

WAKE UP CALL:

The Realities of Being a “Social Business”
& the Opportunities for Visionary
Communicators

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HBR Blog Network



Every Business Is (Or Should Be) a Social Business

by Deborah Mills-Scofield | 10:00 AM January 14, 2013

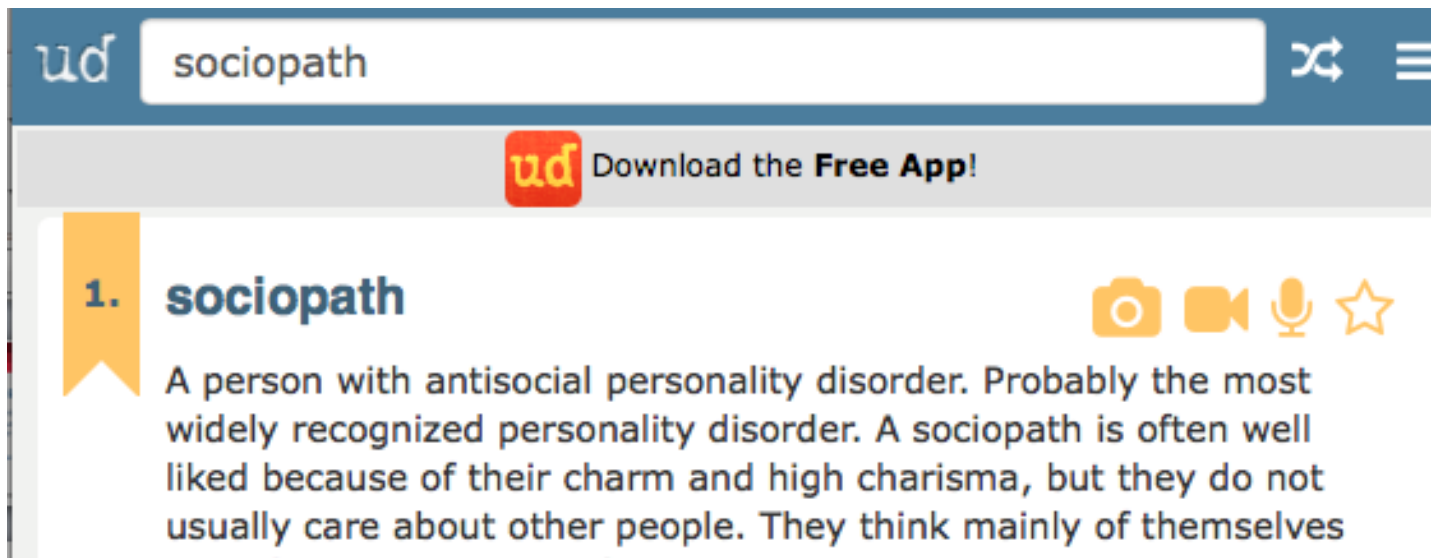
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Are We “Social” or
“Sociopaths”?

MAKING SENSE

Is It Fair to Describe Corporations as Sociopaths?



ud sociopath

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1. sociopath

A person with antisocial personality disorder. Probably the most widely recognized personality disorder. A sociopath is often well liked because of their charm and high charisma, but they do not usually care about other people. They think mainly of themselves

Being a Truly Social
Business \neq Mean
Talking about Yourself



THIS IS A
GENERIC
B R A N D
V I D E O

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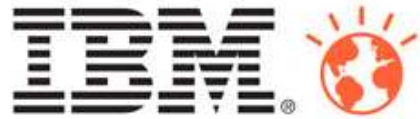
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Being a Truly Social
Business Means
Having Something
Worth Saying



What do today's CEOs think of social media?



Register to download the 2012 CEO Study ▶

Insights from face-to-face conversations with over 1,700 CEOs in 64 countries.

To connect with the new generation of employees, we will need to change communication methods. We are the e-mail generation; they are the social network generation.

CEO, Banking, Argentina





earthkind™
preserve the good, prevent the rest

First Saturday: Seasonal Maintenance Checklists

Spring Ahead

Spring has finally arrived! What are your plans for the First Saturday of Spring? Do you want to get your home maintenance todos in order? Get your home in tip-top shape? Make plans for a (hopefully) warmer summer?

earthkind™ has you covered! For the First Saturday of Spring, we want to help you spend just a little bit of time to make sure everything is in order for your home to see you through until summer--whether it is remembering to replace your toothbrush (To-Do #20), cleaning out air conditioning vents (#4), or any place in between.

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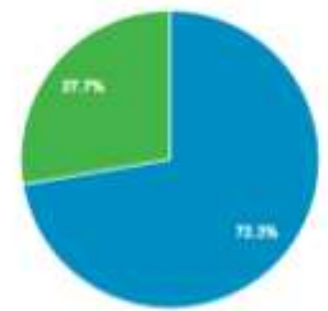
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Being a Truly “Social
Business” Means
Realizing
People ≠ Numbers



Sessions 15,803	Users 12,216	Pageviews 31,764	Pages / Session 2.01
Avg. Session Duration 00:02:07	Bounce Rate 58.51%	% New Sessions 72.22%	

■ New Visitor ■ Returning Visitor



Demographics

- Language
- Country / Territory
- City
- System

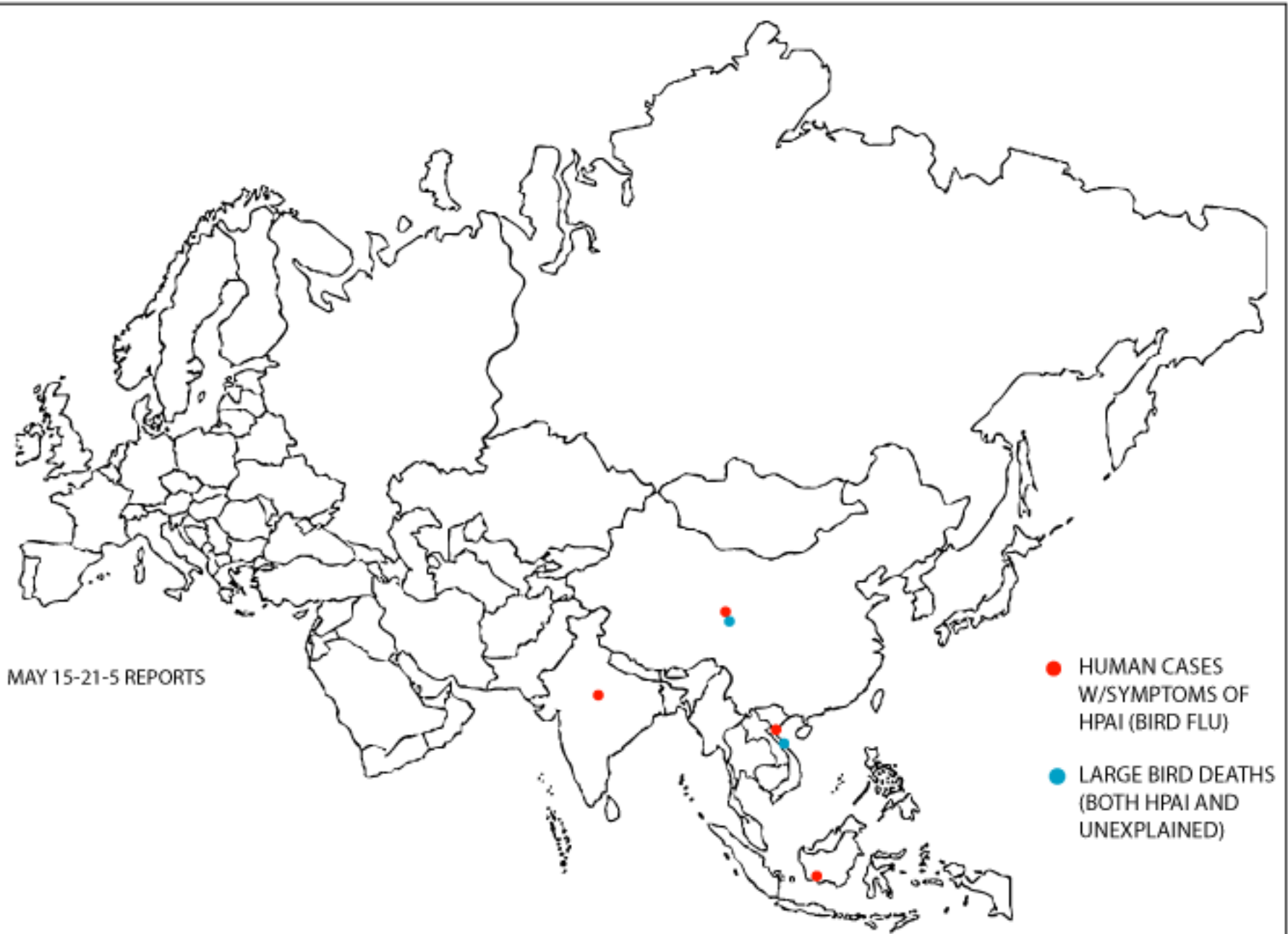
Language	Sessions	% Sessions
1. en-us	11,516	72.87%
2. en-gb	1,286	8.14%
3. fr	373	2.36%
4. de	257	1.63%

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MAY 15-21-5 REPORTS

- HUMAN CASES W/SYMPTOMS OF HPAI (BIRD FLU)
- LARGE BIRD DEATHS (BOTH HPAI AND UNEXPLAINED)

"THERE ARE
EXCEPTIONAL PEOPLE
OUT THERE
WHO ARE CAPABLE
OF STARTING EPIDEMICS.
ALL YOU HAVE TO DO
IS FIND THEM."

MALCOLM GLADWELL (THE TIPPING POINT)



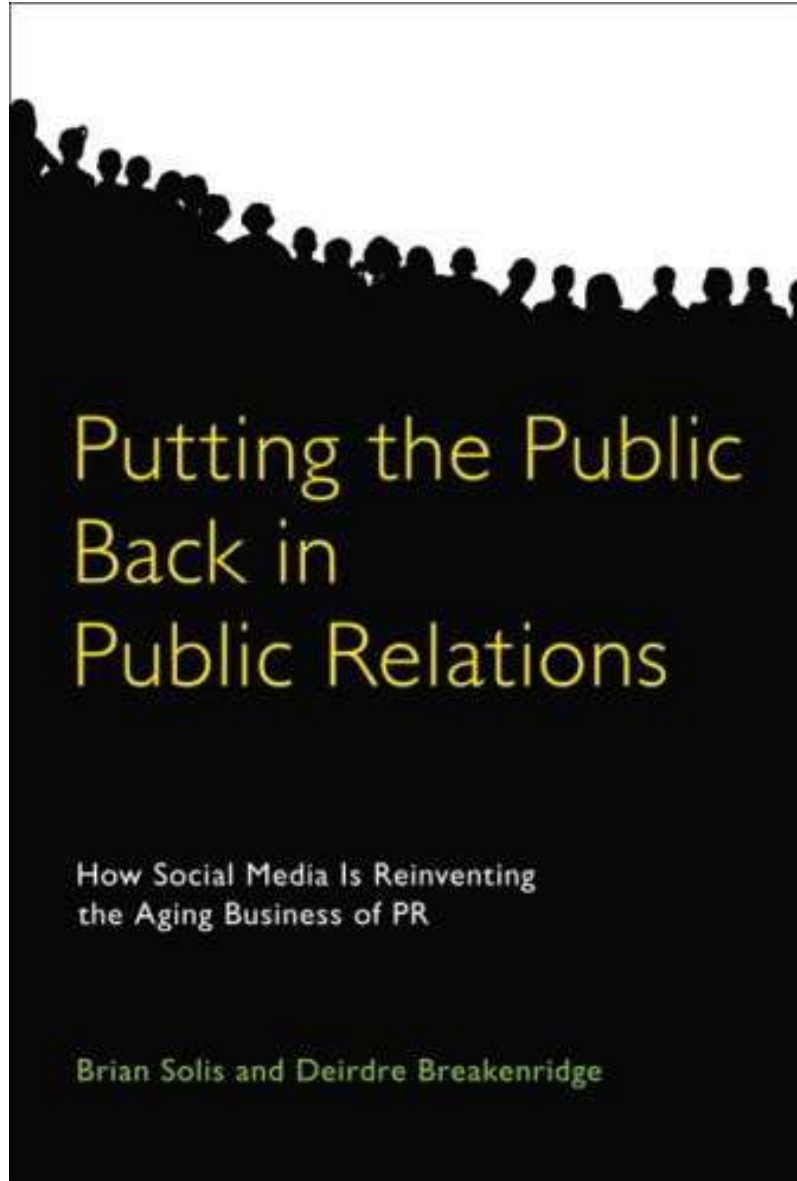
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HOW TRENDS & CREATIVITY BECOME CONTAGIOUS.

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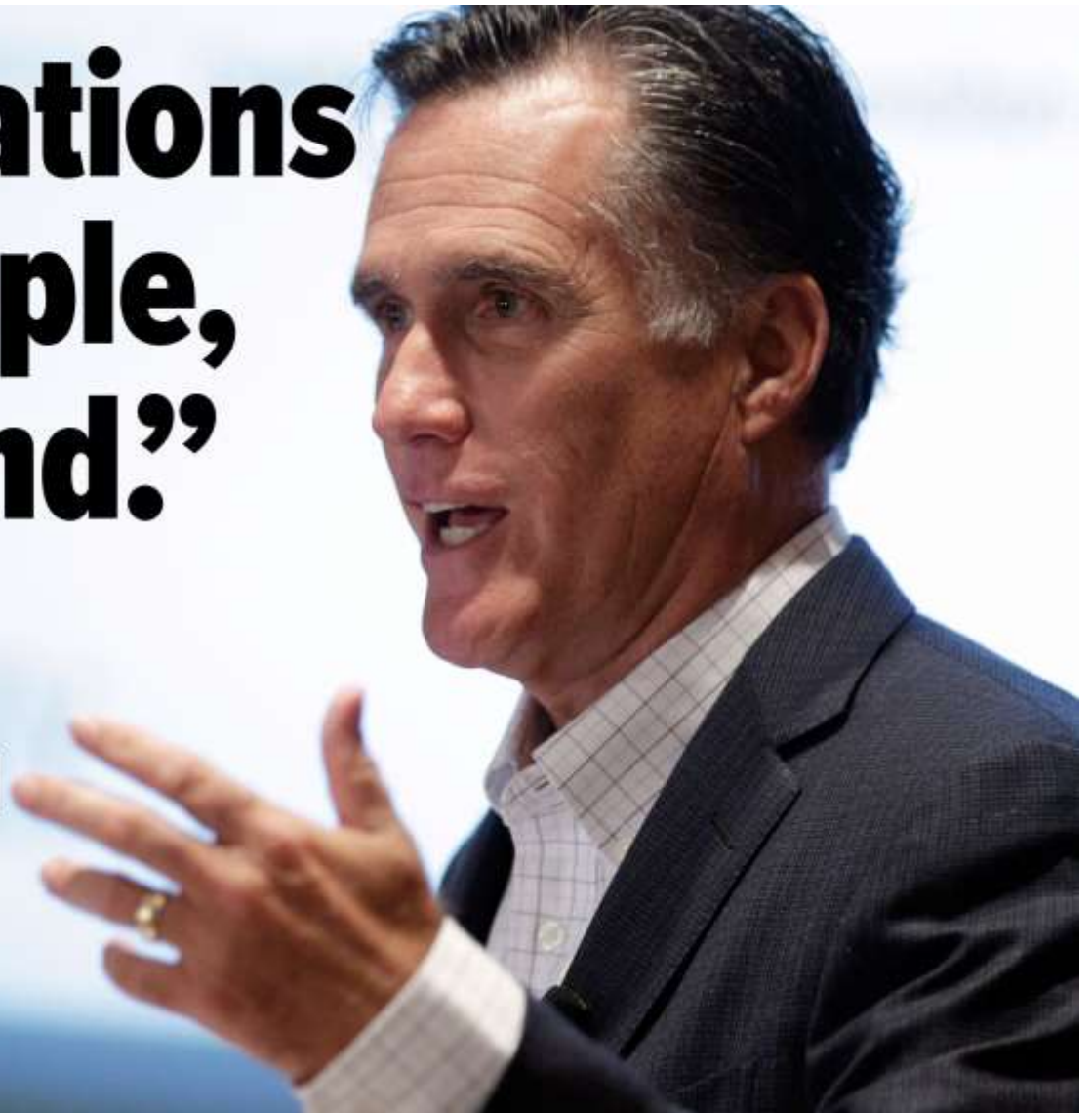
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Why Do Companies Act So Inconsistently?

**“Corporations
are people,
my friend.”**

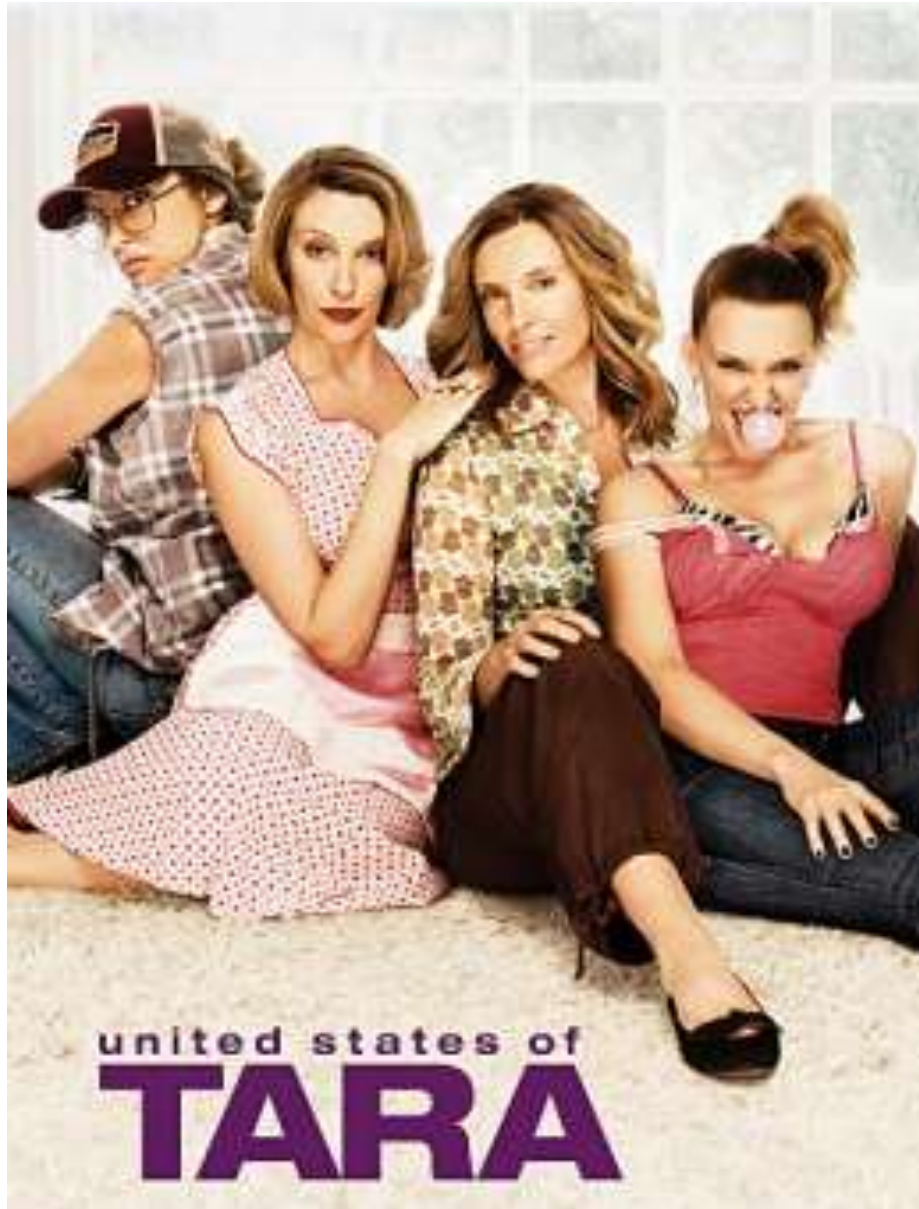
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AUGUST 11, 2011



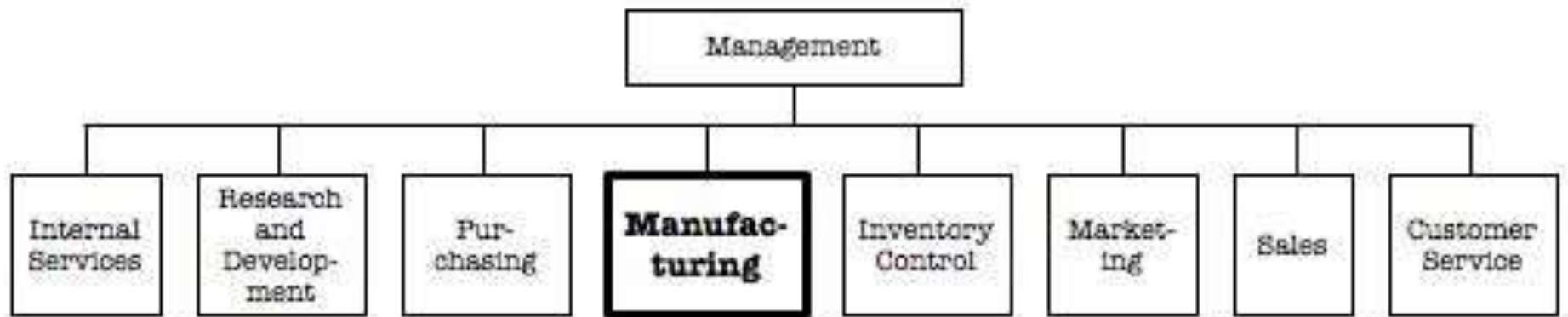
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Who Is the Customer?

1. Marketing: a segmentation profile
2. Digital: website traffic analytics
3. Customer Service: “call volume”
4. Sales: “conversions”
5. Advertising: an “impression”

What Therapies Can We Undergo?



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REPORTS OF DESIGN THINKING'S DEATH WERE AN EXAGGERATION

BY SAM FORD



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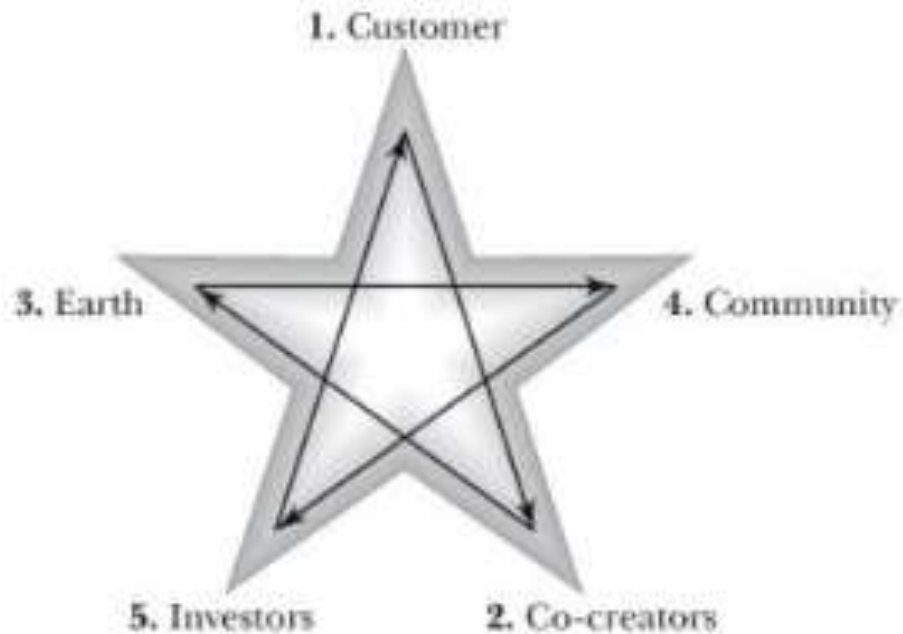


Listening and Empathy: Making Companies More Human

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Carol Sanford's Pentad



Learning to Empathize

Why do people participate?

1. Define themselves
2. Increase their own notoriety
3. Strengthen their social ties
4. Take part in community
5. Take part regarding issues they care about/
believe in/act against
6. Enjoy themselves

What economic forces shape that participation?

1. The venues/services that allow them access to participate.
2. The tools that allow them to discover places to participate.
3. The platforms that enable that participation.
4. The companies that own the intellectual property of the material through which they are often communicating.
5. The “Big Data” that’s collected on their participation.

What ethical cornerstones must we focus on?

1. Transparency
2. Disclosure
3. Honesty
4. Authenticity
5. Privacy
6. Respect of Labor



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Wikipedia:Statement on Wikipedia from participating communications firms

From Wikipedia, the free encyclopedia

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For Smart Communicators

PR Insider: Your Wikipedia To-Do List

by [Marcia DiStaso, Ph.D.](#) | 06/12/2014



Marcia DiStaso

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Who Will Lead the Way?

Who Will Lead the Way?

- Chief Communication Officer
- Director of Audience Engagement (Sam Ford, Peppercomm)
- Chief Ethics Officer (Emmanuel Tchividjian, Ruder Finn)
- Chief Culture Officer (Grant McCracken)
- SVP, Customer Experience Design (Lara Lee, Lowe's)
- Ombudsman (university space)
- Continuity Editor (TV)

Responsibilities of Being a “Social Business”

1. Serve your organization/client through serving your audiences.
2. Provide strategic counsel to your organization/client through advocating for those audiences.
3. Balance “Big Data” with listening and empathy.
4. Pay attention to the culture around you and not just a narrow definition of your brand.
5. Have something to say.
6. Make ethics a priority.

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