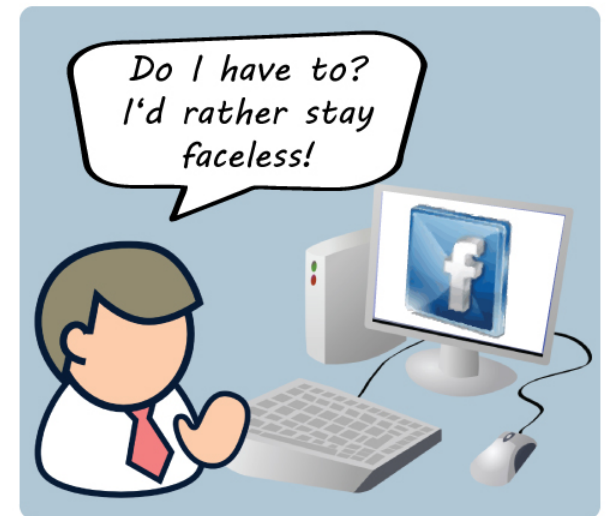
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A whopping 68% of CEOs have no social presence whatsoever on the five social networks.



CEO.com 2014 Social CEO Report

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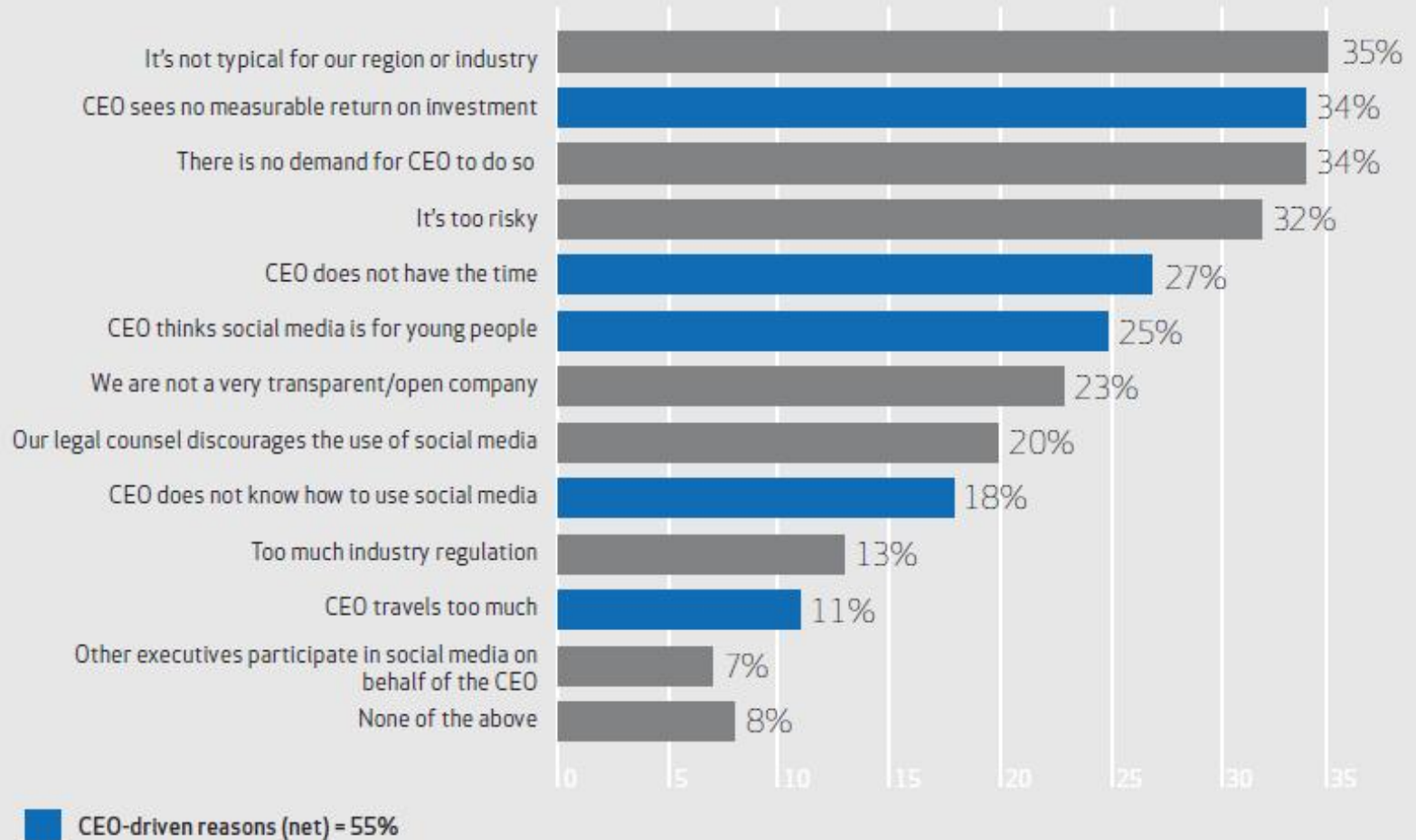
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Reasons CEO does not participate in social media (among executives with unsocial CEOs)



Weber Shandwick // The Social CEO: Executives Tell All //

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Justine Sacco

@JustineSacco



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Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!

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2,678
RETWEETS

1,206
FAVORITES

10:19 AM - 20 Dec 13 from Hillingdon, London

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Peter Aceto, the CEO of Tangerine, recently said in [*The Globe and Mail*](#), “I would rather engage in a Twitter conversation with a single customer than see our company attempt to attract the attention of millions in a coveted Super Bowl commercial.”

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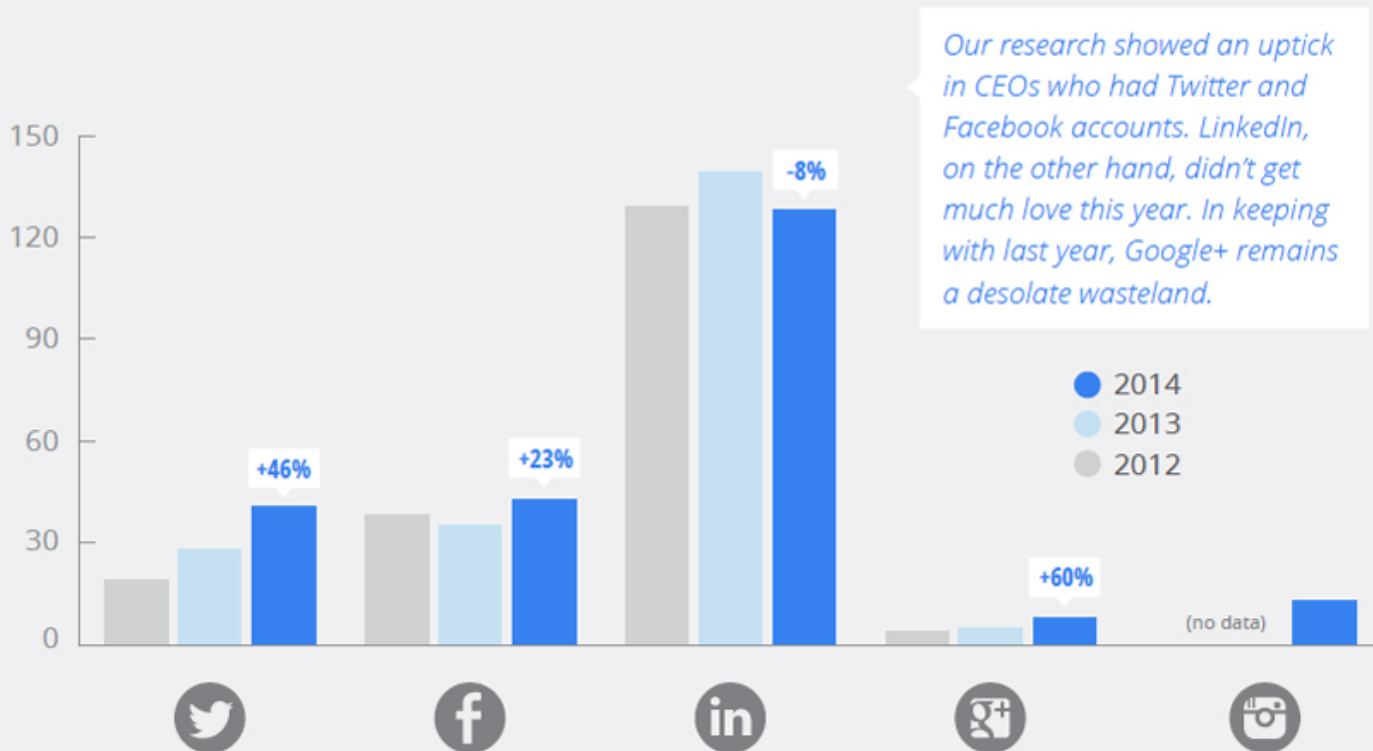
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Most of the networks we track showed significant **year-over-year gains**.



Show Me the Stats

1. SOCIAL CEOS MAKE BETTER LEADERS

Between 2012 and 2013, the perception that C-Suite and executive **participation in social media leads to better leadership increased from 45% to 75%.**

2. SOCIAL CEO ENGAGEMENT LEADS TO BRAND TRUST

Roughly two-thirds of UK respondents and nearly three-quarters of US respondents believe that a company whose C-Suite executives and leadership team use social media to communicate about core mission, brand values and purpose **is more trustworthy.**

3. SOCIAL MEDIA IS MODERN PR

Over 2/3 of US and UK respondents agree that social media has become an essential aspect of PR and communications strategy for C-Suite executives.

BRANDfog's 2014 Global, Social CEO Survey surveyed 1000 US and UK employees in diverse companies. The companies surveyed ranged in size from startups to Fortune 1000 companies, and spanned various industries.

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Top 5 benefits of each engagement platform

▶ Unique to platform's top 5 benefits

	Company Intranet 	Company Website 	Social Media 
1	Good way to share news and information (90%)	Good way to share news and information about our company (87%)	Good way to share news and information (80%)
2	Good way for CEO to communicate with employees (82%)	Gives company a human face or personality (76%)	Positive impact on company's reputation (78%)
3	Gives company a human face or personality (73%)	Positive impact on our company's reputation (67%)	▶ Shows innovation (76%)
4	Good use of CEO's time (66%)	Good use of our CEO's time (59%)	Gives company a human face or personality (75%) Good way for CEO to communicate with employees (75%) ▶ Helps CEO build relationships with news media (75%)
5	Gives employees chance to communicate with CEO (57%) ▶ Makes company more attractive place to work (57%)	▶ Enhances credibility in the market (57%)	Gives employees chance to communicate with CEO (73%)

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Choose the Appropriate Platform



Cover Photo

IF "EXPECT THE UNEXPECTED" WEREN'T SO EXPECTED, WE'D SAY THAT'S EXACTLY WHAT TO EXPECT.

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Here's my latest op-ed answering: What happens when good innovations do bad things. Read more via [@WashingtonPost wapo.st/1CBGYWr](https://wapo.st/1CBGYWr)

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Share a Balance of Topics

 **michael petricone** @mpetricone · 10h
#CEA Urges Confirmation of Michelle Lee as Director of @USPTO #fixpatents
ce.org/News/News-Rele...

← ↻ 1 ★ 2 ...

 **michael petricone** @mpetricone · Dec 5
.@garyshapiro on how the tech and content are working together to fight piracy. ce.org/Blog/Articles/...

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[View summary](#)

 **michael petricone** @mpetricone · Dec 8
So love this song. "Fairytale of New York: the story behind the Pogues' classic Christmas anthem" gu.com/p/3cbjp/stw

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[View summary](#)

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Leverage Social for Other Environments



Gary Shapiro @GaryShapiro · Dec 5

.@mpetricone talks about how patent trolls drain the US economy & what must be done to #FixPatents bit.ly/1zuwvGA



2



4



[View summary](#)



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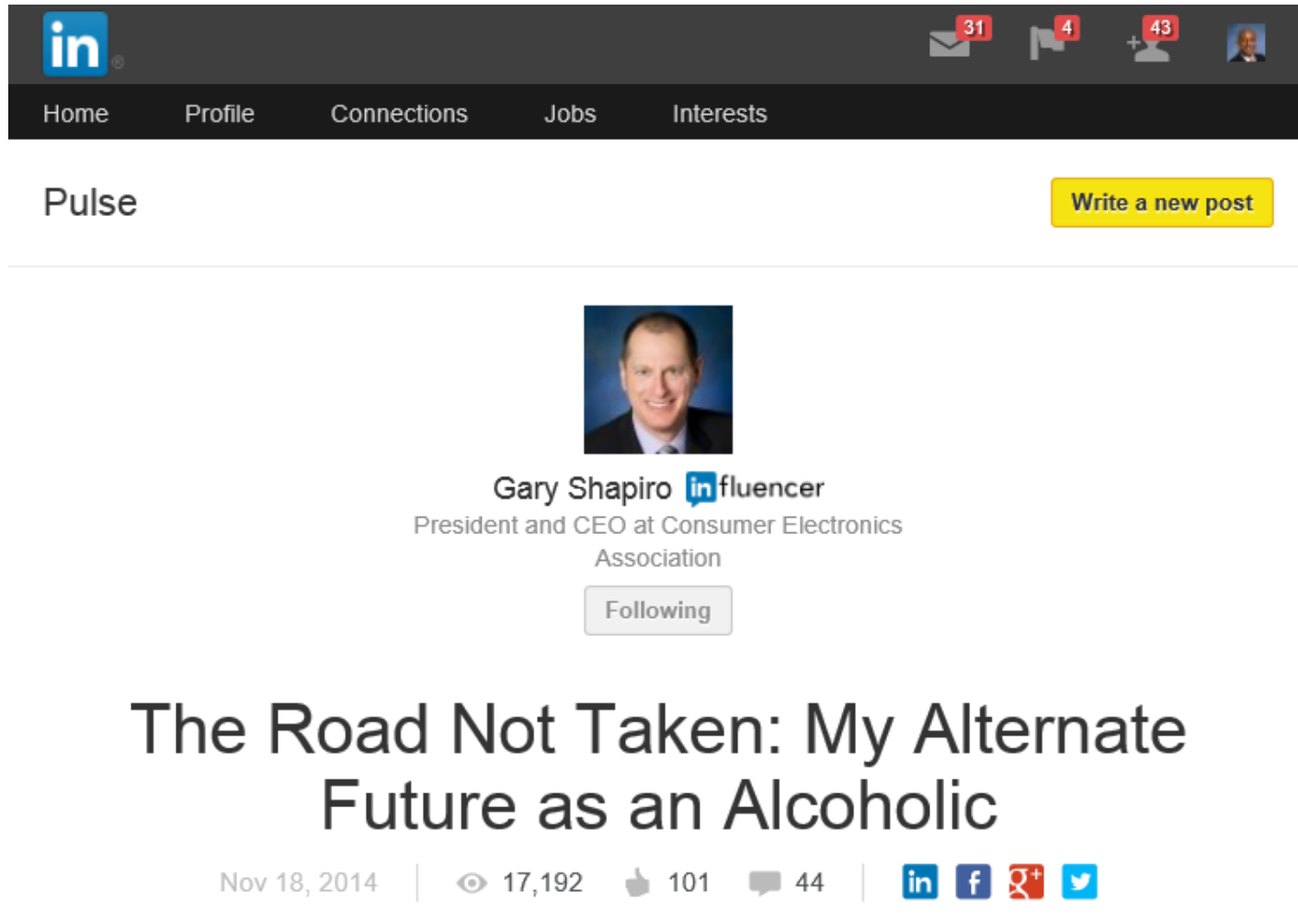
Gary Shapiro @GaryShapiro · Dec 2

Here's my latest op-ed answering: What happens when good innovations do bad things. Read more via [@WashingtonPost](https://twitter.com/WashingtonPost) wapo.st/1CBGYWr



Washington Post

Don't Be A Robot



The image is a screenshot of a LinkedIn profile page. At the top, there is a dark navigation bar with the LinkedIn logo on the left and notification icons for messages (31), activity (4), and connections (43) on the right. Below the navigation bar are tabs for Home, Profile, Connections, Jobs, and Interests. The main content area shows the word "Pulse" on the left and a yellow button labeled "Write a new post" on the right. The profile section features a circular profile picture of Gary Shapiro, a man with short brown hair wearing a suit and tie. Below the picture, his name "Gary Shapiro" is displayed next to a blue "influencer" badge. Underneath, his title "President and CEO at Consumer Electronics Association" is listed. A grey button labeled "Following" is positioned below the title. The main post title is "The Road Not Taken: My Alternate Future as an Alcoholic". At the bottom of the post, the date "Nov 18, 2014" is shown on the left, followed by icons for views (17,192), likes (101), and comments (44). To the right of these are social sharing icons for LinkedIn, Facebook, Google+, and Twitter.

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Offer To Help



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Managing the Angry



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General Tips

- **Ignore hostile comments, but respond to legitimate concerns**
- **Direct volatile or sensitive to a non-public channel**
- **You can't delete your way out of real issues**



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Address the Comment Efficiently



Mark Syman · a month ago

The studies cited by CEA are all bogus, CEA must stop lying about patents. I own 20% of a small tech company and I know that CEA is paid by large companies to destroy the patent system so that big companies can steal the inventions of small companies with completely impunity.

6 | | Share



Gary Shapiro · a month ago

The CEA position on patent trolls has the support of almost all of our 2000 members, 80percent of which are small businesses. The trolls litigation threats hurt companies of all sizes as they force spending on lawyers, suck in engineering time and discourage investors. The FTC enforcement action against one troll today is the tip of the iceberg. Trolls are a huge burden on American business and just because you may have invested in one does not excuse their harmful impact and unethical behavior.

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Be Authentic



Jennifer Brazen @jennbrazen

06 Nov

Sadly not paying off layaways @Kmart this holiday season. Open on #thanksgiving is #shameful and #greedy



Kmart ✓
@Kmart

Follow

@jennbrazen Kmart is staffing w/ teams & seasonal associates when possible, giving them opportunity to make extra money during holiday.

10:24 AM - 6 Nov 2013

1 FAVORITE



#NuggetsNation @nuggetfan4life

05 Nov

typical @Kmart crap opening for 41 hours straight they are a dying company so they are taking full advantage of black friday



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@Kmart

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@nuggetfan4life Kmart is staffing w/ teams & seasonal associates when possible, giving them opportunity to make extra money during holiday.

5:48 PM - 5 Nov 2013

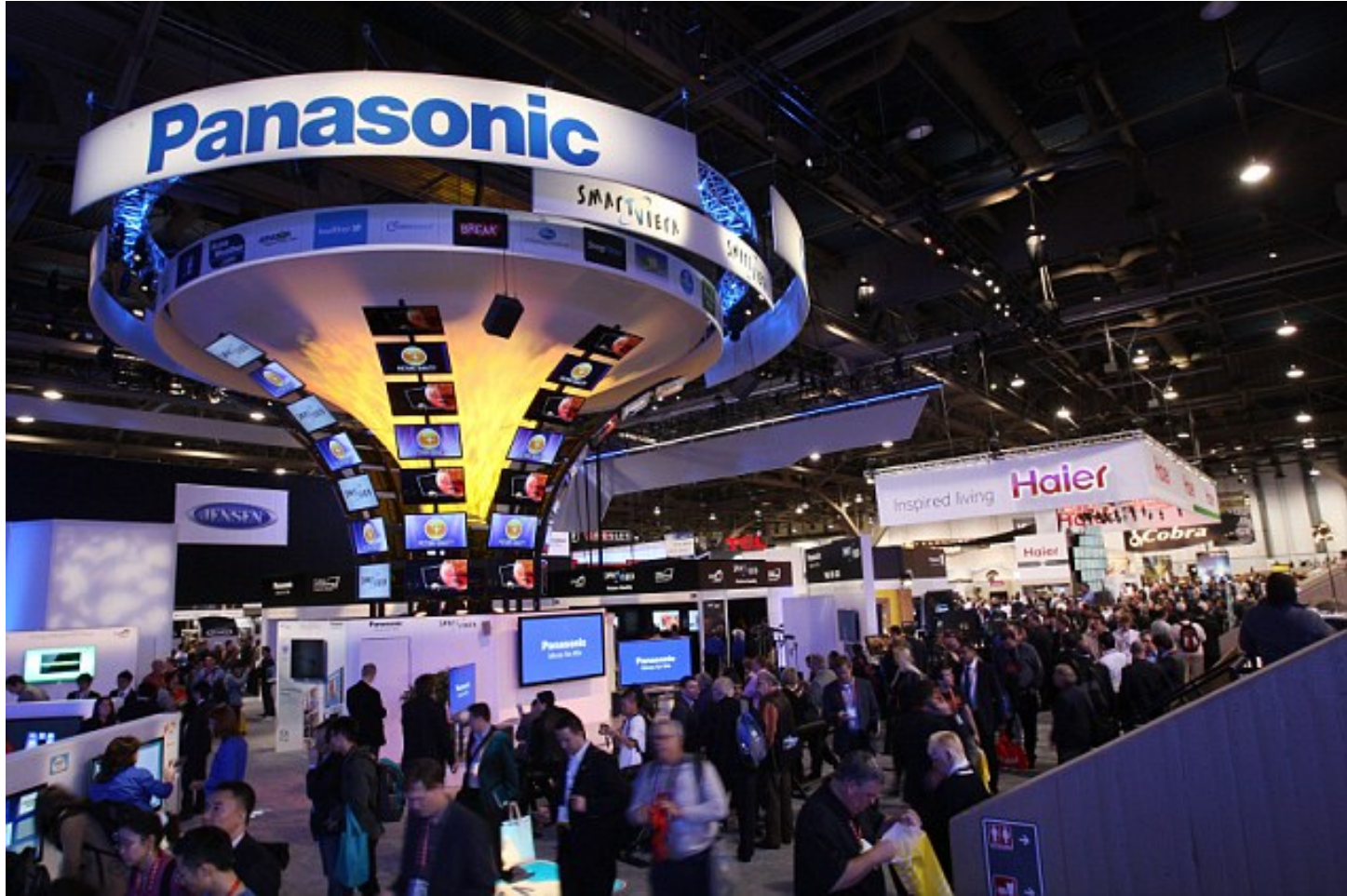
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Offer An Incentive



Know When You Are Fighting a Losing Battle

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Gary Lauder 1 month ago (edited)

What incredible drive! They have taken the bogeyman meme to a new level. It's not surprising that it would come from a trade association that is composed mostly of giant companies <http://www.ce.org/About-CEA/Board-of-Industry-Leaders.aspx> who view patents as a liability and barely innovate. They are saying "pity the poor little companies" whom

Read more (10 lines)

Reply - 1

Hide replies ^



Fix Patents 1 month ago

<http://humanevents.com/2014/10/22/depriving-property-rights-is-patently-offensive/>

This article claims that Boston University research showing patent trolls cost the economy \$29 billion a year is bunk. He claims that only 1 in 5 patent lawsuits come from trolls. Now the article is wrong and dismissive - but even if it were 1 in 5 cases that's still a ton - at huge cost to innovation and huge cost to the country. Can you imagine the windfall our taxpayer money would see if we could down our pointless patent litigation by 20%? And that's not even addressing the fact that it's not 20%, University of California research shows that a whopping 58% of patent litigation is due to trolls. Either way - we need reform now.

And by the way, the article's claim that the "nonpracticing entity" isn't a troll, but is a startup innovator, inventor huddled in the garage, or university is patently (excuse the pun) false. We know that the offenders here, the nonpracticing entities who sit on patents and take the small guy to court (or even take Apple to court for that matter), are the trolls. And they impact the small guy just as much as they pester Apple or Samsung or any of the big guys.

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Reply - 1



CEA 3 weeks ago

Actually most of CEA members are not "giant companies" but small businesses - the same group most commonly targeted by patent trolls. <https://hbr.org/2014/07/the-evidence-is-in-patent-trolls-do-hurt-innovation/>. I hope you will join us in fighting for reforms that protect legitimate patent holders while putting patent abusers out of business. [Why the Senate Needs to Pass Patent Litigation Reform](#)

Reply - 1



Gary Lauder 3 weeks ago

+CEA To say "most of CEA members are not "giant companies" but small businesses" is factually correct but wilfully misleading. The majority of the CEA's funding, board representation, and policy drivers are from giant companies.

The HBR article you cite is by one of the 2 authors of works that were meant to provide the intellectual underpinning of of the anti-troll part of the patent reform movement. They have been discredited from multiple angles. The latest was this: <http://www.iam-magazine.com/blog/Detail.aspx?g=a2f05624-3684-4675-a21e-631952a9ad16>

An older one was this: <http://www.ipwatchdog.com/2013/10/24/questionable-science-used-to-misguide-patent-policy/id=45879/>

They have misguided the administration's policy and yours.

More importantly, "troll" suits have recently dropped meaningfully, and this former advocate of patent reform provides a balanced perspective in this interview. Title: "Lemley: the case for Congressional patent reform is far weaker than it was a year ago" <http://www.iam-magazine.com/Blog/Detail.aspx?g=28572386-7cf9-4003-8513-12f3edb914a0>

Something to think about: the circumstances may be changing faster than your opinion is.

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Train the C-Suite-Takeaways

- Choose appropriate platform
- Share a balance of topics
- Leverage social
- Don't be a robot
- Help!

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Managing Bad Comments - Takeaways

- Respond to legitimate concerns
- Address quickly and efficiently
- Continue conversation on other channels
- Be authentic
- Offer an incentive
- Know when to say “when”

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