



# COMMUNICATING BRAND VALUES AND VOICE ON SOCIAL MEDIA

NOVEMBER 19, 2014 | JENNIFER MESENBRINK @editorthink  
SR> MANAGER, DIGITAL & SOCIAL STRATEGY, MOTOROLA SOLUTIONS  
#prnews

# AGENDA



**UNDERSTAND YOUR BRAND**

**BE CLEAR ... SPEAK WITH A HUMAN VOICE**

**BE SPECIFIC**

**SET UP SIMPLE RULES**

**BE HELPFUL**

**THINK VISUALLY**

**VIEW YOUR CUSTOMER – NOT YOURSELF – AS THE HERO**

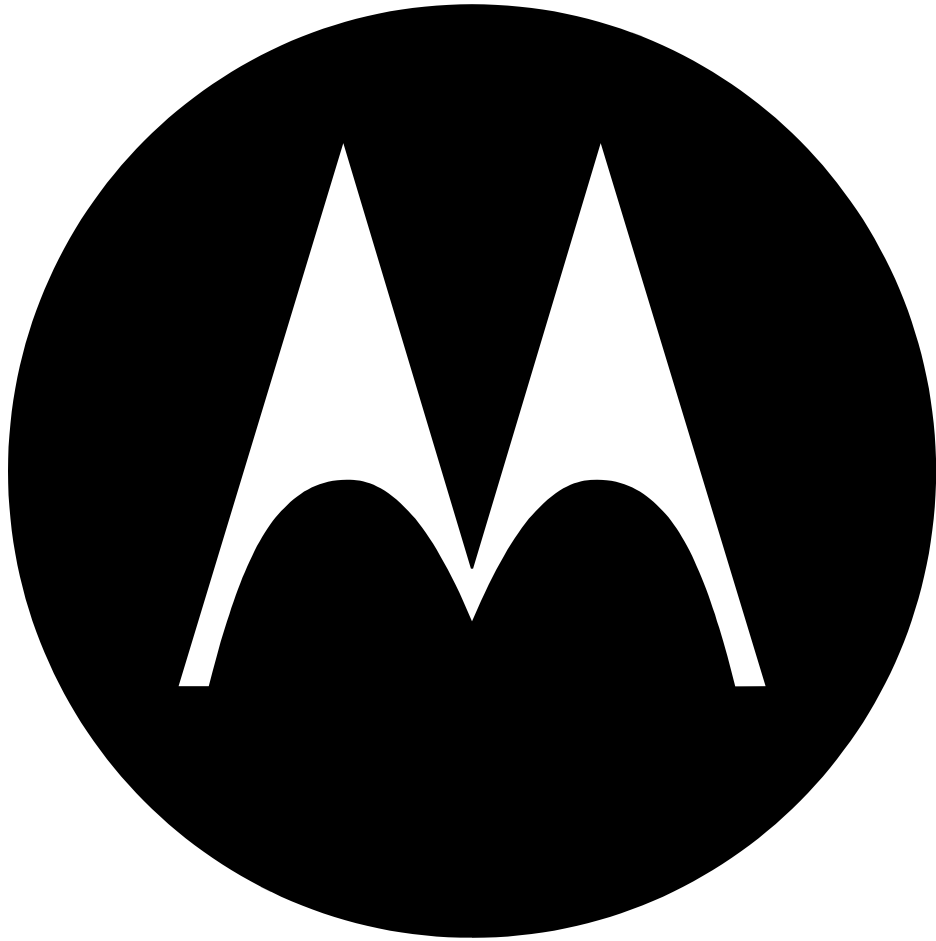
# UNDERSTAND YOUR BRAND

**At Motorola Solutions, we are  
guided by two principles:  
Our purpose and our promise.**

**We help people be their best  
in the moments that matter.  
*This is our purpose.***

**We innovate to mobilize and  
connect people in the  
moments that matter.  
*This is our promise.***





# HOW 'MOTOROLA' WAS BORN



- INCORPORATED  
Chicago
- September 25, 1928
- FOUNDER  
Paul V. Galvin
- FIRST PRODUCT  
Home battery eliminator
- FIRST CUSTOMER  
Sears, Roebuck and Co.



GALVIN MFG. CORPORATION

*Motorola*

*Motorola*

*Motorola Inc.*

*Motorola Inc.*

**Motorola**

 **MOTOROLA**

 **MOTOROLA INC.**

 **MOTOROLA**

 **MOTOROLA**

Company founder  
Paul V. Galvin  
created the brand  
Motorola for the car  
radio by blending...

"motor"  
*for motorcar*

with "ola"  
*which implied sound*

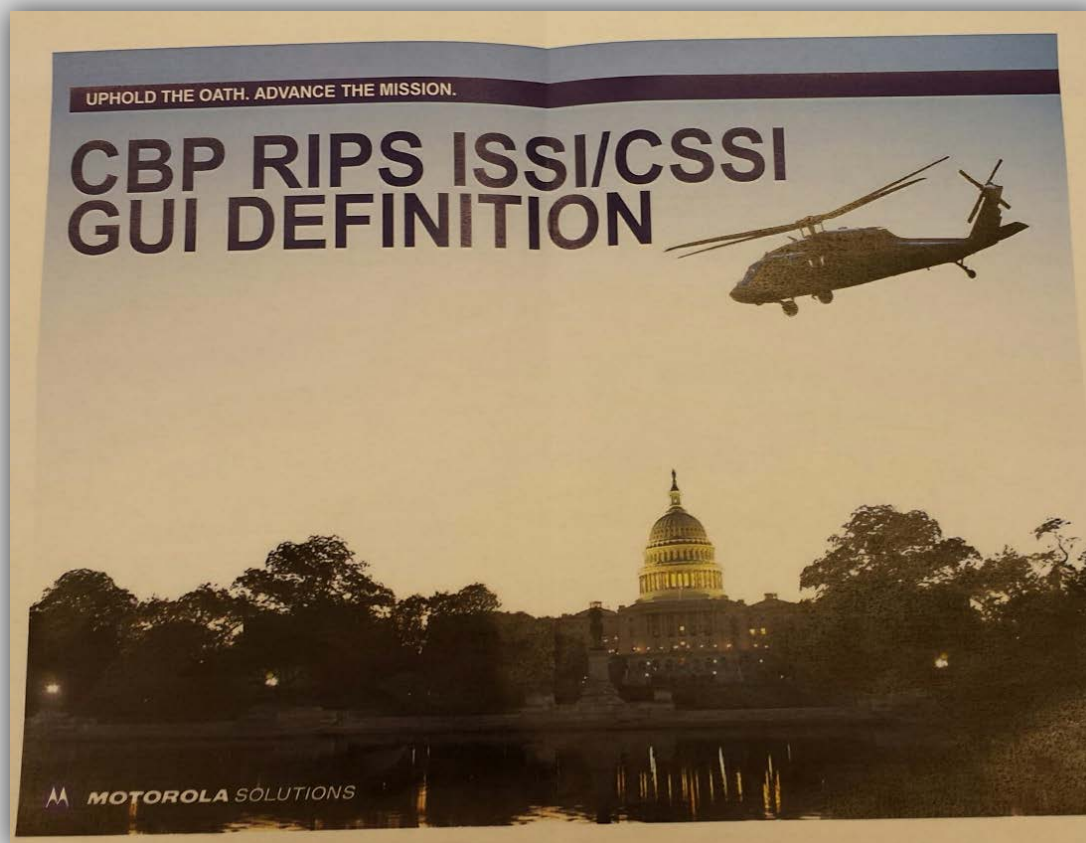
Thus, the  
Motorola brand  
meant "sound in  
motion"

# SPEAK IN A HUMAN VOICE



In every field – technology, health care, finance – it's tempting to just swim along in the warm and familiar sea of jargon. Resist that urge!

**Your customers are not robots. Can they understand you?**



# BE HELPFUL

People don't want to be sold to.  
They do want to:

- Get help solving a business problem
- Learn how to get ahead
- Share helpful information with others

Best example:

Our most popular blog of all time – with more than half a million views so far – addresses common concerns about protecting your personal and professional information online and on social media.

Called "[Secure Your Organization by Securing Yourself on Social Networks](#)", it tapped into an issue that people were having, gave them tips on how to safeguard themselves, and how Motorola y could help them get additional help if needed.  
Helpful blogs win.

## 3 Helpful Headlines:



**MOTOROLA SOLUTIONS COMMUNITIES**  
FRESH IDEAS IN PUBLIC SAFETY

Create

All Places > North America > Fresh Ideas in Public Safety > Blog > 2013 > May > 16

Back to the Next Generation Public Safety website >

FRESH IDEAS IN PUBLIC SAFETY

**SECURE YOUR ORGANIZATION BY SECURING YOURSELF ON SOCIAL NETWORKS**  
Posted by Lesley Cahart in Fresh Ideas in Public Safety on May 16, 2013 6:15:26 PM

There was a time in the not-so-distant past when personal and work lives were two separate things. A person worked at the office, went home, and usually had little to do with his or her employer until the next day. Since the advent of the home computer, the mobile phone, then telecommuting and social media, these lines have blurred. For better or for worse, our personal lives creep into our work, and we're often working during our "off" hours. What many people don't consider is the unprecedented security risk this poses to our employers. Our personal choices can impact the security of our organizations, and making the right choices can help deter attempts at theft and damage.

This is part one of a multi-part blog series.

**SOCIAL NETWORKING**

There's no question - social media has changed the world. There are nearly a billion active users of Facebook, and half a billion active

**SUBSCRIBE NOW TO GET FREE UPDATES**  
Get unique insights from industry experts and thought leaders, delivered straight to your inbox.

First Name   
Last Name   
Company   
Email   
Phone Number   
Country   
Industry

Yes, I'd like to receive further information about Motorola

**CHOOSE A LIFELINE: 50:50, PHONE A FRIEND, ASK THE AUDIENCE...OR CLOUD-BASED SERVICES?**  
Posted by Tom Riggsbee in Fresh Ideas in Public Safety on Oct 27, 2014 7:05:43 AM

FRESH IDEAS IN PUBLIC SAFETY

**6 WAYS TO GET THE MOST OUT OF IACP 2014**  
Posted by Tracy Kimbo in Fresh Ideas in Public Safety on Oct 17, 2014 1:50:58 PM

The 121st Annual International Association of Chiefs of Police (IACP) begins October 25-28. Police chiefs from across the globe will gather in sunny Orlando, Florida, to learn, collaborate, and experience new technology. The annual conference and exposition features keynote speakers, networking events, and an exhibit hall of products, solutions and services geared toward the law enforcement community. I am excited to highlight several events you will not want to miss at this year's show:

And 1 Not So Much...

**ARCHITECT A PLAN FOR THE NEW REALITIES OF PUBLIC SAFETY COMMUNICATIONS**



# BE SPECIFIC AND BE DESCRIPTIVE



Judging by the descriptions, which one would you choose?

## “Lunch”

God only knows what’s in there.



## “Barbeque Heaven”

Barbeque chicken sandwich with fresh arugula, olive oil, caramelized onion and asiago cheese.



Tip: Seize any opportunity to use delicious words instead of dull ones.

# BEING SPECIFIC, FOR B2B



Including **statistics** in our posts consistently drives a higher clickthrough rate, whether the stats are in the original post or related infographics

- When you provide an **infographic**, readers get the facts at a glance without having to necessarily read the full article
- Use Twitter cards to share graphics and images in-stream – and dodge the 140-character limit

**Motorola Solutions**  
@MotoSolutions

Active shooter incidents are on the rise.  
Learn how to empower your First Responders:

Download the P25 Digital Communications Paper Now!  
[secure.rm.motorolasolutions.com](http://secure.rm.motorolasolutions.com)

Read more

74 SCHOOL SHOOTINGS  
closed since 2012 by December 2012

100%  
increase in DATA  
since 2012

\$500 BILLION  
estimated cost of world  
CRISIS CENTER

26,370  
CRISIS CENTER VICTIMS  
since 2012

\$2.5 TRILLION  
total cost of natural disasters  
since 2012

RETWEETS 68 FAVORITES 60

2:59 PM - 4 Sep 2014

**Motorola Solutions**  
@MotSolsEMEA

The collective intelligence era correlates with cloud computing and social media networking.

Discover the power of collective intelligence  
[emeab2b.motorolasolutions.com](http://emeab2b.motorolasolutions.com)

Read more

PERSONAL PRODUCTIVITY 1990s

COLLECTIVE INTELLIGENCE 2010s

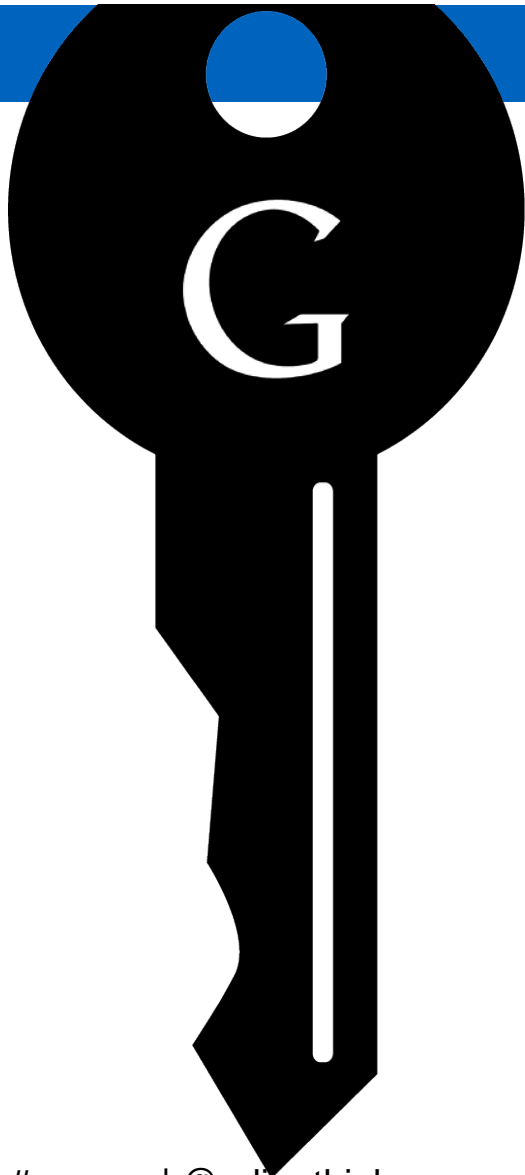
KNOWLEDGE DISTRIBUTION

RETWEETS 24 FAVORITES 72

5:13 AM - 27 Aug 2014

**Tip:** Data Scientist Dan Zarrella found that Tweets using [pic.twitter.com](http://pic.twitter.com) links were 94% more likely to be retweeted

# BE SPECIFIC: USE THE RIGHT KEYWORDS



public safety radios

public safety radios  
public safety radios for sale  
public safety radio frequencies  
public safety radio grants

About 1,230,000 results (0.35 seconds)

**Public safety radios - Airspan Inc - Airspan.com**  
Ad [www.airspan.com/Public.Safety](http://www.airspan.com/Public.Safety)  
Broadband Wireless For Public Safety Contact Us Today!

**Public Safety Two-Ways - Discount P25 Compliant Radios**  
Ad [www.discounttwo-wayradio.com/P25](http://www.discounttwo-wayradio.com/P25)  
4.7 ★★★★★ rating for discounttwo-wayradio.com  
Fast Shipping. We Make it Simple.  
Emergency Two Way Radios - Intrinsically Safe Radios - Aviation Radios

**Tait Public Safety Radios - taitradio.com**  
Ad [www.taitradio.com/publicsafety](http://www.taitradio.com/publicsafety)  
Efficient, reliable, tough radios for public safety. Browse now.

**Two-Way Radios | Public Safety - Motorola Solutions USA**  
[www.motorolasolutions.com/.../Radios/Project-25-P25...](http://www.motorolasolutions.com/.../Radios/Project-25-P25...) Motorola Solutions  
Motorola two-way radios offer a range of communication tools for first responders. Learn how to radio two way, smarter, with Motorola.  
Portable Radios Digital mobile radios Project 25 (P25) Systems Saber I R

**Shop for public safety radios on Google**

Kenwood TH Public Safety \$663.50 - M

**Two Way Radios For Public Safety**  
www.twowayradiosfor.com  
(888) 948-4873  
Vertex Standard 5 Watt 16 Ch  
3-Year Warranty - Free Shipping

**Public Safety Radios**  
www.santor.com  
Solutions to Monitor & Control

Need a quick & dirty research option? Start typing your keywords into Google and take a look at the common search terms that surface there to learn what people are searching for.

Tip:  
Google accounts for 90% of search traffic to B2B websites.  
[MediaPost](#)

# SET UP RULES BEFORE YOU START



**Write up your Global Social Media Policy** and share it with all employees. **Create a Social Steering Council** with regular group meetings to review company initiatives and best practices.

**Establish checks and balances** – for example, new posters may require review of every post. Trained posters may seek out review from PR and Legal before sharing certain posts.

## ABOUT TO SHARE? CONSIDER WHO'S LISTENING



**YOUR CEO**  
Motorola Solutions  
CEO, Greg Brown

Does your post reflect the values of your company or organization?



**YOUR CUSTOMERS**  
Home Depot CEO,  
Frank Blake

Would your post encourage your customer to want to work with you, or to take his business elsewhere?



**YOUR LEGAL TEAM**  
MSI's General Counsel,  
Mark Hacker

Is there anything about your post that could be considered illegal? Libelous? Slanderous? Confidential?



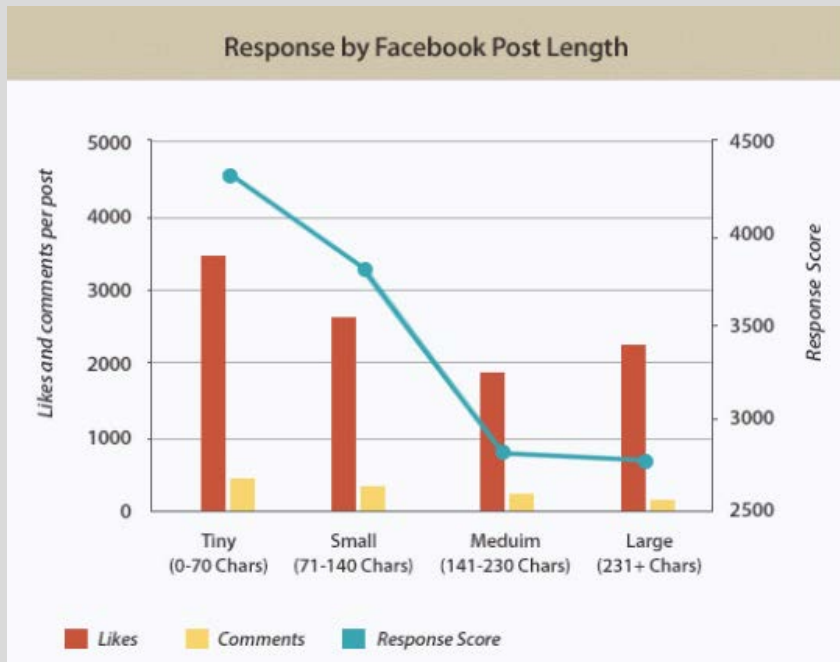
**YOUR FAMILY**  
What will Grandma say when she sees your post on Facebook?

Honey, what does ISSI mean? You need a chocolate chip cookie.

**THINK  
VISUALLY**



# WHAT WORKS FOR FACEBOOK



Graphic by Buffer

More than three-quarters (77%) of brand posts shared on Facebook are photos.

[iMedia Connection](#)

**Multiple-photo posts** on Facebook are Motorola's most successful posts.

- Tip from "[Convince and Convert](#)": Photo Albums play to the EdgeRank algorithm – clicks count for EdgeRank and partially determine how often FB serves up your posts to fans and increased reach by 5.1x

- Using photos provides a 37% increase in Facebook engagement and 14% increase in news release pageviews.

[Heidi Cohen](#)

# POLICE CARS & ROAD TRIPS



**Motorola Solutions** added 8 new photos — with Meredith Thomas and Rick Barajaz at **Motorola Solutions**.

October 20 at 9:59am · Edited · 🌐

Clear skies, full tank, can't lose!

We had plenty of donuts, coffee and Motorolans at this morning's sendoff of the Police Patrol Vehicle on its #Road2IACP! Packed with our newest technologies -- including some not yet released -- the car will make stops along its route from Schaumburg to Orlando, Florida, so Matt Tannenbaum and Terrence Brown can give a sneak preview to customers along the way. Two stops set for today: Chicago Heights and Noblesville, Indiana.

Get involved: For each social post incorporating the hashtag #Road2IACP between now and Oct. 28, Motorola Solutions will donate \$2 to the International Association of Chiefs of Police Foundation, on up to \$2,000!



6,480 People Reached

81 Likes, Comments & Shares

70

Likes

48

On Post

22

On Shares



**Motorola Solutions**

October 23 at 9:34am · Edited · 🌐

This week, Motorola Solutions is demonstrating our newest technologies in our Connected Patrol Vehicle at #IACP2014. We have a strong heritage in mobile public safety, and have innovated radio technology for public safety vehicles since 1930. In this image from 1940, a row of police cars carry Motorola T69-20A transmitters that allowed officers to send and receive radio communications.

Make sure to follow the #Road2IACP on social media as we travel in the Motorola patrol car to #IACP2014 in Orlando, Florida. Motorola Solutions is donating \$2 dollars to the IACP Foundation for every post you make on our Facebook page, plus posts on Instagram, and tweets and retweets that include the #Road2IACP hashtag! The IACP Foundation support injured and fallen officers and their families, so please tweet and post to help!



11,068 people reached

Boost Post

Unlike · Comment · Share · Hootlet · 🍷 261 🗨 5 🔄 47

11,068 People Reached

385 Likes, Comments & Shares

323  
Likes

261  
On Post

62  
On Shares

12  
Comments

5  
On Post

7  
On Shares

50  
Shares

47  
On Post

3  
On Shares

536 Post Clicks

172  
Photo Views

0  
Link Clicks

364  
Other Clicks

NEGATIVE FEEDBACK

3 Hide Post

1 Hide All Posts

0 Report as Spam

0 Unlike Page

# MAKE YOUR CUSTOMER THE HERO



If you're writing a business blog and you start out with "We are excited to announce..." then you're starting out with the wrong focus.

Turn the story around. Focus on how the customer's problem was solved; tell the story of how they are using your product or service to make their lives better.

In the case at right, MSI had made a donation to a public safety group – but the real story was about the people there, the day spent together, the sense of community.



## ONE EXCEPTIONAL CHILD, ONE EXCEPTIONAL DAY FOR ILLINOIS STATE POLICE

Posted by Tracy Kimbo Jul 29, 2014

*Motorola Solutions Foundation Donates \$500,000 to Police Memorial*

More than 500 police officers and their supporters gathered in various cities across the state of Illinois, including Chicago, Dwight, Bloomington, Carlinville and O'Fallon on Saturday, July 19, for the Illinois State Police Seventh Annual Heritage Foundation Motorcycle and Fun Car Ride to benefit the building of the [Illinois State Police \(ISP\) Memorial Park](#) in Springfield, Illinois. As riders from Chicago and Dwight approached [Chuck's Harley-Davidson](#) in Bloomington to pick up fellow riders, they were met with the smell of freshly grilled hot dogs. Chuck's Harley opened their lot and barbecued lunch for hundreds of riders taking part in the event.



Upon arrival in the state's capital in

Springfield at the [FOP Troopers Lodge 41](#), a very special guest was invited to receive the "Exceptional Child" award. Ten-year-old Donovan McBride from Wilcox School in Springfield always dreamed of becoming a police officer. He is an extremely optimistic kid dedicated to growing and improving himself and constantly wears a smile on his face despite his limitations with cerebral palsy.

In addition to his dreams of becoming a police officer, Donovan really wanted to see the inside of a police car. The Illinois State Police invited the McBride family to the event, making Donovan's dream a reality. The State Troopers took pictures with Donovan and his brothers on a motorcycle, in the car and of course wearing the trooper hat.

"The boys were so polite and appreciative, and our troopers were great with them. For having a walker, he got around as well as anyone else!" said Clare Pfotenhauer, the Safety Education and Public Information Officer of the ISP.



# KEY TAKEAWAYS



## TIP 1 UNDERSTAND YOUR BRAND

Know your brand's purpose and promise, and carry that tone throughout your social media content.

*At Motorola Solutions, we help people be their best in the moments that matter.*

## TIPS 2 & 3 SPEAK WITH A HUMAN VOICE – AND BE CLEAR

Consider your audience. They might know what every one of your acronyms mean, or they might not. They might know every insider term, or they might not. Don't risk confusion – write the way you would speak. If you can't figure out how to write it, turn to the person next to you and talk it out. Once you've said it clearly – write it that way.

## TIP 4 BE SPECIFIC

Hold the pickles, hold the lettuce, special orders don't upset us... Remember the old Burger King commercial? People don't want to guess what you mean, so be specific. Does your remote speaker microphone have Bluetooth? Say so. Does your radio battery have LTE capabilities and an 8-hour battery lifespan per charge? Be specific – people won't buy what they can't understand.

## TIP 5 SET UP RULES & FOLLOW THEM

Don't urge your colleagues to dive headlong into the social media pond until you teach them how to swim. Give them the rules of the road and show them the way to do it right, so they don't have to learn the hard way.

## TIP 6 BE HELPFUL

By far, our most popular and successful social media posts are the ones that are HELPFUL. They focus on common problems in business and in life, problems we can help them solve. Ask yourself: Why write that blog if it's not going to help someone, somewhere?

## TIP 7 THINK VISUALLY

LinkedIn reports that clickthrough rates on Sponsored Posts go up by more than 80% when an image is included. Use infographics and imagery to your advantage!

## TIP 8 MAKE YOUR CUSTOMER THE HERO

When you find yourself starting out a story about your brand or products or services, think first from the customer's viewpoint. They want to hear it from their perspective. Consider





**THANK YOU**