



# Social Business

Is your company a social organization or just "doing social?"

Cheryl Reynolds  
AICPA, Vice President– Communications,  
Advertising and Brand Management



# Measurement: Where do you start?



The Brand's  
Impact in  
Social Media

# What to Measure

## ▶ **Specific to your goals**

- Measure what matters to you

## ▶ **Awareness**

- Followers, fans, growth of network over time and connections

## ▶ **Engagement**

- Clicks, likes, shares, comments and +1s

## ▶ **Traffic**

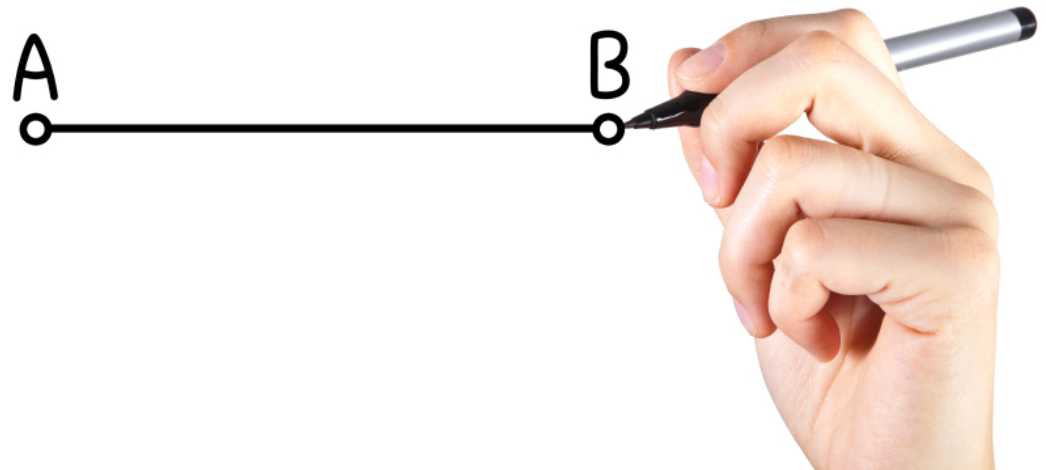
- Clicks, referrals to website

## ▶ **Sentiment**

- Positive or negative nature of social conversation

# How to Monitor & Measure

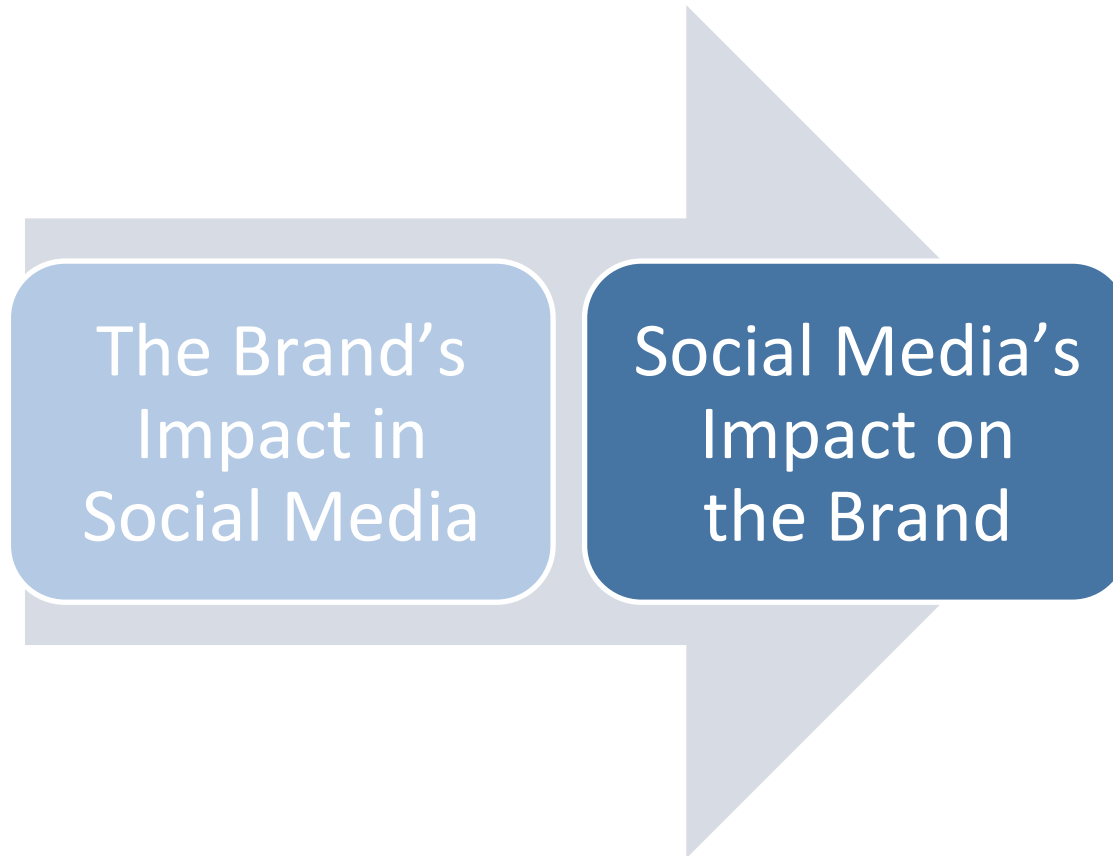
- ▶ **Site specific tools**
- ▶ **Google Analytics & Alerts**
- ▶ **HootSuite**
- ▶ **Paid tools**
  - Argyle Social
  - Radian6
  - Hashtracking
  - Tailwind



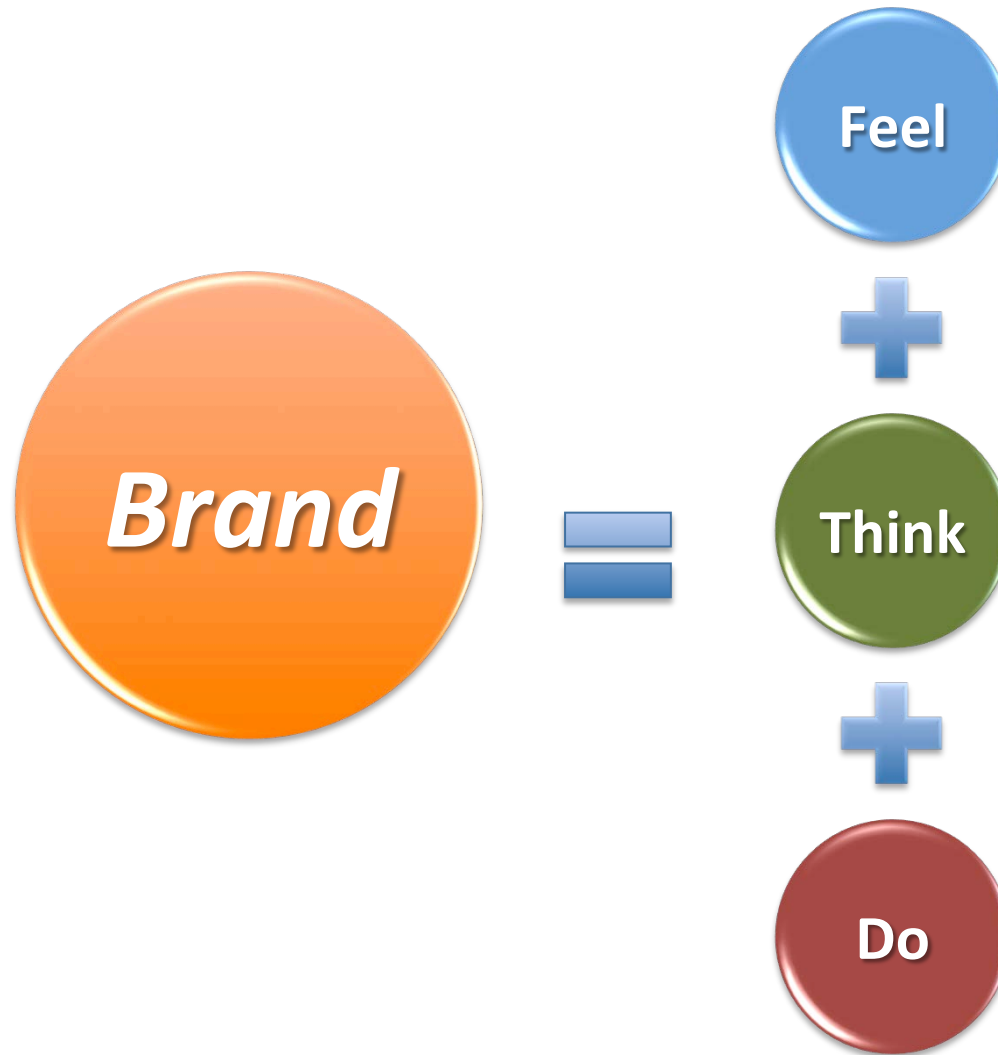
...but it's more  
than that.



# Measurement: A paradigm shift



# Social interaction and brand



# What is Social Business?



# Social business

**“Activities that use social media, social software and social networks to enable more efficient, effective and mutually useful connections between people, information and assets. These connections can drive business decisions, actions and outcomes across the organization.”**

*--Social Business: What are Companies Really Doing Report*

# Think value add

▶ **Social business is operational, embedded into every segment of the business**

- Customer service
- Strategy
- Sales
- Staff development
- Innovation
- New revenue lines

▶ **Social business encompasses every aspect of brand**

- Thinking about your brand
- Feeling about your brand
- Engaging with your brand

# Business change #1

- ▶ **Customer interaction = brand experience**
- ▶ **From customer service to customer evangelists**
  - Service Center integration
    - Answering questions
    - Confirming membership status
    - Enhancing engagement
    - Converting detractors
    - Transforming experiences



# Customer service examples

**AICPA**  
Tom Hood, CEO of Maryland Association of CPAs says social media is a tool to begin a conversation with customers and potential customers. Does your firm have a social media strategy in place? <http://ar.gy/476k>  
Like · Comment · Share · Edit · April 30, 2013

4 people like this. Top Comments ▾

Write a comment...

**Elena Tercero** I'm working with my firms partners to set up our SM marketing to include twitter, LinkedIn & our website. Excited to be taking the lead on this project & integrating SM into our marketing strategy, so important.  
Unlike · Reply · 1 · April 30, 2013 at 11:17am

**AICPA** That's exciting, Elena! If you're an AICPA member and need additional information on social media marketing, you can access AICPA's Social Media User Guides here: <http://www.aicpa.org/.../Pages/SocialMediaMarketing.aspx>.

**AICPA - Social Media User Guides**  
[www.aicpa.org](http://www.aicpa.org)  
AICPA - Social Media User Guides- Social media is a rapidly growing part of our ... [See More](#)

Like · Remove Preview · 1 · April 30, 2013 at 12:20pm

Write a reply...

**Elena Tercero** Thank you! I am a member of AICPA & will take a look at the resource available.  
Unlike · Reply · 1 · April 30, 2013 at 12:25pm

**Andrew Steinbach** @SteinbachLOL

Follow

I need to join AICPA and MnCPA this week. - 10 Jul

More Tweets

**ThisWayToCPA** @ThisWayToCPA

@SteinbachLOL Are you a student? If so, you can join the AICPA for free on our website: [thiswaytocpa.com/join-aicpa/](http://thiswaytocpa.com/join-aicpa/) - 10 Jul

**Andrew Steinbach** @SteinbachLOL

Follow

@ThisWayToCPA Yes, I am a student!  
Going to sign up tomorrow.

# Business Change #2

## ▶ “Ivory Tower” strategy to customer-driven strategy

- Business intelligence
- Informal research/polling
- Crowdsourcing
- Idea generation
- Product development
- Trend insight



# Strategy example: Crowdsourcing

**MEMBER IDEA EXCHANGE**

Home Challenges Ideas Analytics

What's new?

**Latest Challenges**

- "Are professional development opportunities..."  
Submitted 20 days ago by Joel Stinson
- "What roadblocks need to be addressed in or..."  
Submitted 26 days ago by Joel Stinson

**Idea 1:** 0 votes, 11 visits  
"Check out what TED Ed has created to help develop content."  
Using TED Ed concept of developing learning for continuing education.  
Submitted 43 days ago | 0 Comments | Tags: Learning Modules  
Posted in the challenge: What are the top learning opportunities for the profession in terms of how learning is designed and delivered? (Future of Learning)  
Status: In Evaluation  
101 points

**Idea 2:** 1 vote, 10 visits  
"No more "one size fits all""  
It seems most learning is designed and delivered with the "one size fits all" mentality. If we could deliver learning experiences that are uniquely tailored to the individual learner, the experience would be much more effective and enjoyable!  
Submitted 54 days ago | 1 Comment  
Posted in the challenge: What are the top learning opportunities for the profession in terms of how learning is designed and delivered? (Future of Learning)  
Status: In Evaluation  
817 points

# Business change #3

## ► Communications channel to sales conversions

- More than promotions— a bottom line contributor
  - Publications, webcasts, conference and products
- Customer stickiness: innovate new ways to generate conversations and engagement



# Sales examples: Products & hashtags

 **AICPA** shared a link.  
Posted by Stacie Holyfield Saunders [?] · Yesterday

The AICPA's IFRS Certificate Program is a comprehensive, integrated curriculum of 25 online self-study courses. Developed by subject matter experts from around the world, this scenario-based series of courses use multimedia elements and interactive exercises to guide you through the concepts under each area of IFRS. Order now to get started. <http://ar.gy/5isf>

|   |  |
|---|--|
|  <p>International Financial Reporting Standards (IFRS)</p> | <p><b>IFRS Certificate Program</b><br/><a href="http://www.cpa2biz.com">www.cpa2biz.com</a></p> <p>With more than 120 countries that either require or permit the use of International Financial Reporting Standards (IFRS) and the nearing...</p> |
|---|--|

Like · Comment · Share 2

 17 people like this.

 Write a comment... 

 **AICPA\_EDGE**  
Search   

[@DianeWilczewski](https://twitter.com/mxC7xQgVRS)  
[pic.twitter.com/mxC7xQgVRS](https://pic.twitter.com/mxC7xQgVRS)  
 Retweeted by GeaugaCPA

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 **Sarson\_CPA**  
2:24pm via Twitter for iPhone    

Strengths-Based Leadership Small Group Workshop today... SO powerful!  
[#AICPA\\_EDGE](#) [#FusionNet](#)  
[@DianeWilczewski](https://twitter.com/mxC7xQgVRS)  
[pic.twitter.com/mxC7xQgVRS](https://pic.twitter.com/mxC7xQgVRS)  
 1 retweets

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 **Sarson\_CPA**  
Dec 4, 5:09pm via Tweet Button

The Big Guy Reconsidered [bit.ly/1fJtTYL](http://bit.ly/1fJtTYL)  
Great read on leadership, flying turkeys & one of my favorite shows! [#AICPA\\_EDGE](#) [#FusionNet](#)  
 Retweeted by DDIworld and 1 others

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 **tomhood**  
11:15am via HootSuite

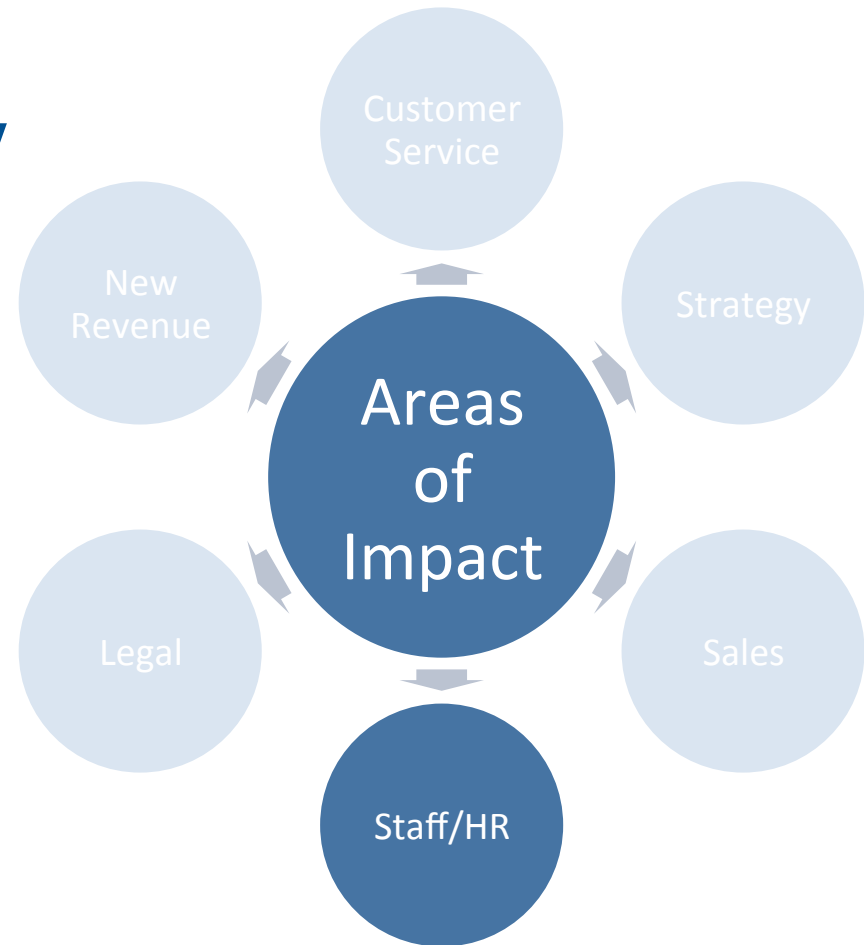
Thanks! RT [@jmancini77](#): RT [@tomhood](#) Is it the end of competitive advantage?  
[ow.ly/rse5w](http://ow.ly/rse5w) [#BLIEdge](#) [#Tech13](#) [#AICPA\\_EDGE](#) [#FusionNet](#)  
 Show Conversation

Drove 6,193 clicks to AICPA products last quarter

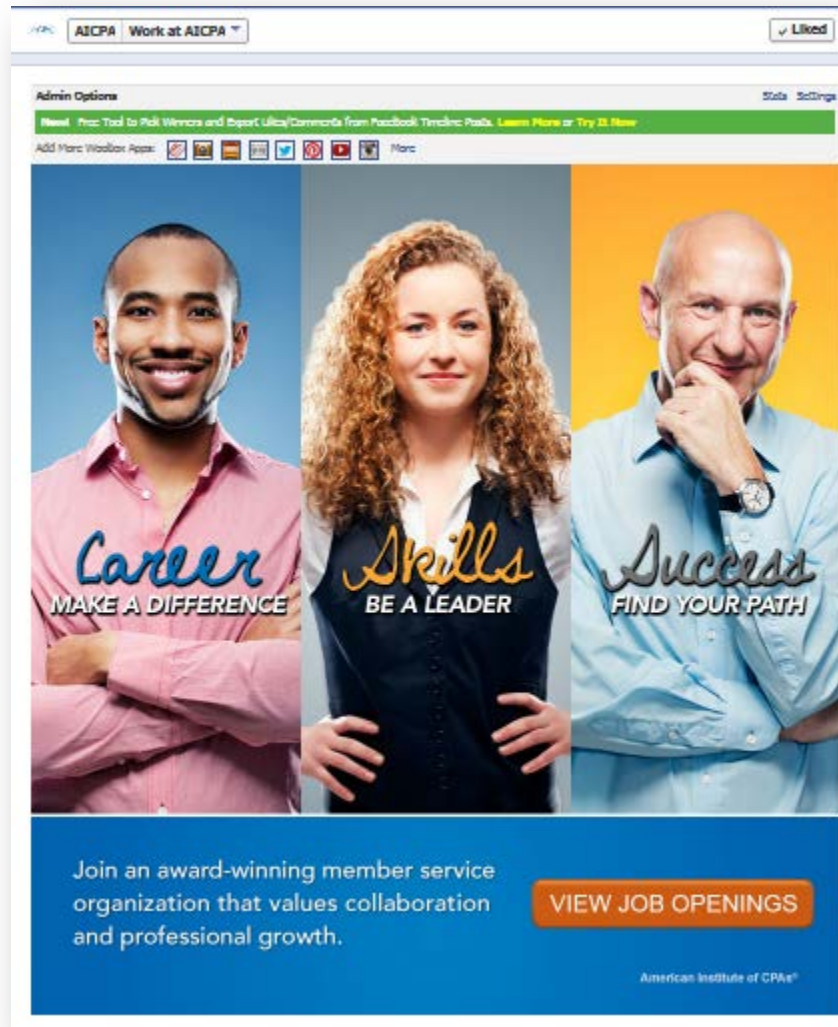


# Business change #4

- ▶ **Staff productivity, collaboration and loyalty**
  - Internal community
  - Employer image
- ▶ **Staff training**
- ▶ **Talent acquisition**



# HR example: Career Facebook tab



Drove 809 clicks to AICPA job postings in the last year

# Business change #5

- ▶ **More than policy**
- ▶ **Legal = business intelligence and protection**
  - Brand monitoring
  - Domain name watch reporting
  - Trademark scanning
  - Defensive URLs
  - gTLDs (generic Top Level Domains)



# Business Change #6

## ▶ Avenue to new revenue

- Social media webcasts and training sessions
- Social media handbooks
- LinkedIn group dues incentive



# New revenue examples



A screenshot of the AICPA LinkedIn group page. At the top, there's a search bar and navigation links for Home, Profile, Network, Jobs, and Interests. Below that is a banner for '#CPAPOWERED Your Clients. Their Stories.' with a 'Learn More.' link to aicpa.org/cpapowered. The main content area shows a discussion prompt: 'Start a discussion or share something with the group...' and a 'Your Activity' section. A featured article titled 'Private Companies Can Amortize Goodwill' is visible, with a sub-header 'Quality Control Partner | Forensic Accountant | Auditor' and a snippet of text: 'FASB has issued ASU No. 2014-02: Intangibles - Goodwill allows private companies to now amortize goodwill. Here'

A screenshot of the AICPA Insights Live webcast page. The header features the 'AICPA Insights' logo and navigation links: Home, Our Bloggers, AICPA Insights Live, Archives, Categories, About. The main heading is 'AICPA Insights Live'. Below it is an orange RSS icon connected to a mouse. The text describes the weekly webcast series, which covers hot topics important to AICPA members and the CPA profession. It mentions that the series is a component of the award-winning AICPA Insights blog and is one more way the AICPA is bringing members and the profession the most up to date information wherever they serve. A section titled 'Check back soon for the 2014 schedule.' is followed by a list of past webcasts, including 'Top 10 Risks Facing Nonprofits, 1 to 2:15 p.m. ET on Oct. 11'. The text for this entry reads: 'Managing risk in a not-for-profit organization is a bit like juggling chainsaws: when leaders "drop the ball," serious harm can result. This session explored ten risk issues that need to be understood and managed, with practical tips and advice on juggling risks while keeping your mission aloft. Read the live blog to see what you missed.'

# Key Takeaways

- ▶ **Measurement is important— find the right tools and use them**
- ▶ **But... Social media's true value: moving from a communications channel to a way of doing business**
- ▶ **Social business embeds social media in operations to drive bottom line results -- ROI at its best!**
- ▶ **Social media can and should change every area of your business— from your sales channels to your customer interactions to your strategy development**



# Thank You



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