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STORYTELLING

How T-Mobile and Advanced Energy Use Employee Advocates to Bolster Corporate Reputation

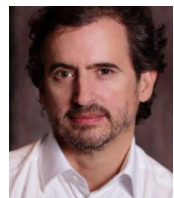
The waning of corporate reputation is hardly a secret. In the **Reputation Institute's** most recent annual report, *The Global RepTrak 100*, the RepTrak score, or calculation of corporate reputation, declined for the first time since the end of the Great Recession in 2009 (PRN, March 20, 2018).

Even the report's top 10 most-reputable companies were sullied. The leader, **Rolux**, had a RepTrak score of 79.3, which is considered very good but not excellent.

The industries hit hardest in RepTrak's average rankings included Hospitality (-16), Transportation (-13) and Airlines (-12).

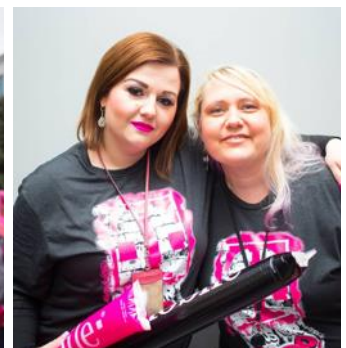
In terms of trust, a component of reputation, the standard is the **Edelman Trust Barometer**. As you probably know, trust in U.S. institutions such as business, government and media declined in the most recent barometer, the 2018 edition (PRN, January 30, 2018).

Even a perusal of headlines is enough to see prominent brands may be facing reputation and trust issues. Brands such as **Facebook** (**Cambridge Analytica** and meddling in the 2016 U.S. presidential election), **Starbucks** (the incident in a Philadelphia Starbucks where two African-American men were arrested), **Nike** (the abrupt removal of several senior executives and the leaking of an internal memo claiming the company failed at being diverse in its upper levels) and **Southwest Airlines** (potential fallout from the fatal accident April 17, which could be immediate or take several years to occur as aviation authorities make their way through the causes of the



Mark Diller
Senior Employer
Brand Manager
T-Mobile

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Teeing Off: A sampling of photos of T-Mobile employee advocates reinforces the lighter side of working at the company. T-Mobile found using shots from employees who are amateur photographers was a better fit than deploying employee-taken photos. Source: T-Mobile

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UPCOMING EVENTS AND WEBINARS

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 ADVANCE YOUTUBE TACTICS FOR BRANDS
 MAY 17, 2018
 1:30-3PM ET**

**SOCIAL MEDIA AWARDS LUNCHEON
 MAY 23, 2018
 NEW YORK CITY**

**GOOGLE BOOT CAMP FOR COMMUNICATORS
 JULY 19, 2018
 NEW YORK CITY**

Nonprofits’ Engagement Drops 50% in Q1 ’18; PETA’s Instagram Growth 55%

During the past few weeks, we’ve looked at the Q1 social activity of B2Bs and B2Cs. Usually we’ve seen the number of pieces of social content posted decline as consumer engagement, shown as actions in this chart, held steady or rose slightly, indicating a brand strategy of quality over quantity.

This week, using Shareablee data provided exclusively to PR News, we examine nonprofits’ social activity for the recently completed quarter and find the story is one featuring engagement and audience size.

In the quarter, U.S. nonprofit brands generated a total of 148 million consumer actions across Facebook, Twitter and Instagram. This compares favorably to the 18 million consumer actions we saw last week for B2B brands (PRN, April 24), but B2C’s 2.1 billion consumer actions (PRN, April 17) dwarf it.

The nonprofits saw a 50% drop in engagement compared to Q1 2017. Interestingly, despite a major drop in content production, audience figures rose 20% year over year, says Shareablee’s Ron Lee.

Facebook and Twitter saw a 65% and 23% fall in consumer engagement for the quarter, respectively. Instagram, though, gained 27% in engagement, says Lee, despite a drop in content posted of 8%.

Consumer actions per post dropped for Facebook and Twitter while Instagram rose a healthy 37%.

INSTAGRAM ENGAGEMENT UP 55%

In terms of individual brands, No. 1 PETA garnered some 10 million consumer actions, a 21% drop from the previous year’s Q1 figure. Where it grew was on Instagram, where PETA posted 6% fewer pieces of content but grew consumer engagement 55%.

The 7 million consumer engagements the

Shareablee SOCIAL SCORECARD

TOP NON-PROFIT BRANDS – Q1 2018

Based on Total Actions (reactions, comments, shares, retweets and likes)
 Data provided exclusively to PR News by Shareablee.

Sources: [f](#) [t](#) [@](#)

Rank	Brand	Total Actions	Total Content	Actions per Content	Total Audience
1	PETA (People for the Ethical Treatment of Animals)	9,742,980	2,342	4,160	7,115,165
2	Women's March	6,581,702	832	7,911	1,503,658
3	ACLU Nationwide	5,391,893	1,417	3,805	3,702,057
4	Oceana	4,686,452	1,896	2,472	1,663,189
5	Mercy For Animals	3,790,649	5,497	690	3,226,339
6	The National Audubon Society	2,861,651	1,301	2,200	1,554,065
7	Human Rights Campaign	2,757,479	2,902	950	3,881,710
8	National Center for Missing & Exploited Children	1,662,568	1,861	893	573,795
9	UNHCR	1,652,737	2,557	646	5,336,964
10	peta2.com	1,567,691	2,515	623	2,040,258

Women’s March garnered was off 60%, though its audience count rose a whopping 1000%.

OCEANA JOINS THE TOP 10

Ocean conservation and advocacy organization **Oceana** is a new addition to the top 10 list. Despite a 7% drop in content posted during the quarter vs. the same period in 2017, Oceana posted consumer engagement growth of 108%, spread across Facebook (33%), Twitter (131%) and Instagram (115%).

Video played a huge part in its success, Lee notes, as it increased video content 278%, leading to a 197% increase in video actions and an astounding 1,874% increase in video views.

Mercy For Animals, the No. 5 organization on the list with 4 million consumer actions (down 35%), increased video content 87%. ■

Make Employee Advocacy as Easy as Possible

accident) seem likely to be battling for their reputations in the months ahead.



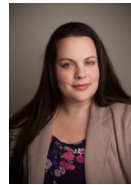
Ethan McCarty
Former Global
Head of Employee
& Innovation
Communications
Bloomberg

This led us to think about a brand voice that continues to enjoy a relatively high level of reputation and trust, the employee advocate. In the Edelman Trust Barometer, for example, employees top brands in terms of trust. We spoke with several communicators about how to tap into employee passion for the good of the brand.

For **Mark Diller**, senior employee brand manager at **T-Mobile**, “employee advocacy” is both a formal program and a theme “that runs through everything we do.”

With 50,000 employees, the wireless network operator believes the nuance employees can add to its messages is a crucial part of its employee advocacy program. That thinking, he says, underpins the brand’s motto about employee advocacy: “[A] March, Not a Megaphone.” In other words, the passionate interpretation of the brand’s message by highly engaged employees should be more effective than one, loud corporate voice.

FIRST JOB: FIND SOCIALLY ACTIVE EMPLOYEES



Stacey Sayer
Head of Global
Media
Advanced Energy

Diller set up the employee advocacy program at T-Mobile on a small budget. It still runs that way, he says. Its primary goal is to project the image of T-Mobile being “a great place to work.” The target audiences, he says, are prospective employees as well as existing employees who want to advance their careers at T-Mobile.

His first goal was finding employees with great social followings. While this wasn’t easy, he says, it became beneficial. Once those employees were located T-Mobile asked them about their goals and issues on social. The overwhelming issue, he says, was locating good content to post and having enough time to find it.

To plug this gap T-Mobile began sending these well-followed employees unused, spare content each Monday. The content came with **Twitter**-ready language employees could have edited if they wished, Diller says.

At that point, he says, T-Mobile decided many technology companies have similar capabilities, but “we felt our differ-

Activating Employee Networks

Ethan McCarty, the former global head, employee & innovation communication, **Bloomberg** (PRN, January 30), is a proponent of employee advocacy programs on social for math reasons. With Bloomberg’s 19,000 employees, each having an estimated 300 contacts, the sum is nearly 6 million contacts, he says. Hold that thought.

In late 2014, McCarty and his team hit on the idea of repurposing internal videos about the company for an outward-facing YouTube channel. Better, the team used bit.ly links to videos that directed interested viewers to open

positions in the company. For example, a video about the company’s philanthropic work in Singapore had a link to open positions in Bloomberg’s Singapore office.

The communications team at Bloomberg lacked an outlet for video it had shot showing the quality of work life at the company. A few years back the team created a YouTube channel called Inside Bloomberg.

“One of the first things we did was for every video that was on the channel we put a bit.ly link that directed interested viewers to open job positions in the company,” he says. For example, a video about the company’s philanthropic work in

Singapore had a link to open positions in Bloomberg’s Singapore office.

Here’s where the math mentioned above enters. “We found an incredible organic amplification” around those videos, he says. Employees in the videos shared them with contacts. “Activating employee networks can be very powerful,” he adds.

Now with more than 7,000 subs, the channel has resulted in nine new employees from some 1,500 applications that resulted in 207 interviews, he says. “The recruitment costs of filling these positions could have been substantial,” he says.



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entiator was the human interaction of our employees...our employees are our brand." As a result, T-Mobile's strategy became "Get out of the way and let our most charismatic employees connect with audiences."

From there the brand decided in 2017 to allow employee advocates to take over the site. "Naively we thought we could let employees run wild," he says. It realized that was not a good way to do things.

Instead it asked employees to submit content for the takeover via the third-party app, **WhatsApp**, "and we publish the best ones." In 2018, T-Mobile is ambitiously programming one social takeover per week. Each focuses on a single topic such as diversity, behind-the-scenes, day-in-the-life and Women's History Month. **Instagram** is the main platform, with **Facebook**, **Twitter** and **Snapchat** as secondary options.

TAKEAWAYS

1. Trust but Verify: With legal and HR craft a "crystal-clear" social media policy, but "prohibit as little as possible." Once T-Mobile decided to push employee advocacy on social "we rewrote the social media policy to focus on responsible use rather than caution," Diller says.

2. Make Advocacy Easy: Employees have full-time jobs. Provide as much assistance as you can.

3. Nothing's Free: Diller's small team oversees the advocacy effort, shaping content, rooting through social to find employee advocates and providing coaching. "Advocacy makes for great content, but it's not free. Quality always comes at the cost of training and support."

4. Iterate: Bring an experimental mindset. Test and refine based on results.

MEASUREMENT

Stacey Sayer, head of global media at power solutions provider **Advanced Energy**, notes measurement and ROI often are sticking points for employee advocacy programs, particularly when you're using a tool, she says. Some of the tools she's used include **Dynamic Signal**, **SocialChorus** and **GaggleAmp**.

For Sayer, when she measures she's looking at:

- ▶ **1. General Usage and Usage Over Time:** "How often are employees on a weekly or monthly basis participating in the program and sharing content?"

- ▶ **2. Reach:** "What type of reach are employees garnering?"
- ▶ **3. Engagement:** "Are we seeing employees talking to prospective customers and customers on **Twitter** or **LinkedIn**? And what's that doing for the business?"

She also works closely with marketing to make sure "the correct tracking URLs are in place so we can seamlessly integrate between the various martech platforms." Normally she creates a funnel around employee advocates to see how much they are contributing to lead generation, SQLs (sales qualified leads) and MQLs (marketing qualified leads).

TIPS FOR OBTAINING LEGAL'S BUY-IN

Other recommendations for setting up an employee advocacy effort from Sayer center on the importance of thorough planning. She jokes, "Plan early, plan often." Before proposing an advocacy effort, she says, there are a slew of questions to answer. For example, you must know how you will train employees and how you will meet employees' differing goals.

A critical hurdle will be getting legal to buy in, she says. One way to overcome hesitance from the legal department, she says, is to know the details of your governance plan, including who will review content. Who can submit content? What constitutes acceptable content? What controls/filter mechanisms are in place? And how will you mitigate risk to the brand?

Other questions you need to be prepared to answer include: What will the impact to corporate policy be? How will you manage needed resources? What are some of the elements of your long-term employee engagement plan? And how you will prove ROI?

While much of this sounds rigorous, Sayer emphasizes an employee advocacy program must be fun and not too complicated for employees "or it won't work." Before you get to implement a program, she says, the education and training of employee advocates also must be kept simple. She also recommends keeping it "visual...and relevant to roles and platforms."

And finally, have patience. At her previous employer it took Sayer two years before an employee advocacy program was approved.

Now with more than 7,000 subs, the channel has resulted in nine new employees from some 1,500 applications that resulted in 207 interviews, she says. "The recruitment costs of filling these positions could have been substantial." ■

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FAKE NEWS

Americans Favor Protecting Information Freedoms Over Washington Restricting Fake News Online

Subscribers of this publication know how fake news has taken its toll on brand reputation and trust. It's also battered trust in media. The question, of course, is what to do about it and who should do it?

Some European governments have taken legislative steps, as we've reported, although those who believe freedom of information must be protected at all costs are upset with the lawmakers' efforts.

In the U.S., concern over fake news seems stronger than in Europe, according to a recent **Cision** survey (PRN, April 24). Yet, Americans appear more concerned with government regulating freedom of information than they are with a bit of fake news leaking into media, **Pew Research Center** says.

Its survey shows nearly six in ten Americans (58%) would prefer to see freedom of access to information online protected even if it means some fake news is published online. Just 39% say Washington should restrict false information online even if it limits freedom of information.

The survey was conducted Feb. 26 to March 11 among 4,734 U.S. adults, weeks before **Mark Zuckerberg** went to Capitol Hill April 10-11. This is significant because when Pew posed the same question but inserted tech companies instead of Washington, the numbers reversed: 56% favored tech companies restricting fake news online, even if it limits freedom of

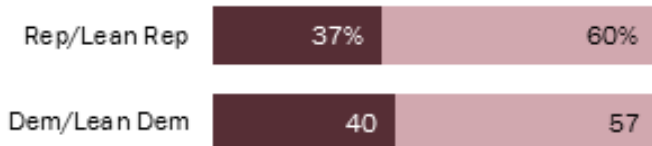
information. And 42% said freedom of information should be protected, even if false information is published occasionally.

Communicators and marketers should note this concern with Washington interfering in freedom of information extended across nearly all groups, including young Americans, the college educated, men, Democrats and Republicans. ■

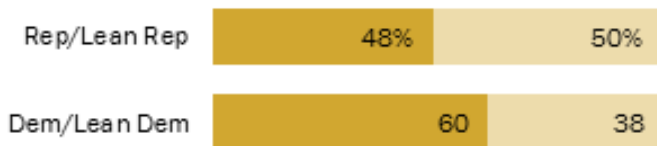
Democrats and Republicans equally resistant to government action against false news that could limit freedoms

% of U.S. adults who say ...

U.S. govt. should take steps to restrict false info online, even if it limits freedom of info	Freedom of info should be protected, even if it means false info can be published
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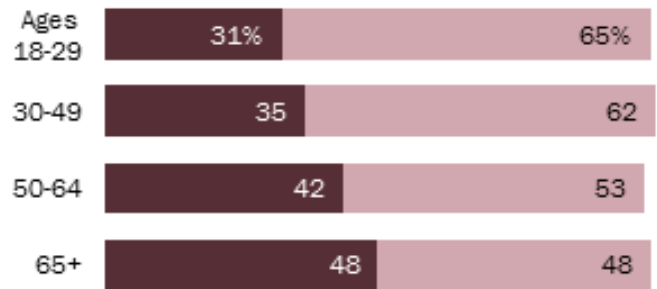
Tech companies should take steps to restrict false info online, even if it limits freedom of info	Freedom of info should be protected, even if it means false info can be published
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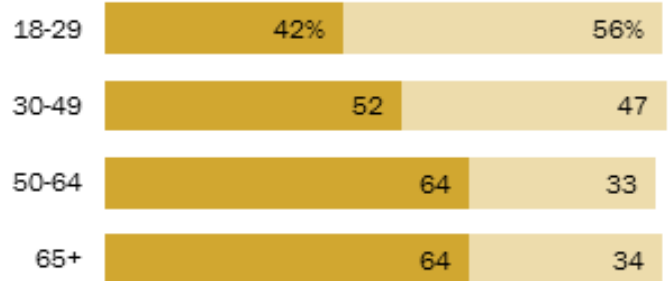
Older Americans are more likely than younger to favor restricting false information online

% of U.S. adults who say ...

U.S. govt. should take steps to restrict false info online, even if it limits freedom of info	Freedom of info should be protected, even if it means false info can be published
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Tech companies should take steps to restrict false info online, even if it limits freedom of info	Freedom of info should be protected, even if it means false info can be published
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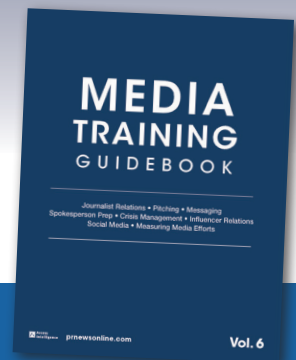


Source: Pew Research Center

MEDIA TRAINING GUIDEBOOK.

In this PR News Media Training Guidebook, you'll find key ways to establish relationships that could yield valuable exposure. Beyond getting your foot in the door with influencers, we've gathered authors from various backgrounds—in-house, agency, nonprofit, ex-reporter—to address the evergreen topics of getting your messaging on point, preparing members of leadership for on-camera interviews and more.

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 - Game Day: Before/During the Interview
 - Social Media
 - Crisis Management
 - Measuring Media Efforts



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www.prnewsonline.com/media-training-guidebook-volume-6/

PR Pros Urged to Double Down on Ethics, Education to Advance Trust



[Editor's Note: In a story about PRSA president Anthony D'Angelo's reaction to an op ed column equating lying with practicing PR (*PRN*, February 13), D'Angelo vowed to lay out a fuller vision for ethics and PR. This column is that vision.]

The farther technology launches PR into tantalizing, confusing new worlds conjured by algorithms and delivering alternative realities, the more important the profession's ethical fundamentals become. How do we behave properly in a virtual world? Who can we trust within it? In short, we must behave according to recognized ethical standards because the ethical PR professional ultimately earns trust—and without trust, PR is unable to function.

The **USC Annenberg** 2018 Global Communications Report, *The Evolution of Ethics* (*PRN*, April 17), surveyed some 1,000 PR pros. It found 92% think PR needs a generally accepted code of ethical standards; 46% of those surveyed say they never received formal ethics training. I have welcome news for them: Those resources are available to you. It's urgent you avail yourselves of them for the safety of your career and of those organizations you counsel.

YOUR DATA IS BEING WATCHED

You are being watched—organizations, PR pros and media consumers alike—and by “you,” I mean “your data.” You're not only watched, you're harvested, with your data sold to others who wish to sell, promote or communicate to you.

What are the ethical obligations of the media scraping your data or targeting you with messages based on your demographics and digital habits? And what are the PR pro's obligations to media audiences that may not know or even care about the sponsors and motives behind the messages they receive?

For PR pros, the acid test is whether you have earned permission from your audiences to practice effectively. The price of that level of trust is nothing less than adherence to ethical principles demonstrated through repeated behaviors in all the media you traffic in, from face-to-face interaction to virtual reality. Given that digital and social media capabilities outpace the recognized industry practices and legislation governing them, there is a high premium on continuing education for PR and media professionals so their media literacy is never obsolete and their ethical practices stay informed and relevant.

To ignore continuing education is, in the 21st century, to risk incompetent and even unethical behavior.

PUBLIC WON'T CARE ABOUT MEDIA FORMS

It's unsettling to read in Annenberg that 64% of PR pros think in five years the average person will be unable to distinguish between paid, earned, shared and owned media, and 59% say the average consumer won't care if those media types are indistinguishable. If those prophecies materialize, the im-

plication is media consumers will not be informed decision makers. That is a recipe for organizational and societal dysfunction.

The potential for news sources and consumers to be duped and trust to be broken is plainly in evidence, as in the April 24 story from the *Chronicle of Higher Education*. It told of a company that published material about financial topics under a pseudonym. Established news media outlets quoted this fictional author as if he were real, not realizing he was a mouthpiece for the company's views. This subterfuge can only become more advanced as technologies and media channels develop.

RELENTLESS APPLICATION OF ETHICS A MUST

Two things must happen for the PR industry to stay healthy:

- higher awareness, visible adoption and relentless application of ethical codes, and
- continuous education on digital and social media literacy to promote informed decision-making by organizations and individuals.

Even if audiences claim “I don't know” and “I don't care” about what sort of message or medium they're viewing, they will be outraged if they later learn they've been duped and their data was hijacked, as were some 87 million people caught up in the **Facebook/Cambridge Analytica** scandal.

Some percentage of those audiences will withdraw their support, and certainly the trust breach incites even publics who weren't involved. Those of us who counsel organizations on avoiding such crises must therefore keep pace with technological advancements and, equally important, the ethical implications of employing those technologies.

RECOMMENDATIONS FOR THE PROFESSION

Below are actions for PR pros:

1. Know a Code of Ethics Cold. You can apply the PRSA Code of Ethics, even if you don't belong to PRSA. Ditto The Page Principles. Outside North America, your professional association may have its own code, or you can look to the **Global Alliance, ICCO** and other organizations that promote the Helsinki Declaration and other actionable guidelines.

2. Commit to Continuous Education. PR pros should strive to “improve, adapt and expand professional practices,” according to PRSA's ethical code. The organization's Board of Ethics and Professional Standards (BEPS) publishes periodic Ethical Standards Advisories, stored online, to provide guidance to PR pros on a range of topics. Other associations provide similar updates.

Continued on page 7

3. Explore and Develop Procedures, Guidelines and—if Necessary—Legislation. These should effectively and fairly govern media and need to be enacted faster than the formation of established conventions.

If you're not conversant with the **European Union's** General Data Protection Regulations (GDPR) (*PRN*, April 17), you have homework to do, as the GDPR goes into effect in May and some version may quickly migrate to North America and other regions through legislation or companies' individual policies.

As individuals have this obligation, so too does PRSA and other professional associations, which must provide education and training on this critical new content area, as well as

on 21st century media literacy, to help members avoid irrelevance, malpractice or a combination of them.

Ethical standards and professional development are, however, not enough. That knowledge must be applied consistently, repeatedly and visibly within the PR profession, because any gap between proper knowledge and resulting behavior will fracture trust and relationships.

Updating and learning the applicable principles without applying them would be like publishing a 64-page code of ethics and then committing crimes and going out of business, just like **Enron** did. ■

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SOCIAL MEDIA

Why Most People Abandon Online Forms and How Communicators Can Increase Response

Doing research via online surveys often is a critical part of a PR campaign. More than that, online surveys and forms are important vehicles for brands to learn about their customers. Getting people to return your online survey, though, is nearly as important as the reasons brands create them.

A new survey about surveys from web site *The Manifest* shows how difficult getting people to respond can be.

In a survey of 502 people who had filled out an online survey in the past month, including 67% who had filled out one in the past week, an overwhelming majority (81%) say they have abandoned a survey after beginning to fill out one. Nearly 60% had done so in the past month; 67% say they never return to an online form once they've abandoned it.

THE LEADING ISSUE IS SECURITY

The main culprit, the survey shows, is a concern with security. It is important to note the survey was conducted in the wake of the **Facebook-Cambridge Analytica** affair.

The other reasons for abandoning an online form, according to the survey, are: length (27%), advertisement or up-selling (11%) and unnecessary questions (10%).

The recommendations for marketers and communicators are apparent: keep your online survey succinct, insure security and avoid ads.

While most people (67%) abandon online forms and never return, there's hope. 20% of people who've abandoned surveys follow up with the company.

Perhaps the most surprising finding: more people (13%) prefer to fill out a physical copy of a form or survey than they do on mobile devices (3%). Despite the ubiquity of mobile devices, 84% of respondents say they prefer to complete online forms on a laptop or desktop. ■

Most People Abandon Online Forms

81%	Percentage of people who have abandoned an online form after beginning to fill it out
59%	Percentage of those who abandoned an online form in the past 30 days
67%	Percentage of those who abandon forms entirely due to complications and never return
3%	Percentage of those who prefer to fill out online forms on a mobile device
84%	Percentage of those who prefer to fill out a form on a laptop or desktop computer
13%	Percentage of those who prefer to complete a physical copy
29%	Percentage of those who abandon forms for security concerns, the top reason for abandonment
27%	Percentage of those who abandon forms due to excessive length
20%	Percentage of those who follow up with the company in some way
30%	Percentage of those who return for self-motivated reasons, such as needing access to a resource
20%	Percentage of those who return for self-motivated reasons, such as wanting to redeem an incentive
19%	Percentage of those who return to complete an online form if the company initiates additional contact through an email or phone call

Source: *The Manifest* (500 people surveyed, April 2018)



Monique Matheson, EVP, Global HR, Nike

1. Just Do Something: While many PR pros counsel companies to provide “as much transparency as possible,” the concept remains more art than science. Just how much is as much as possible? Hold that thought. Originally we intended for this story to report about **Nike**, a seemingly socially progressive brand—except for claims of slave wages paid to those who make its athletic shoes in China and elsewhere—that again jettisoned a senior male executive without explanation or a whiff of transparency. Earlier in April, a pair of senior executives, including one, Nike brand president **Trevor Edwards**, who was the heir apparent to CEO **Mark Parker**, departed under the thick cloud of a vague memo (*PRN*, April 10). Another, **Jayme Martin**, VP and GM of global categories, was the next to go. No memo was issued there. Toward the end of last month, on April 19, another male executive, **Greg Thompson**, VP of express lane footwear, was gone with barely an explanation. Earlier in the week, **Antoine Andrews**, VP of diversity and inclusion, resigned. About Andrews, Nike said he’d engaged in “conduct inconsistent with Nike’s core values and against our code of conduct,” but added no direct allegations of misconduct were filed against Edwards.

2. ...Silent Six: In all, six senior male executives are gone. And those are just the executives we know about. Still, Nike stuck to its guns and said almost nothing. Was an internal memo two news outlets, **Wall St Journal** and **CNBC**, ‘obtained,’ where HR chief **Monique Matheson** complained the company failed to make enough prog-

ress on diversifying its senior levels, meant to be enough transparency that the story would be over? Hard to say. What’s clear is it didn’t work. Instead journalists sensing blood in the water dug into these oysters and eventually cobbled together stories. The results were unkind to Nike. Stories described a male-dominant culture of sexual harassment, where deserving females were bypassed for top jobs. The media coverage, which was fairly heavy in the sports trades, eventually migrated to the mass media. The **NY Times** story of April 28 told of frustrated women organizing a survey of female employees about their life at Nike. A package of completed surveys landed on CEO Parker’s desk March 5, the Times says, and then male heads began to roll. At least this is what the Times says happened. By ignoring PR 101 and failing to offer more than perfunctory transparency, Nike almost was asking for trouble. The lesson: should you say nothing, others will write your story without your input. The results can be messy.

3. ...Doctor Heal Thyself: As we wrote above, this story was supposed to be about Nike’s cloudy oysters. Yet how could we not link it to the NY



Wendell Jamieson, former Metro editor, NY Times

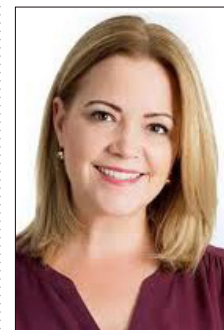
Times’ removal of Metro editor **Wendell Jamieson**? He too is gone without much explanation. We know there was an internal investigation, but about what? A Times article quotes Jamieson apologizing to colleagues for “my mistakes...and leaving under these circumstances.” But what are the circumstances? The Times refused to say to “protect the privacy of those involved.” Gosh, you’d think the organization that exposed **Bill O’Reilly** and **Harvey Weinstein** would value transparency.

4. News Bits: You knew this was coming: a passenger filed suit against **Southwest** and the makers of the plane and engine from flight 1380, the fatal

April 17 trip (*PRN*, April 24). And this: Southwest said April 26 that Q1 revenue was off \$50-\$100 million due to fallout from 1380. The carrier’s fun-themed social media and TV marketing is off the table for the time being.

5. Growth: In its largest acquisition, **Marketo** acquired **Bizable**, a fellow provider of marketing performance management software. – **Diffusion PR** unveiled a west coast office in LA, adding to its NY operation. – **Cannabrand** acquired **Voyage Business Brokers Consulting**. – **Caldwell VanRiper** signed a strategic partnership with **Found Search Marketing**, a search-marketing agency. – **Grasslands** added an events department and hired **Courtney Mathis** and **Sam Pendleton** to lead it. – An interesting move from **Rogers & Cowan**, which formed a studio content development and production arm, **Clickable Media Group**.

6. People: Sometime **Facebook** critic and **WhatsApp** CEO and co-founder **Jan Koum** is leaving to enjoy non-tech pleasures. He sold WhatsApp to Facebook in ‘14 for billions but recently criticized its data policy in the wake of **Cambridge Analytica**. He also allegedly was upset with Facebook’s strategy for



Laura Guitar, EVP, Partner, rbb Communications

WhatsApp that included using personal data. – Congrats to nine new partners at **rbb Communications**: **Abdul Muhammad II**, chief digital officer; **Jeanine Karp**, VP; **Josh Merkin**, VP; **Laura Guitar**, EVP; **Lisette Loughner**, VP; **Maite Velez-Couto**, VP; **Rashid Saker**, director; **Sandra Fine Ericson**, SVP; and **Shawn Warmstein**, VP. rbb also named EVP **Srikant Ramaswami** to lead its newly formed health advisory council. – **Hollywood Agency** promoted **Jeff Dillow** to SVP – **French/West/Vaughan** said **Rachel Wing** has returned to the agency as a VP. It also hired **John Moore** as creative director. ■

PRNews' Platinum Awards 2018

ENTRY DEADLINE: **May 4, 2018** | LATE DEADLINE: **May 11, 2018**

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PR News' Platinum PR Awards salute the year's most outstanding communications initiatives and programs in the highly competitive and dynamic PR arena. The coveted awards set the industry benchmark for excellence across all areas of PR. The winners of the Platinum PR Awards are from corporations, agencies and nonprofits large and small that took chances, made tremendous strides and understand the power of public relations. Your hard work is done – now it's time for you and your team to get recognized for it!

Campaign Categories:

- Activism Campaign
- Anniversary
- Annual Report
- Blog
- Branding
- Cause-Related Marketing
- Community Relations
- Content Marketing
- Crisis Management
- Customer Service Campaign
- Data Insights
- Digital Communications
- Employee Relations
- Event Marketing
- External Publication
(print or online)
- Facebook Communications
- Financial/Investor Relations
- Global PR Campaign
- Healthcare Communications
- Influencer Communications
- Instagram Campaign
- Internal Publication
(print or online)
- Large PR Firm of the Year
- Live Streaming
- Marketing Communications
- Measurement
- Media Event
- Media Relations
- Midsize PR Firm of the Year
- Mobile Marketing Campaign
- Multicultural Campaign
- On a Shoestring Campaign
- Online Press Room/Media Center
- Podcast
- Press Release
- Pro Bono Campaign
- Product Launch
- Product Launch – B2B
- Promotion for Professional Services Firm
- PSA
- Public Affairs
- Re-Branding/Re-positioning
- Satellite Media Tours
- Single Video
- Social Good Campaign
- Social Media Campaign
- Small PR Firm of the Year
- Snapchat Campaign
- Speech/Series of Speeches
- Trade Show/Event PR
- Tumblr Campaign
- Twitter Campaign
- University: Education
- Video Program
- Website Marketing
- Visual Storytelling Campaign
- YouTube
- Word of Mouth Marketing
- WOW! Award

Top People and Teams:

- CEO of the Year
- Educator of the Year
- Marketing Team of the Year
- PR Professional of the Year
- PR Team of the Year
- Boutique Firm (5 or fewer employees)

Top Firm of the Year:

- Small
- Midsize
- Large

Questions? Contact Mary-Lou French at mfrench@accessintel.com

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