The Wake Up Call: PR's Role in the New Social Media Landscape

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Social Media is Important and Evolving @McDonalds

49% use social media to learn about food

32% use social tools while eating

47% of millennials text while eating

Clicks & Cravings: The Impact of Social Technology on Food Culture
The Hartman Group, 2/2012

More than
25,000
times each
week

5 0

18 1

3 1

3 0

4 0

haileybartleson

9 2

cassjennifer

0 0

h buhijji

12 3

katefsalt

0 2

djone

12 5

ramyna

tonykapla

marrrsbar

oh so true xx

dul cee

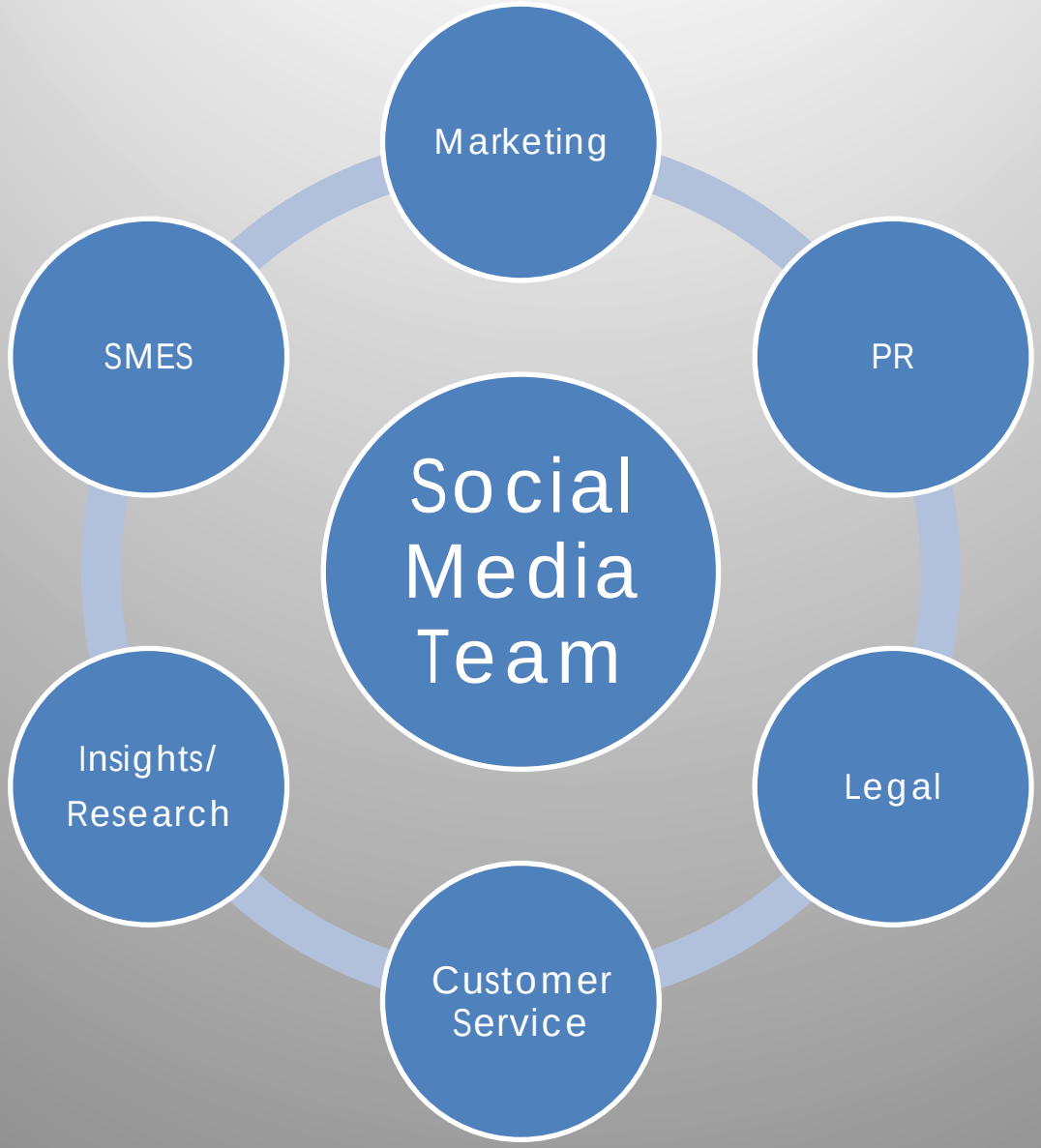
What Skills Do Today's PR Teams Need to Have Social Success?

Be a Good Listener

Develop a Strategy with Measureable Targets and Objectives

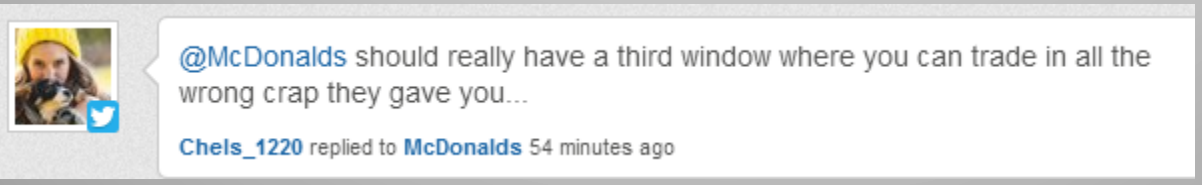
Geek Out with Data (It IS Sexy!)

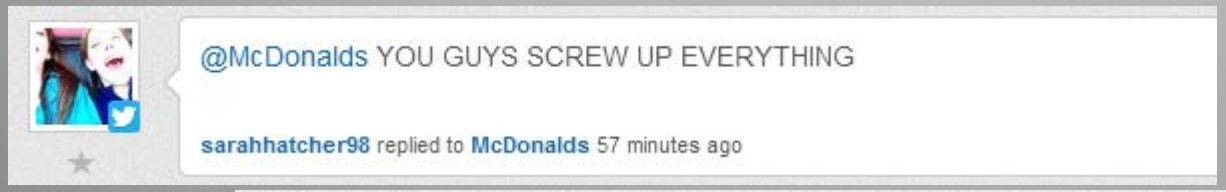
Form an Integrated Team



Excel at Integration & Evolve

Make Your C-Suite Believers By Seeing it in Real Time, #Unfiltered





Establish an authentic brand voice

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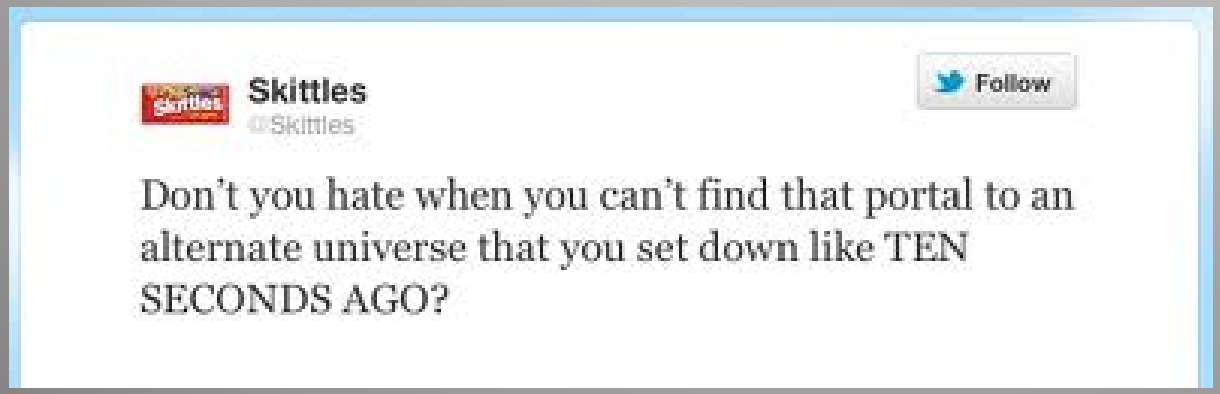
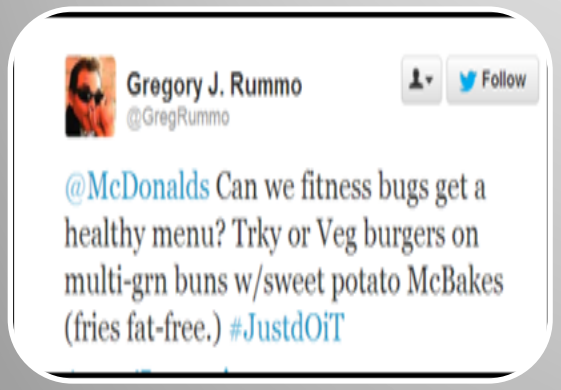
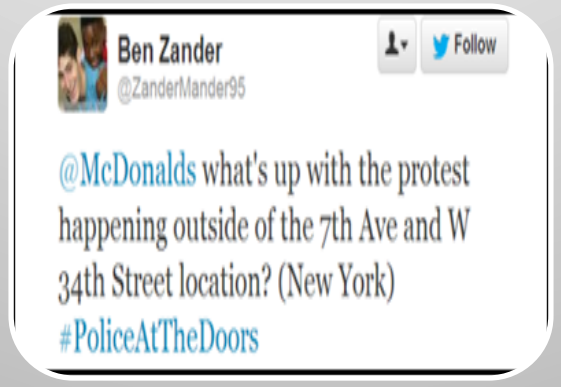


Think of Social as a Tool to Drive Your Brand or Business



A tool to drive menu innovation/marketing



To provide customer, labor and business insights

Facilitate customer recovery

Think of Social as a Tool to Drive Your Brand or Business

To improve operations

Provide HR insights

Build Relationships Without Expecting Something In Return

Oh @McDonalds. Do you know what it does to a little boy to find the Littlest Pet Shop in his Happy Meal instead of a superhero??

2:46 PM Aug 13th via Twitter for iPhone

Delete

allthingsfadra

Fadra Nally

Katie

@Kty_McD Oak Brook, IL

Member of the McDonald's Customer Satisfaction Twitter Team. Helping happy customers daily! Ba-Da-Ba-Ba-Bah :)

http://www.aboutmcdonalds.com/mcd/media_center/mcdnlds_twttr_cntcts_092509.html

She wrote to Fadra and apologized

Happy Kid.
....Happy Mom

all.things.fadra

living. laughing. writing about it

Hey, McDonald's: I'm lovin' it

in NOSTALGIA, CUSTOMER SERVICE, KIDS, MARKETING, SOCIAL MEDIA

I love a good story with a happy ending. I love it even more when it involves social media and customer service. But I can't spill the beans right away. I have to make you read through irrelevant personal history before I get to my point. Because it's my blog. And I can do that.

30 tweets

retweet

Embrace Your New 24/7 Career Choice

… And Act Swiftly

Birthday surprise with actress Mindy Kaling

Original Messages

Response Engagement

Don’t Take Yourself Too Seriously… (Bacon Always Wins)

Embrace Fans To Co-Create Your Brand

Embrace Fans To Co-Create Your Brand

And Finally …K.I.S.S.