

4/18/2013

# DEVRIES

## Must Have Tools for Your PR Toolkit

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## Alternate Title: New Tools of the Trade

Social Media Tools are the  
Swiss Army Knife of Public Relations



# How We Live Today? Post Digital

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“Your Brand is What People Say About You When You Leave the Room”



Mobile as the first screen

Always On Living



duh. pinning.



TPS

The Stream



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# DEVRIES

## INFORM

Macro listening & analysis



## OPTIMIZE

Making your content go further

## ACTIVATE

Real-time insights and rapid response

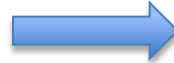
# Informing Your Plans

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If you build it (right) they will come

## From Macro Listening to Insight

What it's called



What it gets you

- Share of voice
- Time and place
- Conversation drivers
- Audience analysis
- Adjacent conversations
- Where you fall in relation to competitors
- Where to play
- How to play
- Who to talk to
- White space

# Who's Your Data?

Pro tip: Platforms are constantly upgrading and integrating new social networks and features

Full Landscape

- Sysmos
- Radian6
- Google Alerts & Insights

Your Own Back Yard



thru platform	third party
Facebook Insights	Sprout Social
Twitter Analytics & Tweet Deck	Simply Measured <small>Now with Vine</small>
Google Analytics	Hootsuite
	NUVI
	Tweet Reach
	Klout <small>now with Instagram</small>

# Real-time Activation

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Rapid Response & Optimization



# Always On Brands

- Consumers expect service and responses in real time
- A crisis can blow up any time, on any platform (in any time zone)
- Brand improv is the new black (see below!)



2.7 million profile changes the second day

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# Just Get a Little Help from Your Friends

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- Manage multiple accounts
- Manage multiple streams
- Quick search for hashtags
- Filters
- View real time analytics
- Time posts

Tweet  
Deck



- Manage multiple accounts
- Manage multiple streams
- Quick search for hashtags
- View real time analytics
- Time posts
- Integrates other platforms, now includes Statigram
- Free, pro, enterprise

HootSuite



- Manage multiple accounts
- Manage multiple streams
- Quick search for hashtags
- View real time analytics
- Time posts
- Integrates other platforms
- Three paid versions

Sprout  
Social

SPROUT  
SOCIAL

#prnbig3

## Additional Help in a Crisis



- Amped up listening
- Arms, legs and services
- Proactive frameworks & thresholds
- Connectivity

# Tips for Getting it Right

- 1 Always listen first
- 2 Find a solution for monitoring 5-9
- 3 Avoid knee-jerk reactions
- 4 Try out and experiment with tools before you deploy them
- 5 Use tools to improve versus celebrate your work



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Thanks! @adriannagiuls

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# A Preview Into the World of Sprout



## Engagement

Single stream Inbox designed to never miss a message and tasking tools to ensure that no customer goes unanswered.

[FIND OUT MORE >](#)



## Publishing

Seamlessly post and schedule your messages to Twitter, Facebook and LinkedIn with Sprout's powerful tools.

[FIND OUT MORE >](#)



## Analytics

Unlimited reporting & exporting across all of your accounts. Profile, group and roll-up reports for high or low level performance data.

[FIND OUT MORE >](#)



## Monitoring

Discover what people on social media are saying about your brand through keyword monitoring.

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# A Preview Into the World of Sprout



## CRM

The complete social relationship at your fingertips with contact records and editable contact notes.

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## Collaboration

Divvy up the workload amongst the whole team with tasks and collaborate in real-time to see who is immediately available to respond.

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## Mobile

A cohesive experience for users & teams across multiple social networks, regardless of where they are or what device they are using.

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