

The Dangers of Social Media

Steve Walker

VP, Corporate Communications EMEA

Oracle Corporation

 @spwalker

 SteveWalkerOracle

 **Linked in**®

Social Media is a seductive topic



<http://business.gearlive.com/venturus/article/q309-what-the-fck-is-social-media/>

Welcome to the Revolution

<http://www.youtube.com/watch?v=sIFYPQjYhv8>



When someone tells you how important social media are...



...check whether they're a
a social media consultant

Social Media

- Will not solve all your business problems
- Will use up lots of time
- Could well give you the illusion of success
 - Cannot easily be measured



BUT

- Should not be ignored
- Is well worth investing some time to understand
- May provide useful channels to business



Social vs Conventional



Conventional



Social






My main recommendation

- **Get your website sorted** before you engage in social media
 - Get away from the HiPPOs*
 - Search Engine Optimisation techniques are key
 - Web analytics will tell you more than Social Media can
 - “Web Analytics 2.0”, by Avinash Kaushik
- Whilst you’re doing that, invest some time in understanding the main Social Media channels
 - Watch and listen before jumping in
 - Try to match potential channels to your business (e.g. global vs local, B2C vs B2B)



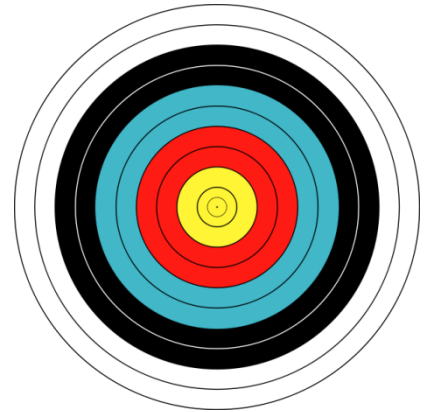
* Highest Paid Person's Opinion

A sample of the different channels

Publishing	Blogs Microblogs Wikis	
Production	Podcasts User Generated Video	
Community	Virtual Worlds Social Networks Forums	
Sharing	Sharing Sites Social Bookmarks	
Branded	Broadband TV User Generated Marketing	

Once you've got your website sorted

- Go into Social Media in small steps – individual projects
- P.O.S.T
 - **P**eople – think about your customers
 - **O**bjectives – what do you want to achieve?
 - **S**trategy – how will you get there?
 - **T**echnology – which channels to use?
- Try to design activities that allow you to measure success
 - E.g. using bit.ly, Google analytics, calls to action
- Please, please, please:
 - Ensure you have allowed for the time element
 - Think of it as a conversation, not an advertisement
 - Don't forget all the “conventional” media or channels
 - Remember that Social Media is just another set of channels



It can work

- Lenovo saw a 20% reduction in call centre activity as customers went to a community website
- Blendtec quintupled sales through a YouTube video
- Naked Pizza (New Orleans pizzeria) that specializes in healthy pies, set a one day sales record using social media.
 - 68 percent of its sales came from people on Twitter
 - 85 percent of their new customers were from Twitter
- Barack Obama had 5 million fans on social media (= \$500M campaign revenue, mostly in <\$100 lots)
- 25% of Ford's marketing spend is on digital or social media
 - The only major US auto manufacturer **not** to get a government handout

lenovo.

 Blendtec

NAKEDPIZZA



The key: “Engagement”

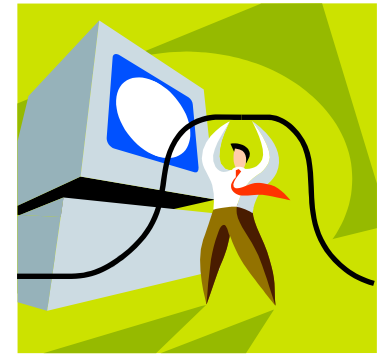
Be Interesting

- “It’s not about you. It’s about them” – *Seth Godin*
- Get the elephant’s attention by rustling the paper bag with the nuts, not by throwing nuts at him - *Brainrider*
- Bring wine to the picnic – *Chris Brogan*





Oh, and by the way:



- Are you drowning in e-mail?
- Do your people have difficulty staying up to date with what's going on in your organisation?
- Do you feel there's more need for a "community spirit" in your business?

Have you considered using these Social Media tools and channels internally?

That's **Enterprise 2.0** – and the subject of another presentation. But think about it....



Some Twitter feeds to follow:

- @Mashable
- @ChrisBrogan
- @Steveology
- @B2BTwiter



- How to Demonstrate the Value of Social Media to Your Boss
- Six questions to ask before launching a Facebook fan page
- Top 5 Ways to Market Your Business With LinkedIn
- The seven harsh realities of social media for any brand

Other Resources

- Mashable (mashable.com)
 - E.g. <http://mashable.com/2010/03/25/b2b-marketer-lessons/> or
 - <http://mashable.com/2010/03/27/social-media-resources-recap-2/>
- Chris Brogan (www.chrisbrogan.com)
 - useful delicious page at <http://delicious.com/chrisbrogan/casestudy>
- Brainrider e-book: “Use Knowledge Marketing to Create B2B Customers” - <http://www2.brainrider.com/l/2042/2010-03-04/122E3>
 - A positive but clear-eyed assessment of Social Media
- Engagement levels of the world’s top brands:
http://www.engagementdb.com/downloads/ENGAGEMENTdb_Report_2009.pdf
 - The report contains some sensible thoughts about using social media for business; not just big business, either
- Remember – you can waste much time reading!