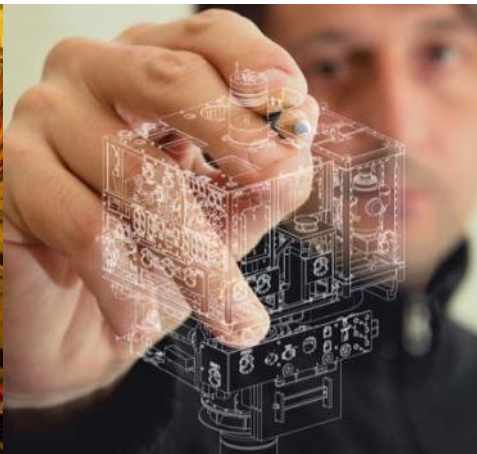




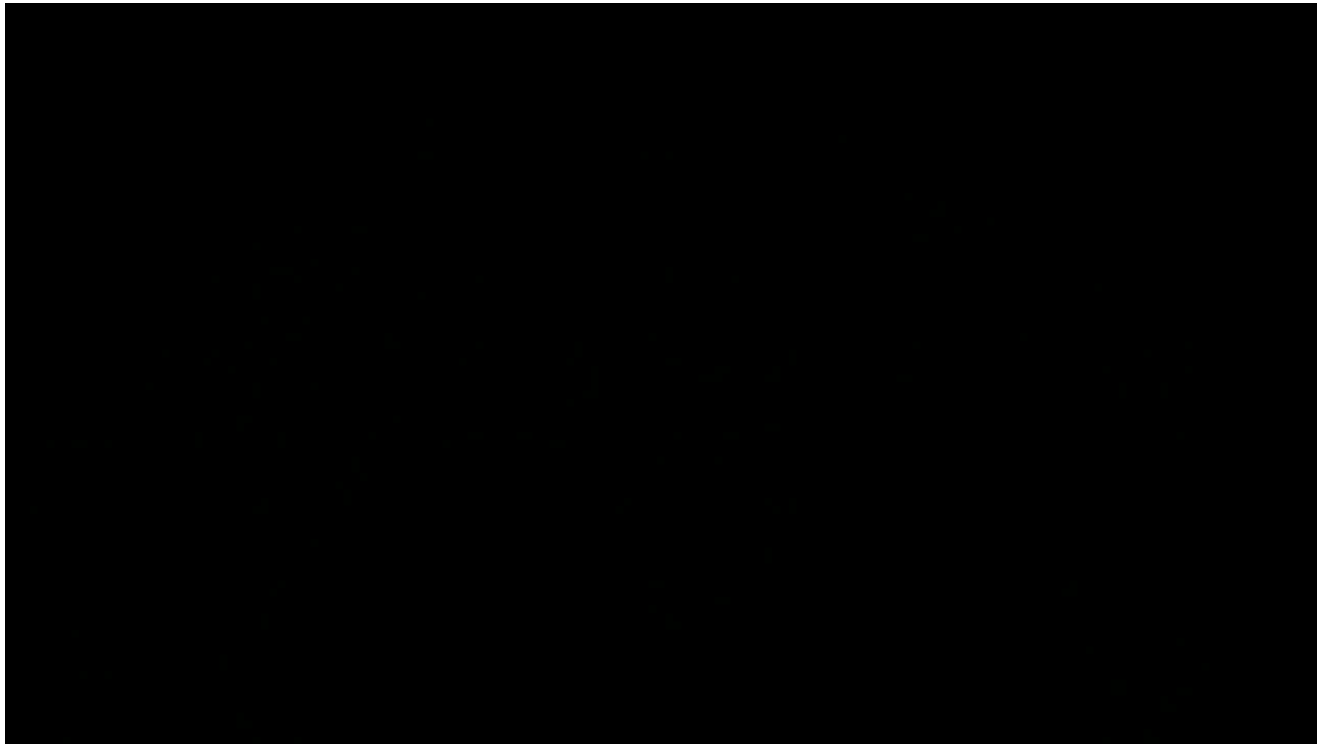
We put you first.  
And keep you ahead.

# Social Media Analytics Part 1: Get Smarter about Which Data to Pull and Analyze

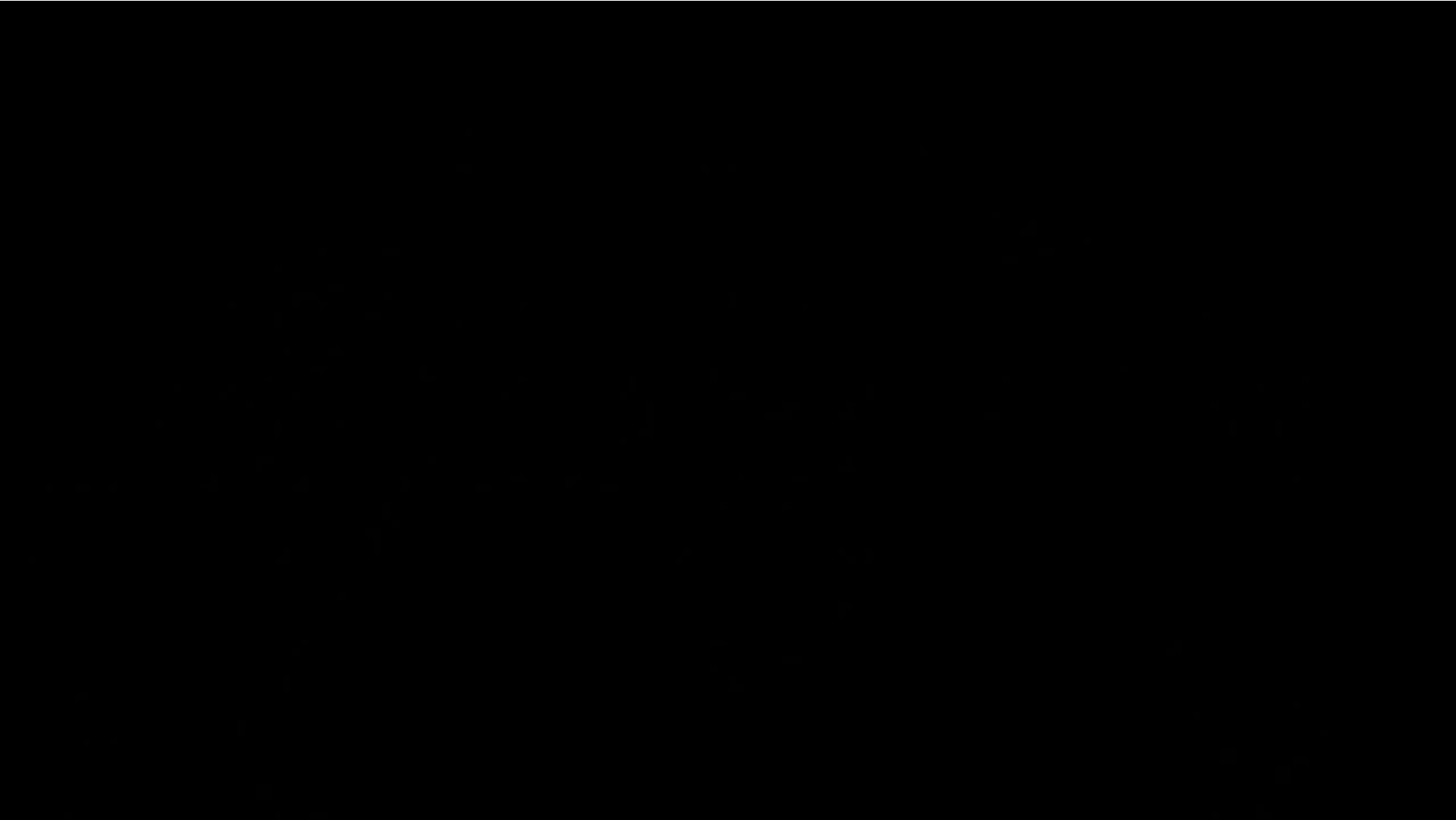
Lisa Adams, PR and Digital Communications Manager, FMC Technologies



# About FMC Technologies



**FMC Technologies, Inc.** is the global market leader in subsea systems and a leading provider of technologies and services to the oil and gas industry. We help our customers overcome their most difficult challenges, such as improving shale and subsea infrastructures and operations to reduce cost, maintain uptime, and maximize oil and gas recovery. Named by Forbes® Magazine as one of the World's Most Innovative Companies in 2013, the company has approximately 17,400 employees and operates 29 production facilities and services bases in 18 countries.



# FMC Technologies on social

FMC Technologies is a large **B2B company** that uses social media to **promote and protect its brand**.

The social media team reports to Corporate Communications, and focuses on **engagement and company narrative**.



# Select the right analytics tool: basics

- What are your target audiences?
- Which channels are most important?
- Do you need global reach (translated content, stronger listening capabilities)?
- How much time can you dedicate to reporting?
- What is your budget?



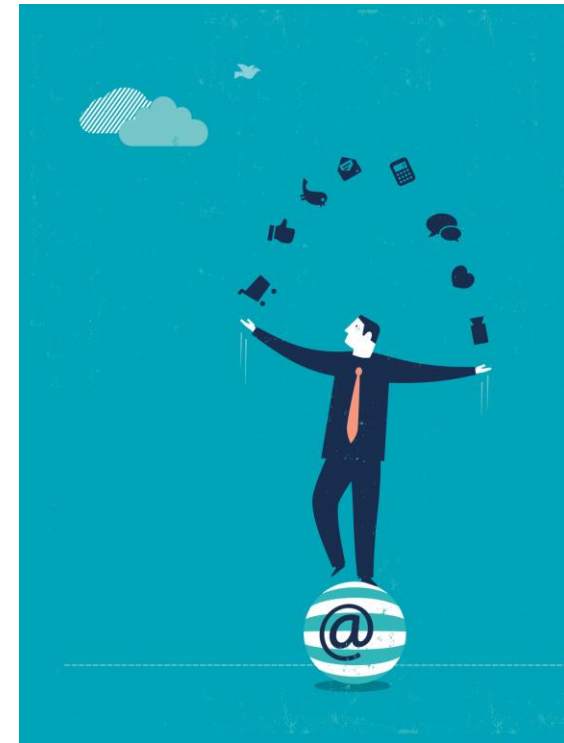
# What matters at FMC Technologies

## FMC Technologies' key audiences:

- Employees and their circles of influence
- Recruits
- Regional and trade media
- Industry influencers

## Critical social channels for FMC Technologies:

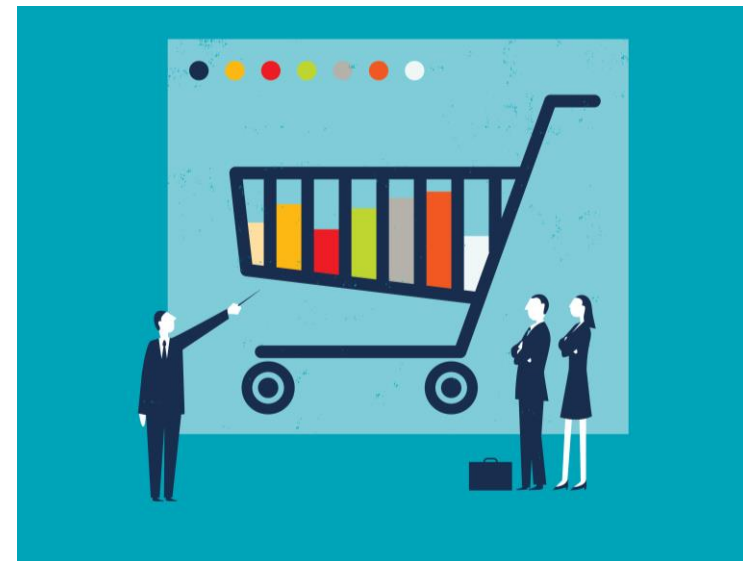
- Twitter (media, industry influencers)
- Facebook (employees, recruits)
- LinkedIn (employees, recruits, industry influencers)
- Instagram (general public)
- Google+ (industry and search)
- YouTube (industry and search)



# Decision makers: get to the facts

- Small, centralized team
- Small budget
- Goals are to engage, promote, and protect the brand
- Need to leverage assets and messages across channels
- Need a powerful listening tool with global reach
- Key audiences found on: LinkedIn, Twitter, Facebook, and Instagram
- Not a big demand for detailed metrics from executives

**Know before  
you demo!!**

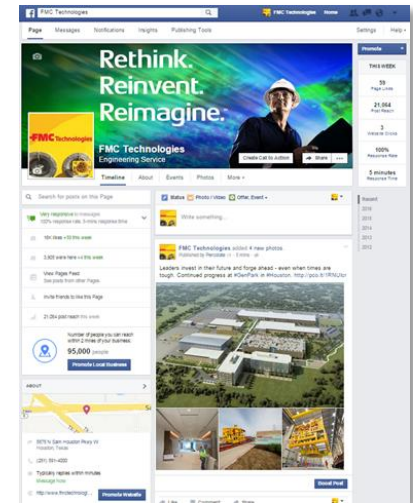


# Tools: tried and use





# Audiences, channels, and content



Post Details

Reported stats may be delayed from what appears on posts

**FMC Technologies**  
Published by Percolate (7) · January 26 at 8:03am ·

**BREAKING:** We've been awarded a \$180 million subsea systems contract for Woodside's Greater Western Flank Phase 2 in Western #Australia. "Our continued collaboration on the North West Shelf Project further solidifies the 20-year relationship between FMC Technologies and Woodside," said Tore Halvorsen, Senior Vice President, Subsea Technologies. "This development assists with the timely and efficient commercialization of the project's gas reserves."

FMC Technologies Awarded \$180 Million Subsea Systems Contract on Australian Project from Woodside  
HOUSTON, Jan. 25, 2016 /PRNewswire/ -- FMC Technologies, Inc. announced that it signed an...

PCO.LT | BY FMC TECHNOLOGIES, INC.

54,780 people reached

**Boost Post**

785 Likes 28 Comments 185 Shares

Like Comment Share

<b>54,780</b> People Reached		
<b>1,995</b> Likes, Comments & Shares		
1,644 Likes	785 On Post	859 On Shares
160 Comments	34 On Post	126 On Shares
191 Shares	185 On Post	6 On Shares
<b>3,726</b> Post Clicks		
2 Photo Views	1,124 Link Clicks	2,600 Other Clicks
NEGATIVE FEEDBACK		
8 Hide Post	5 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Post Details

Reported stats may be delayed from what appears on posts

**FMC Technologies**  
Published by Percolate (7) · December 10, 2015 ·

Island Performer, along with RLWI Stack #4, arrived in the Gulf of Mexico in April #FMCT2015 #YearInReview

PCO.LT

19,145 people reached

**Boost Post**

307 Likes 5 Comments 31 Shares

Like Comment Share

**NEW METRIC!** ★

We're running a test allowing people to like, love, laugh and have other reactions to Page posts. This test will only happen in a few countries. If someone reacts, you'll see it below.

<b>19,145</b> People Reached		
<b>441</b> Reactions, Comments & Shares		
307 On Post	89 On Shares	
1 Wow	1 On Post	0 On Shares
11 Comments	5 On Post	6 On Shares
33 Shares	31 On Post	2 On Shares
<b>830</b> Post Clicks		
0 Photo Views	423 Link Clicks	407 Other Clicks
NEGATIVE FEEDBACK		
4 Hide Post	1 Hide All Posts	
0 Report as Spam	0 Unlike Page	

# Audiences, channels, and content




## Tweet activity



**FMC Technologies @FMC\_Tech**  
 BREAKING: Awarded \$180M #subsea systems contract for @WoodsideEnergy's GWF-2 Project <http://pco.lt/1ZZE8pV>  
[pic.twitter.com/iljwT0zT7C](http://pic.twitter.com/iljwT0zT7C)

Impressions	3,444
Total engagements	79
Link clicks	19
Retweets	17
Media engagements	12
Likes	12
Profile clicks	12
Detail expands	7

 **Promote your Tweet**  
 Your Tweet has 19 total link clicks so far. Get more link clicks on this Tweet!


[Promote your Tweet](#)

## Tweet activity



**FMC Technologies @FMC\_Tech**  
 It's @UN's International Day of Women and Girls in Science! Meet Randi, FMCTI Engineering Fellow. #WomeninSTEM  
[pic.twitter.com/OTaOPb1n0P](http://pic.twitter.com/OTaOPb1n0P)

Impressions	3,309
Total engagements	50
Retweets	15
Likes	12
Detail expands	8
Profile clicks	6
Media engagements	5
Hashtag clicks	3
Link clicks	1

 **Promote your Tweet**  
 Your Tweet has 50 total engagements so far. Get more engagements on this Tweet!

[Promote your Tweet](#)



# Audiences, channels, and content



in Search for people, jobs, companies, and more...

Home Profile My Network Jobs Interests

**Rethink. Reinvent. Reimagine.**

FMC Technologies, Inc. (NYSE: FTI) is the global market leader in subsea systems and a leading provider of technologies and services to the oil and gas industry. We help our customers overcome their most difficult challenges, such as improving shale and subsea infrastructures and operations to reduce...

See more

**Recent Updates**

FMC Technologies Forsys Subsea, the joint venture between FMC Technologies and Technip, has been awarded a contract from Statoil to provide a subsea front-end engineering and design (FEED) study for subsea tie-back of Trestakk to Åsgard A FPSO. [The Trestakk FEED...](#)

**FORSYS SUBSEA**  
CONCEPT, DELIVERY AND BEYOND

Forsys Subsea awarded subsea FEED contract for Trestakk field development with Statoil pco.it · Forsys Subsea, the joint venture between FMC Technologies and Technip, has been awarded a contract from Statoil to provide a subsea front-end engineering and design (FEED) study for subsea tie-back of Trestakk to Åsgard A FPSO. The scope of work...

**Organic** Targeted to: All Followers

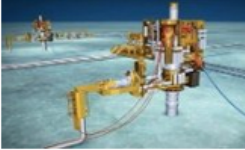
39,518 impressions	290 clicks	150 interactions	1.11% engagement
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Gained from Sponsoring Sponsored in: Forsys Subsea (currently running)

+1,161 impressions	+11 clicks	+2 interactions	+1 followers acquired	+1.21% engagement
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Manage

**FMC Technologies** BREAKING: We've been awarded a \$180 million subsea systems contract for Woodside's Greater Western Flank Phase 2 Project. The award includes the design, manufacture and supply of subsea production systems as part of the North West Shelf Project in... more

 **FMC Technologies Awarded \$180 Million Subsea Systems Contract on Australian Project from Woodside**  
pco.it · HOUSTON, Jan. 25, 2016 /PRNewswire/ -- FMC Technologies, Inc. (NYSE: FTI) announced today that it signed an...


**Organic** Targeted to: All Followers

107,406 impressions	1,588 clicks	725 interactions	2.15% engagement
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Sponsor update

Like (643) · Comment (32) · 22 days ago

**FMC Technologies** We're collaborating more closely with customers to deliver the lowest total subsea services life cycle cost. <http://ow.ly/WFzmfH>

 We will be our customers' preferred partner in subsea services by delivering the lowest total life cycle cost.

**Organic** Targeted to: All Followers

84,904 impressions	989 clicks	359 interactions	1.59% engagement
--------------------	------------	------------------	------------------

Sponsor update

Like (331) · Comment (4) · 1 month ago

# Audiences, channels, and content



 **fmc\_technologies**

149 likes 9w

fmc\_technologies Island Performer, along with RLWI Stack #4, arrived in the Gulf of Mexico in April. #FMCTI2015 #YearInReview

odins\_finet Soon to be shut down like everyone else... ×

ph.pedrosa Meu sonho, trabalhar na FMC e nesse segmento! ×

 Add a comment... ⋮



 **fmc\_technologies**

81 likes 8w

fmc\_technologies In November we announced that we're producing a subsea multiphase pump for Shell's BC-10 fields in Brazil. #FMCTI2015 #YearInReview

 Add a comment... ⋮



 **fmc\_technologies**

118 likes 7w

fmc\_technologies This December we manufactured our 500th subsea tree in #Brazil. #FMCTI2015 #YearInReview

andersonn\_lopes\_22 Saudades de trabalhar com ANM ×

aga.swi Beautiful j ×

favorett Um orgulho iniciar a instalação do conjunto 500° da FMC. ×

 Add a comment... ⋮



 **fmc\_technologies**

129 likes 3w

fmc\_technologies BREAKING We were awarded a \$180 million #subsea systems contract for Greater Western Flank Phase 2 in Western #Australia by Woodside Energy. #oilandgas

statusoffshore Congrats! Please let us know if we can monitor, survey or inspect any of your sub-suppliers around the globe. ×

 Add a comment... ⋮

# It's all relative — measure what matters!

- If you're in Communications, brand story and influence are key.
- If you're in Marketing, pushing followers through the lead generation funnel is crucial.
- If you're in Customer Service, response time and having engaged, happy followers are critical.

**Find tools that focus on the channels and the metrics you need to be successful.**

