

# “Social” Media Training: Managing Brand Reputation in the Mobile, 24/7 Universe

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# SOCIAL MEDIA = MEDIA OF THE PEOPLE



**People shape brand perception**

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# Employees can help shape perception, too

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# Weber Shandwick survey showed:

Here are some eye-opening statistics from our research about employees:

- 88%** use at least one social media site for personal use
- 50%** post messages, pictures or videos in social media about employer often or from time-to-time
- 39%** have shared praise or positive comments online about employer
- 33%** post messages, pictures or videos about employer in social media often or from time-to-time **without any encouragement from employer**
- 16%** have shared criticism or negative comments online about employer
- 14%** have posted something about employer in social media **that they wish they hadn't**



<http://www.webershandwick.com/uploads/news/files/employees-rising-seizing-the-opportunity-in-employee-activism.pdf>

# Social media policy = Rules of the Road



# Keys to a great policy

1. Collaborate with HR and Legal colleagues
2. Keep language simple and clear
3. Have clear lines of who should respond to what questions
4. Have examples of what people can and cannot do
5. Offers training as an additional resource
  1. Video
  2. In-person
6. Updated frequently



# Social Media Governance

Empowerment With Accountability by Chris Boudreaux



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## Social Media Policy Database

[SUBMIT A POLICY](#)

ALL ACADEMICS AGENCIES B2B B2C GOVERNMENT, NON-PROFIT HEALTHCARE

GUIDES, TEMPLATES

Organization	Document Title
Abbott	<a href="#">Social Media terms of Use</a>
Abbott	<a href="#">Facebook Terms of Use</a>
Abbott	<a href="#">Twitter Privacy Policy</a>
About.com	<a href="#">Template: Blogging and Social Media Policy</a>
About.com	<a href="#">Template: Internet and Email Policy</a>
Adidas Group	<a href="#">Social Media Guidelines</a>
American Institute of Architects	<a href="#">Policy on Staff Use of Social Media</a>
American Nurses Association	<a href="#">Guidelines on Social Media and Networking for Nurses</a>

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[www.socialmediagovernance.com/policies](http://www.socialmediagovernance.com/policies)

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# Getting it right

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“Employees with socially-encouraging employers are significantly more likely to help boost sales than employees whose employers aren’t socially encouraging (72% vs. 48% respectively)”

Weber Shandwick report: Employees Rising

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# Getting it wrong

## Did Eagles employee deserve to be fired?



By LZ Granderson  
Page 2  
([Archive](#) | [Contact](#))

Updated: March 12, 2009, 1:20 PM ET

Comment Email Print Share

A guy walks into his boss's office, tells his superior he doesn't like some of the moves he has made and ends the conversation by calling his boss an idiot.

Not surprisingly, the guy is fired, although, curiously, 77 percent of the people polled by SportsNation about the scenario seem to think the employee was wronged.

That appears to be essentially what happened in the case of Dan Leone, the die-hard Philadelphia Eagles fan who was fired from his part-time job with the team after allegedly [posting an unflattering comment](#) about the Eagles' offseason moves. I say "allegedly" because the only person talking without a press release is Leone. Employee records are confidential, and legally the Eagles are not supposed to air out details to any Joe Blow who calls.

It's the kind of story that at first glance appears to have clear-cut good and bad guys. But then, at first glance, "Watchmen" appeared to be a clear-cut good movie.

In both cases, things change when you see the whole picture.

When Leone posted "Dam Eagles R Retarded!!" on his status line, he had 120 fellow Facebookers listed as friends. Among those friends was Leonard Bonacci, the team's director of event operations and the man who happened to be Leone's boss. Among the first to respond to the post? You guessed it -- Bonacci.

"Can we talk about your post?" it read.

"I said sure and apologized for posting it," Leone said. "Up until then, I'd never called a radio station, written to a blogger or anything like that. I only did Facebook because everybody kept talking about it."

Shortly after the exchange with Bonacci, he was fired.

Leone posted his dismissal on Facebook, then called his fiancée and his sister.

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### ESPN Top Headlines

- [CFP: Bama-OSU, Oregon-FSU; TCU falls out](#)
- [Pats' defense steps up in win over Chargers](#)
- [Briles: CFP committee has no Big 12 voice](#)
- [Raiders' Moore targets 'chump' Kaepernick](#)
- [Seattle DE: Sanchez impersonating good QB](#)

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**Prepare what you want to say in advance**

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# Map your issues. Plan ahead for real-time.

**Southwest Airlines** @SouthwestAir 22 Jul  
Standby for more information regarding #Flight345 BNA-LGA. We are gathering details and will post a statement soon.  
Collapse Reply Retweet Favorite More

424 RETWEETS 38 FAVORITES

6:17 PM - 22 Jul 13 - Details

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**Southwest Airlines**  
July 22

Southwest Airlines confirms emergency responders at New York's LaGuardia airport are assisting with an evacuation of #flight345 after the Boeing 737 arrived this evening from Nashville. We will provide further details when available.

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4,987 people like this. Top Comments

Write a comment...

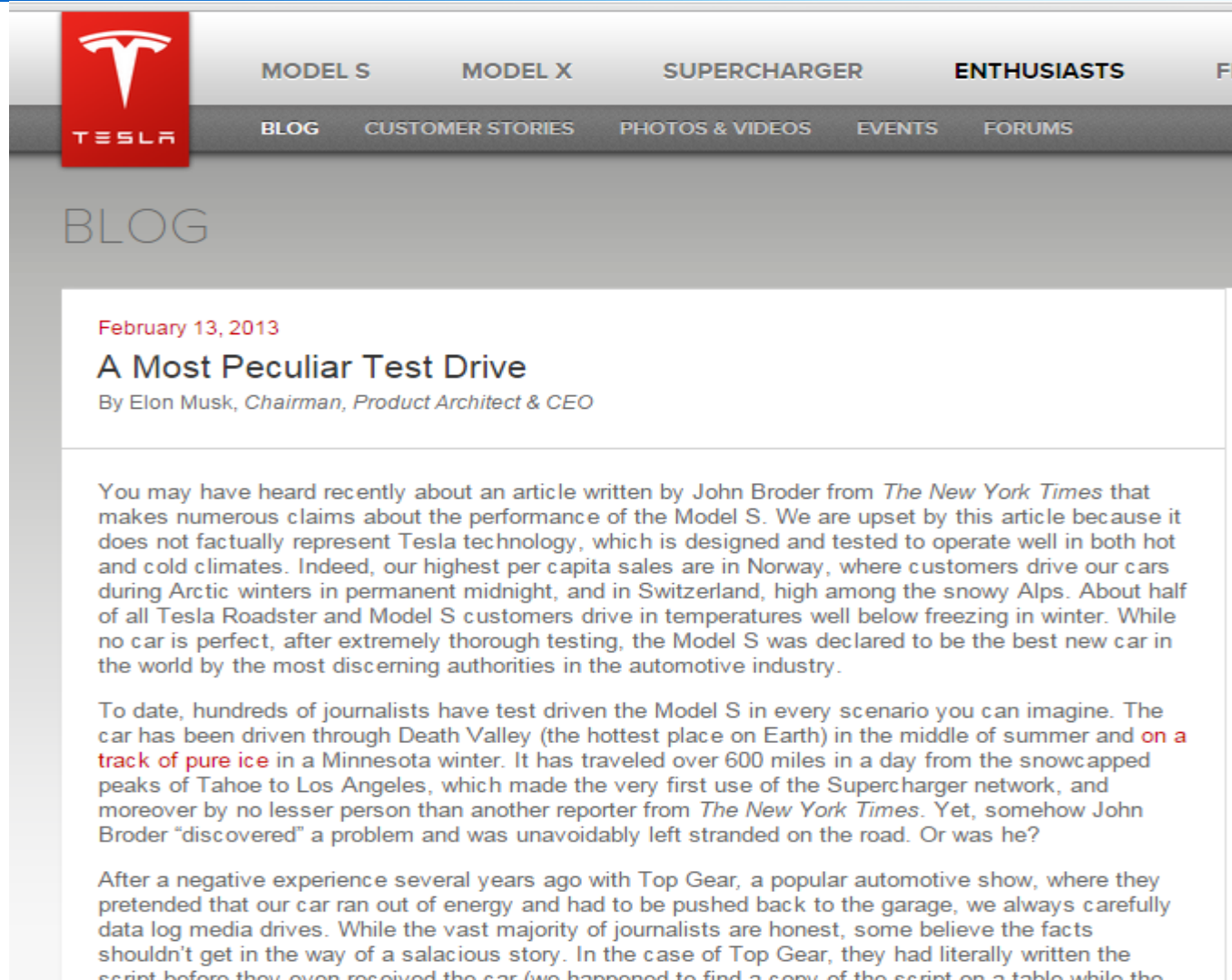
I love that Southwest actually comes out and tells us first without waiting for pressure from the media.  
Like · Reply · 449 · July 22 at 6:33pm via mobile  
5 Replies

I was on the flight and would like to say that so far we are all okay! Thanks for the prayers!  
Like · Reply · 725 · July 22 at 6:34pm via mobile  
32 Replies

View more comments 2 Pin it

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# Get out ahead



The image shows a screenshot of the Tesla website's blog page. At the top, there is a navigation bar with the Tesla logo on the left and menu items: MODEL S, MODEL X, SUPERCHARGER, ENTHUSIASTS, and FIN. Below this is a secondary navigation bar with: BLOG, CUSTOMER STORIES, PHOTOS & VIDEOS, EVENTS, and FORUMS. The main content area is titled "BLOG" and features an article dated "February 13, 2013" with the title "A Most Peculiar Test Drive" by Elon Musk, Chairman, Product Architect & CEO. The article text discusses a negative article from The New York Times about the Model S's performance in cold climates, stating that Tesla cars are designed to operate well in both hot and cold climates. It mentions that Tesla's highest per capita sales are in Norway, where customers drive in permanent midnight, and in Switzerland, high among the snowy Alps. The article also mentions that about half of all Tesla Roadster and Model S customers drive in temperatures well below freezing in winter. It states that while no car is perfect, after extremely thorough testing, the Model S was declared to be the best new car in the world by the most discerning authorities in the automotive industry. The article further mentions that to date, hundreds of journalists have test driven the Model S in every scenario you can imagine, including Death Valley (the hottest place on Earth) in the middle of summer and on a track of pure ice in a Minnesota winter. It has traveled over 600 miles in a day from the snowcapped peaks of Tahoe to Los Angeles, which made the very first use of the Supercharger network, and moreover by no lesser person than another reporter from The New York Times. Yet, somehow John Broder "discovered" a problem and was unavoidably left stranded on the road. Or was he? The article concludes by mentioning a negative experience several years ago with Top Gear, a popular automotive show, where they pretended that their car ran out of energy and had to be pushed back to the garage, but they always carefully data log media drives. While the vast majority of journalists are honest, some believe the facts shouldn't get in the way of a salacious story. In the case of Top Gear, they had literally written the script before they even received the car (we happened to find a copy of the script on a table while the



# Remember Don Draper...

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**“If you don’t like what’s being said, change the conversation.”**

# Tips for shaping the narrative

- Become a brand publisher
- Curate content
- Map your influencers
- Always be transparent
- Answer and acknowledge the question being asked but provide context by broadening the conversation to include points you would like to make.

# Questions, Comments

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# Contact information

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