

THE LITTLE BOOK OF SOCIAL MEDIA



"I love how Twitter confirms my all-too-often-assaulted belief that most humans are kind, serious, knowledgeable, tolerant and funny. Let's enjoy ourselves, and to hell with those of you who don't get it!"

Stephen Fry, British comedian, TV personality and first ever celebrity Twitterer!

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Harnessing the power of social media

People have been arranging to meet face-to-face for thousands of years—but now we have the social web. And while it may have caused a revolution in communication, some things never change. Being human, we have a need to express ourselves, to have meaningful relationships and to contribute to society.

That's why, since the dawn of social networking in the early 1990s, we've seen a dramatic increase in the ways in which today's consumers can connect and share with each other. As our most recent survey in the United States shows, social networking is enhancing, not deteriorating, relationships, and consumers are more engaged and connected than ever.

Every minute, every second, every hour, consumers are using social networks to connect, debate and share important views and insightful tips and to just help out. Take the example of Wikipedia. Every day, people who want to collaborate and connect their knowledge with others share millions of free contributions of content.

But the social web poses an immediate challenge for brands. How should they show up in social communities?

This little book seeks to offer some teachings and best practices to help you embark on a social media strategy that better understands customer needs online and makes a positive contribution resulting in greater connections between your brand and your customers.

Site	Description	# of Users
Classmates.com	School, college, work and the military	50M
Facebook	General	300M
Flixster	Movies	63M
Flickr	Photo Sharing	32M
Friendster	Popular in SE Asia	90M
Habbo	Teens	117M
LinkedIn	Business/General	50M
MyLife	Friends/Family	51M
MySpace	General	263M
Netlog	Popular in Europe, Middle East, Quebec	67M
Qzone	Popular in China	200M
Twitter	General	44M
Windows Live Spaces	Blogging	120M
Total above		1,447M (1.4B)

Source: Wikipedia

At the time of writing, these are the figures:

Twitter

More than 5 billion tweets have been posted on Twitter, with around 20 million a day being added, compared with 3 million a day in March 2008.

Facebook

It enjoys 400 million active users, half of whom log in on any given day. More than 65 million users access Facebook through mobile devices and they're twice as active as non-mobile users.

Wikipedia

Wikipedia had 67 million unique visitors in September 2009 and around 85,000 active contributors—and the numbers just keep growing.

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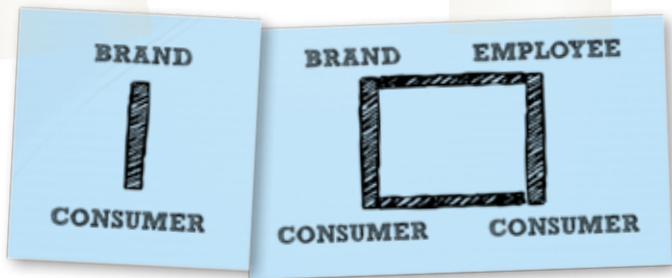
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1. The future of marketing is square

In the old days of marketing, the relationship between brand and consumer was a one-way street. We created insightful messages and made sure they were positioned in the right media and, largely, that worked pretty well. Today the demands on brands are very different. Due to fragmentation of media and a rapid trend toward personalization, that simple model has been brought into question.

As a networked society has developed, and trust in brands has eroded, the demand on brands to tread gently on the planet, to behave with ethical standards, to be transparent and to have a social conscience is greater than ever.

The world of social networking has developed this model further, putting more power in the consumers' hands and creating a new model for marketing.



Old world

New world

The new model is square. The relationship between customer and brand is no longer the single way in which brand equity is built and managed, or destroyed. In this world, the brand has to manage the whole system and have an open strategy and approach to business that has socially responsible principles at its heart.

Our recent book *Good for Business* explores just this. It outlines how, in the world of “square marketing,” being active in the digital world can be good for business – if you do the right things.



2. Getting to grips with the landscape

A model to guide your thinking

To help your thinking around your social media plan, we've developed a simple model that will allow you to plan your activity in an all-encompassing way.

At Euro RSCG 4D, we almost always think about social media as a virtual spectrum of engagement, in which the brand's role is to show up in the most effective way across a very diverse set of social media tools, many of which are increasingly becoming subsets of one another.

As the saying goes, you can learn a lot by just listening. The starting point is evaluating the current conversation. By understanding it, you can determine whether it's possible to show up in social media, what approach you should take and through which channels you should take it. This enables you to plan an engagement-based, experiential marketing strategy with the power to unify your offline and online marketing activities. Then you can monitor and track the effectiveness of social media activity to build on your successes and even manage your failures.

One final note: Remember that your social media strategy needs to be part of your wider marketing and customer strategy. Social media will touch every single aspect of your business, from customer service and product development to pricing, user experience and sales. So, perhaps just as important as thinking about a strategic framework, you need to start with the fundamental objectives of what you're trying to achieve and what behavior you're trying to reward, manage or stimulate.



3. You learn a lot from socializing

Social media marketing is a dynamic event involving dialog-based marketing rather than one-way exchanges between brands and consumers.

As a brand, perhaps the most important step you should take before entering the social space is to actually stop and evaluate the territory. Take the time to understand the conversation with respect to your category and your brand.

This begins to raise your level of awareness about your position and your brand. It will be useful to stakeholders across your business and bring the customer conversation into the business in a way that everyone can visualize.

Executing this first step can take many forms: You can do a simple trawl of the relevant landscape, capturing posts, blogs, tweets and conversations by using a vast array of the free tools we list on the back of this little book. Or you can develop a more sophisticated and automated listing strategy by using some of the software applications and technologies currently being developed (also listed).

But the key step at this stage is to think about the implications of what you see and hear. Anyone can have a database; it's what you do with it that matters.



Source:
Visible
Technologies
dashboard

Now, the interesting thing about listening is that it can inform a very diverse set of actions you're already taking in your business. It can:

- Supplement your current offline quantitative and qualitative research program
- Help you review customer insight and current issues to develop new solutions
- Help you understand and evaluate your customers from the net promoter perspective
- Help you identify the key conversations that can influence the destiny of your brand so that you can make them part of your crisis management strategy
- Allow you to see how and where customers of value are interacting to discuss important issues with respect to the category

So whether you choose to build a neat little dashboard, like the one shown above, or whether it's a simple capture-and-report, don't forget to spend some time thinking about what you do with the insights.

4. Always behave like a guest at a dinner party - and bring a present

Let's face it, the vast majority of social networks were not created with brands in mind. They were created on the fundamental premise that human beings want to interact with each other.

So from that perspective, it pays to remember that when you show up in a social network, you're a guest. You'll need to be charming and bring a gift, such as useful content or a tool that facilitates the conversation across networks.

Failing to embrace and comprehend those needs is like flash-mobbing your poor parents' house while they're vacationing on the Costa Brava. It's bound to have a pretty poor effect on the world of social networking, which is littered with stories of brands that have showed up in the wrong way.

Take this example of a product planning manager from Honda extolling the virtues of a vehicle that was almost universally panned by users on its Facebook fan page. Unfortunately, other users quickly revealed his identity.

Honda purges select comments from Crosstour Facebook page

By Jonny Lieberman | RSS feed | on Sep 2nd 2009 at 3:30PM



Eddie Okubo Interesting design. I would get this car in a heartbeat. I may be the older crowd with my kids out of the house and still need some space and performance. Don't need anything big.

0 minutes ago · Report



John Wilk sounds like you are trying to save your job at Honda?

6 minutes ago · Report



Akitomo Sugawara Maybe you like it Eddie because you're the **MANAGER OF PRODUCT PLANNING** at Honda (light trucks in particular)? Lol!

<http://www.linkedin.com/pub/eddie-okubo/14/0a3/4b4>

http://www.trucktrend.com/features/consumer/163_0901_truck_trends_2009_power_list/photo_09.html
about a minute ago · Report

Source: Autoblog.com

5. Enable the community, don't control it

Most brand communications strategies have been about designing and executing a message to targeted groups of customers. In the old world, brand communication was a form of control: the idea that it's possible to identify and manipulate the customer.

Today, successful social media marketing realizes customers need to be enabled, not controlled— and that the brand's role is to leverage social networks to engage, or to make a contribution to the conversation in some form.

Think about how your brand can bring something of value to the network by considering these questions:

- What is the role of the network?
- What role do you have in the network?
- How could you contribute to enrich the conversation?
- Is your role legitimate?

Then, the community will welcome your participation rather than see it as a slightly bizarre interruption of the conversation they're already having. Our work for Evian shows how to facilitate the conversation; when you create engaging content and seed it in a way that enables the community and the conversation, news spreads. In fact, the Evian Roller Babies commercial is now in the *Guinness Book of Records* with 45 million views (and counting).

The image shows a screenshot of a YouTube video player. At the top, the YouTube logo is visible on the left, and a search bar is on the right. Below the logo, navigation links for 'Home', 'Videos', 'Channels', and 'Shows' are present. The video title 'Evian Roller Babies US' is displayed above the video player. The video itself shows five babies in white tank tops and shorts, each on a skateboard, performing a synchronized routine outdoors. Below the video player, there is a progress bar, a play button, and a volume icon. The video has received 11,562,056 views and 23,122 ratings, indicated by five stars. Below the ratings, there are buttons for 'Favorite', 'Share', 'Playlists', and 'Flag'. At the bottom, there are links for 'Facebook', 'Dailymotion', and 'MySpace', along with a 'Share options' link. On the right side of the page, there is a 'More From:' section with several video thumbnails, and a 'Spotlight' section at the bottom right.

6. Begin with the end in mind

One of the most significant challenges of a social media marketing campaign is that it requires new skills and resources that are unlike any that have been developed for traditional brand communications.

So one of the starting points in visualizing a social media strategy is to think about your endgame. Are you embarking on a campaign (will this be an intervention with a beginning, middle and end)? Or are you, in fact, committing to an ongoing dialog (which is not going to be easy to stop)? Once you've opened Pandora's box, it's very difficult to close it again. The conversation is likely to go on and on and there is very little you can do to stop it. So you need to think about your program as an ongoing commitment that will require planning and resource.

At the beginning of the process try to determine whether this is a moment when social media can be used to your advantage. Maybe it could be an ongoing exercise that will enable you to communicate and support your brand. Is it just about delivering a message, or will it be a fundamental part of what you do?

For Charles Schwab in the US, or in Hungary for EDF at the “time capsule” campaign, our objective was to use social media to bring real insight into the conversation. We listened to what was being discussed in order to understand the debate and then used this insight to help us develop the campaign. It was, in essence, a supercharged focus group that helped us develop new ideas for customers.



There is also a negative example, Nestlé that intends to direct its social media activities through influence and manipulation. A Greenpeace appeal resulted in thousands of “fans” joining the brand site on Facebook to express their loud protest against destroying the last rainforest habitat of the endangered orangutans. After an avalanche of negative posts, the moderator of the company made a controversial decision: he announced every post will be deleted automatically from users that are displaying the modified Nestlé logo as a profile picture. The next wave of protests was on Twitter and also on various blogs - soon after the caught fire on international electronic press, unambiguously forecasting a Greenpeace victory in that PR war.



7. Act with honesty and integrity

Ask me no questions, tell me no lies...

There is an undisclosed rule among people embracing social media: the road to success is paved with integrity—and failure to adhere to that simple principle will doom your efforts. Almost every example of the successful use of social networks by brand representatives includes an open dialog between brands and consumers. Everyone is entitled to his or her opinion, of course, but people are looking for an honest debate.

So when you start to think about embracing social media, honesty better be at the heart of what you do. Plus, think about how you're going to deal with conversations in real time in the public domain about the challenges or problems your organization faces. Do you believe there is value to observing or listening to those conversations? Or do you think your role is indeed to stimulate them?

tcktctk

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campaign updates



what is tcktctk?



What happened?

More updates gathered in
the in Copenhagen for the
most important meeting of
our lives. See the Climate
Update [here](#).

8. Think newsroom, not communications plan

In the analog world, the communications process of designing and executing a campaign takes a fair bit of time. In the social networking world, a campaign needs to be managed in, and occur in, real-time. In fact, the campaign concept is probably totally different in those two worlds. So when you start to think about social media, think newsroom or presidential election.

What you'll find is that success involves the management of interaction between customers and brands, what we call dialogues (multi-way conversations) that any number of consumers have with, and about, brands. So when you think about the process and how you are going to manage it, you must also agree on how communications will be managed and who's going to create them.

Because everything will happen in real time, you'll need to be set up to evaluate the conversation hourly. Think about how the conversation will be moderated in real-time across all the channels and activities you're likely to embark upon.

Without a shadow of doubt, the success of all the best campaigns we've been involved in can be attributed to the client's dedication to managing the social networking conversation. Bottom line: It's a brave new world out there. Make sure you have a team in place to effectively manage the conversations—and manage them fast.



9. Send out invites

One of the most critical things all brands should think about when engaging in a social media strategy is how to manage the interaction. Who is going to manage it and where it will happen? But also, don't forget to invite your advocates into the party.

It's worth remembering things like those promotional entries from the last competition you ran, which are probably lying under someone's desk in your marketing department. Those entrants are probably interested in hearing from you and might like being invited to comment on your next promotion—or even help you design it. How about transforming your old database into a fan base?



For the launch of Volvo XC90, for example, we deliberately harnessed our core community of advocates with early teasers and invitations to experience the new car.

RT @evoigt: Love this Volvo ad 4 2 reasons. a) I am in love with the XC60 & b) appreciate the Twitter integration.
<http://twtpic.com/3cm7q>
 11:57 AM Apr 25th from [location]

Pleasantly surprised with volvo's presence on here with @volvoxc60 first I've seen do it right, and I talk about cars quite a bit.
 7:28 PM May 20th from web

 **darrellwhitelaw**
 writer @volvo

RT @mobienot: Test Drove an XC60 Saturday and fell in love! Handed like a sports car with the power to back it.
<http://tinyurl.com/6xbheb>
 10:34 PM Apr 25th from web

10. You get what you measure

There's a big question behind social media activity at the moment: What's the ROI?

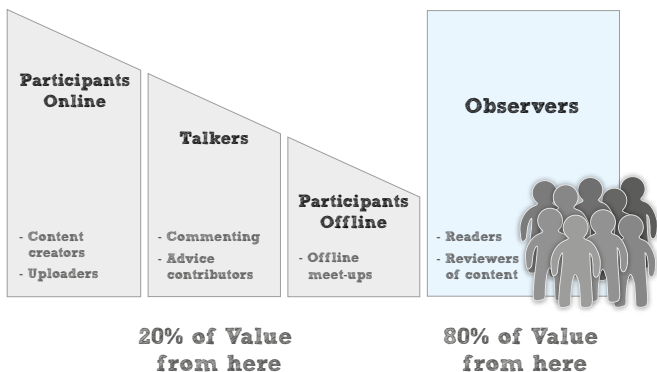
Most social media activity should be evaluated across two dimensions. The first is a brand engagement measure, in which it's possible to map and evaluate the social media conversation relative to positive or negative effect on the brand. By listening to the conversation, it is possible to build a measurement system that looks at the net-promoter effect of social media on a brand.

The second way of measuring social media effectiveness is to consider the net promoter/word-of-mouth value of the conversation. We often divide the interactions in the social media landscape into a variety of different consumer types, then consider the value of interactions from each consumer group and assign a value to these groups, which can be used in ROI calculations.

Finally, of course, it is possible to consider the effect of social media on sales, based on tracking sales relative to activity.

Our view is that you need to consider the value of social media activity on its contribution to core brand objectives. In this way, you can easily show how it can enhance existing activity, much like product development, research or reputation management.

Different consumers have different roles in social networks: It pays to think through the value of different types of groups and to monitor accordingly.



11. Don't forget to ask them back

Once you've embarked on a designing a social media campaign and plan, you will develop a landscape of opportunities to talk to new and different customer groups who are engaged in different ways with your brand. Don't forget to keep that dialog going.

This gives you an opportunity to constantly influence the community to your advantage. It's important that you start to integrate social media into all of your campaign planning activities, and that you think about joining social media up with your overall contact strategy and customer journeys. This will give you new ways of interacting with customers and inviting them to participate in your brand conversation



We've built a community around the Peugeot Rally to engage enthusiasts across all the networks from Flickr to Twitter and Facebook.

Reference links

Here are some useful links to sites that track, measure and analyze what's being said about your brand on the social web:

Twitter Search: **www.search.twitter.com**

Tweet Volume: **www.tweetvolume.com**

Google Blog Search: **www.blogsearch.google.com**

Ice Rocket: **www.icerocket.com**

Technorati: **www.technorati.com**

BackTweets: **www.backtweets.com**

Blog Pulse: **www.blogpulse.com**

Who's Talkin: **www.whostalkin.com**

Social Mention: **www.socialmention.com**

How Sociable?: **www.howsociable.com**

Addict-o-matic: **www.addictomatic.com**

eKstreme: **www.ekstreme.com**

TweetMeme: **www.tweetmeme.com**

Compete: **<http://siteanalytics.compete.com>**

Alexa: **www.alexa.com**

Yahoo Pipes: **pipes.yahoo.com**

HubSpot: **www.hubspot.com**

PRMetrics.com: **www.prmetrics.com**

SocialSniffer: **www.socialsniffer.com**

Visible Technologies: **www.visibletechnologies.com**

adesso **oro** **e**