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# Social Media Overview

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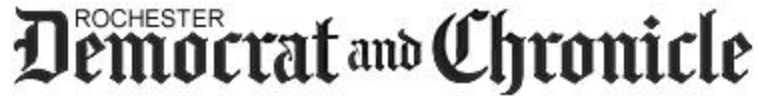
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# Your Presenter is..

- British, Oxford, Chartered Marketer, award winning instructor x2
- Teaches Internet Marketing, B2B e-marketing
- An avid technologist, and *earlier* adopter, experimenter, educator and evangelist of digital relationships
- A consultant who prides himself on teaching clients to do it themselves, not selling whizzy packages
- A relationship marketer
- A virtual world explorer
- Happy to stop and explore any issue in more detail
- Very aware that you do not market baked beans

Prior Consulting



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# Prior Research

- Online customer experience
- Value in online social networks
- Attitudes towards advertising in social networks
- Relationship marketing in electronic communities
- Trust in online environments
- Market orientation in virtual worlds
- Ethics in online research environments
- International perceptions of web effectiveness
- Social Media for collaboration and innovation

# Digital Marketing observations as consultant

1. Slow uptake by major corporations in both B2B and B2C spaces
2. Market orientation the preserve of small start ups
3. Major organizations see it as a playing ground
4. Proof of commercialization is scant
5. Consumers are leading the way with branding
6. Inhabitants of virtual worlds are VERY skeptical
7. Accounting and Finance fail to see the point
8. So does the CEO

## Common questions:

1. How much does it cost?
2. How is this relevant?
3. When will this be obsolete?
4. How do we know it works?

# Question

What is your  
organization's core  
resource?

# Question

What value do you  
provide?

# Question

## What is Social Media?



**Social media** is content created by people using highly accessible and scalable publishing technologies. At its most basic sense, social media is a shift in how people discover, read and share news, information and content. It's a fusion of sociology and technology, transforming monologues (one to many) into dialogues (many to many) and is the democratization of information, transforming people from content readers into publishers. Social media has become extremely popular because it allows people to connect in the online world to form relationships for personal and business. Businesses also refer to social media as user-generated content (UGC) or consumer-generated media (CGM).



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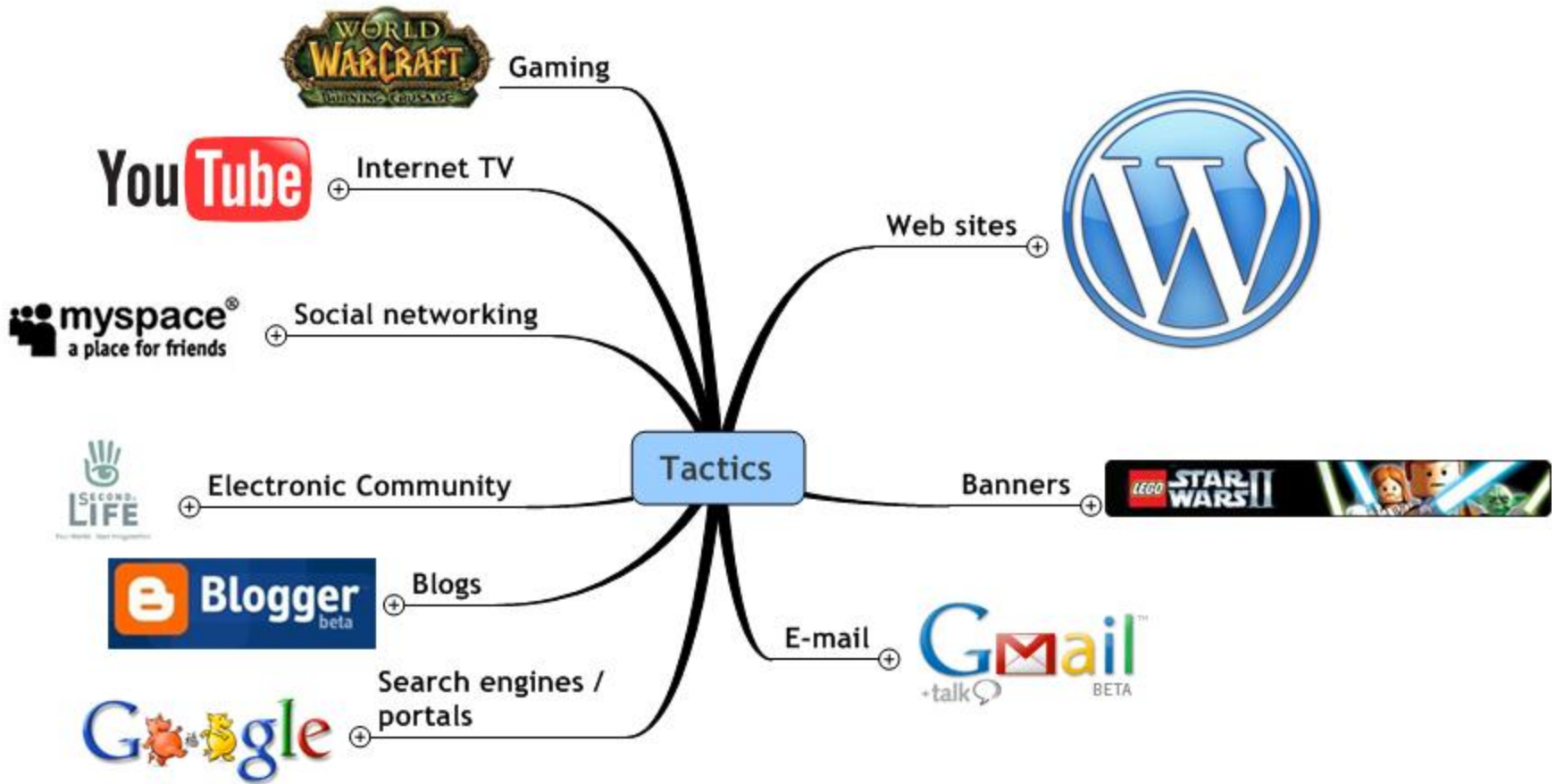


LinkedIn™



You Tube

# Touch points



# Question

Should all of this be left to  
chance?



# Question

Should all of this be left to  
chance?

**NO – WE NEED  
A PLAN**

# Question

What is Social Media's  
secret weapon?

**YOUR  
ORGANIZATION,  
YOU, CUSTOMERS,  
YOUR PARTNERS**



# What about YOU?

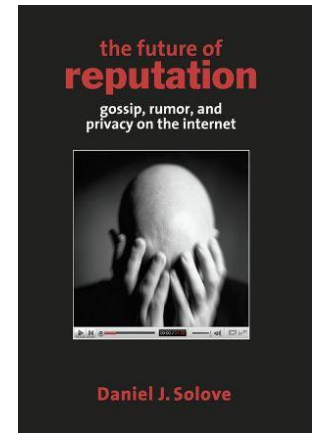
Who are you?

What is your message?

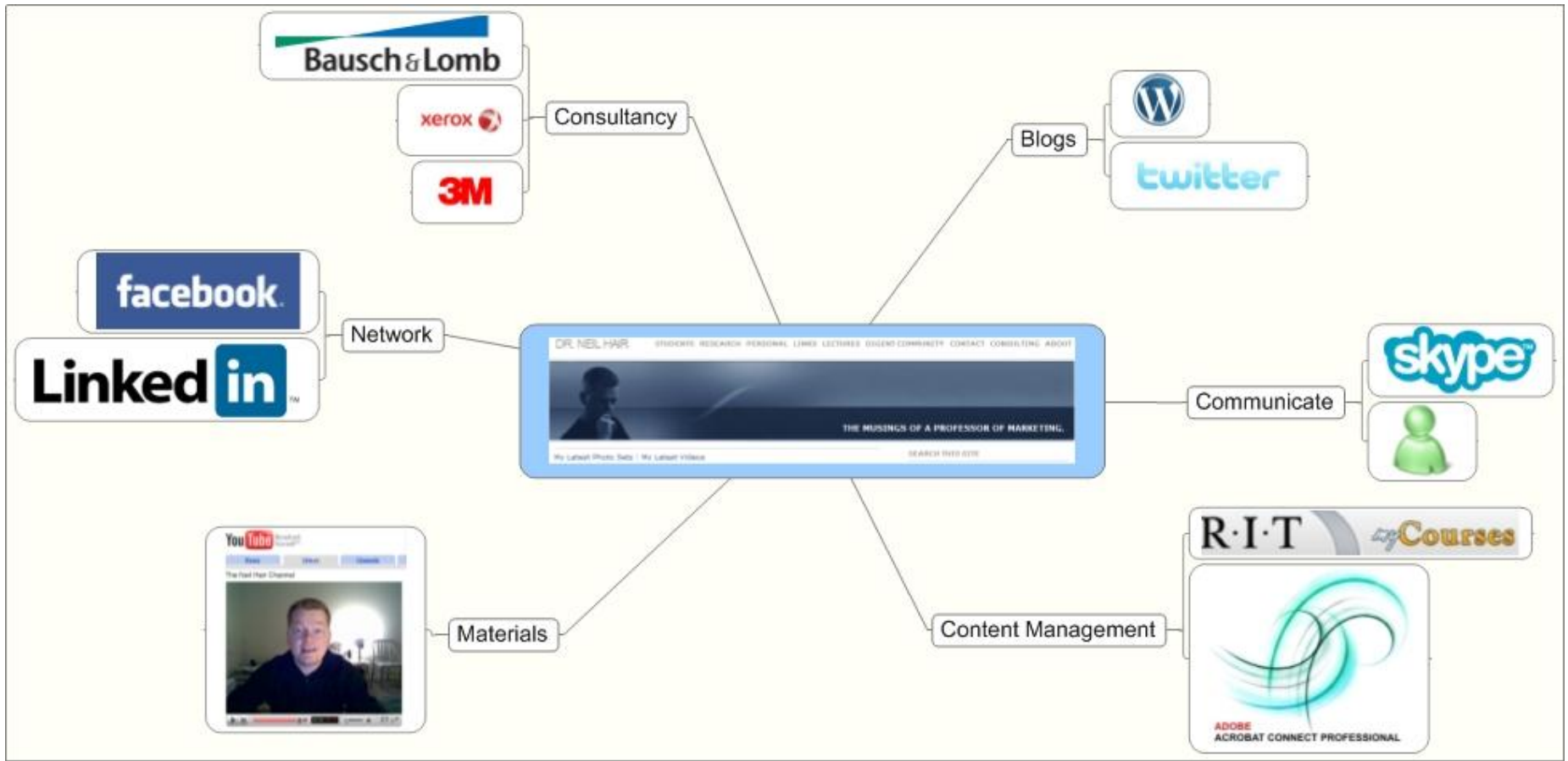
Why should I listen to you?

## 5 Simple Questions to ask:

1. Where are we now?
2. Where do we want to be?
3. How might we get there?
4. Which way is best?
5. How do we ensure safe arrival?



# My touch points



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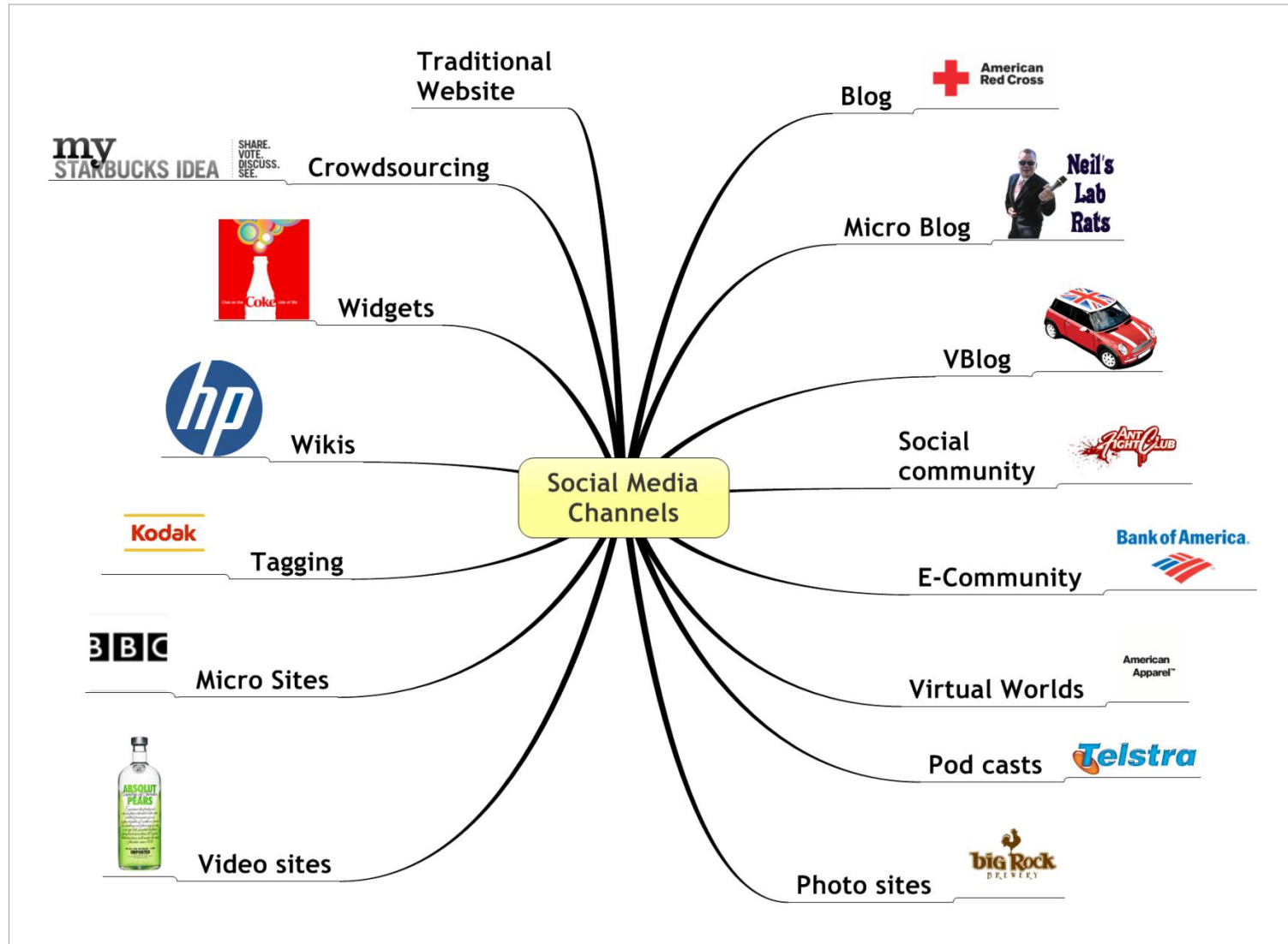


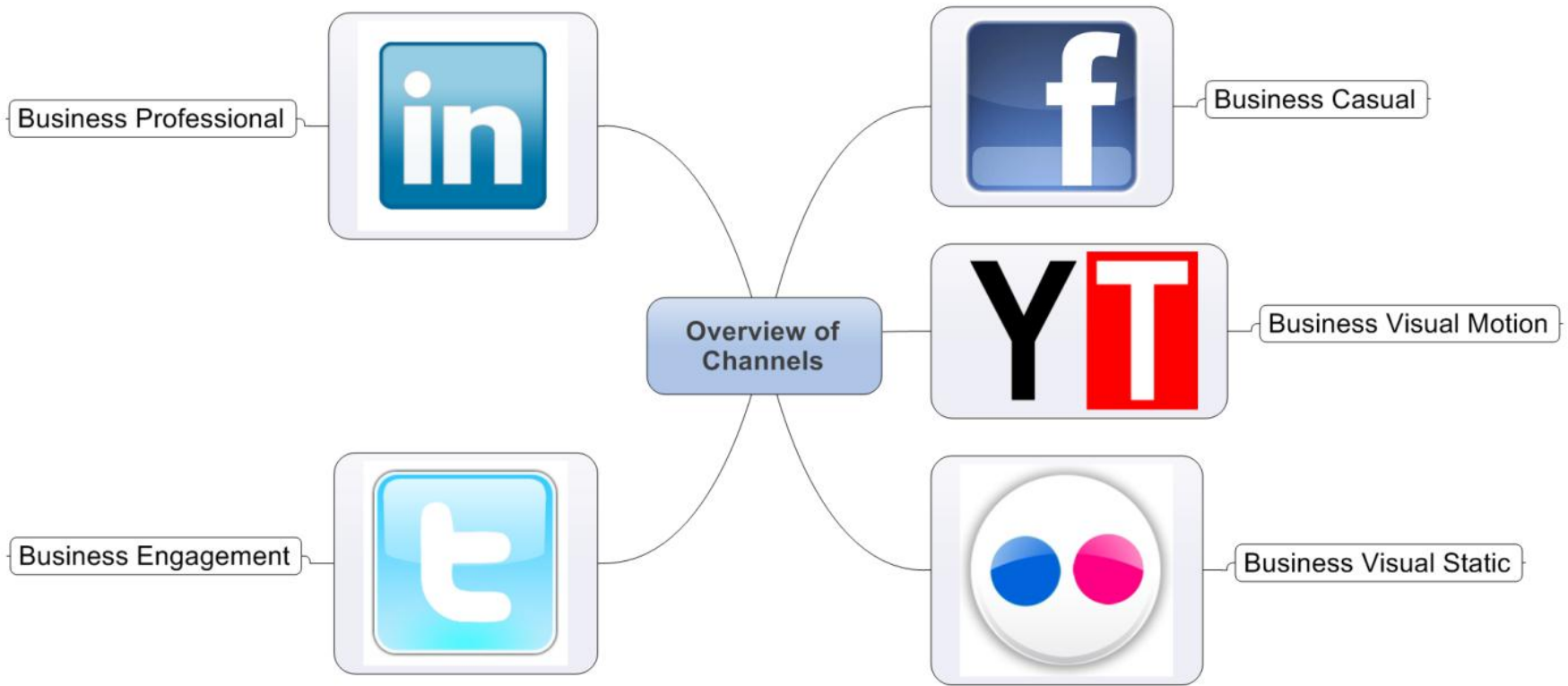
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# Social Media Channels

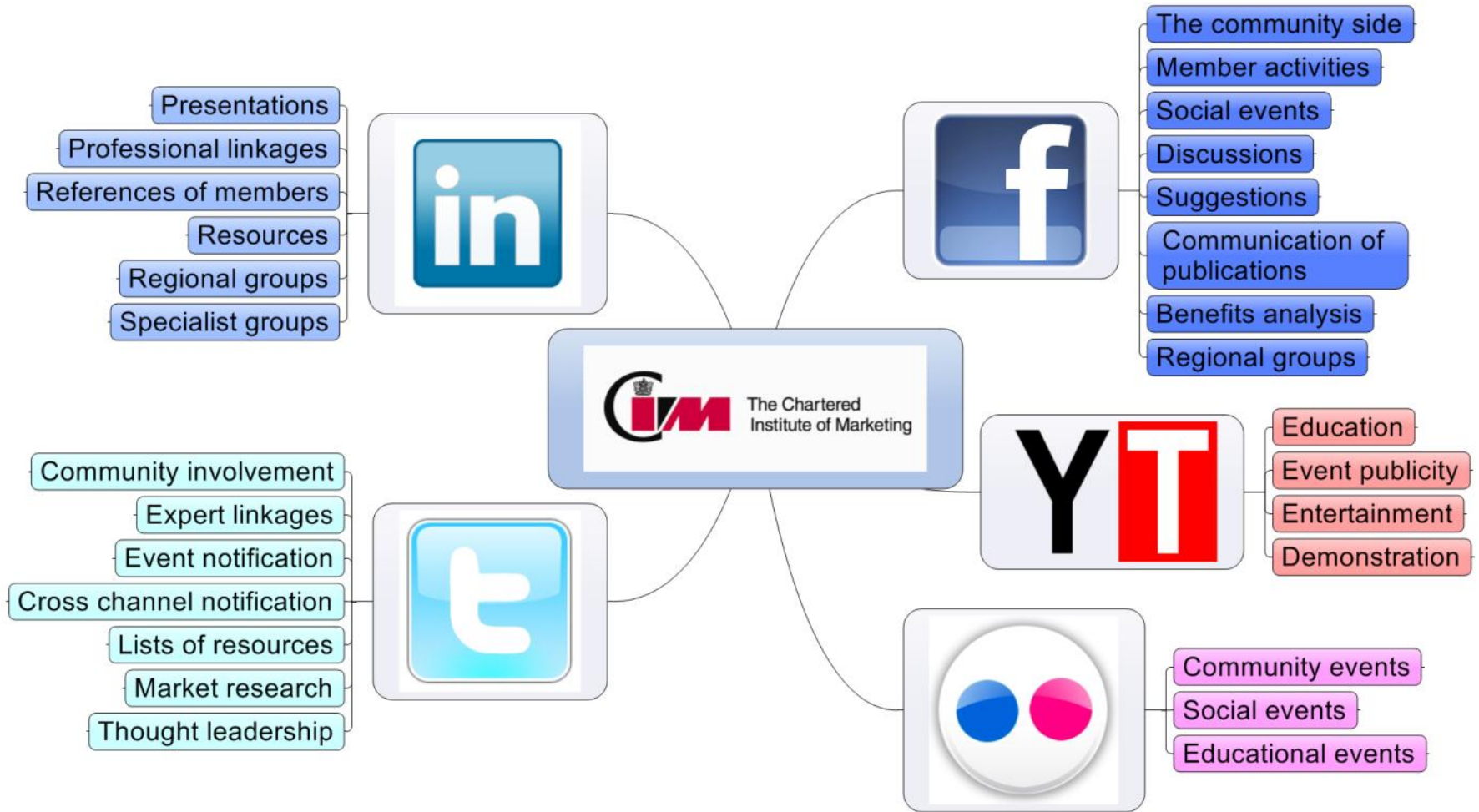




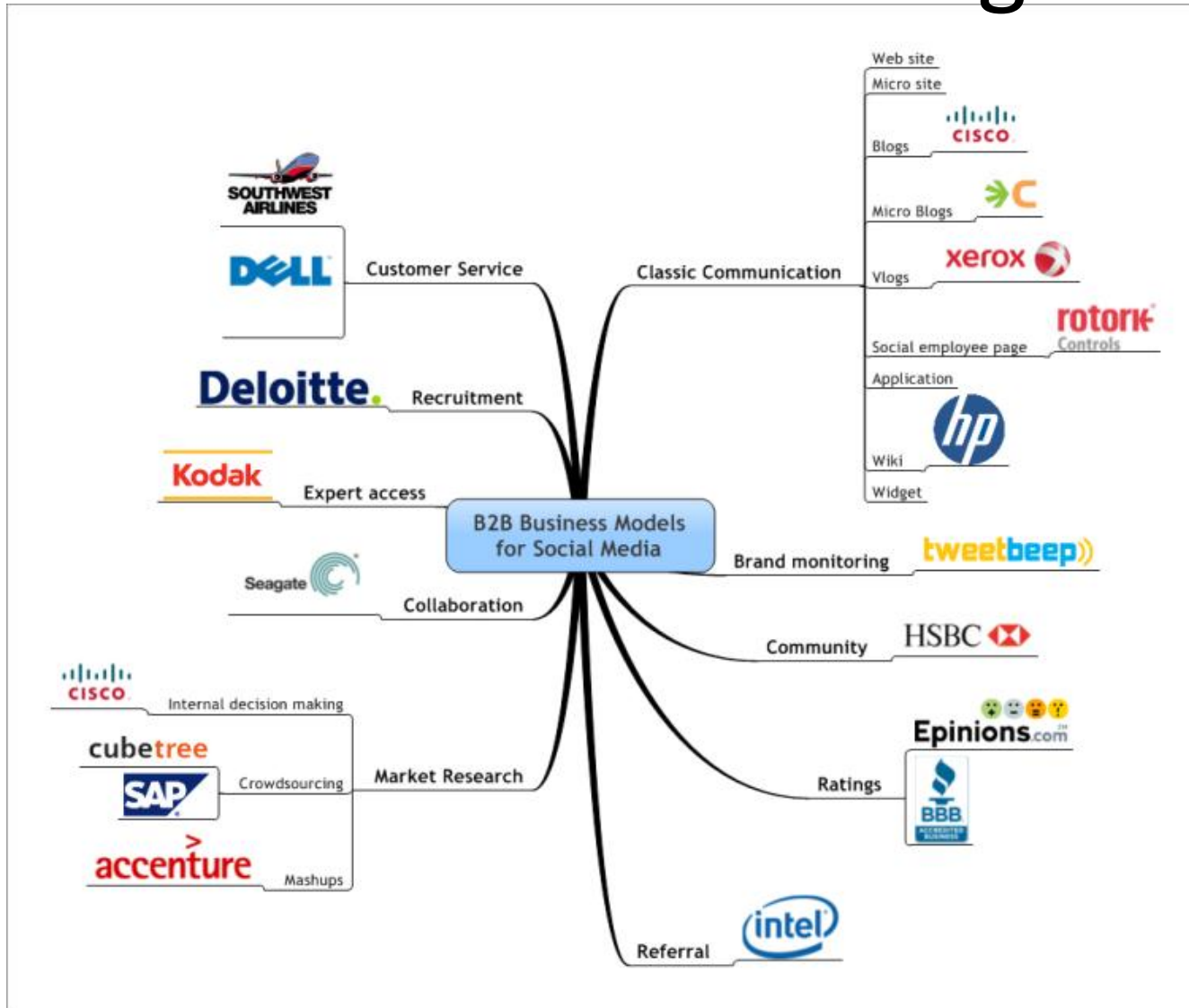
# Social Media Examples



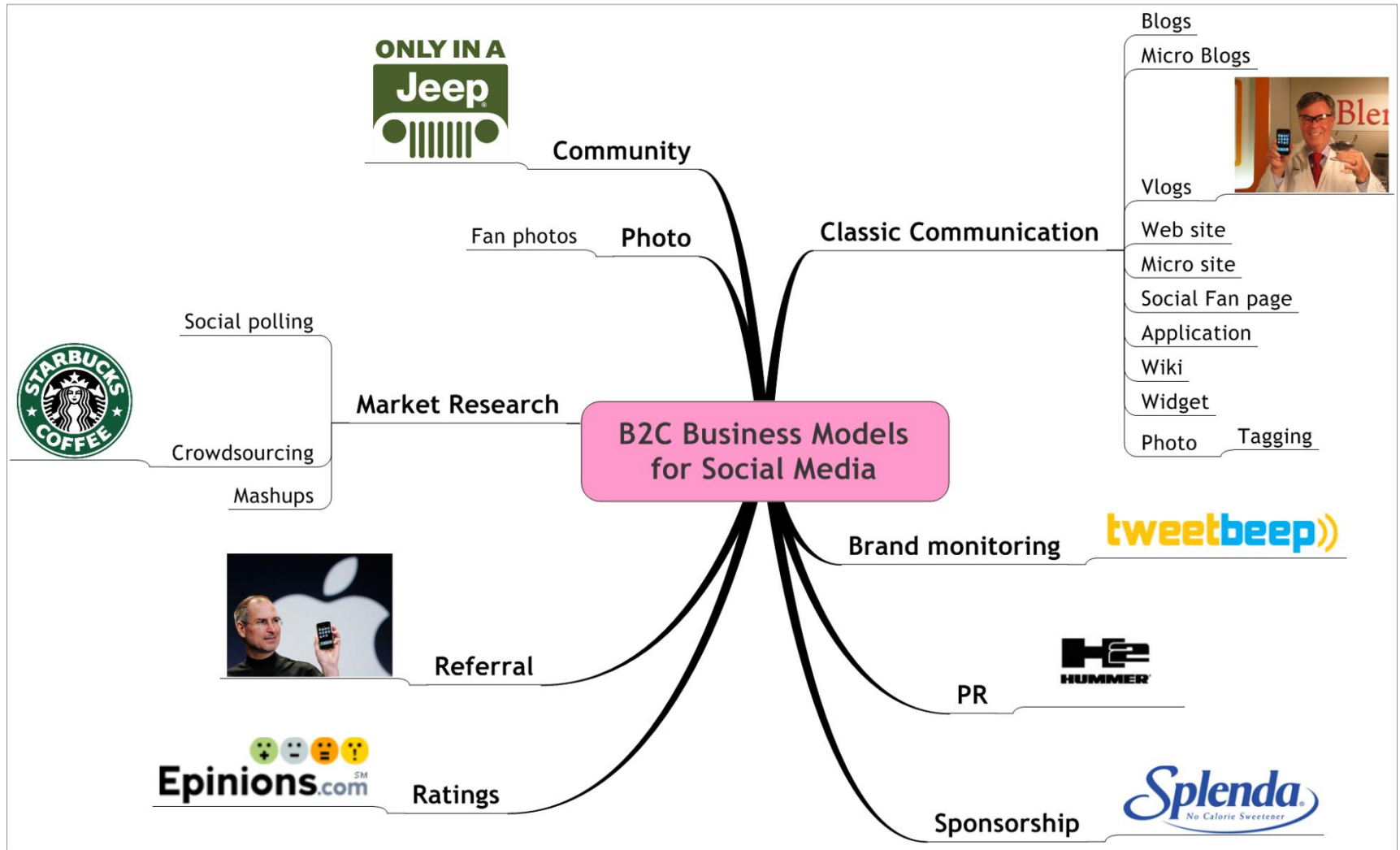
# Social Media Strategies



# Social Media Strategies



# Social Media Strategies



# Tips from the best

1. Listen first
2. Structure your approach
3. Governance issues
4. Incentivize participation
5. Choose your channel carefully
6. Don't forget multi-channel integration
7. Demonstrate metric understanding
8. Don't think you can tune out
9. Start NOW
10. Act NOW

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# Caveats



1. Senior management versus middle managers
2. Control issues using old media lens
3. Social / professional boundary issues
4. ROI = return on ignoring
5. Expect role ambiguity and change in role
6. Decentralization / democratization of decision making
7. Transparency, open dialogue
8. Time - 'Don't forget your day job' - IBM

# Observations



1. Younger crowd are quick to embrace
2. Inter-firm collaboration as strong as intra-firm
3. Listen – engage – outreach
4. Conversation – collaboration - innovation
5. Highly tuned analytics / metrics are available
6. Leveraging existing skills and knowledge of critical importance
7. Social relationships based on interest not location
8. More meaningful relationships not less
9. Persistent conversations

# Common arguments

1. I don't have time
2. I think I'll sit this one out
3. This just isn't me
4. This just isn't us
5. There is no evidence that it works
6. No one else is doing it
7. The technology will change

# Suggested next steps

1. Review and formalize your session notes.
2. Outline answers to the questions raised in this presentation.
3. Think about what channels you want to use.
4. Think about content.
5. Think about aspirations (a five year timeline).

# Questions

1. What concerns you most about social media?
2. What concerns the executive board most about social media?
3. What interests you the most about social media both personally and professionally?
4. What are the main challenges of a social media strategy?

# Looking forward to further interactions with you

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