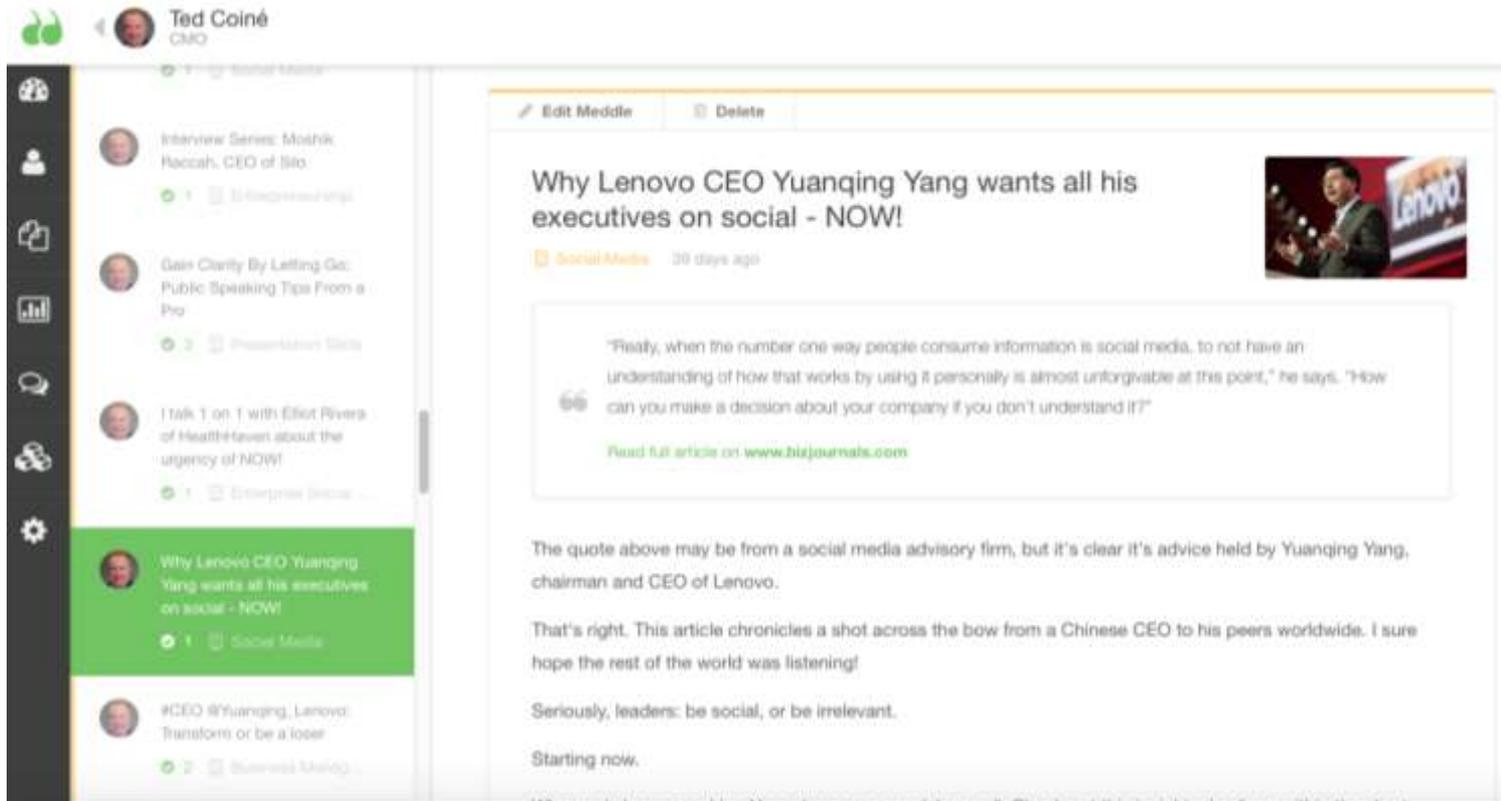


Guiding Your C-Suite to Go Social

Ted Coiné, CMO
Meddle.It
@tedcoine #socbiz





Meddle.it – mini blogging, “Like training wheels for social media.”

@tedcoine #socbiz

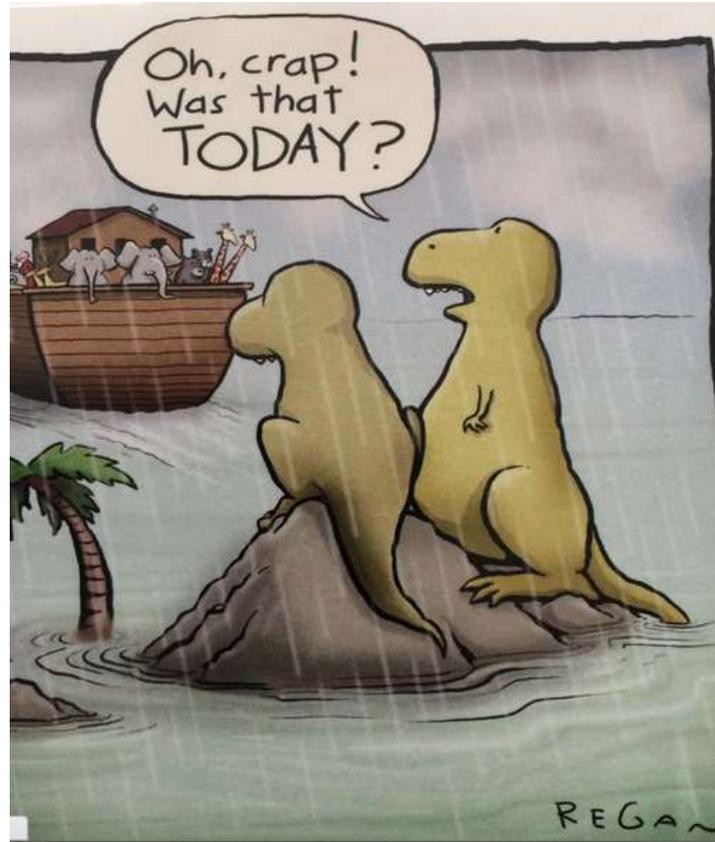




The Social Leader

@tedcoine #socbiz

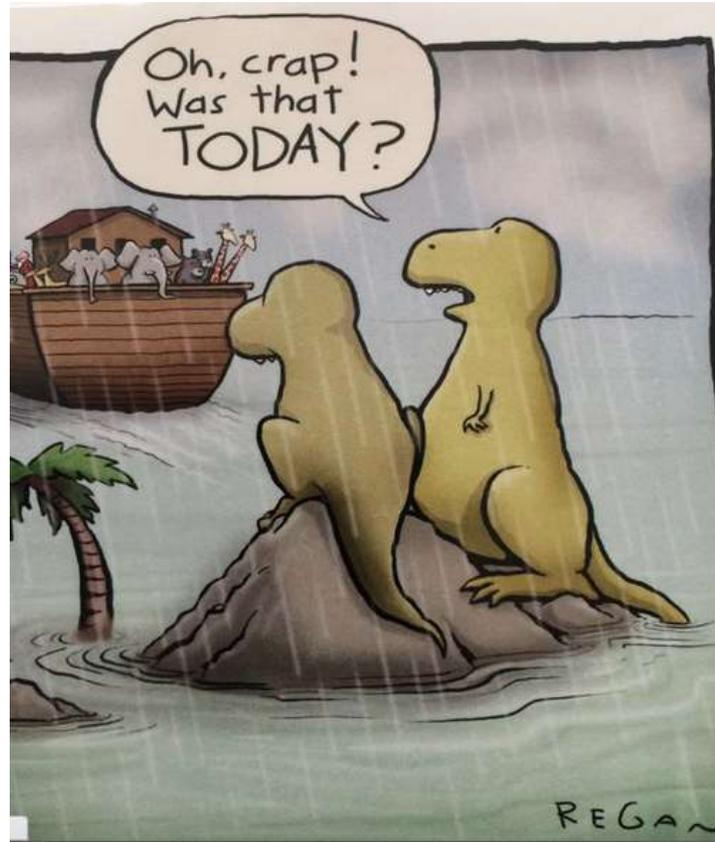
me^ole



Can you give this cartoon a title?

@tedcoine #socbiz

meddle



“The C-Suite Discusses Going Social.”

@tedcoine #socabiz



Positioning Yourself as Pathfinder for a Social C-Suite

1. Does social even matter?

@tedcoine #socabiz



Positioning Yourself as Pathfinder for a Social C-Suite

1. Does social even matter?
2. Why should C-Suite go social?

@tedcoine #socbiz



Positioning Yourself as Pathfinder for a Social C-Suite

1. Does social even matter?
2. Why should C-Suite go social?
3. Why should you guide them?

@tedcoine #socabiz



Positioning Yourself as Pathfinder for a Social C-Suite

1. Does social even matter?

**The First Rule of Business:
Go where your customers are.**

@tedcoine #socabiz



Positioning Yourself as Pathfinder for a Social C-Suite

1. Does social even matter?

**The First Rule of Business:
Go where your customers are.
And your employees....
And your competitors...
And...**

@tedcoine #socabiz

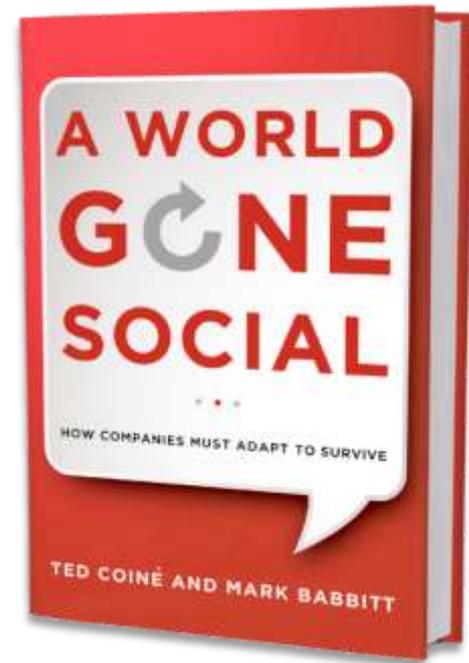


Positioning Yourself as Pathfinder for a Social C-Suite

1. Does social even matter?
- 2. Why should C-Suite go social?**
3. Why should you guide them?

@tedcoine #socabiz





By 2020 there will be two kinds of CEO: Social, and Retired. Which will *yours* be?

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“You have one week to go social.”

@tedcoine #socbiz



Ted Coine
CMO

Interview Series: Moshik Raccah, CEO of Bio

Gain Clarity By Letting Go: Public Speaking Tips From a Pro

I Talk 1 on 1 with Elliot Rivers of HealthLeaven about the urgency of NOW!

Why Lenovo CEO Yuanqing Yang wants all his executives on social - NOW!

#CEO @Yuanqing_Lenovo: Transform or be a loser

Why Lenovo CEO Yuanqing Yang wants all his executives on social - NOW!

Social Media 30 days ago

“Really, when the number one way people consume information is social media, to not have an understanding of how that works by using it personally is almost unforgivable at this point,” he says. “How can you make a decision about your company if you don’t understand it?”

Read full article on www.bizjournals.com

The quote above may be from a social media advisory firm, but it’s clear it’s advice held by Yuanqing Yang, chairman and CEO of Lenovo.

That’s right. This article chronicles a shot across the bow from a Chinese CEO to his peers worldwide. I sure hope the rest of the world was listening!

Seriously, leaders: be social, or be irrelevant.

Starting now.

“How can you make a decision about your company if you don’t understand [social]?”

@tedcoine #socbiz



Harvard Business Review

SOCIAL PLATFORMS

The 7 Attributes of CEOs Who Get Social Media

by Ted Coine and Mark Babbitt
DECEMBER 03, 2014

SEARCH | Q | BUY IN | REGISTER

WHAT TO READ NEXT

- Is Social Media Actually Helping Your Company's Bottom Line?
- What's Your Social Media Strategy?
- How to Coach, According to 5 Great Sports Coaches

SAVE | SHARE | COMMENT | TEXT SIZE | PRINT



3/5 | SEE ARTICLE LEFT | REGISTER FOR HBS | SUBSCRIBE + SAVE

But what is a *truly* social CEO?

@tedcoine #socbiz



The 7 Attributes of CEOs Who Get Social Media

1. Have an insatiable curiosity
2. Have a DIY mindset
3. Have a “bias for action”
4. Are relentless givers
5. **Connect and converse instead of broadcast**
6. Are the company’s #1 brand ambassador
7. Lead with an O.P.E.N. mindset
8. **Tend to be socially conscious, not just “social”**

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Positioning Yourself as Pathfinder for a Social C-Suite

1. Does social even matter?
2. Why should C-Suite go social?
- 3. Why should you guide them?**

@tedcoine #socabiz



But Are You The Right Pathfinder?

- Are you social yourself?
- Do you follow the mandate of the Social Age:
“More Social. Less Media.” ?
- Who do you look to for advice?

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Case Studies

Who is truly social today?

Who should your
C-Suite emulate?

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Is Your CEO a Bona Fide Celebrity?

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Home Notifications Messages Search Twitter

Paul Frampton
@Paul_Framp FOLLOWING YOU
CEO Havas Media & HMG Senior L/ship Team. Connected Thinker, Modern Leader & No.5 UK @Digital. 50% Brit, 50% Colombiano. #MUFC & #EDM fan. Impossible nothing.
London
havasmediagroup.co.uk

TWEETS 21.9K FOLLOWING 7,121 FOLLOWERS 7,834 FAVORITES 7,368 LISTS 46

Following

Tweets Tweets & replies Photos & videos

Paul Frampton retweeted **Hugues Rey** @huguesrey · 4h
Paul pov: Why are the world's biggest advertisers reviewing their media accounts? M&M bit.ly/1HRfPBb @Paul_Framp #pitches

Paul Frampton retweeted **Jone Bosworth, J.D.** @jonebosworth · 21h

Who to follow · Refresh · View all

- Gayle L. Gifford** @gnyingfford Follow
- Richelle Morgan** @richelle... Follow
- Hildy Gottlieb** @HidyGottlieb Follow

If Not, Tell Him or Her to Engage!

@tedcoine #socbiz

meddle



"I am not one to be easily swayed by marketing, at all, but I will back people I believe in. John gets it."

@tedcoine #socbiz

meddle



Sharon Navarro
@SharonNavarro (followed by you)

I do PR for @EastGeneral. Mom to a 5-year old dude. #socialmedia, #meds, the news and #healthcare. For Toronto, Ontario - meddle.t/SharonNavarro

Sharon Navarro @SharonNavarro · 48m
@IreneAddress @stumpo_carmine @wofkiz

Sharon Navarro @SharonNavarro · May 28
Hi @MikkiLayton! So nice for you to join the @IreneAddress @janehanwood41

Irene Address
@IreneAddress (followed by you)

Chief Nurse Executive, Director Emergency/Medicine at Toronto East General Hospital. Crazy hockey mom. Tweets are my own. Retweets don't mean endorsement. tegh.on.ca

Irene Address @IreneAddress · 20m
@MikkiLayton @SharonNavarro You made me laugh!

Irene Address @IreneAddress · 58m
Why smelling the roses will make you more successful. @stumpo_carmine @sarahEDowney1 @wofkiz @ADwg

Sarah Downey
@SarahEDowney1 (followed by you)

@EastGeneral CEO, hospital and health system leader, community volunteer, mental health advocate, mother, traveler, francophile
Toronto · tegh.on.ca

Sarah Downey @SarahEDowney1 · May 27
To potential Admin Residents @DeGroot89: we are all learners @EastGeneral. Learn more today from @Wolffasseh and @S_Chattergoon.

Sarah Downey @SarahEDowney1 · May 25
Getting excited to host annual Research and Innovation Fair on Wed June 10 @EastGeneral 11 am - 3 pm: #ThinkTEGH pic.twitter.com/vsKWUDsOxOM

How One Hospital Got Infected with Social

@tedcoine #socbiz



The image shows a screenshot of a Twitter profile for Margaret Molloy. The profile header includes a profile picture of a woman with blonde hair, the name "Margaret Molloy" with a verified badge, and the handle "@MargaretMolloy" with a "FOLLOWS YOU" tag. Statistics show 34.2K tweets, 15.5K following, and 27.3K followers. A blue "Following" button is visible. The bio reads: "Global CMO @SiegelGale | Top 5 #CMO on Twitter | #Irish woman in NYC | @HarvardHBS #Branding #Marketing #B2B #Tech #Simplicity #Fashion #Omnicom Tweets by me". Location is "New York, New York" with a LinkedIn link. Two tweets are shown: one from 2h ago about a video on why she considers @TheCMOclub remarkable, and another from 5h ago about using the LinkedIn Company Page Notification Center.

A Social CMO

@tedcoine #socbiz



TWEETS 682 FOLLOWING 385 FOLLOWERS 2,547

Maggie Chan Jones
@maggiej FOLLOWS YOU

Chief Marketing Officer of @SAP. Tweet about women in tech, marketing, tennis, and leadership.

New York City

Maggie Chan Jones @maggiej · May 15
5 lessons I want to share from a great #SAPPHIRENOW: embrace digital & social tech, seeing is believing, & more. bit.ly/1E9nD9C

Details

Maggie Chan Jones @maggiej · May 13
Can an enterprise have a 6th sense & a knack for predicting the future? Check out the new #SAPHANA TV spot discover.sap.com/hana/?promo-1

Details

A CMO on social, but... Is she truly social?

@tedcoine #socabiz



Home Notifications Messages

Search Twitter

Tweet

17K TWEETS 296K FOLLOWING 316K FOLLOWERS 823 FAVORITES

Following

Skip Prichard
@SkipPrichard follows you

Growth-oriented CEO. Blog: Leadership Insights & interviews with #authors. (Note: I miss most DM's). Views are mine only. Tweets do not = endorsement.

Columbus, OH
skipprichard.com
Joined August 2011

Tweets Tweets & replies Photos & videos

Pinned Tweet

Skip Prichard @SkipPrichard · Aug 18

NEW! Excited to release my first FREE e-book on Servant Leadership: Leading With Others in Mind buff.ly/1pygg8G #leadership

Who to follow · Refresh · View all

- Matt Boss** @Matt_a_Boss Follow
- Carolyn Bendall** @ceejaybe Follow
- Kate Gibson** @KateGGibson Follow

Serial Enterprise CEO; award-winning blogger

@tedcoine #socbiz

meddle



“Mike will be social in a month.” And he was!

@tedcoine #socbiz



The image shows a screenshot of a Twitter profile for Leslee Thompson. The profile header includes a profile picture of a woman with blonde hair wearing a white blazer, and statistics: 5,969 tweets, 1,615 following, and 3,655 followers. A 'Following' button is visible. The bio reads: 'Hospital CEO. Passionate about partnering with patients to drive change. Working to put more health in healthcare. Colours outside the lines. Tweets are my own.' Below the bio are two tweets. The first tweet, posted 3 hours ago, says: 'Looking forward to joining @UofTNursing alumni events this weekend: it's been a while since I've seen my grad school classmates!' The second tweet, also 3 hours ago, says: 'Fantastic recognition 4 an inspiring, passionate leader who has changed the conversation from health care to health twitter.com/tc_lhin/status...'. At the bottom of the profile view is a link that says 'Go to full profile'.

“Working to put more health in healthcare.”

@tedcoine #socbiz





“Values-Based Leadership” #VBL

@tedcoine #socbiz





“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.”

@tedcoine #socbiz



Home Notifications Messages Search Twitter Tweet

Tom Mendoza @TomMendozaTalks
Vice Chairman @NetApp. Speak globally on culture & leadership. Love life in NYC, history, football, Notre Dame, storage & sales. Been described as a raconteur.
bit.ly/TomTalks
Joined July 2012

TWEETS 4,757 FOLLOWING 4,361 FOLLOWERS 11.8K FAVORITES 588

Tweets Tweets & replies Photos & videos

Tom Mendoza @TomMendozaTalks · May 26
Notre Dame Athletics Ranks No. 1 In APR Perfect Scores. Congrats to all Irish student athletes. #goirish
notredame.247sports.com/Bolt/Notre-Dam

Tom Mendoza retweeted
Proud to Be ND @ProudtobeND · May 26
NFL.com ranks CFB's best historical uniforms. Guess who's #1?
bit.ly/1KxW96e #GOIRISH

Who to follow - Refresh · View all
Philip Chronican @Phaip... Follow
Glenn Haslam @HaslamGlenn Follow
Matt Boss @Matt_a_Boss Follow

Trends - Change
Sepp Blatter
Sepp Blatter Re-Elected Just in Time for the Women's World Cup

Customer-Obsessed Vice Chairman, NetApp

@tedcoine #socbiz





The image shows a screenshot of a Twitter profile for Kat Cole (@KatColeATL). The profile picture is a circular portrait of a woman with long brown hair. The header image is a group photo of several children and a woman. The profile statistics are: TWEETS 21.7K, FOLLOWING 15.3K, and FOLLOWERS 18.7K. The bio reads: "Group President, FOCUS Brands, Inc. Connected-Creative-Conscious-Community building Capitalist, Biz-Advisor, MBA, Humanitarian, Coffee-loving Chronic Learner". The location is Atlanta and the website is katcole.net. Two tweets are visible: one from 9m ago about Carvel ice cream franchises in NYC, and another from 2h ago with the hashtag #chooseATL.

Kat Cole
@KatColeATL FOLLOWS YOU

Group President, FOCUS Brands, Inc. Connected-Creative-Conscious-Community building Capitalist, Biz-Advisor, MBA, Humanitarian, Coffee-loving Chronic Learner
Atlanta · katcole.net

Kat Cole @KatColeATL · 9m
loved hanging with our @CarvellIceCream franchisees today -- here's a throwback to Carvel in #NYC 1940's!! pic.twitter.com/soRSr9znup
[Details](#)

Kat Cole @KatColeATL · 2h
[#chooseATL !!! twitter.com/chooseatl/stat...](https://twitter.com/chooseatl/stat...)
[Details](#)

An engaging, and engaged, founder.

@tedcoine #socbiz





David Thodey @davidthodey

Previous CEO of Telstra (2009-15) and CEO of IBM Aus/NZ (1998-2001). Passionate about technology, customers & change.

Sydney Australia · thodey.com.au

TWEETS 506 FOLLOWING 85 FOLLOWERS 5,509

Following

David Thodey @davidthodey · May 27
I've shared my five observations for leaders on the implications of digital-driven change @LinkedIn tel.st/change @Telstra
Details

David Thodey @davidthodey · May 28
Visited new Ulumbarrá Centre - best regional auditorium -impressive what local collaboration can achieve @Ulumbarrá pic.twitter.com/2N4J5gTY9FB
Details



Andrew Penn @andy_penn

CEO of Telstra, Australia's largest telecommunications company. Arts, painting (poorly) & fitness my passions. @Telstra provides 24x7 service & support!

Melbourne · telstra.com.au

TWEETS 19 FOLLOWING 85 FOLLOWERS 2,794

Following

Andrew Penn @andy_penn · May 27
Fantastic @Telstra recognised by @Milward_Brown #Brand2100 as we continue to focus on serving our customers better tel.st/MilwardBrown
Details

Andrew Penn @andy_penn · May 27
Cool quote - @TheOliverStone - "successful movies often happen when director and viewer misunderstand each other" pic.twitter.com/ddeguwvcAG
Details

Recently-Retired CEO of Telstra and his successor

@tedcoine #socbiz





The image shows a Twitter profile for Jenny Dearborn. The header features a profile picture of a woman with red hair and a background image of a book cover titled "DATA DRIVEN: HOW PERFORMANCE ANALYTICS DELIVERS EXTRAORDINARY SALES RESULTS" by Jenny Dearborn. The profile statistics are: 752 tweets, 318 following, and 1,359 followers. A blue "Following" button is visible. The bio identifies her as the author of the book, an artist, athlete, and mother of four children. Her location is listed as Palo Alto, California, and her website is jennydearborn.com. Two recent tweets are shown: one from 6 hours ago about data quality and another from May 27 about a bookshelf.

Jenny Dearborn
@DearbornJenny

Author of Data Driven: How Performance Analytics Delivers Extraordinary Sales Results. Artist. Athlete. Mom to 4 amazing kids. Views are my own.
Palo Alto, California · jennydearborn.com

Jenny Dearborn @DearbornJenny · 6h
When quality #data is lacking, it's difficult to arrive at useful insights about what drives sales #DataDriven amzn.to/1AoQ5TI
Details

Jenny Dearborn @DearbornJenny · May 27
The Boss's Bookshelf: bit.ly/1dpsAGs #DataDriven #DataDrivenBook
Details

Chief Learning Officer

@tedcoine #socbiz





CEO, InSites Consulting

@tedcoine #socbiz



The image shows a screenshot of a TEDx talk by Ted Coine, overlaid on his Twitter profile. The video background features Ted Coine speaking at a podium with a large 'TEDx' logo behind him. To the right of the speaker, the Meddle logo is visible with the tagline "Your Talent Deserves a Voice" and a book titled "A WORLD GONE SOCIAL".

Ted Coine
@tedcoine

Keynote TEDx speaker bringing startup mojo to large enterprises before it's too late! CMO of Meddle.it. Global pioneer in #SocialCEO #SocialCause & #socbiz

Naples, Florida, USA
OPEN for business
Joined June 2009

TWEETS 87.9K FOLLOWING 354K FOLLOWERS 444K FAVORITES 724 LISTS 88

Tweets Tweets & replies Photos & videos

Pinnaid Tweet
Ted Coine @tedcoine · May 27
"Nothing in this world has ever been accomplished by those who wait. Nothing."
bit.ly/1F1vPtb

Who to follow · Refresh · View all

- Matt Boss** @Matt_e_Boss Follow
- Carolyn Bendall** @ccorntype Follow
- Kate Gibson** @KateCGibson Follow

email: ted@meddle.it Twitter: [@tedcoine](https://twitter.com/@tedcoine)

[@tedcoine](https://twitter.com/@tedcoine) [#socbiz](https://twitter.com/#socbiz)





Now, let's talk!

@tedcoine #socbiz

meddle



We're only as strong as our network!

@tedcoine #socbiz

meddle

@tedcoine #socabiz

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