

# Are You 'LPC' on Twitter?

How to Make Your Brand Live,  
Public and Conversational

**Paul Dickard**

Vice President, Corporate/External  
Communications, AECOM

Paul.Dickard@aecom.com

#PRNews

@AECOM

**AECOM**

# AECOM Overview



Governor George Deukmejian Courthouse  
Long Beach, California, United States

## Purpose:

To create, enhance and sustain the world's built, natural and social environments.

**\$8.0B**  
in revenue

**45K**  
Employees

## What we do:

Architecture; Building  
Engineering; Construction  
Services; Design + Planning;  
Economics; Energy;  
Environment; Government;  
Mining; Oil + Gas; Program,  
Cost, Consultancy; Program  
Management; Transportation;  
Water

**No. 320**  
*Fortune 500*

**150**  
Countries

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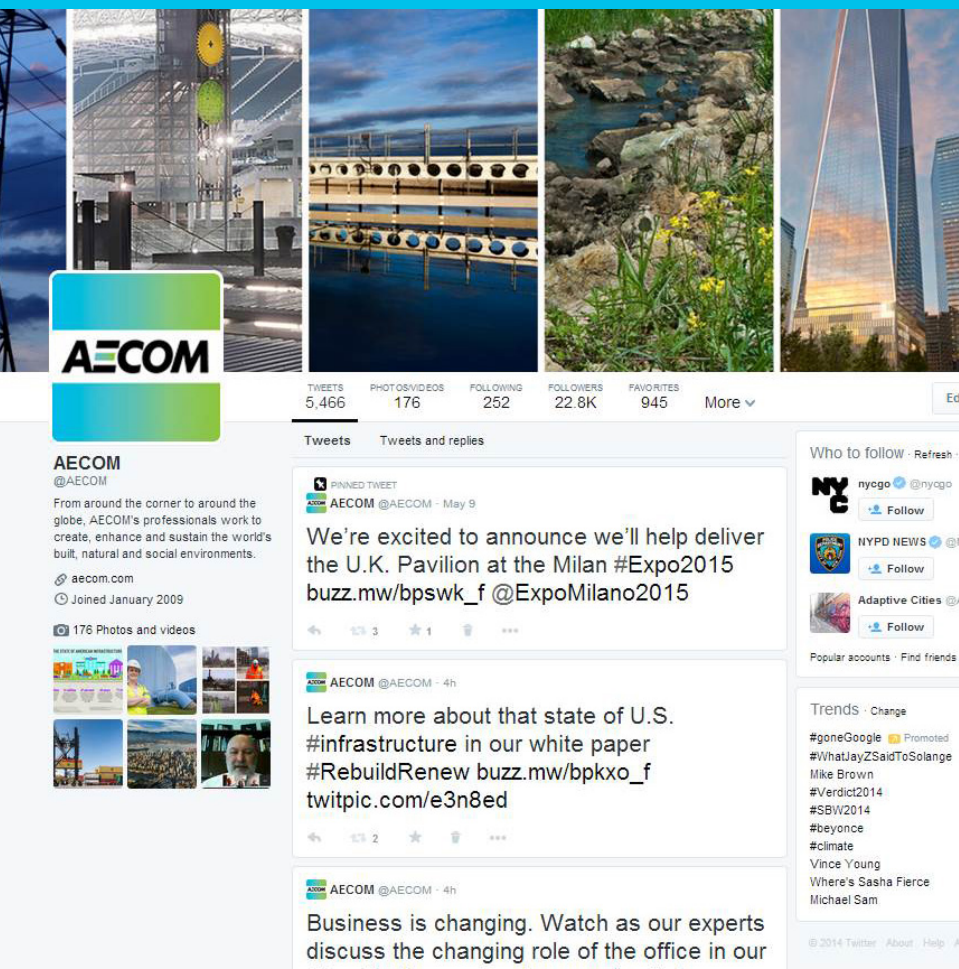
# AECOM and Twitter Corporate

136  
Tweets Per Month  
(Average)

218  
Tweets RT'd  
Per Month  
(Average)

Activated  
June 2010

1 FTE  
Overseeing All SM  
Activity



The image shows a screenshot of the AECOM Twitter profile page. At the top, there are four images: a modern building interior, a water treatment facility, a natural landscape with a stream, and the Freedom Tower. Below the images is the AECOM logo and profile information: 5,466 tweets, 176 photos/videos, 252 following, 22.8K followers, and 945 favorites. The bio states: "From around the corner to around the globe, AECOM's professionals work to create, enhance and sustain the world's built, natural and social environments." The page shows two tweets. The first is a pinned tweet from May 9: "We're excited to announce we'll help deliver the U.K. Pavilion at the Milan #Expo2015 buzz.mw/bpswk\_f @ExpoMilano2015". The second tweet from 4 hours ago says: "Learn more about that state of U.S. #infrastructure in our white paper #RebuildRenew buzz.mw/bpkxo\_f twitpic.com/e3n8ed". The right sidebar shows "Who to follow" with accounts like nycgo, NYPD NEWS, and Adaptive Cities, and "Trends" including #goneGoogle, #WhatJayZSaidToSolang, and #Verdict2014.

22.8K  
Followers

#PRNews

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# AECOM and Twitter Operations



Who to follow

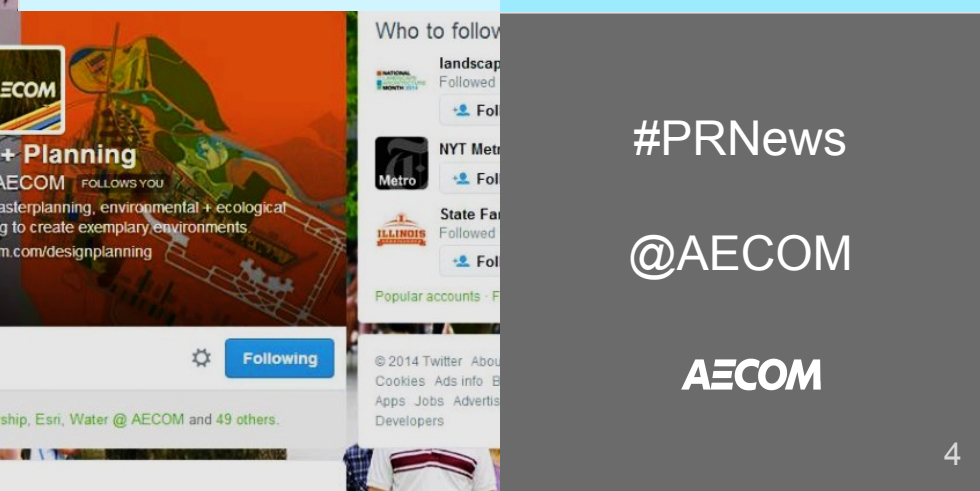
- Jordan Jon Followed by
- Soil Engine Followed by
- Oasys Softw Followed by

Popular accounts: Find

© 2014 Twitter About H Cookies Ads info Bran Apps Jobs Advertise Developers

## 15 Additional AECOM Twitter Handles

## 40.5K Followers Across All Handles (ex. Corporate)



# Our Twitter Operating Philosophy

- Curate the AECOM Experience
- Participate in (and Lead) the Public Discourse
- Be Human



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# Curate the AECOM Experience (Bring the Brand to Life)

## #CSR



Go #urban farming in #Christchurch, NZ!  
Our pro-bono work is turning this vision into a reality [buzz.mw/bpieg\\_f](http://buzz.mw/bpieg_f) #AECOMgivesback

## #Safety



AECOM ensures #safety of workers on #HongKong Central-Wan Chai Bypass project. #SafetyatAECOM [buzz.mw/bpgf3\\_f](http://buzz.mw/bpgf3_f)



At AECOM, supporting non-profit orgs is vital. Learn about our partner orgs @EWBUSA + @WaterForPeople [buzz.mw/b56kg\\_f](http://buzz.mw/b56kg_f) #AECOMgivesback



Proud to support @WaterForPeople! Check out this great video to see all our accomplishments in 2013 [buzz.mw/b5obt\\_f](http://buzz.mw/b5obt_f) #AECOMgivesback

Reply Delete Favorite More

Vimeo



Watch this video to learn more about LifeGuard, AECOM's innovative online #safety reporting tool [buzz.mw/b56dj\\_f](http://buzz.mw/b56dj_f) #SafetyatAECOM

Reply Delete Favorite More

YouTube

PLAYLIST | 1/242 LifeGuard: AECOM's Online Safety Reporting Tool



We're celebrating World Day for Safety and Health at Work w/snapshots of our #safety team employees around the world [buzz.mw/bporf\\_f](http://buzz.mw/bporf_f)



We recently took part in the MS Melbourne Cycle, with the 23 riders raising more than \$7,200! #AECOMgivesback [twitpic.com/dwxzd8](http://twitpic.com/dwxzd8)

Reply Delete Favorite More

TwitPic



## #PRNews

## @AECOM

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# Curate the AECOM Experience (Bring the Brand to Life)

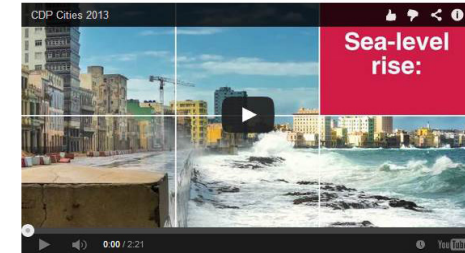
## #Cities



Watch @CDP's Global Cities Report come to life in ONE, AECOM's global e-publication [#oneAECOM](http://buzz.mw/b5ygc_f)

← Reply 🗑 Delete ★ Favorite ⋮ More

YouTube



## #Diversity



Read a full report on a 1st of its kind survey we sponsored on gender #diversity among global AEC firms [buzz.mw/bp86m\\_f](http://buzz.mw/bp86m_f) #womenofAECOM



See how we're redefining China's #urban centers to create #cities where cultural elements appeal to visitors+locals [buzz.mw/b59sr\\_f](http://buzz.mw/b59sr_f)

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Life From Asia With Life

**Cultural Tourism City: China's new model of lifestyle urban center**

By From Asia With Life @LifeCelebrating

China's richest man and his group, Dalian Wanda, are making the headlines with a series of Cultural Tourism City projects announced throughout China: Wuhan, Harbin, Nanchang, Hefei, Qingdao, Wuxi, ...



As we urbanize we need to recognize that by ignoring the urban we will continue to perpetuate inequitable #cities —Young in #ConnectedCities



Check out this #womensday photoessay, and stay tuned as we celebrate the women who inspire us [buzz.mw/bpnsn\\_f](http://buzz.mw/bpnsn_f) #womenofAECOM #IWD2014



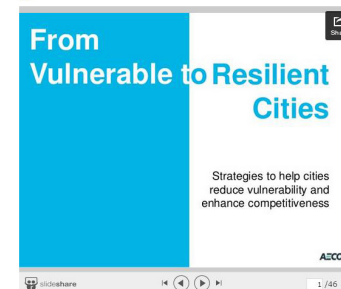
Proud to be recognized for leadership in workplace #diversity for the 3rd consecutive year by @HRC! [buzz.mw/b52p7\\_f](http://buzz.mw/b52p7_f)



Check out our recent @SlideShare presentation for even more info on how #cities can become more #disaster #resilient [buzz.mw/bp5nt\\_f](http://buzz.mw/bp5nt_f)

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SlideShare



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# Curate the AECOM Experience (Bring the Brand to Life)

## #Sustainability



Working w/a #Philadelphia project team, we helped create a #sustainability report for the city buzz.mw/b5agl\_f #cityoftheweek

## #Ethics



How do you create and sustain an #ethical corporate culture? A new @Ethisphere report explains buzz.mw/bpspd\_f #EthicsComm



We're helping build a "greener" Green Line in #Boston buzz.mw/bprrr\_f #sustainability #transport @MBTA



WATCH: Learn how Superstorm #Sandy impacted NY's Long Island Regional #Sustainability Plan buzz.mw/bp2rp\_f

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AECOM named one of the #WorldsMostEthicalCompanies for fourth-consecutive year \$ACM buzz.mw/bptz5\_f via @Ethisphere



Our @PaulJGennaro moderates ethical comms. panel at @Ethisphere's Global #Ethics Summit in NYC, Thurs., 2 p.m. ET buzz.mw/bppi9\_f



# Participate in (and Lead) the Public Discourse

## #Resilience



By planning for and building in #resilience we can arrive closer to more equitable #cities — Young buzz.mw/bphj5\_f #ConnectedCities



.@CSO\_AECOM says we need to add resilience and adaptation measures as standard protocol for all projects #Sandy buzz.mw/biwdx\_f

Reply Delete Favorite More



“The answer to future #resilience [in #cities] lies largely with #green #infrastructure.” More in #ConnectedCities buzz.mw/bp60o\_f



We've teamed w@IBM on a scorecard for @UNISDR to help make #cities more disaster resilient. Check it out here: buzz.mw/bp5n5\_f



What did we learn from #Sandy? 12 AECOM experts weigh in buzz.mw/biwd7\_f and discuss what we need to do to build urban #resiliency

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# Participate in (and Lead) the Public Discourse

## #Infrastructure

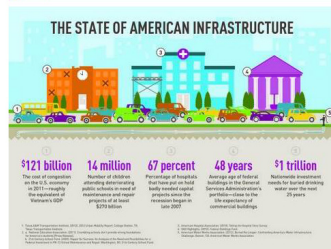


#P3s are a proven tool to address funding challenges over traditional grant-based funding in the U.S. [buzz.mw/bpxy6\\_f](https://www.buzz.mw/bpxy6_f) #RebuildRenew



Learn more about that state of U.S. #infrastructure in our white paper #RebuildRenew [buzz.mw/bpkxo\\_f](https://www.buzz.mw/bpkxo_f) [twitpic.com/e3n8ed](https://www.twitpic.com/e3n8ed)

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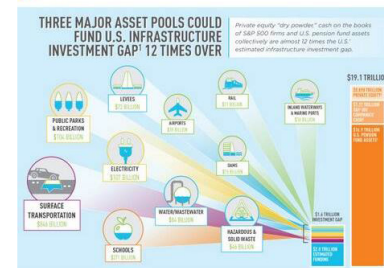


Traffic congestion in US cities remains a problem; delays, accidents, economic loss+enviro impacts #ConnectedCities [buzz.mw/b83p2\\_f](https://www.buzz.mw/b83p2_f)



\$19.1T in major asset pools could fund the #infrastructure investment gap 12 times over #P3 [twitpic.com/czc7hk](https://www.twitpic.com/czc7hk)

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 TwitPic



Vahid Ownjazayeri of our civil #infrastructure team talks #AECOMCapital + alternative project financing in @ENRnews [buzz.mw/bp9u8\\_f](https://www.buzz.mw/bp9u8_f)



A new AECOM paper outlines how #P3s can be effective to help close US infrastructure investment gap #ConnectedCities [buzz.mw/b8rni\\_f](https://www.buzz.mw/b8rni_f)



Proposed legislation to create TRIP bonds would leverage private investment for U.S. transportation projects [buzz.mw/b831j\\_f](https://www.buzz.mw/b831j_f)

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# Be Human

## #Congrats #Thanks

**CIRIA network** @CIRIANetwork

Congrats to CIRIA member **@AECOM**, who have been given key role in UK pavilion for Milan Expo 2015  
[building4change.com/page.jsp?id=23...](http://building4change.com/page.jsp?id=23...)

7:02 AM - 8 May 2014

Reply to @CIRIANetwork

**AECOM** @AECOM - May 8  
@CIRIANetwork Thanks!

**ACE Membership** @ACE\_Updates

@ACE\_Updates Thomas Webster @AECOM makes #ACEShortlist for Progress Network, Consultant of the Future Award #EEAwards Congrats!

**AECOM** @AECOM

Happy to support! MT @cltchamber: Thanks to our #P3cIt Platinum sponsors: @AECOM, @balfourbeatty and @pbworld.  
[pic.twitter.com/uSackhEYLj](http://pic.twitter.com/uSackhEYLj)

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Thanks for sharing our #SlideShare presentation @hardhathub. We hope you enjoyed it! #EarthDay

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Thx! MT @CDNParalympics Congrats @AECOM on your @ConsultingEngON award for the @AbilitiesCentre – key #TO2015 venue buzz.mw/bp2cp\_f

**AECOM** @AECOM

John Daza receives his @ACEMentorInc's Exemplary Mentor award. Congrats John!  
[buzz.mw/bphjq\\_f](http://buzz.mw/bphjq_f) [twitpic.com/e3t786](http://twitpic.com/e3t786)



By AECOM @AECOM

**AECOM** @AECOM · Feb 19  
AECOM's newest project aims to rewrite the book on #arena #design via @KCBizJournal [buzz.mw/b5egg\\_f](http://buzz.mw/b5egg_f) @SacramentoKings #ForeverPurple  
View summary

**Gokhan Inan** @Gokhaninan · Feb 19  
@AECOM @KCBizjournal @SacramentoKings Great ideas and visions!

**Sports @ AECOM** @SportsAECOM · Feb 19  
Thanks! MT @Gokhaninan: @AECOM @SacramentoKings Great ideas and visions!

**Rachel Smith** @CyclingRSmith

Huge Brisbane thanks to @thisbigcity #London for posting my blog :) [thisbigcity.net/do-bicycle-adv...](http://thisbigcity.net/do-bicycle-adv...) cc @AECOM

# #PRNews

## @AECOM



# Be Human


# #Engage

Reply to @MacbethDann

 **Nicola Patrick Young** @NicolaYoung15 · Mar 30  
@MacbethDann @edmuzik hi, I've just put a 140+ char response on the FB page explaining this is misunderstanding, we didn't say launch  
Details [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)

 **Nicola Patrick Young** @NicolaYoung15 · Mar 30  
@MacbethDann @edmuzik I work for AECOM - we want to be a partner in this fantastic community-led project only, no thunder stealing intended!  
Details [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)

 **James Macbeth Dann** @edmuzik · Mar 30  
@NicolaYoung15 @MacbethDann that's great. I've talked to a number of people who are involved in this project who were very upset  
Details [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)

 **Nicola Patrick Young** @NicolaYoung15 · Mar 30  
@edmuzik @MacbethDann I wish I had turned brain on n red-flagged that word "launched" but honestly only skimmed it, words are so important  
Details [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)

 **Nicola Patrick Young** @NicolaYoung15 · Mar 30  
@edmuzik @MacbethDann I've said to Bailey we see this as opp to strengthen partnership so hopefully we can deliver as true partner  
Details [↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)



**James Dann**  
@MacbethDann



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I am not someone's Corporate Social Responsibility Initiative (fixed link)  
[rebuildingchristchurch.wordpress.com/2014/03/31/org...](http://rebuildingchristchurch.wordpress.com/2014/03/31/org...)

[↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)



**James Dann**

**Organically-grown Aecom Astrourfing**

By James Dann @MacbethDann

A couple of times a week, I take a clik-clak container full of organic waste over to a compost heap, which is on the site of one of my old flats. This is Agropolis, on Poplar St. It is an ur...



[View on web](#)

RETWEETS 3 FAVORITES 2



3:40 PM - 30 Mar 2014

[Flag media](#)

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# Be Human

# #Connect



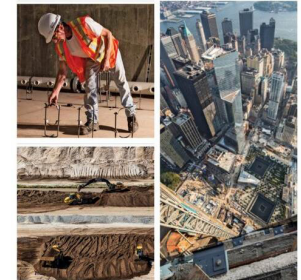
Stunning panorama shot of One World Trade Center in NYC, an #AECOMproject via @TIME buzz.mw/bpjha\_f #1WTC twitpic.com/dxi7mi

Reply Delete Favorite More



Our photographers were featured in @ENRnews photography competition! More on our @Instagram buzz.mw/b5sej\_f twitpic.com/duqlg

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AECOM Careers @AECOMJobs



Following



AECOM Careers @AECOMJobs



Following

Thanks for the shoutout RT @TheGradGuide: Find graduate opportunities @AECOM ow.ly/WBx4 #graduates #jobs

#FF our UK/Europe HR team: @water\_recruiter @JacquiBrown8 (grads) @gandy\_danielle @MalcolmLouth @LeonardVic @jhl1973 (PCC)



John Ball @John\_Ball1 - Apr 11

@AECOMJobs do you have any opportunities for Part II architects in the UK?

Expand

Reply Retweet Favorite More



AECOM Careers @AECOMJobs - Apr 11

@John\_Ball1 is that the same as Level II?

Expand

Reply Retweet Favorite More



John Ball @John\_Ball1 - Apr 11

@AECOMJobs I assume so, I'm just finishing my masters!

Expand

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AECOM Careers @AECOMJobs - Apr 11

@John\_Ball1 Here are a few job reqs for you to look at: 96417BR, 98562BR, 94582BR, 97273BR, 97109BR & search here: ow.ly/vHfyJ



Let's go #KState! Big night in the newly renovated Bill Snyder Family Stadium—proud that we could be a part of it twitpic.com/db4gfp

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Make us laugh! Post a caption (in link) for the pic for chance to win an iPod #oneAECOM buzz.mw/b5bjc\_f twitpic.com/dnp6hd

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Best of luck to our AECOM team in #Auckland, #cycling to donate 100K to Sustainable Coastlines! #CSR #AECOMgivesback pic.twitter.com/6oqsbjqhl8

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# What's Worked (For Us)

#Process

- Lean
- Empowered
- Informed
- Integrated



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# What's Worked (For Us)

#Visuals  
#Data

## Go visual

\*Studies show that content with visuals gets 94% more total views on social, and visual content is 40 times more likely to be shared on social networks

**AECOM** @AECOM

Check out this aerial rendering of #AlWakrahStadium, just unveiled by #Qatar2022 at the #ASPIRE4SPORT conference [twitpic.com/dllfaj](https://twitter.com/dllfaj)

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**AECOM** @AECOM

See what it would look like from a player's perspective in #AlWakrahStadium #Qatar2022 #ASPIRE4SPORT @AS4Tweets [twitpic.com/dllfaj](https://twitter.com/dllfaj)

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**AECOM** @AECOM

Check out this stunning image of #Vancouver, where we're supporting #sustainable urbanism [buzz.mw/bpz80\\_f](https://www.buzz.mw/bpz80_f) [twitpic.com/czc29m](https://twitter.com/czc29m)

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**AECOM** @AECOM

Learn more about that state of U.S. #infrastructure in our white paper #RebuildRenew [buzz.mw/bpkxo\\_f](https://www.buzz.mw/bpkxo_f) [twitpic.com/e3n8ed](https://twitter.com/e3n8ed)

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**THE STATE OF AMERICAN INFRASTRUCTURE**

- \$121 billion in U.S. infrastructure spending authorized in 2021, nearly the equivalent of America's GDP
- Number of U.S. cities with aging infrastructure in need of maintenance and repair projects at least \$100 million
- Percentage of private, public, and public-private partnerships in the transportation sector
- Average age of U.S. all buildings in the United States is 40 years old
- Nearly 100 million U.S. residents live in areas with outdated water and sewer systems

**AECOM** @AECOM

Three major asset pools could fund US infrastructure investment gap 12 times over #P3 [twitpic.com/czc29m](https://twitter.com/czc29m)

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**THREE MAJOR ASSET POOLS COULD FUND U.S. INFRASTRUCTURE INVESTMENT GAP 12 TIMES OVER**

Public Pensions: \$1.1 trillion  
Electricity: \$1.1 trillion  
Insurance: \$1.1 trillion



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# What's Worked (For Us)

## #ContentPlan

Programmed

Opportunistic

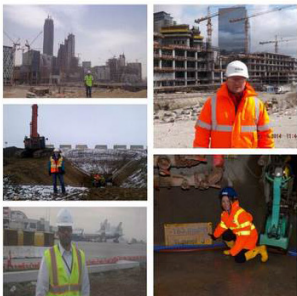
- Monitor your mentions: Find out who's talking about your work and build on their content
- Evolve your content
- Tweet around external events that are already programmed
- Showcase your people whenever possible

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#ICYMI: Check out this slideshow of some of our #safety employees around the world [buzz.mw/bpz21\\_f](http://buzz.mw/bpz21_f) [twitpic.com/e2pp97](http://twitpic.com/e2pp97)

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Why The @Seahawks Stadium Is So Loud: [buzz.mw/b5uvm\\_f](http://buzz.mw/b5uvm_f) via @BusinessInsider @SportsAECOM #Seahawks #NFLPlayoffs

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 BI: Sports

Why The Seahawks Stadium Is So Loud  
By Tony Manfred @tonymanfred  
It comes down the architecture.

[View on web](#)



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# What's Worked (For Us)

## #Serialize

 AECOM @AECOM · Apr 21

In Blackpool, U.K., we're learning #climate adaptation from nature. Read more in our newest #SlideShare [buzz.mw/bp9us\\_f#EarthDay](https://buzz.mw/bp9us_f#EarthDay)

### 27 Clicks

 AECOM @AECOM · Apr 21

Regulating air temperature at floor level saves energy and money. More in our #EarthDay #SlideShare [buzz.mw/bp9uk\\_f#EarthDay2014](https://buzz.mw/bp9uk_f#EarthDay2014)

### 16 Clicks

## 156 Clicks Total

 AECOM @AECOM · Apr 21

New on #SlideShare: Earth Day 2014 — Ideas and innovations toward a better future [buzz.mw/bp9u3\\_f#EarthDay#EarthDay2014](https://buzz.mw/bp9u3_f#EarthDay#EarthDay2014)

 SlideShare



Earth Day 2014

Ideas and innovations toward a better future

**34 Clicks**

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Environmental Sequence Stratigraphy maps make it easier to see + clean contaminated groundwater [buzz.mw/bp7a0\\_f#EarthDay#SlideShare](https://buzz.mw/bp7a0_f#EarthDay#SlideShare)

### 23 Clicks

 AECOM @AECOM · Apr 22

We're using software to design a high-performance #city in a single program. More in our #EarthDay #SlideShare [buzz.mw/bp7a9\\_f](https://buzz.mw/bp7a9_f)

 AECOM @AECOM · Apr 21

Our Triple Bottom Line tool helps decision makers facilitate smart, #sustainable choices for communities [buzz.mw/bp9ux\\_f#EarthDay](https://buzz.mw/bp9ux_f#EarthDay)

### 23 Clicks

### 33 Clicks

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# What's Worked (For Us)

## #Insights



### Event Tie-ins

### Owned Content

### Thought Leadership



We're excited to be a sponsor of @BuildingMuseum's Designing for #Disaster exhibit, opening May 11 buzz.mw/bp2b5\_f #MitigationNation

**AECOM**  
About What We Do Where We Are News Media Investors Careers

**In search of urban equity**  
15 May 2014 | Lulu Stubbins

**CONNECTED CITIES BLOG**

Categories: Advanced design (8), Beyond the user (2), Buildings (12), Climate change (1), Community building (20), Ecology (6), Energy (1), Funding (1), Global cities (17), Governance (2), Infrastructure (11), Politics India (10), Public space (10), Urban agriculture (4), Water (7)

**Most Popular**  
CenturyLink Florida design advantage  
Older population, new construction  
Can we afford to improve infrastructure?  
Learning from Hong Kong  
China on the move

**Most discussed**  
Investments in Bangladesh  
Bringing the energy to India  
Are we overbuilding buildings?  
CenturyLink Florida design advantage  
The great Indian story

**Editor's Choice**  
What's next for the living wall?

**Year of the horse at full gallop**  
29 Apr 2014 | Dan Baker

**Property foreign investment approval trends**

Year	Residential	Commercial
2009-13	~10	~5
2010-11	~25	~15
2011-12	~45	~15
2012-13	~35	~15

**AECOM**  
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How do we break the cycle of '#Disaster, Rebuild, Repeat?' Gary Lawrence, @CSO\_AECOM, explains.  
buzz.mw/bpws\_w\_f #MitigationNation

## #PRNews

## @AECOM



# What's Worked (For Us)

## #Destinations

## AECOM.com

## Instagram

## YouTube

## Photo Blog

## SlideShare

## Google+

## Connected Cities Blog

## #PRNews

## @AECOM



# Things we're working on

- Twitter Chats
- Live Tweeting
- SME Engagement
- Actionable Analytics
- Content (More)
- Influencer Cultivation



#PRNews








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# Our Benchmarks

## #Metrics

As of April 29, 2014

	AECOM		Peer A Followers	Peer B Followers	Peer C Followers	Peer D Followers	Peer E Followers
	Rank	Followers					
	1	22,473 <i>61,133*</i>	2,040	N/A	873	14,366	6,480
	2	142,134	99,348	176,791	18,773	137,921	69,331
	1	673,449 <i>(views)</i>	12,256	N/A	2,306	243,521	10,597
	1	1,068 <i>(subscribers)</i>	53	N/A	23	522	130
	4	2,189	8,918	N/A	1,331	12,048	3,553
	1	545	95	N/A	19	543	83
	1	37	N/A	N/A	N/A	N/A	N/A
	1	393	N/A	N/A	1	N/A	N/A

\*Followers across all AECOM handles

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# How to be LPC?

Show people

Share insights

Thank people

Express new ideas

Listen well

Reflect your values

Show your personality

Connect to existing conversations

Respond well

Demonstrate your humanity

Ask questions

Create new conversations

Use visuals

Mine data

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Create destinations worth visiting

Build content

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# What We Like

## #Tools

## Infographic generators

- Infogr.am
- Piktochart

## Hashtags

(proprietary, generic, trending)

- Hashtag.org
- WhatTheTrend.com
- Twubs.com

## Monitoring/ Listening tools

- Meltwater, Hootsuite, Tweetdeck, etc.
- Google Alerts
- Social media clipping service

## Polling/ Survey tools

- Twtpoll.com
- Poptip.com

## Influencer Cultivation

- Followerwonk.com

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# Our Big Insights

#FWIW

- Every tweet should have a purpose
- Make your destinations worth the click
- Serialize your content to extend the conversation
- Incorporate a call to action: “watch,” “check-out,” “learn about,” “follow,” etc.
- Invest in content creation — the front end (Twitter) is only as good as the back end (content)
- Thank your ambassadors, always
- Curation only goes so far; add your insights

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# Are You 'LPC' on Twitter?

How to Make Your Brand Live,  
Public and Conversational

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