



# Beyond Social Media

The evolution to social business

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# Lets be clear...

We will talk about social data...

- But we won't mention fans, followers, likes, pokes, +1's....
- We will talk about the evolution of social, and how real-time social data can transform the decisions you make on a daily basis
- Provide some practical tips to becoming a social business



\$9.7bn

“In 2015, US marketers will put \$9.7 billion into social channels, but most of it will be misspent”



Nate Elliot

FORRESTER



# Social is about more than just 'media'

You **DO** social if;

- You have branded presences on established social platforms that you use for comms purposes

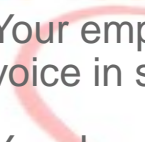
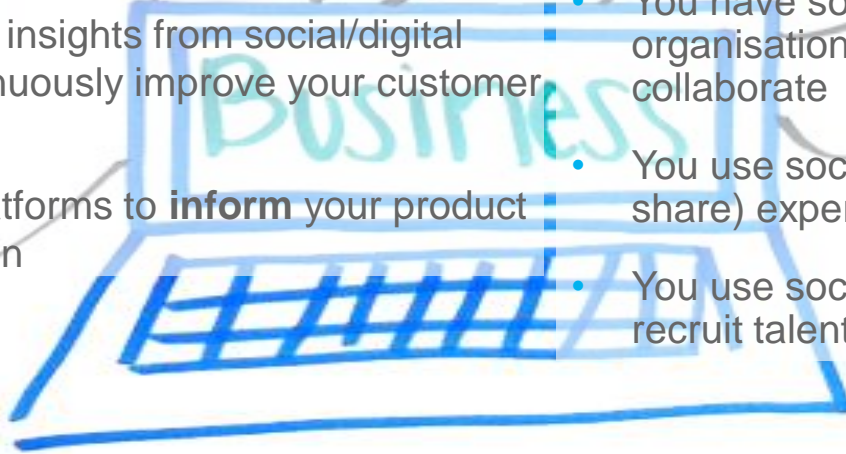
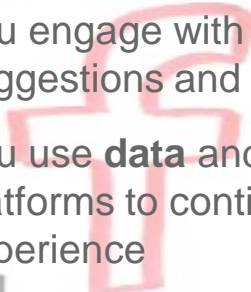
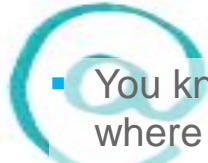


# You **ARE** social when

- You know what your customers are saying, where and when
- You engage with comments, questions, suggestions and complaints
- You use **data** and insights from social/digital platforms to continuously improve your customer experience
- You use social platforms to **inform** your product / service innovation

- Your employees are empowered to have a voice in social platforms
- Your business runs on a culture of sharing and collaboration
- You have social platforms inside the organisation that allow employees to collaborate
- You use social platforms to identify (and share) expertise within your organisation
- You use social platforms to search out and recruit talent

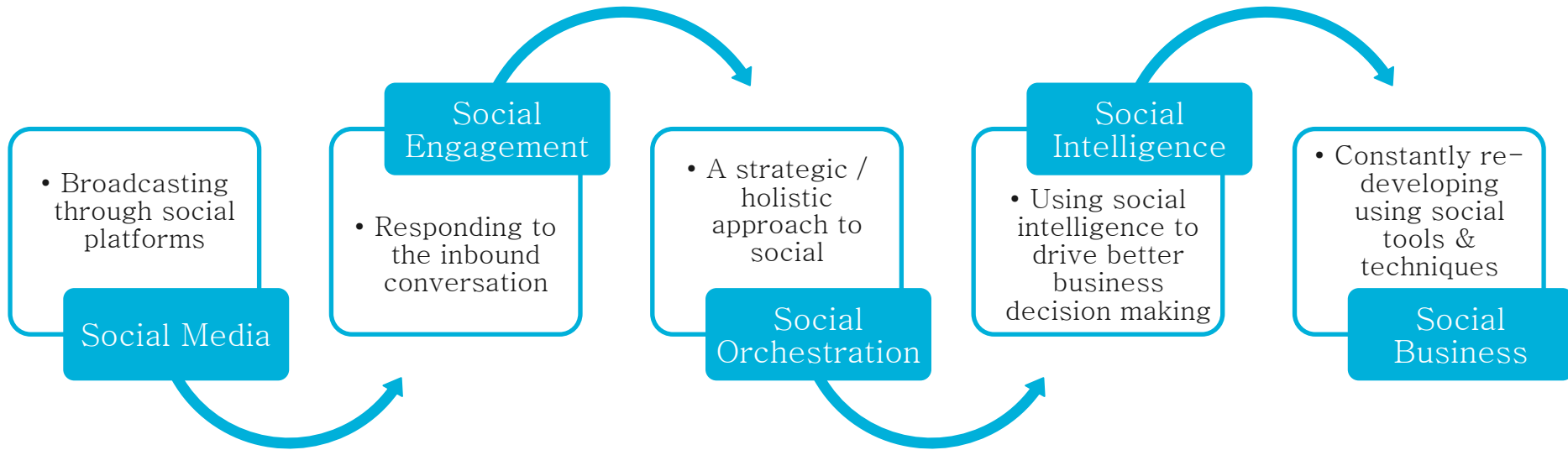
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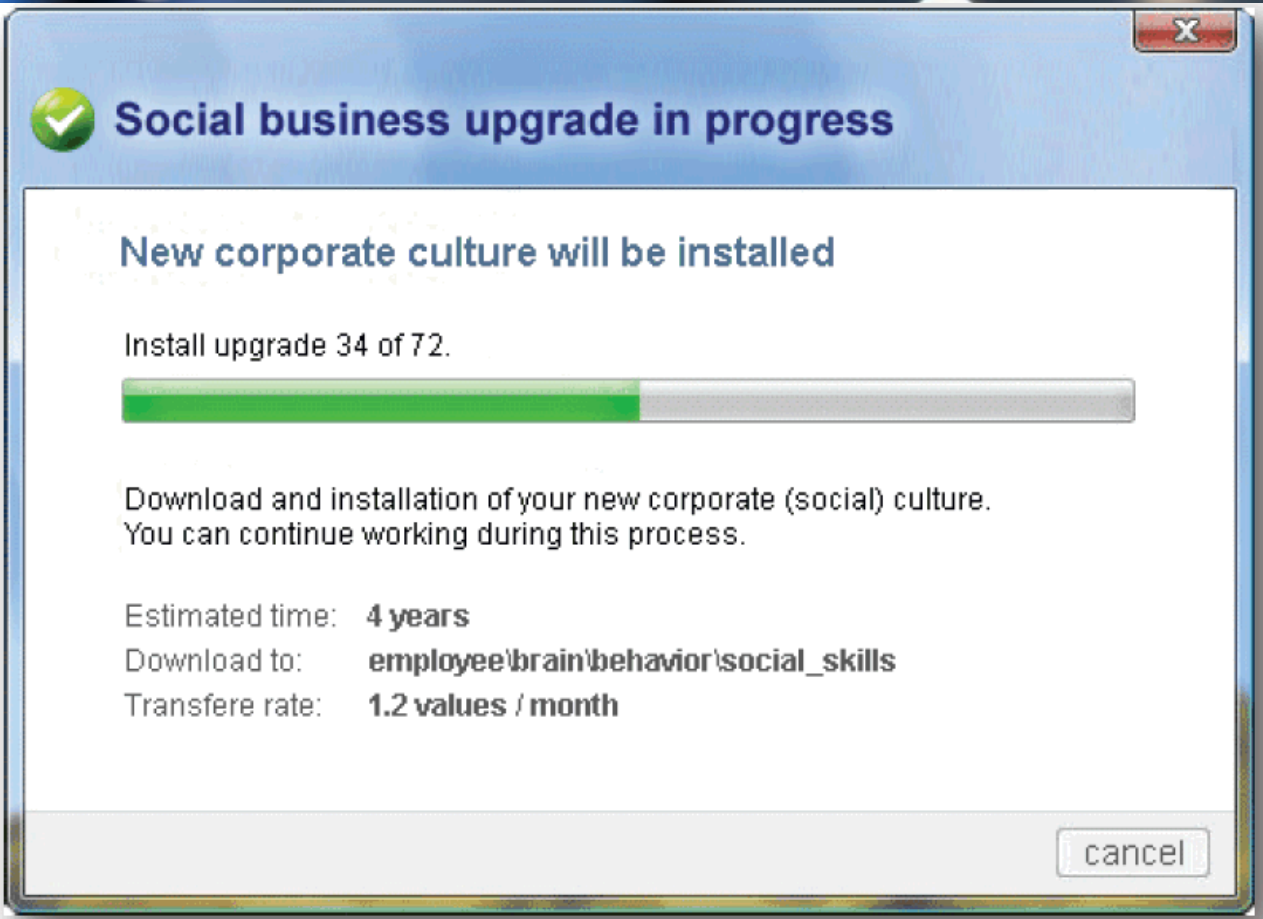


Social isn't something you  
do, it's a way of doing  
business



# Social thinking has (and will continue) to evolve





## Social business upgrade in progress

### New corporate culture will be installed

Install upgrade 34 of 72.



Download and installation of your new corporate (social) culture.  
You can continue working during this process.

Estimated time: **4 years**  
Download to: **employee\brain\behavior\social\_skills**  
Transfere rate: **1.2 values / month**

cancel

Alexander Kluge  
@alecmcint

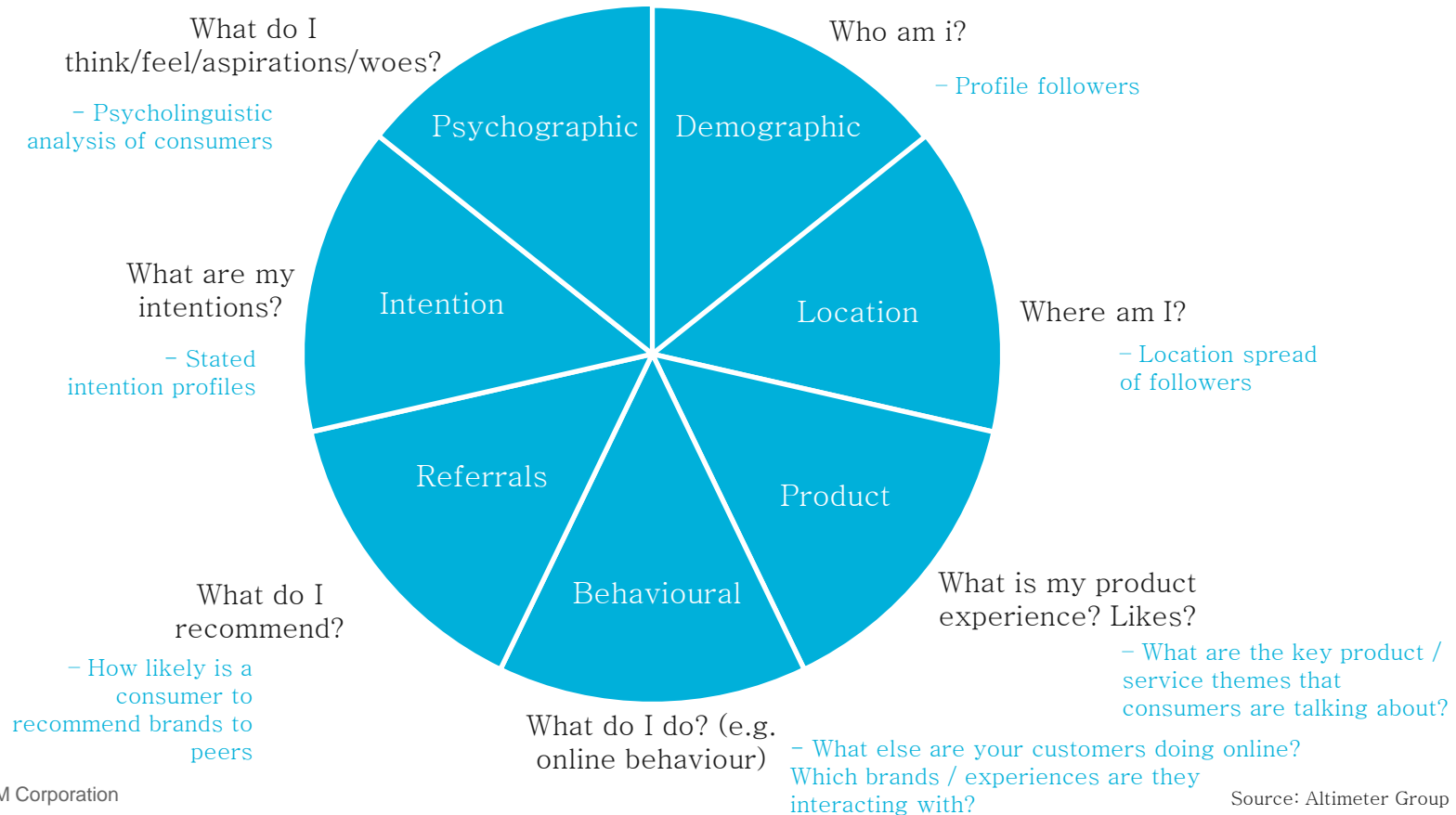
“You can install Social Software – but not Social Business”



Social is the best piece  
of research you  
**NEVER** commissioned



# There are 7 types of social data



# Social intelligence continues to mature beyond just listening



## Listening & Monitoring

### Business Outcomes

- Identify and Track social conversations
- *Qualitatively* Improve exposure to social competition
- Open-up Brand Social Channels

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### Analytic Capabilities

- Social Listening
- Pre-defined dashboards
- Historic Analysis

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### Data Sources

- Mainstream/Limited Social Media
- Core market, English

----- Digital Maturity and Sophistication ----->

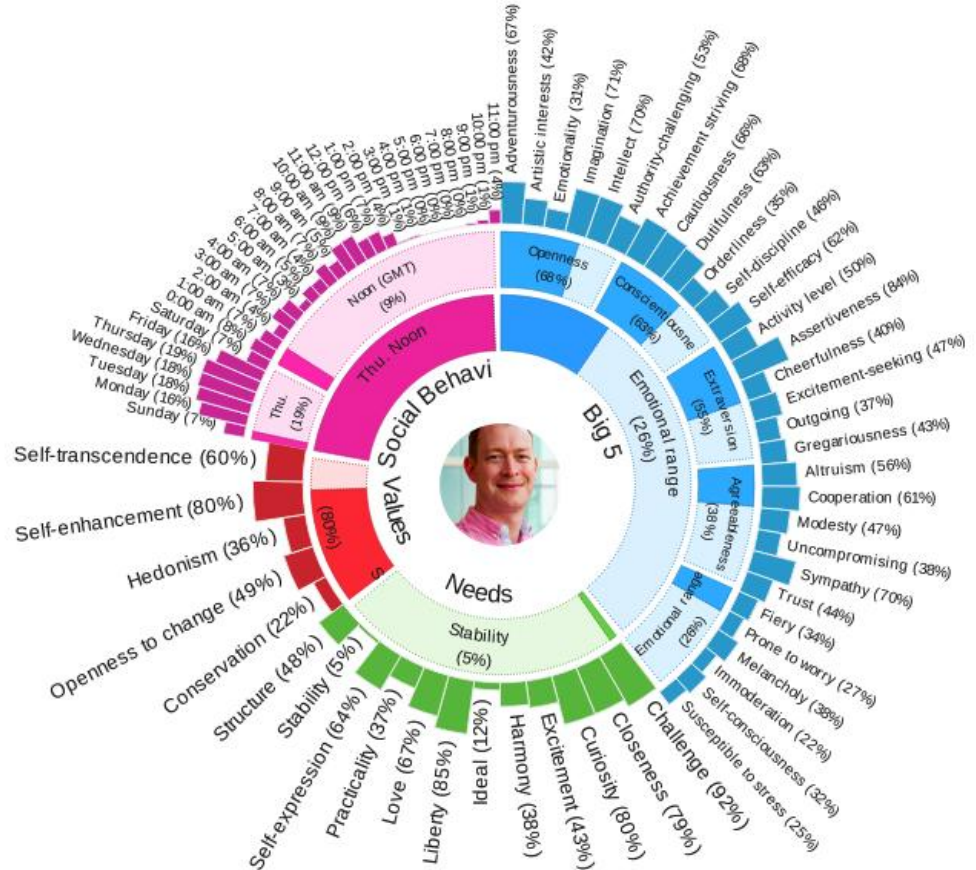
#IdidntknowIBMdidthat

@benjamin\_kay



# Here is what my social footprint says about me

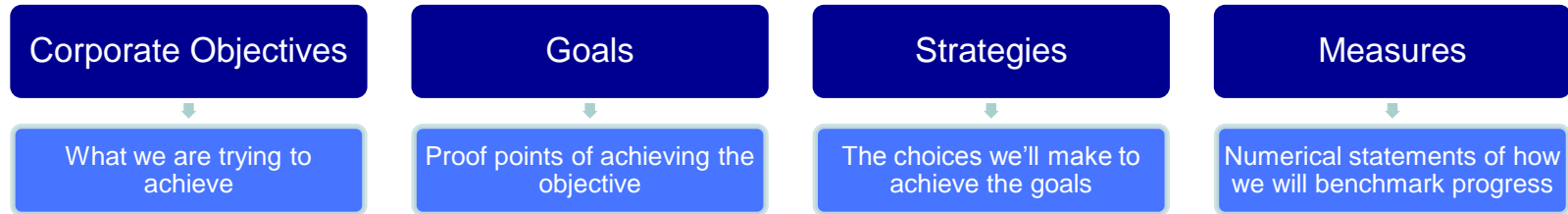
You are heartleft. You are assertive; you tend to speak up and take charge of situations, and you are comfortable leading groups. You are self-controlled: you have control over your desires: you handle unexpected events calmly and effectively. Your choices are driven greatly for desire for prestige. You consider achieving success to guide a large part of what you do: you seek out opportunities to improve yourself and demonstrate you are a capable person. You are relatively unconcerned with tradition: you care more about making your own path than following what others have done.



# So how can we move things forward?

My tips to ease social pressure

# Be clear on WHY you want to be social and how it aligns to your corporate objectives



# Data makes the world go round

- Tap in to the data
  - Listen, listen and listen more.. Your customers are talking IF you want to listen!
  - Remember, they aren't just talking about you!
- Be transparent with the data;
  - Your customers are real-time, your data needs to be real-time
  - Surface data directly to your business
- Employ a team who;
  - Understand Social Data
  - Understand your business intimately
  - Can turn the data into actionable insight
  - Can tell the story...



# Create a social focal point for the organisation



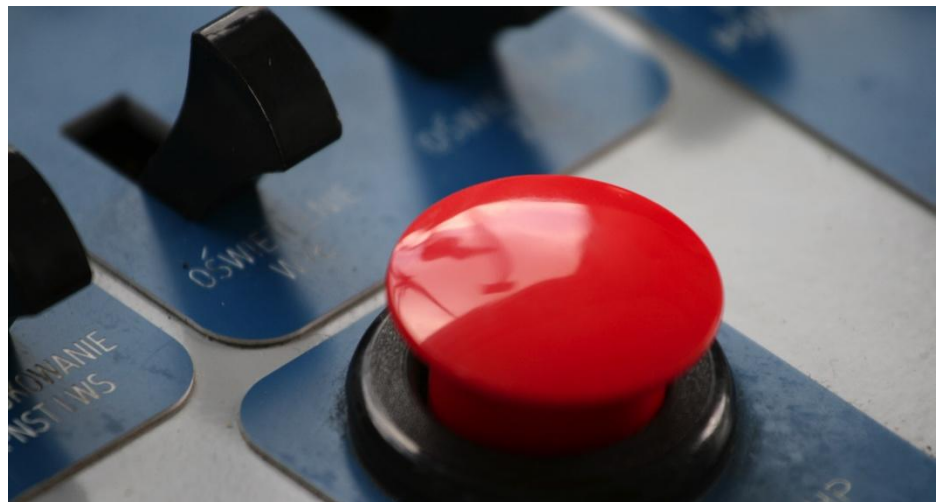
- Create a 'social' place
- Invite the rest of the organisation to see 'social' / share data / insight
- Regular team meeting / sharing sessions - Bringing people together regularly is essential (and very productive)
- Alignment of social insight and content calendars
- Product launches
- Crisis management hub





# Be 'fire drill ready'

- Plan for (and expect) the unexpected
  - HAVE A PLAN!
  - Clear RACI
  - Identify / eliminate points of failure
  - (Please) don't manage crisis by email



# The role of the agency in the social mix?

- Getting the balance right can be tricky
  - Insource as much as much of the customer experience as possible! No one knows your business (and customers) better than you!
  - You can react quicker than any partner
  - Outsource non-core competencies



# To recap

1. Social is cultural not functional
2. Be clear about your measures of success
3. Use social data to your advantage
4. Collaborate
5. Prepare for the worst (it will happen)
6. Insource where you can!





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