



1245 Pine Avenue
🏠 **Make Me Move***
Price \$300,000



1265 Cedar Way
🏠 **Pre-Foreclosure**
Zestimate* \$250,000



1265 Oak Way
🏠 **Sold on 3/31/13**
Sold for \$237,000



3467 Maple Street
🏠 **For Rent \$2,500**
Rent Zestimate* \$2,430



3451 Alder Street
🏠 **For Sale \$266,000**
Zestimate* \$260,000



Social Media ROI

Whitney Curry, Sr. Marketing Manager, Zillow
@WhitneyT

Zillow Social Media Cornerstones

- I. There's no such thing as over-communicating
 - I. Case study: #ZEarnings

- II. Data is your (best) friend
 - I. Case study: #AskObamaHousing

- III. The consumer is the north star
 - I. Case study: @Zillow

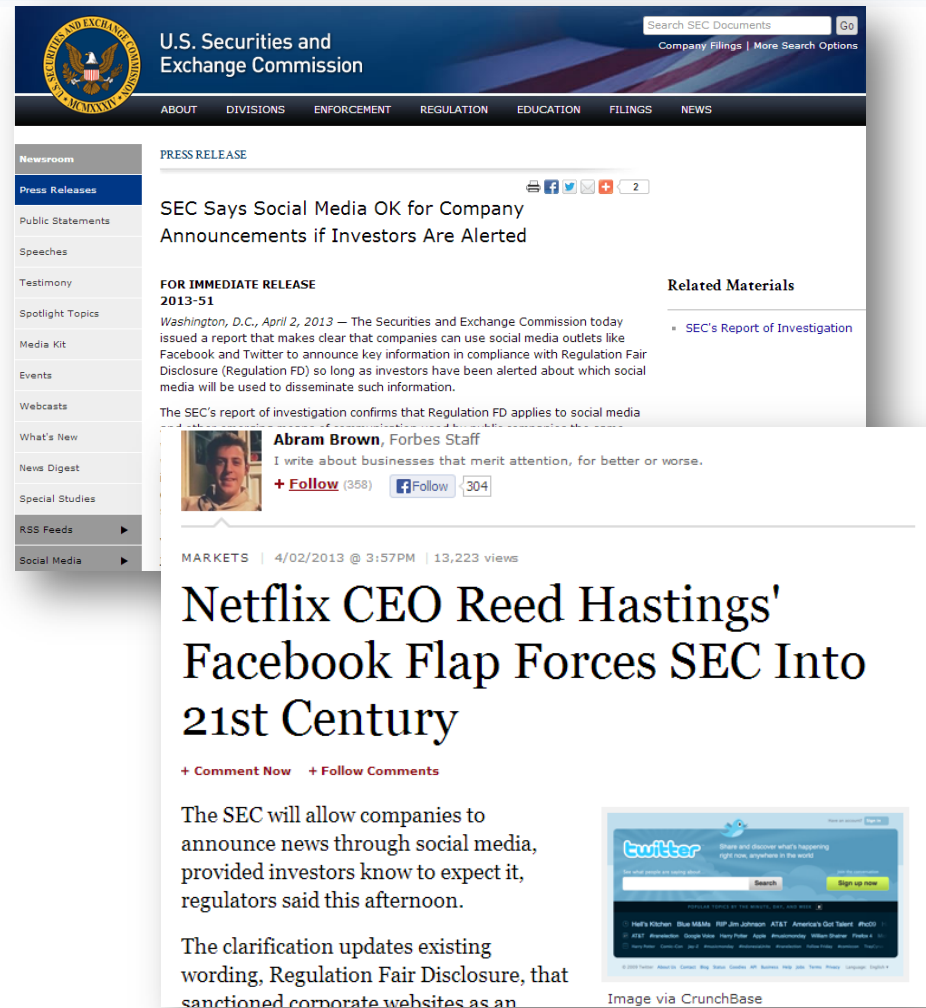
There's No Such Thing As Over-Communicating

Basic Principle

- Nobody likes surprises

Tip

- When innovating with social, get cross-functional buy-in on your business objectives and marketing plan
 - Legal
 - PR
 - IR
 - Design/Brand
 - Customer Support



The screenshot shows the U.S. Securities and Exchange Commission (SEC) website. The main content is a press release titled "SEC Says Social Media OK for Company Announcements if Investors Are Alerted". The press release is dated April 2, 2013, and states that the SEC has issued a report clarifying that companies can use social media outlets like Facebook and Twitter to announce key information in compliance with Regulation Fair Disclosure (Regulation FD) as long as investors have been alerted about which social media will be used to disseminate such information. The report of investigation confirms that Regulation FD applies to social media.

Below the press release, there is a tweet from Abram Brown, Forbes Staff, dated 4/02/2013 @ 3:57PM. The tweet reads: "Netflix CEO Reed Hastings' Facebook Flap Forces SEC Into 21st Century". The tweet has 358 follows and 304 comments. Below the tweet, there is a quote from the SEC: "The SEC will allow companies to announce news through social media, provided investors know to expect it, regulators said this afternoon." Below the quote, there is another quote: "The clarification updates existing wording, Regulation Fair Disclosure, that sanctioned corporate websites as an".

The screenshot also shows a sidebar on the left with a "Newsroom" menu containing items like "Press Releases", "Public Statements", "Speeches", "Testimony", "Spotlight Topics", "Media Kit", "Events", "Webcasts", "What's New", "News Digest", "Special Studies", "RSS Feeds", and "Social Media".

Case Study:#ZEarnings



- Newsroom
- Press Releases
- Public Statements
- Speeches
- Testimony
- Spotlight Topics
- Media Kit
- Events
- Webcasts
- What's New
- News Digest
- Special Studies
- RSS Feeds ▶
- Social Media ▶

PRESS RELEASE

SEC Says Social Media OK for Company Announcements if Investors Are Alerted

**FOR IMMEDIATE RELEASE
2013-51**

Washington, D.C., April 2, 2013 — The Securities and Exchange Commission issued a report that makes clear that companies can use social media, such as Facebook and Twitter, to announce key information in compliance with Regulation Fair Disclosure (Regulation FD) so long as investors have been alerted that such information will be used to disseminate such information.

The SEC's report of investigation confirms that Regulation FD and other emerging means of communication used by public companies in ways that apply to company websites. The SEC issued guidance that company websites can serve as an effective means for disseminating information if they've been made aware that's where to look for it. Today's company communications made through social media channels, such as selective disclosures and, therefore, require careful Regulation FD compliance.

"One set of shareholders should not be able to get a jump on the market just because the company is selectively disclosing important information."



Abram Brown, Forbes Staff

I write about businesses that merit attention, for better or worse.

[+ Follow](#) (358) [f Follow](#) 304

MARKETS | 4/02/2013 @ 3:57PM | 13,223 views

Netflix CEO Reed Hastings' Facebook Flap Forces SEC Into 21st Century

[+ Comment Now](#) [+ Follow Comments](#)

The SEC will allow companies to announce news through social media, provided investors know to expect it, regulators said this afternoon.

The clarification updates existing wording, Regulation Fair Disclosure, that sanctioned corporate websites as an



Image via CrunchBase

Case Study: #ZEarnings

Social ROI

- **Increased Investor Participation:** Social integration allowed for x2 the number of active call participants compared to past quarters
- **Social Audience Growth:** 7x # of daily followers the week of #ZEarnings
- **Thought Leadership:** Positioned Zillow as a thought leader in social media, Investor Relations, Legal

Zillow

**TWEET.
POST.
CALL.
COMMENT.**

However you want to connect with us, we're listening.

#ZEarnings

#ZEarnings

This graphic features the Zillow logo at the top right. The main text is in large, bold, white letters. Below it is a smaller line of text and the hashtag #ZEarnings. At the bottom are social media icons for Facebook and Twitter, and the hashtag #ZEarnings again.

Zillow

**ZILLOW IS GROWING.
FAST.**

#ZEarnings

This graphic features the Zillow logo at the top right. The main text is in large, bold, white letters. Below it is a line graph showing an upward trend. At the bottom are social media icons for Facebook and Twitter, and the hashtag #ZEarnings.

Zillow

ZILLOW IS THERE.

Feeling Overly Optimistic About Housing? Improving.

Pro-Market
FOR SALE
FOR RENT
Recently Sold

MORTGAGE
DIGG
Zestimate
BORROWERS

#ZEarnings

This graphic features the Zillow logo at the top right. The main text is in large, bold, white letters. Below it is a smaller line of text. In the center is a house icon with various text elements. At the bottom are social media icons for Facebook and Twitter, and the hashtag #ZEarnings.

Zillow

ZILLOW IS MOSTLY MOBILE.

Mobile vs. Desktop:
55% of visits occur on mobile devices.

#ZEarnings

This graphic features the Zillow logo at the top right. The main text is in large, bold, white letters. Below it is a smaller line of text. At the bottom are icons for a mobile phone and a tablet, and the hashtag #ZEarnings.

Zillow

More than
241 MILLION HOMES
were viewed on Zillow Mobile in April.

That's
93 HOMES EVERY SECOND.

#ZEarnings

This graphic features the Zillow logo at the top right. The main text is in large, bold, white letters. Below it is a smaller line of text. At the bottom are icons for a mobile phone and a tablet, and the hashtag #ZEarnings.

Case Study: #ZEarnings

CNBC, Wall Street Journal, USA Today, Xconomy, Forbes, The Street, and more



CNBC @CNBC Following

Zillow made social media history, taking questions on Twitter and Facebook during its earnings call. cnb.cx/16VoAnR (via @MCWellons)



THE WALL STREET JOURNAL.

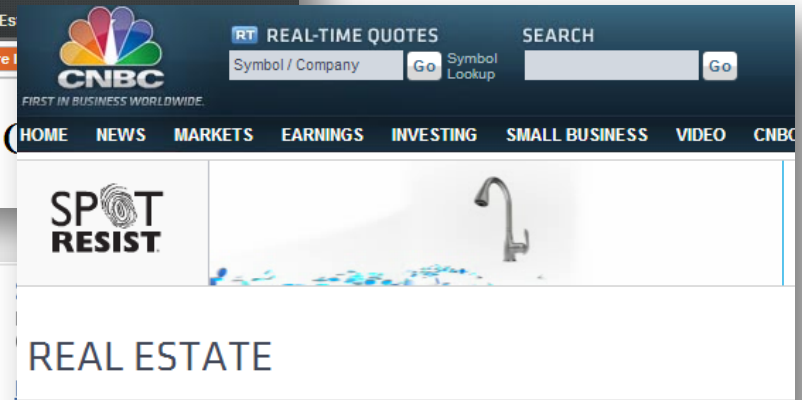
U.S. EDITION | Wednesday, April 24, 2013 As of 5:12 PM EDT

Home World U.S. New York **Business** Tech Markets Market Data Opinion Life & Culture Real Es

Earnings Economy Health Law Autos Management Media & Marketing Energy Small Business Startups More

PRESS RELEASE | April 24, 2013, 5:12 p.m. ET

Zillow to Allow Social Media Questions During Call



CNBC FIRST IN BUSINESS WORLDWIDE.

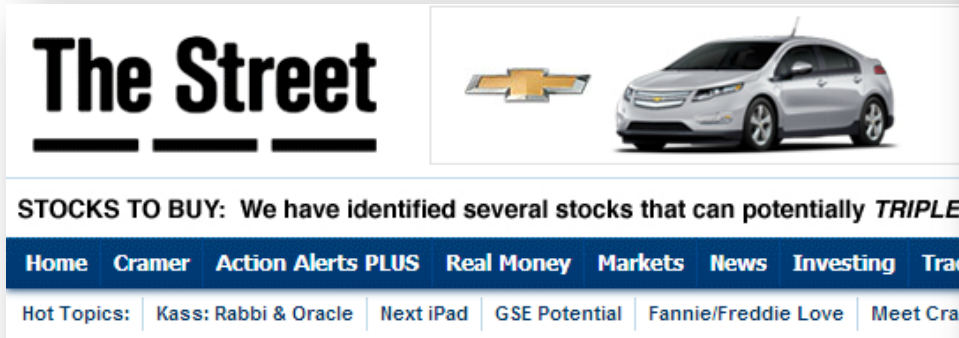
REAL-TIME QUOTES SEARCH

Symbol / Company Go Symbol Lookup Go


HOME NEWS MARKETS EARNINGS INVESTING SMALL BUSINESS VIDEO CNBC

SPOT RESIST

REAL ESTATE



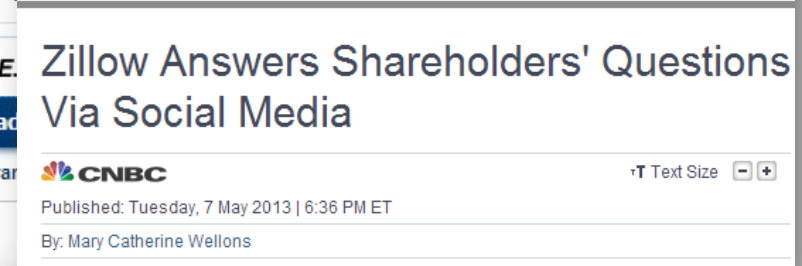
The Street



STOCKS TO BUY: We have identified several stocks that can potentially *TRIPLE*.

Home Cramer Action Alerts PLUS Real Money Markets News Investing Trac

Hot Topics: Kass: Rabbi & Oracle Next iPad GSE Potential Fannie/Freddie Love Meet Cra

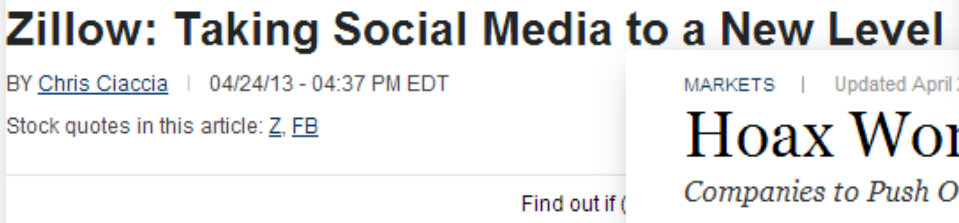


Zillow Answers Shareholders' Questions Via Social Media

CNBC Text Size

Published: Tuesday, 7 May 2013 | 6:36 PM ET

By: Mary Catherine Wellons



Zillow: Taking Social Media to a New Level

BY [Chris Ciaccia](#) | 04/24/13 - 04:37 PM EDT

Stock quotes in this article: [Z](#), [FB](#)

Find out if (



MARKETS | Updated April 25, 2013, 2:06 a.m. ET

Hoax Won't Deter Tweeting

Companies to Push On With Social-Media Disclosure; Banks Expanding Access

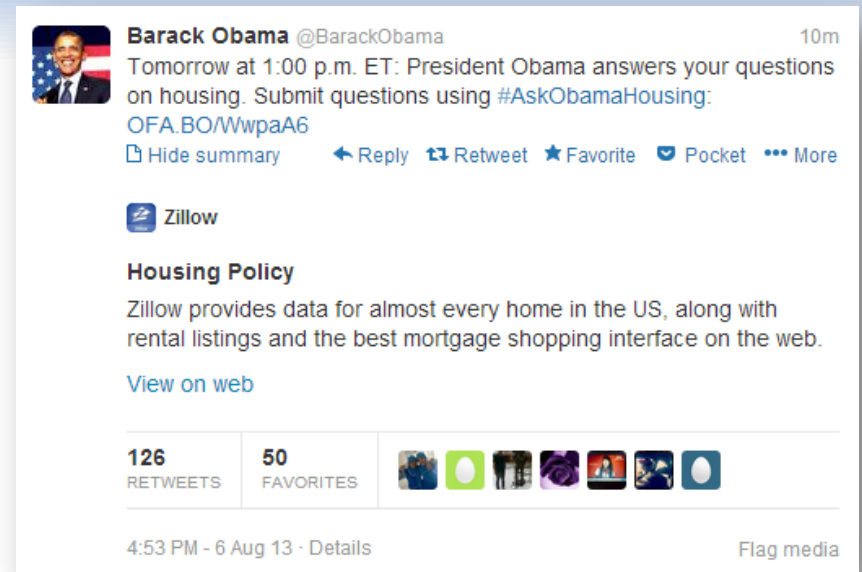
Data is Your (Best) Friend

Basic Principle

- Leverage social data to drive real-time audience insights that shape the narrative of your brand

Tip

- Build your social infrastructure in advance of the storm to prepare yourself for real-time opportunities
 - Community management, workflow, customer support integration, and reporting infrastructure



Barack Obama @BarackObama 10m
Tomorrow at 1:00 p.m. ET: President Obama answers your questions on housing. Submit questions using #AskObamaHousing: OFA.BO/WwpaA6
[Hide summary](#) [Reply](#) [Retweet](#) [Favorite](#) [Pocket](#) [More](#)

Zillow

Housing Policy

Zillow provides data for almost every home in the US, along with rental listings and the best mortgage shopping interface on the web.

[View on web](#)

126 RETWEETS 50 FAVORITES

4:53 PM - 6 Aug 13 · Details [Flag media](#)



whitehouse 6 months ago [Follow](#)
President Obama will answer your questions about housing during a live event with @Zillow on 8/7. Submit your instavideo questions now with #AskObamaHousing

[danielmugasa](#), [almamuja](#), [qdogmac](#) and 7,406 others like this.

[love_c_5](#) I'm deaf not understand what you did speak. And I'm not well write. 🙏 Wish see your hand sign language ASL.

[love_c_5](#) And wish see meet you president and I love teach you learn ASL. 🙏

[fergieleaves](#) Beautiful!!!! I love him!!!!

[sickde719](#) #fuckboy

[paolalavescobardei](#) *GOODGUY

[khrishaujohnson](#) Ok lol

Leave a comment...

Case Study: #AskObamaHousing

- Social listening dashboards
- Social trends analysis
- Custom app development

The screenshot shows a Twitter search interface for the hashtag #AskObamaHousing. The top navigation bar includes Home, Connect, Discover, and Me, along with a search bar containing the hashtag and a settings icon. The main content area is divided into several sections:

- Results:** A sidebar menu with options for People and Photos.
- Who to follow:** A list of suggested accounts including GE Capital, Business & Finance, and Prepare to Wed.
- Trends:** A list of trending topics, with #AskObamaHousing circled in red. Other trends include #LGG2, #DescribeYourBestFriendInOneWord, #uptominschoo, yearin4words, #timetoplaylive, Miley Cyrus, The Dark World, Putin, Stephen Colbert, and Nairobi.
- Results for #AskObamaHousing:** A list of tweets from users like Dan Green, Rich Barton, Heritage Foundation, and Yahoo! News, all discussing housing issues and the President's stance.
- Photos:** A section displaying promotional banners for a live Q&A session with President Obama on housing, featuring Fannie Mae and Freddie Mac.

At the bottom of the page, there is a footer with copyright information and links to various resources.

Case Study: #AskObamaHousing

Social ROI

- Brand authority & category leadership
- Government relations
- Traffic
- Earned media



7. The President [answers your housing questions on Zillow.com](#).

Year in Review: Our 13 Favorite Online Moments of

At the White House, we're always looking for new ways to engage with citizens and 2013 was no exception. As 2013 comes to an end, it's time to look back on our favorite online moments of the past year.

This year, President Obama answered your questions about housing on Zillow.com connected directly with Americans from around the country during a Fireside Chat on the State of the Union Address. In his first year on Twitter, President Obama



President Obama answered your questions ...
A MONTH AGO

Case Study: #AskObamaHousing



HARP REFINANCING 101
Zillow.com/Education/HARP
October 3rd, 2:30pm EDT



Featuring **MEG BURNS** of the Federal Housing Finance Authority; Moderated by Zillow Director of Mortgages **ERIN LANTZ**.



#HARPrefi



A CONVERSATION ABOUT GSE REFORM
Facilitated by Zillow Chief Economist Stan Humphries.

with Senators **Bob Corker & Mark Warner**.

THURS, SEPT. 19TH



BUILDING EQUALITY IN HOUSING
A Town Hall Meeting with **HUD Secretary Shaun Donovan**
Moderated by Zillow Chief Economist **Dr. Stan Humphries**



#BuildingEquality Wednesday, January 22 at 1 PM ET / 10 AM PT



FALL 2013 HOUSING FORUM
Follow #HousingFuture and ask your questions about the housing recovery.



zillow.com/education/HousingForum



The Consumer is the North Star

Basic Principle

- The consumer always comes first.

Tip

- Align your social engagements with user personas
- Understand the integration between paid, owned, earned.
- Establish customer service SLAs

Romey Rome @RomelsLike Jan 14
Surf Zillow one time out of state, then talk to me about buying property in LA.
Details Reply Retweet Favorite More

Zillow @zillow Jan 14
@RomelsLike Affordability issues in California are expected to ease this year. See full report and good news here: zlw.re/6013dfd1
Details Reply Retweet Favorite More

Romey Rome @RomelsLike Follow

@zillow #shoutout to your social media manager for a timely, relevant response. Great job!

Reply Retweet Fav

1 FAVORITE



3:41 PM - 14 Jan 2014

Erin Ortiz @wththen Follow

Property wars (is it?) has me downloading Zillow and looking at random houses ☐

Reply Retweet Favorite More

10:12 PM - 25 Jan 2014

Zillow @zillow Jan 26
@wththen Sounds like fun to us! What do you think of the app so far? Let us know! zlw.re/6016egZj #ForSale #ForRent
Details Reply Retweet Favorite More

Erin Ortiz @wththen Jan 26
@zillow i love you guys! If it wasnt for you, i wouldnt have found my current place (:
Details Reply Retweet Favorite More

Key Takeaways

- I. **Ask questions; set expectations**
 - I. **What data is most important to your executive team?**

- II. **Iterate constantly on content**
 - I. **Stick close to the data. Use social intelligence to drive business decisions.**

- III. **Plan ahead for your big moment**
 - I. **Select strategic partners in advance of the storm.**

Zillow Social Media Toolkit

- Sprinklr



- Crimson Hexagon



- Google Analytics



#KeepInTouch

- Email: whitneyt@zillow.com
- Twitter: @WhitneyT
- LinkedIn: <http://www.linkedin.com/in/whitneycurry>

