Understanding Trends in Social Media

I can't talk to you right now. I'm catching up on your tweets.

Audrey William
26th May 2010
Agenda

1. Forces Impacting the Business Landscape
2. The Social Channel and How It’s impacting Organisations
3. Importance of Social Media in Education
4. Building a Social Customer Engagement Strategy
5. Conclusion
Forces impacting the business landscape
Forces shaping the Enterprise Communications business landscape

1. Customer Service as Differentiator
   - Increasing Competition
   - Customer Acquisition & Retention

2. Customer Expectations are Changing & Rising
   - Mobile Broadband/3G
   - Device Evolution
   - Internet & Search

3. Need to reduce Cost of Customer Service
   - Voice, SMS & Email
   - Skype, Gtalk, Messenger

4. Channels for Communications are Changing
   - Social Media & Web 2.0
   - Internet & Search
   - Device Evolution

Business

Infrastructure

Communications
IT managers in Australia see Social Media as an important element in Unified Communications

Q=How would you describe your understanding of unified communications?

- Fixed mobile convergence: 46%
- Integrated voice mail, e-mail and fax: 40%
- Integrated audio, web and video conferencing solution: 37%
- Enterprise social networking solutions: 34%
- Integrated telephony (voice), e-mail, presence, IM (instant messaging) and conferencing: 41%

N=300
The Social Channel and How it’s impacting Organisations
Introducing the Social Channel

What is Social Media?

Online platform for users to share, participate and engage in conversations (monologues or dialogues) with friends, like-minded individuals and everybody else

As easy to create content, as it is to consume it
Is Social Media just another Fad?

Top 30 Countries with most Facebook users (as of June 2009)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Number of Facebook users</th>
<th>12 month growth %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>USA</td>
<td>69,378,980</td>
<td>149.5%</td>
</tr>
<tr>
<td>2</td>
<td>UK</td>
<td>18,711,160</td>
<td>67.5%</td>
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<tr>
<td>3</td>
<td>Turkey</td>
<td>12,382,320</td>
<td>257.4%</td>
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<tr>
<td>4</td>
<td>Canada</td>
<td>11,961,020</td>
<td>24.3%</td>
</tr>
<tr>
<td>5</td>
<td>France</td>
<td>10,781,480</td>
<td>338.1%</td>
</tr>
<tr>
<td>6</td>
<td>Italy</td>
<td>10,218,400</td>
<td>1980.7%</td>
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<tr>
<td>7</td>
<td>Indonesia</td>
<td>6,496,960</td>
<td>2997.3%</td>
</tr>
<tr>
<td>8</td>
<td>Australia</td>
<td>6,053,560</td>
<td>88.2%</td>
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<tr>
<td>9</td>
<td>Spain</td>
<td>5,773,200</td>
<td>729.6%</td>
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<tr>
<td>10</td>
<td>Colombia</td>
<td>5,760,300</td>
<td>138.8%</td>
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<tr>
<td>11</td>
<td>Argentina</td>
<td>4,906,220</td>
<td>1073.8%</td>
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<tr>
<td>12</td>
<td>Chile</td>
<td>4,830,680</td>
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<td>13</td>
<td>Mexico</td>
<td>3,644,400</td>
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<td>14</td>
<td>Venezuela</td>
<td>3,578,740</td>
<td>270.2%</td>
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<td>15</td>
<td>India</td>
<td>3,236,140</td>
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<td>16</td>
<td>Germany</td>
<td>3,136,680</td>
<td>407.5%</td>
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<tr>
<td>17</td>
<td>Philippines</td>
<td>2,719,560</td>
<td>1572.1%</td>
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<tr>
<td>18</td>
<td>Belgium</td>
<td>2,372,460</td>
<td>346.2%</td>
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<td>19</td>
<td>Sweden</td>
<td>2,287,240</td>
<td>100.3%</td>
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<td>20</td>
<td>Hong Kong</td>
<td>2,087,580</td>
<td>149.1%</td>
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<td>21</td>
<td>Malaysia</td>
<td>1,995,040</td>
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<td>22</td>
<td>Denmark</td>
<td>1,961,880</td>
<td>152.4%</td>
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<td>23</td>
<td>Norway</td>
<td>1,853,840</td>
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<td>24</td>
<td>South Africa</td>
<td>1,720,820</td>
<td>96%</td>
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<td>Greece</td>
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<td>26</td>
<td>Egypt</td>
<td>1,618,040</td>
<td>106.5%</td>
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<tr>
<td>27</td>
<td>Switzerland</td>
<td>1,491,940</td>
<td>280.1%</td>
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<tr>
<td>28</td>
<td>Israel</td>
<td>1,433,540</td>
<td>142.2%</td>
</tr>
<tr>
<td>29</td>
<td>Singapore</td>
<td>1,384,760</td>
<td>198%</td>
</tr>
<tr>
<td>30</td>
<td>Finland</td>
<td>1,097,600</td>
<td>109.9%</td>
</tr>
</tbody>
</table>

Time to reach an audience of 50 million

- Radio: 38 years
- TV: 13 years
- Internet: 4 years
- iPod: 3 years
- Facebook: 2 years

400 Million+ Facebook users (35 years+ fastest growing demographic)
2 Billion+ photos on Facebook per month
1 Billion+ tweets on Twitter
100 Million+ videos on Youtube
200 Million+ blogs
13 Million+ Wikipedia articles
Top 15 websites in Australia

<table>
<thead>
<tr>
<th>Rank</th>
<th>Website</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>google.com.au</td>
<td>Search Engine</td>
</tr>
<tr>
<td>2</td>
<td>Facebook.com</td>
<td>Social Networking</td>
</tr>
<tr>
<td>3</td>
<td>google.com</td>
<td>Search Engine</td>
</tr>
<tr>
<td>4</td>
<td>youtube.com</td>
<td>Social Media</td>
</tr>
<tr>
<td>5</td>
<td>yahoo.com</td>
<td>News, Personal Content and Search</td>
</tr>
<tr>
<td>6</td>
<td>live.com</td>
<td>Search Engine</td>
</tr>
<tr>
<td>7</td>
<td>ebay.com</td>
<td>Auction site</td>
</tr>
<tr>
<td>8</td>
<td>wikipedia.org</td>
<td>Social Media</td>
</tr>
<tr>
<td>9</td>
<td>blogger.com</td>
<td>Social Media - Blogs</td>
</tr>
<tr>
<td>10</td>
<td>ninemsn.com.au</td>
<td>News, Personal Content &amp; Search</td>
</tr>
<tr>
<td>11</td>
<td>News.com.au</td>
<td>News</td>
</tr>
<tr>
<td>12</td>
<td>Twitter.com</td>
<td>Social Media</td>
</tr>
<tr>
<td>13</td>
<td>Commbank.com.au</td>
<td>Financial Services</td>
</tr>
<tr>
<td>14</td>
<td>Smh.com.au</td>
<td>News</td>
</tr>
<tr>
<td>15</td>
<td>Realestate.com.au</td>
<td>Search real estate</td>
</tr>
</tbody>
</table>

5 of top 15 websites are Social Networking & Social Media sites

Using the web for social media related activities will be big

Source: Alexa
More educational institutions are allowing the use of Social Networking in Australia

Q= Do you allow the usage of social networking within your organisation?

- Only some applications: 53%
- Yes: 26%
- Not allowed at all: 21%

Sample Size = 34
Importance of Social Media In Education
Why Social Media Should Not be Ignored

Customers are discussing your products/services

More than 6 million views on YouTube

US$ 3 million in sales by using twitter

Customers are sharing experiences online

Social Media gives you the ability to listen to customers, even when they are not calling you

Social Media has the power to significantly impact your business, so ignoring this channel is no longer an option
Social Media in Education

1. Showcasing Student and Faculty Work via You Tube

2. Providing a Platform to Broadcast events
   Stockholm University (@Stockholm_Uni) provided a live streaming video on its website for those who could not attend a seminar on environmental issues and another on file sharing on social sites such as Twitter in both English and Swedish.
Social Media in Education

3. Emergency Notification and Active Participation via Twitter

a) University of Texas had a case of H1N1 flu this spring. They used Twitter to notify the community of the case. The University of Minnesota has an Notification group on Facebook to notify university students of bomb threats as well as announce the cancellation of classes during snow storms.

b) Students can take part in a classroom lecture by being more interactive via Twitter. By using their laptop or cellphone, students can tweet comments and ideas related to the readings assigned for each lecture. A projector can then be used to stream the conversation live during the class.
Social Media in Education

4. Getting Connected Via Mobile

Stanford University has its students connected through a mobile application.

Last year, the school released a free iPhone application called iStanford that allows students to register for classes, look up campus maps and be able view the location of their friends on a map – instant messaging them if need be.

Use this platform as a channel for students to download lectures and for notifications on tutorials.
Social Media in Education

5. Coaching Students via YouTube. Helps increase publicity for the University

- University of North Carolina uses YouTube channel as a coaching tool

- Universities produce their own video and audio and can post them on the website or YouTube. The Media or a journalist can view that and use that as a source as part of a program/news. Increases exposure for the university
Social Media in Education

6. Facebook Office Hours

a) Facebook office hours are something of a four-part process. First, a Facebook note is posted promoting and describing the professor or faculty member hosting the “office hours.”

b) Then a video is posted with the faculty member talking about their research or work (or that of their department).

c) Next, fans then have a chance to ask the hosting member questions via comments. Finally, the faculty member answers questions through a second video, often addressing those commenting by name.
Social Media in Education

7. Using Social Networking to Increase Sales in Education

a) Emulate the Dell, Amazon and Nordstrom Example

b) Use Twitter to promote new courses by giving students discounts

- eg first 200 students to register for Executive Management Course will receive a discount

- The discount links should be downloaded via Twitter

- Helps increase “followers”
Social Media in Education

8. Using LinkedIn and Twitter to help students get jobs

Using LinkedIn and Twitter to help members in the alumni to engage with the university but also help with job postings around the globe.

Helps students and the alumni keep in touch with what is going on at the university and “spread the word” to friends and associates about the universities' activities.
Building a Social Customer Engagement Strategy
Building a Social Customer Engagement Strategy

1. Define Objectives
   - Do you want to engage with students, collaborate on ideas, or disseminate information, etc?

2. Identify Social Channel
   - Depending on your student/customer profile & identify which social channel is most relevant

3. Build Processes for Content & Policy
   - Who develops the content for the social channels, define policy on who can respond, what can be shared, etc.

4. Measure & Monitor
   - Track progress of customer interactions on these channels, define KPIs to ensure that you are making progress
# Identifying the Social Channel

<table>
<thead>
<tr>
<th>Channel</th>
<th>Key Objective</th>
<th>Area of Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>• Broadcast Messages to Students</td>
<td>• Public Relations &amp; Marketing</td>
</tr>
<tr>
<td></td>
<td>• Notification on H1N1 or bomb threats</td>
<td>• Lecture Classes/Forums</td>
</tr>
<tr>
<td></td>
<td>• Active Classroom Participation</td>
<td>• Student/Association Communities</td>
</tr>
<tr>
<td>Facebook (for the Universities) or Your own Social Network (e.g. Dell IdeaStorm)</td>
<td>• Student Collaboration &amp; Sharing</td>
<td>• Increasing sales</td>
</tr>
<tr>
<td></td>
<td>• Promotions to increase sales</td>
<td>• Marketing &amp; Branding</td>
</tr>
<tr>
<td></td>
<td>• Communications Portal</td>
<td>• Sharing and collaborating on information/news</td>
</tr>
<tr>
<td>YouTube</td>
<td>• Classroom Lecture Videos</td>
<td>• Branding</td>
</tr>
<tr>
<td></td>
<td>• Training</td>
<td>• Education &amp; Training</td>
</tr>
<tr>
<td>Wikis &amp; Corporate Blogs</td>
<td>• Student Support – Q&amp;A Session</td>
<td>• Tech Support &amp; Customer Support</td>
</tr>
<tr>
<td></td>
<td>• Product &amp; Service Education</td>
<td>• Web Self-help</td>
</tr>
</tbody>
</table>
Processes for Social Strategy

**Who is creating the content?**
- Marketing team if it involves any promotional or product specific information
- Customer service team/professors/lecturers, if it is a response to a query
- Customer service team/marketing team, if there is enough empowerment to deliver promotions and information depending on customer profile

**Who is authorised to respond?**
- Is there a need to create a different social media agent pool?
- Training & knowledge base for social media responses is critical
- Does the authority to respond stay within the customer service division or should PR be involved?
Measure & Monitor

Success of Social media programs can be measured by:-

• Extended Customer Reach – How many “followers” or “fans” or “views”

• Increase search volume

• Track promotions delivered via the social channels

• Track comments to see shift in customer perception of the brand
Challenges with Social Customer Engagement Strategies

**Many Social Channels** – Need to integrate channels, and use channels differently for different customer segments

**Half-Hearted Approach** – Once you establish a social channel for customer interaction & participation, quick response and frequent updates are critical to sustain the channel

**Siloed Approach to Social Media** – Many enterprises are moving to the social media channels, however, their marketing teams and customer service teams, education teams, are not talking.

**Early Days, Lack of Standards** – Since social media is a recent phenomena, many educational institutions are waiting to see standard processes as well as technologies that can address social channels
Summary

- Social Media is growing very fast in Australia. Customers/Students are using social networking as a way to collaborate, reach out to organisations receive and search for information.

- Educational Institutions can leverage this platform to engage with customers and improve the customer experience.

- It is important to focus on building an intelligent multi-channel strategy that leverages the strengths of the different channels including social channels.

- These are early days for social customer engagement, however, now is also the time to differentiate against competition.
Thank You!

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