



Are You a Good Social Listener on Twitter and Beyond?

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Imagination at work.

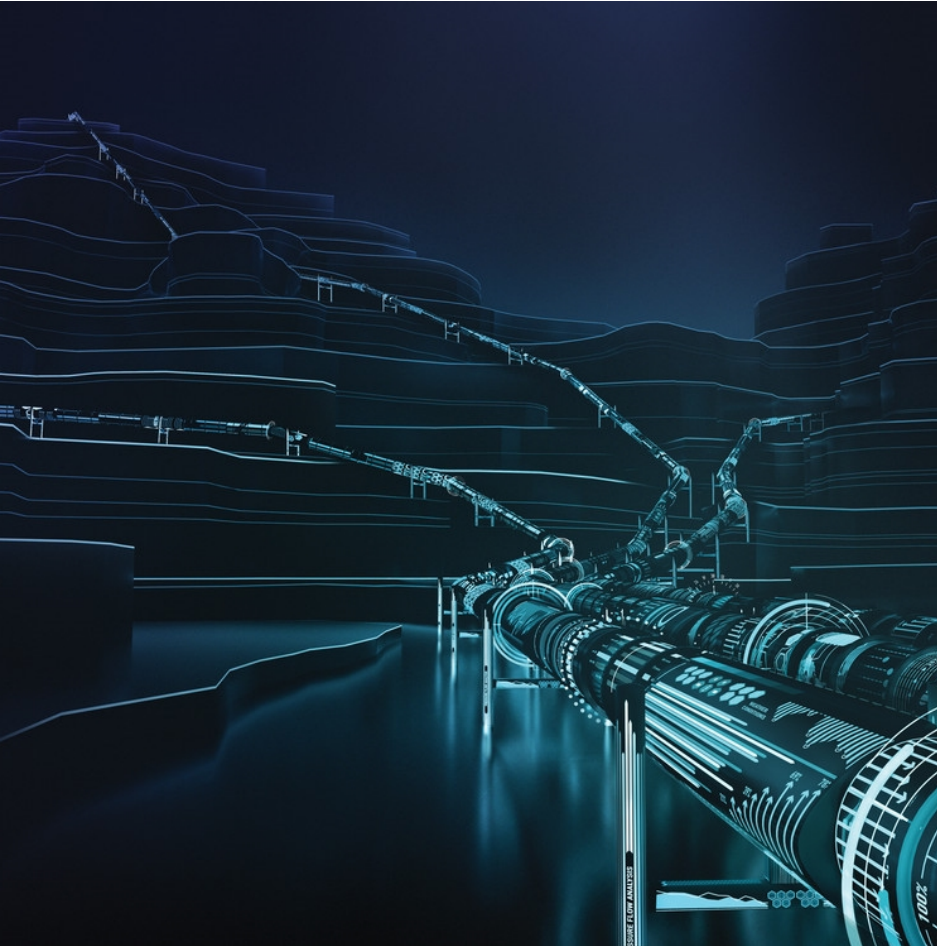
Setting the Stage – About GE



- 307,000 employees
- \$146 billion in revenues
- 170 countries
- Ten businesses:
 - Appliances
 - Aviation
 - Capital
 - Energy Management
 - GE Global Research
 - Healthcare
 - Lighting
 - Oil & Gas
 - Power & Water
 - Transportation



Our Listening Journey



18 months ago

- 17 “listening” vendors across 5 business units, 12 sub-businesses and 8 regions
- Inefficiency in fees paid and inconsistency in metrics reported

Today

- Closer to one measurement partner
- Halved the total cost
- Consistency with enterprise-wide best practices



Managing Reputation through Listening

In an always-on world,
we are the eyes and ears of GE.

To protect the brand, we must understand stakeholder perception and concerns.

- Not just noise, listening keeps us informed on our visibility and helps shape proactive communications strategy
- With a robust social marketing presence comes a responsibility to engage on issues
- Long term outlooks and trends + day-to-day interaction and tracking



Social Media Engagement Metrics



Taking a meaningful snapshot

– Beyond ‘retweets’ and ‘favorites’ – measure:

- Volume of shares and replies
- Total potential primary and secondary reach
- Key influencers based on activity and following
- Sentiment – positive, negative & neutral tone
- Trends over time – peaks and troughs for all of the above



– External benchmarking vs. competitors
– Balance measuring overall quality vs. quantity of conversation

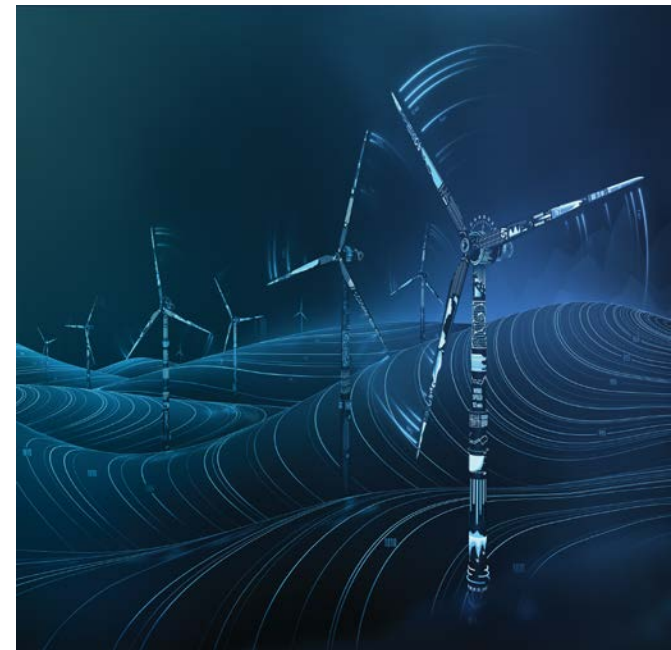
Without benchmarking and context, numbers – no matter how large – are meaningless



Reporting Cadence

Consolidated insights

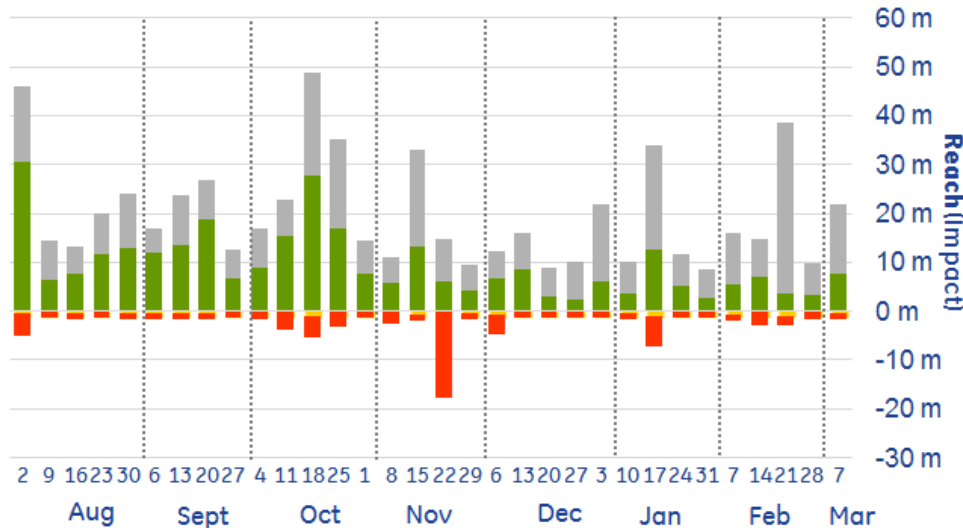
- Semi-annual polling of key stakeholders on key metrics
- Quarterly trends on media and social share of voice and sentiment
- Weekly outlook on top stories & content that's breaking through
- Daily social listening on trending topics
- Real time community management



Making Listening Actionable



Volume and Tone Trend



- Both social and traditional media listening – reported side-by-side – helps shape proactive strategy:
 - Trends over time signal successful campaigns and greatest risks
 - In addition to real time engagement on social, be willing to shift approach to owned, earned, paid and social content

Key Metrics

1.1mm Traditional Reach*

505 Social Media Mentions†

93% Pos/Neutral Tone

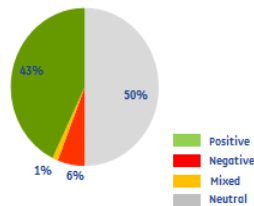
* Reach - Likely readers from top headlines
 † Total daily average for mentions of GE is 1,500

Volume and Tone in Traditional Media (non social media)

Key Headlines

- GE CEO sees signs U.S. economy improving, says Europe stabilized [Reuters](#)
- In Annual Letter, G.E. Chief Extols Simplification [dealbook.nytimes.com](#)
- 11 Great Insights From General Electric Company's Shareholder Letter [Motley Fool](#)
- GE CEO praises the focus in the industry [lefigaro.fr](#)
- Toward 2016: GE Boss Makes Five Predictions [WSJ](#)

Tone



Last but not Least: Measuring the ROI of Paid Amp

- Not only for marketing, hyper-targeted paid amplification ensures digital content reaches its audience. How we listen & measure:
 - Followers + Replies + Favorites + RTs
 - Cost Per Engagement, Engagement Rate, Impressions
- Beyond Promoted Tweets: LinkedIn, Facebook and Google AdWords

6,141 page views
4,905 unique visitors
2:40 avg time on site



Promoted



Google GE stock

Web News Shopping Videos Images

About 195,000,000 results (0.35 seconds)

GE Revenues Top \$18 in 24 Countries

www.gereports.com

GE's record-high backlog near \$230B

www.ge.com/investors



GE reports @GE_Reports · Jan 17
\$GE now has revenues of \$1B+ in 23 countries, up from 17 just last year
invent.ge/1fCg3yz pic.twitter.com/Jvv3keOKXx





Thank you.

