



State of Social Media

What It Means for Your
Company, Your Personal
Brand and Your Career

Cheryl Reynolds

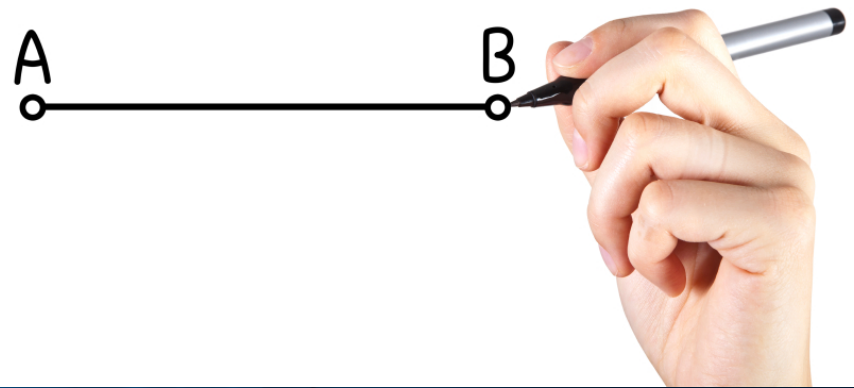
AICPA, Vice President– Communications, Advertising
and Brand Management



So, you want to be a
social media star...



To demonstrate the value, you have to move beyond 'media'



What is social media business?

“Becoming a social business transforms the organization from the inside out, connecting the internal with the external in a way that enhances relationships and creates shared value for the people, the business and ecosystem as a whole.”



-- Pam Moore, Forbes Top 10 Social Media Women
MarketingNutz.com

The Social Continuum

- ▶ **Social Media:**
 - Spaces where you interact with others over the web and mobile

- ▶ **Social Media Marketing:**
 - Using those spaces for marketing

- ▶ **Social Business:**
 - Using those spaces and technology to enable more efficient and effective and net-new connections between people, information and assets to drive business decisions, action and outcome across the enterprise. (Deloitte: The Social Business Initiative)

A

B



- ▶ **53% of companies surveyed do not differentiate social media from social business** (Leader Networks and Society for New Communications Research)

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

89%

of Maturing Social Businesses **SAY SOCIAL POSITIVELY AFFECTS BUSINESS OUTCOMES**



By Following the Lead of More Mature Social Businesses

COMPANIES CAN ADVANCE FURTHER ALONG THE SOCIAL BUSINESS JOURNEY

Use social data to improve enterprise decision making

78% of maturing social businesses analyze social data

67% integrate data into organizational systems

Employ a leadership vision that embraces social's potential

90% of respondents from maturing social businesses believe their leaders feel social is a transformative opportunity

Infuse social business beyond marketing, across the enterprise

87% of maturing social businesses use social business to spur innovation

83% turn to social to improve leadership performance and manage talent

60% integrate social business into operations

Social Business Performance Scale

	Stage 1: Familiar	Stage 2: Present	Stage 3: Enabled	Stage 4: Integrated
Strategic Intentions	No strategic goals	Reach and awareness	Social goals support business goals	Social business transforms the value chain
Operations	Detached projects	Marketing participates & monitors social channel	Social business COE Executive support	Social media pervades all lines of business
Staffing	No dedicated staff	Informal part of marketing role	Built into many job descriptions	Integrated into key roles & executive sponsorship
Governance	No social media policy	Guidance is offered	Policy in place	Policy, education & training
Organizational readiness	Org. tolerates experiments	Marketing shares results	Impact, outcomes, ROI are tracked	Cultural transparency, responsive organization
Tool Use	Mainly "unofficial" social media accounts	Tool adoption grows & proliferates	Departmental use of tools (e.g. sales uses LinkedIn)	Tool standards established

Steps to moving your organization along...

Partner with internal teams

▶ Customer service

- Answering questions
- Enhancing engagement
- Converting detractors
- Transforming experiences

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/ - 10 Jul

Andrew Steinbach @SteinbachLOL Follow

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

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

AICPA 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
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

AICPA 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

Drive organizational strategy and change

► Strategy & innovation

- Business intelligence
- Informal research/polling
- Crowdsourcing
- Idea generation

The screenshot shows a website titled "MEMBER IDEA EXCHANGE". It has a navigation bar with buttons for "Home", "Challenges", "Ideas", and "Analytics". Below the navigation bar is a section titled "What's new?". Underneath, there is a "Latest Challenges" section. The first challenge is titled "Are professional development opportunities delivered in the way you..." and was submitted 20 days ago by Joel Stinson. The second challenge is titled "What roadblocks need to be addressed in order to capitalize on oppo..." and was submitted 26 days ago by Joel Stinson. There are icons for a puzzle piece and a lightbulb next to the challenge titles.

The screenshot shows a specific idea submission. The idea is titled "No more 'one size fits all'" and is ranked 1st. It has 1 vote and 10 visits. The text of the idea is: "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!". The idea was submitted 54 days ago and has 1 comment. It is 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)". The status is "In Evaluation". The author is Stacie Saunders, who has 817 points. There are up and down arrow icons next to the vote and visit counts.

Gain and deliver insights from the field

▶ Metrics mining, input and trends

- Product development & promotion
- Input on publications
- Trend insight

"I would like more CPE webinars about _____"

www.aicpa.org

Wearables at work Manager's Choice

Neil Amato
senior editor, management accounting and corporate finance at AICPA

Hi to everyone in the CGMA group. Discussion topic for you, for possible inclusion in a future article.

Anyone out there using wearables for a business reason: saving money on healthcare, improving efficiency in a warehouse setting, etc.? We'd love to hear more about how the process is working, or how you envision it working in the near future.

Campaign	Revenue Potential					
	Number of posts	Clicks	Likes	Comments	RTs	Replies
Webcasts	97	1321	164	0	33	3
Conferences	57	726	65	1	32	1
Products	10	315	31	4	3	0
Publications	20	547	77	3	8	0

Attract talent

▶ HR

- Staff productivity, collaboration and loyalty
- Employer image
- Talent acquisition

The image shows a screenshot of a Facebook job posting for AICPA. The post is titled "Work at AICPA" and has a "Liked" button. Below the title, there are "Admin Options" and "State Settings" links. A green banner contains the text: "Need a Post Tool to Pick Winners and Export Likes/Comments from Facebook Timeline Posts. Learn More or Try It Now". Below this is a row of social media sharing icons. The main content features three vertical panels with portraits of diverse professionals. The first panel shows a man in a pink shirt with the text "Career MAKE A DIFFERENCE". The second panel shows a woman in a dark vest with the text "Skills BE A LEADER". The third panel shows a man in a light blue shirt with the text "Success FIND YOUR PATH". At the bottom, a blue banner contains the text: "Join an award-winning member service organization that values collaboration and professional growth." and a prominent orange button that says "VIEW JOB OPENINGS". The AICPA logo is visible in the bottom right corner.

Drove 809 clicks to AICPA job postings in the last year

Tie to the bottom line

▶ Strategically promote products

- Publications, webcasts, conference and products
- Customer stickiness: innovate new ways to generate conversations and engagement

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>

International Financial Reporting Standards (IFRS)
www.cpa2biz.com

With more than 120 courses, you can choose the courses that best fit your needs. Some courses require or permit the use of International Financial Reporting Standards (IFRS) and the

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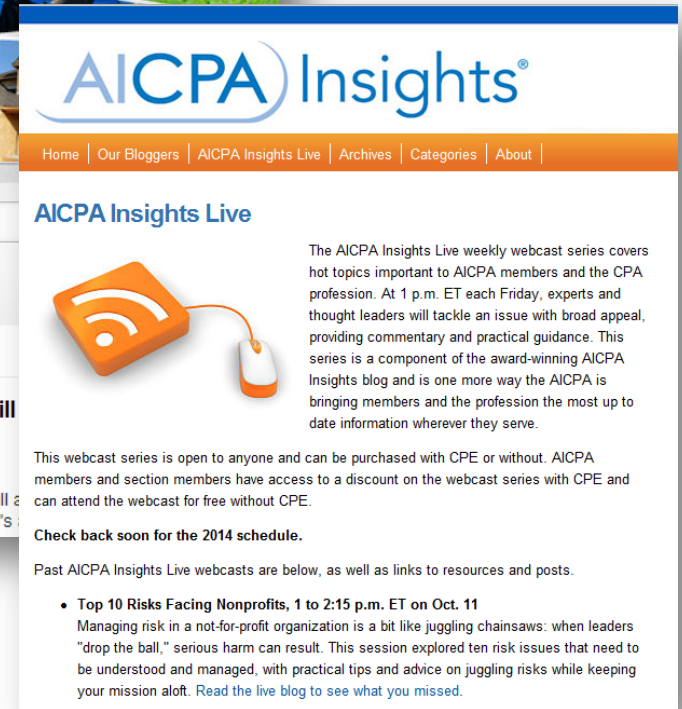
Sarson_CPA
Dec 4, 5:09pm via Tweet Button
The Big Guy Reconsidered <bit.ly/1fJttYL>
Great read on leadership, flying turkeys & one of my favorite shows! #AICPA_EDGE #FusionNet
Retweeted by DDIworld and 1 others

tomhood
11:15am via HootSuite
Thanks! RT @jmancini77: RT @tomhood Is it the end of competitive advantage?
<ow.ly/rse5w> #BLIEdge #Tech13 #AICPA_EDGE #FusionNet
Show Conversation

Develop new product lines

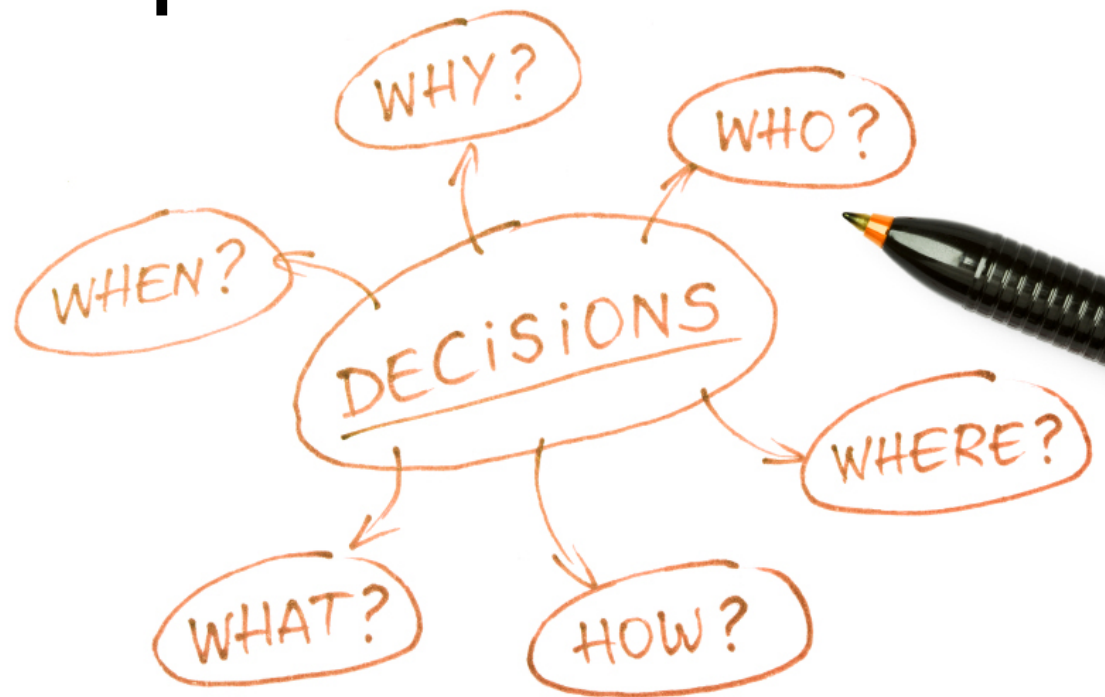


The screenshot shows the LinkedIn group page for "The American Institute of CPAs". At the top, there is a search bar and navigation links for Home, Profile, Network, Jobs, and Interests. A banner for "#CPAPOWERED Your Clients. Their Stories." is prominently displayed, with a link to "aicpa.org/cpapowered".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



The screenshot shows the "AICPA Insights Live" webcast page. The header includes the AICPA Insights logo and navigation links: Home, Our Bloggers, AICPA Insights Live, Archives, Categories, and About. The main heading is "AICPA Insights Live". A paragraph describes the series: "The AICPA Insights Live weekly webcast series covers hot topics important to AICPA members and the CPA profession. At 1 p.m. ET each Friday, experts and thought leaders will tackle an issue with broad appeal, providing commentary and practical guidance. This 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." Below this is an image of an orange wireless mouse. A paragraph states: "This webcast series is open to anyone and can be purchased with CPE or without. AICPA members and section members have access to a discount on the webcast series with CPE and can attend the webcast for free without CPE." A section titled "Check back soon for the 2014 schedule." is followed by a list of past webcasts: "Past AICPA Insights Live webcasts are below, as well as links to resources and posts." The first item is "• Top 10 Risks Facing Nonprofits, 1 to 2:15 p.m. ET on Oct. 11" with a description: "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."

Assemble a team and arm your champions





It takes a village...

▶ Assemble a team

- Break out of the “only one person/team has the keys to the car” mentality
- ‘Social media working group’
- Editorial calendar contributors

▶ Arm your champions

- Policy which **enables** staff
- Training



Return on intelligence

Spread the word...

▶ Return on intelligence

- Listen, engage, measure, report insights
 - Stay on top of real-time conversations and engage stakeholders when necessary
 - Engage with audiences in the way best suited for each channel (they all aren't created equal)
 - Implement tools to help monitor and measure your activity and engagement
 - Report trends, insights, success and partnership outcomes throughout the organization...all the way to the top

Thank You



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