



SOCIAL MEDIA...AMPLIFIED



2

SOMAZI

WE DO SOCIAL...

SoMazi has worked with some of the leading organisations in their respective industries:



Cabinet Office



3

SOCIAL TALENT



Maz



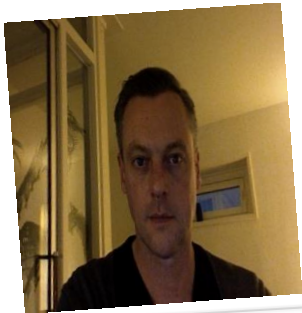
Marlies



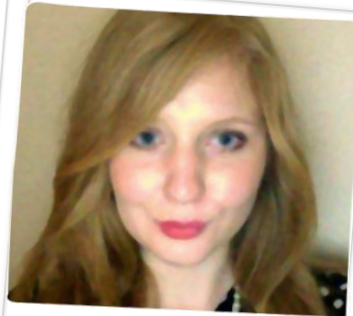
Clementina



Karen



Mark



Ewa



Luca



Izzy

What will be covered today

Landscape

Case Studies

Approach

Summary



What are the Characteristics of Social Media?

Conversation, Collaboration, Transparency, Accessibility, Immediacy and Community.



Facebook

[Become a Fan](#)[Wall](#)[Info](#)[Resources](#)[Press](#)[Photos](#)[Video](#)[»](#)[Facebook + Fans](#)[Facebook](#)[Just Fans](#)[Create an Ad](#)[Facebook Pages](#)[Facebook Story of the Week: Residents of Ciudad Juárez in Mexico battle](#)

It's not a fad.

1 Billion

Half of them are logged in on any given day

Favorite Pages

6 of 14 Pages

[See All](#)

VANCOUVER 2010

WINTER GAMES

WINTER GAMES

WINTER GAMES

WINTER GAMES

WINTER GAMES

[Winter Games Video Gallery | 2010 Vancouver Winter Olympics](#)
wintergames.ap.org

Vancouver 2010 Winter Olympics video gallery organized by sport, user favorites, and editor picks. Associated Press Winter Games coverage: athletes, events, schedules, results, and medals.

[Chat \(7\)](#)

NORTHERN WASTELAND OF UNREAD UPDATES

5/15

SPOKEN
LANGUAGE

UPDATED
MAP OF ONLINE COMMUNITIES
SIZE ON MAP REPRESENTS VOLUME OF DAILY SOCIAL ACTIVITY
(POSTS, CHAT, ETC.). BASED ON DATA GATHERED OVER THE
SPRING AND SUMMER OF 2010

FARMVILLE

HAPPY
FARM

DOPAMINE SEA

MMO ISLE

Wol

CDC GA

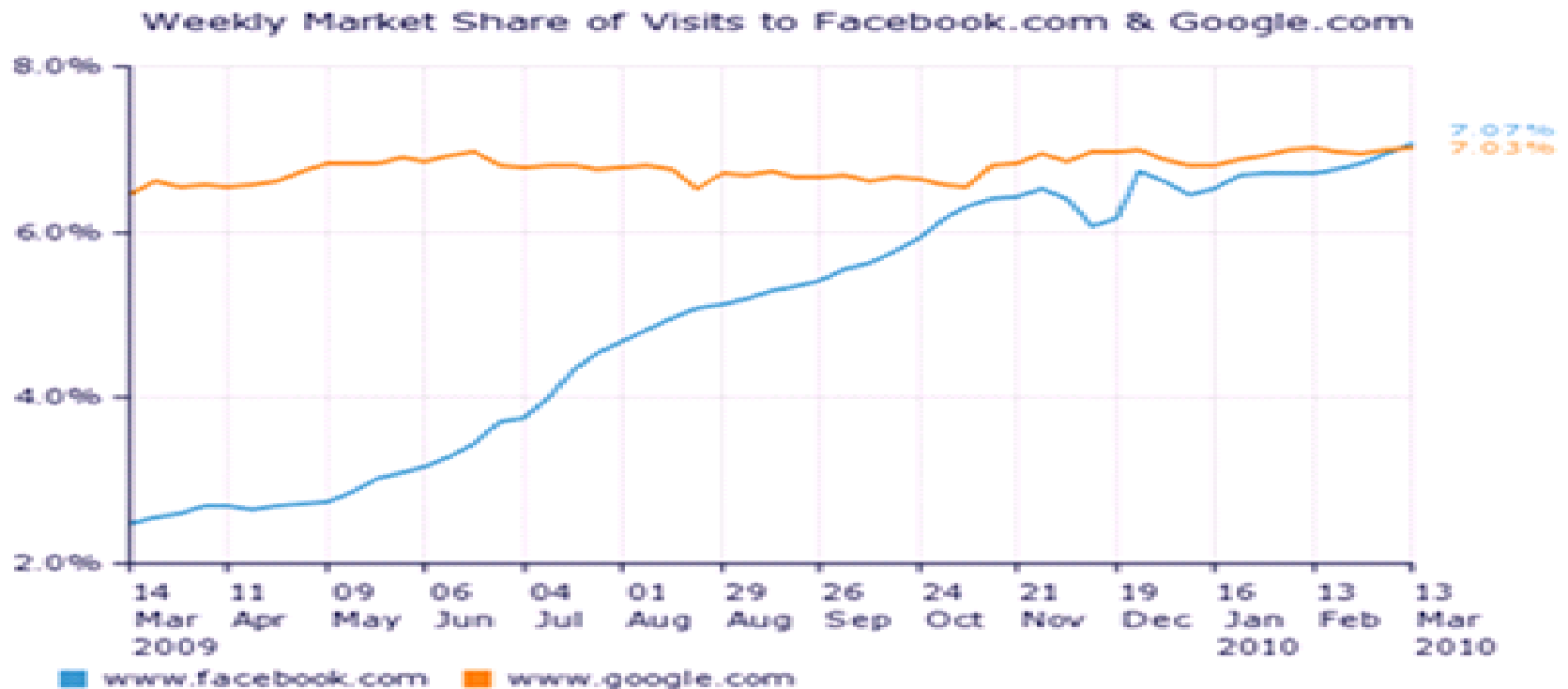
SEA OF OPINIONS

TWITTER

SEA OF MEMES

SKYPE


Social media is exploding



Weekly market share in "All Categories", measured by visits, based on US usage.

It's about **RELATIONSHIPS**





Anyone with an opinion
and an internet connection
can influence someone else
about your brand
and the things you care about.

> Why Social Media - Around the World



9 in **10** people globally trust the recommendations of people they know

SOURCE: Global Web Index

**“A revolution doesn’t happen
when a society adopts new
tools.**

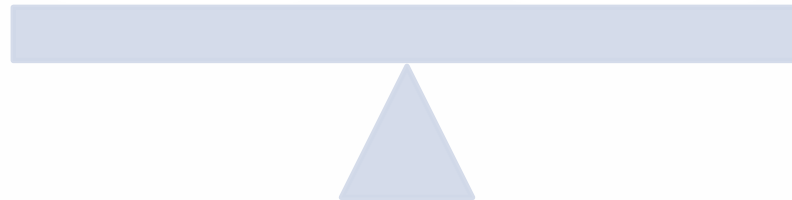
**It happens when society adopts
new behaviours.**

Clay Shirky

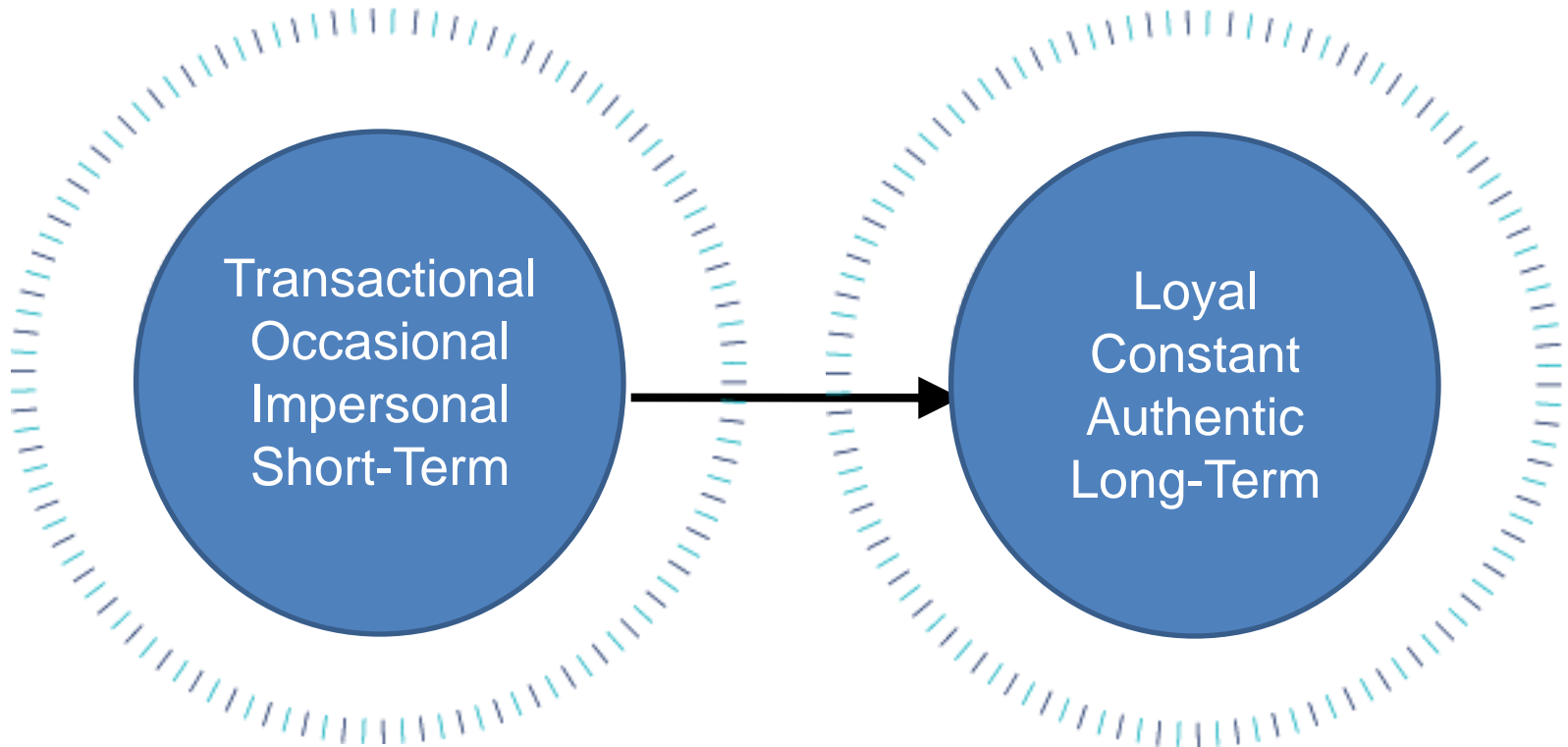
Organisation challenges

Internal
Reality

External
Perception



Where we want to be





**Interests of
Organisation**

Interests of organisation

Understanding challenges:

- **Trust in industry and brand**
- Knowledge of barriers to trust
- **Lack of interest**
- Lack of consumer education
- **Lack of customer insight**
- Industries have forgotten profit is a by product
- Lack of customer contact
- **Lack of single customer view**
- Poor service communication
- **Lack of clarity around value**
- Revenue
- **Lack of loyalty**

Social Environment

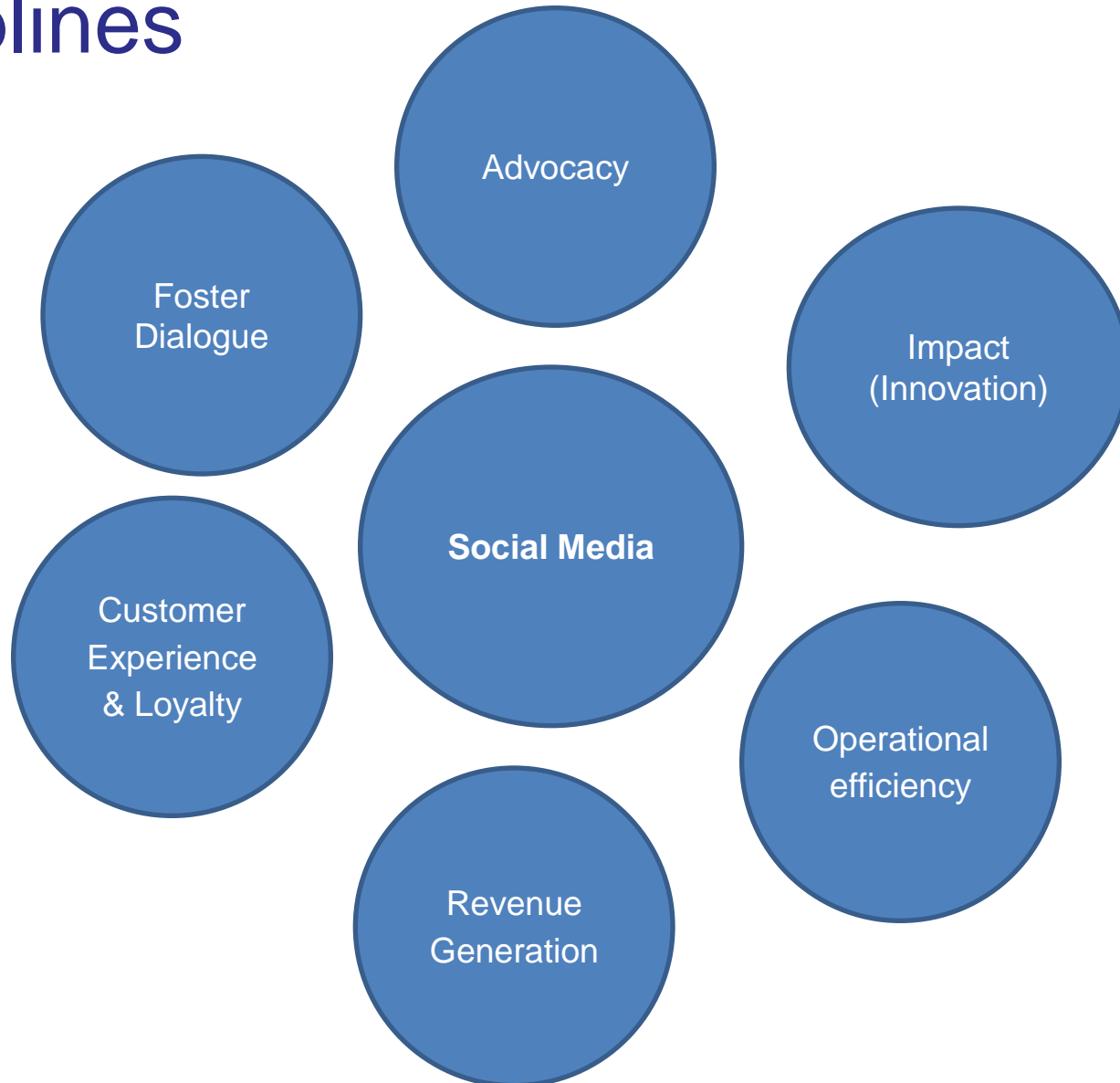
Context

Interests of
Organisation

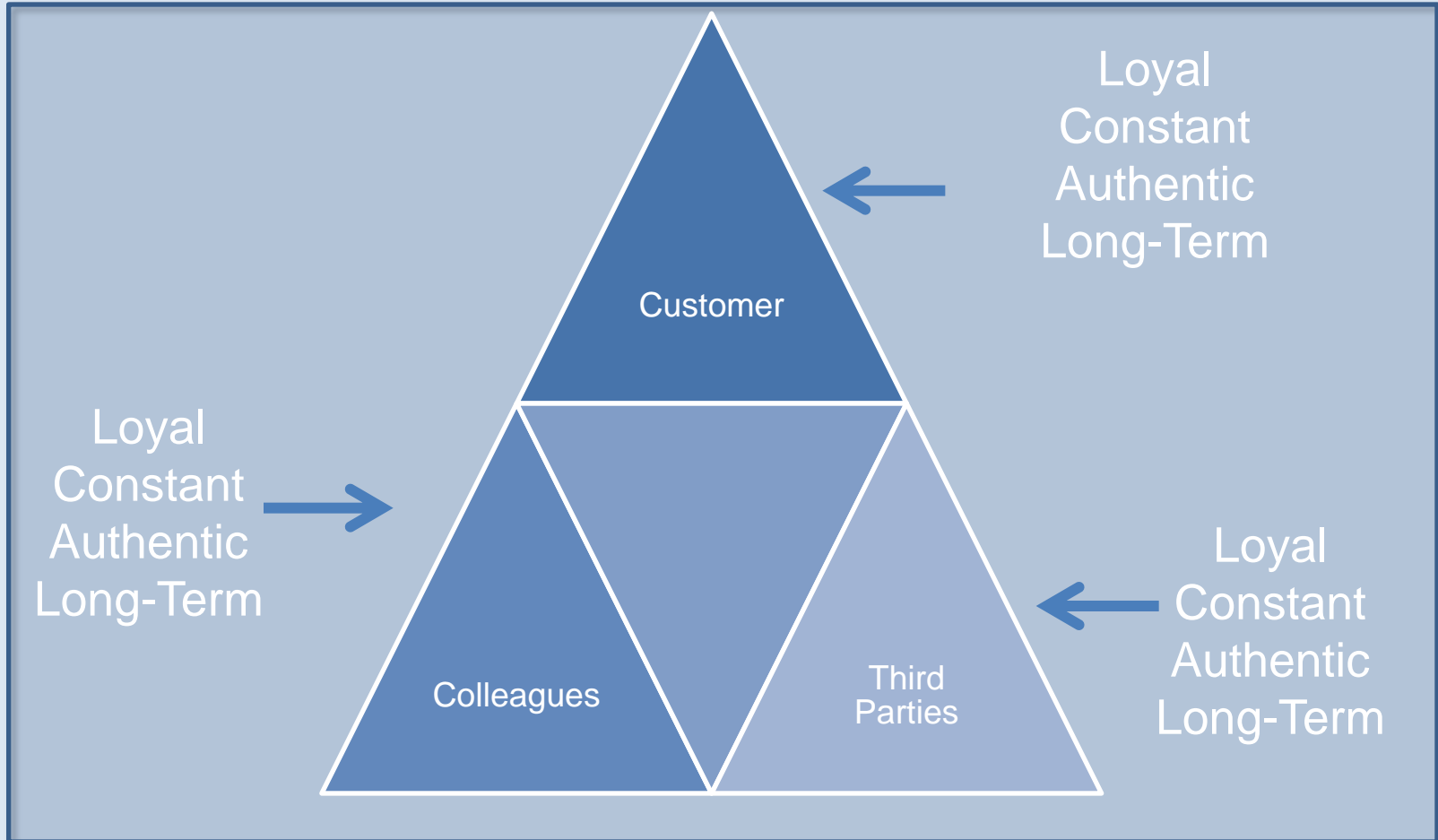
Interests of
Social Media

Based on Communication Process Model, Wilbur Schramm

Social Media Value Creation Across Disciplines



Stake Holders



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Sky Community - Support Forum

Help Centre Forums

Community

Search

Forum Help

Sky Community (2 Items)

TITLE	POSTS
Community Terms & Conditions Please have a read through our house rules before contributing to the community. We want you to get the most out of these discussion forums and for them to contain constructive dialogue, help and advice about Sky products and services whilst being a safe and family friendly service.	2
Welcome, Say Hello & Suggestion Box Have you just joined us, why not introduce yourself to the community first? We are always looking for ways to improve the Forum for our customers and would appreciate any feedback you have, whether it is about the current restructure or any ideas going forward.	2983


Watching Sky (4 Items)

TITLE	POSTS
Sky Programming & Channels The place to discuss past, present and future Sky programmes and channels.	6455
Republic of Ireland The board for customers from the Republic of Ireland to share their experiences of Sky products & services.	1543
Sky Anytime & Anytime+ Sky Anytime and Anytime+ discussion. Sky Anytime gives you some of the weeks top shows, new series, film premieres and hidden gems on demand. Sky Anytime+ is now available to all customers with a compatible Sky+HD box giving you access to a virtual library of entertainment. Viewable content depends on your subscription.	12511
Sky Remotes & Accessories Having a problem with your remote or looking for a code to program the volume functions? TV Link not working? Post here.	3202


HD Boxes (5 Items)

TITLE	POSTS
Sky+HD Sky+HD gives you the magic of Sky+ and the TV you love in high definition. Please feel free to discuss your Sky+HD hardware and software or ask for general help here.	19054
Sky+ HD Picture & Sound Ask for help with your Sky+HD if you have a picture or sound problem.	7053
Sky+ HD Recording & Playback Something happened when you tried to set a recording or playback a program from your planner? Post requests for advice here.	5169
Sky 3D Having a tough time setting up your new 3D TV to watch Sky 3D or just want to discuss the service? The community will try to help.	866


Twitter Stream

roiperez


@SkyHelpTeam and call centre been very unhelpful recently, won't let me move my contract to another house! Anyone got Bransons number ??????
29-05-2012 05:58 AM
via Twitter for iPhone

SweptSquash

@SkyHelpTeam My Internet speed keeps jumping from 0.56 MBPS to my normal speed of 3.54 MBPS for 6 hours! How Can I get my line upgraded?
29-05-2012 03:30 AM
via web




BrianCox26

@SkyHelpTeam Y has skygo stopped working on samsung galaxy s2 with ics update it worked before the update ok or is it because g note has ics
29-05-2012 01:38 AM
via web

Bigbum01

@SkyHelpTeam Thought we had it there for a second but then it fell out again. Thanks for your help Bob. It's time for

Top Kudoed Authors

 caesarome	1594
 kato	712
 Stantheman2k12	

Voting closes the last day of the month at midnight, and the application form will close at 8pm and re-open at midnight for submissions.

LAST CHANCE TO VOTE

ALL
CATEGORIES



HEALTH



ARTS & CULTURE



FOOD & SHELTER



THE PLANET



NEIGHBORHOODS



EDUCATION

VOTE FOR

\$5,000

\$25,000

\$50,000

\$250,000

118



RANKED #118 for \$5K • Education

Change the social norms of our girls and end the MEAN GIRL phenomenon

Girl CHARGE, Inc.

Vote for this idea

108



RANKED #108 for \$5K • Education

Present "Free To Be Me" self-esteem workshops for girls and boys.

Genevieve Nutting and kids involved in workshops

Vote for this idea

48



RANKED #48 for \$5K • Neighborhoods

Give comfort and hope to children entering foster care in the US.

O Raphael, Inc.

Vote for this idea



Maximum Pepsi taste in a zero calorie cola! Watch our new commercial, Diner 2PointZero on Facebook.



STAY REFRESHED!

[Find us on Facebook](#)



[Like](#) Tamer Benyamin, Bob Hoehne and 2,612,271 others like this.

FOLLOW US ON [twitter](#)

CURRENT GRANT CYCLE

Days left to vote **1**

Ideas in the running **1123**

Finalists announced **Dec 1st**

Funding available **\$1,300,000**

ABOUT THE PROJECT



IN COLLABORATION WITH

GOOD



Log in to your account.

Not registered? [Register here.](#)

Username:

(This is your email address)

Password:

[Log in](#)

[Forgot your password?](#)

User Home

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[Browse P&G Needs](#)

[Browse P&G Assets](#)

[FAQ](#)

Also Visit:

[P&G FutureWorks](#)

[P&G Academia Initiative—Russia](#)

Connect + Develop Examples

[Olay® Derma-Pod](#)

The fastest-growing Olay sub-brand is the Derma-Pod, a small, one-use portion of Olay with a unique applicator. This deal focused on packaging and design, and was done with Cardinal Health.



Could your **INNOVATION** be the next **GAME-CHANGING DEAL?**

Did you know that more than 50 percent of product initiatives at Procter & Gamble involve significant collaboration with outside innovators?

Do you have a promising product, technology, business model, method, trademark, package or design that can help improve the lives of the world's consumers? Or do you have new ideas for existing P&G brands? If so, the Connect + Develop(SM) team at P&G wants to work with you.

Watch these six exciting videos from members of the Connect + Develop team to learn how your ideas can come to life. Then, take the next step. Consider a partnership with P&G — and work together toward a better future.

- [Learn more about getting your ideas heard by partnering with P&G.](#)
- [Browse P&G's needs.](#)
- [Submit your innovation now.](#)

Browse P&G Assets

Are you looking for opportunities to access and license P&G's trademarks, technologies or other innovation assets?

- [Browse P&G's Innovation assets.](#)
- [Learn about accessing P&G's assets.](#)



P&G's Purpose and growth strategy is to improve more lives in more parts of the world more completely — with an unrelenting focus on innovation. We want to partner with the best innovators everywhere, which is why Connect + Develop is at the heart of how P&G innovates.

Bob McDonald

— Bob McDonald
Chairman of the Board,
President and Chief Executive Officer



[Submit Your Innovation](#)

► [Learn how you can license or sell your innovation to P&G.](#)



[Browse Our Assets](#)

► [See some of the assets available.](#)





Create a Page

Now

April

2012

2011

Joined Facebook



Small Business Saturday
2,832,244 likes · 3,611 talking about this

✓ Liked

Company
Welcome to the official Small Business Saturday Facebook page where shopping small is BIG! Join us and support small business!

About



Photos



Get Involved



Free Biz Tools



Events



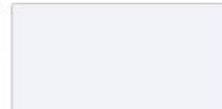
Likes



Supporters



Videos



Highlights

Small Business Saturday
24 May via HootSuite

Did you know the US Small Business Administration has special loans for veterans and active duty military personnel to start or expand a small business? Like this post if you know a retired or active member of the military who is also a small business owner

12 Friends
Like Small Business Saturday



+3

Social Media Stores

facebook
930
68
Search

Smarter Planet Comes to You
Developing Skills for a New Level of Smart

Smarter Planet Comes to You
Developing Skills for a New Level of Smart

THE OFFICIAL SMARTER PLANET COMES TO YOU FACEBOOK PAGE

Click the "like" button above to get involved in the programme. Once you've done this, you can view the schedule, join the conversation, browse the tour map and much much more.

Click to play introduction to the IBM Smarter Planet Comes to You Tour

Click to play introduction to the IBM Smarter Planet Comes to You Skills Truck

Today we're at the Universitat Politècnica de Catalunya, Spain
Next stop: Tanger, Morocco on Mon, 28th Feb

Click the map to explore our tour route

Tweets from ibmskillstour
Video: what was our thinking behind 'Serious Games' like CityOne and Innov8? http://bit.ly/JS3RTS
58 minutes ago
Come names of those joining us for the panel discussion @11.15 - Pau Garcia-Mila, EyeOS CEO and Jordi Busquets IBM Innovation Center Manager
About 6 hours ago
Lovely warm weather today at Universitat Politècnica de Catalunya, Barcelona. Join us

Latest event photos on Flickr



MTR Station



Bus



Tram Station



[Rent A Car](#)
[Rent Out Your Car](#)







Rent cars from real people on your street — all fully insured.



1.2k



Ian's Mazda 3 Sport

From **£30** per day

Rating: ★★★★★

[View car](#)

As featured in



Finalist



Best cleantech
startup 2010



What will be covered today

Landscape

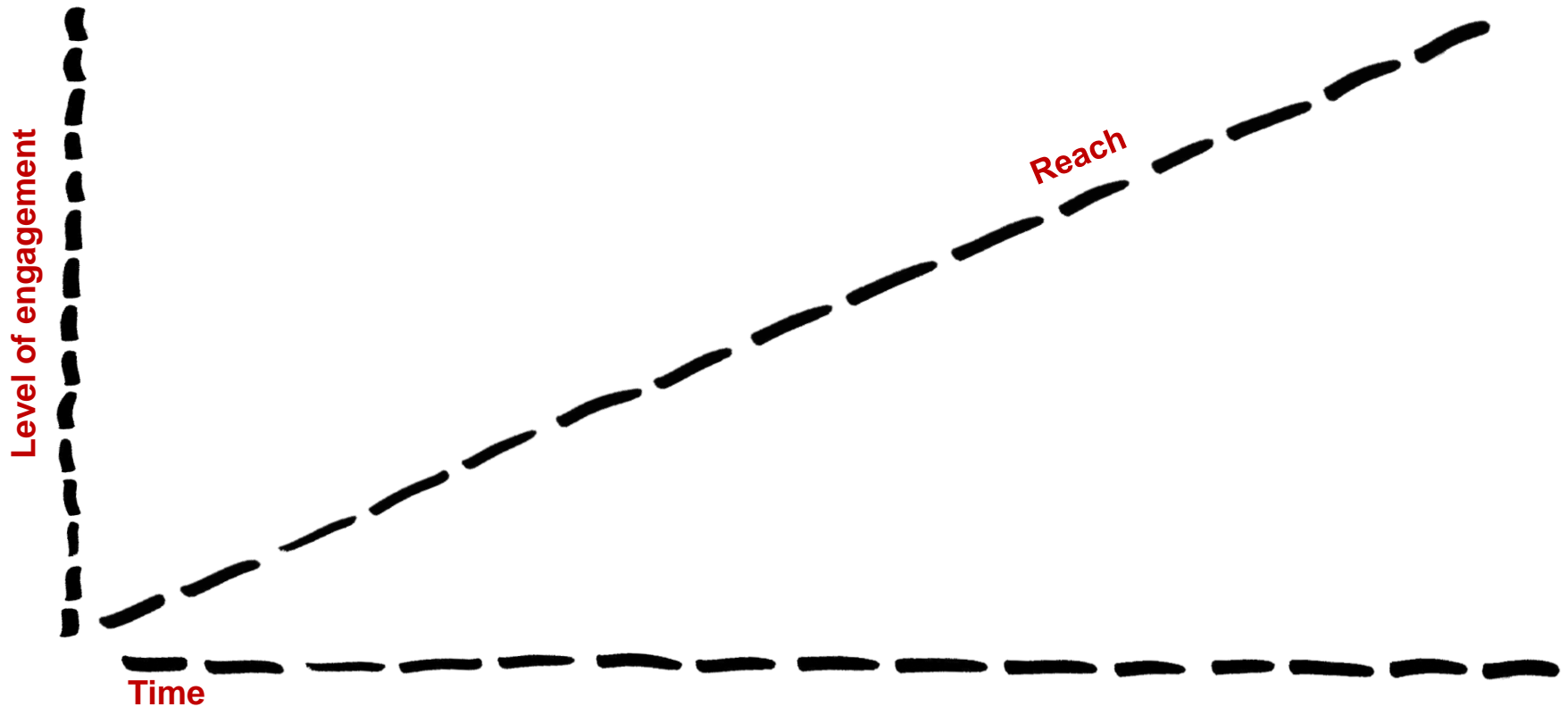
Case Studies

Approach

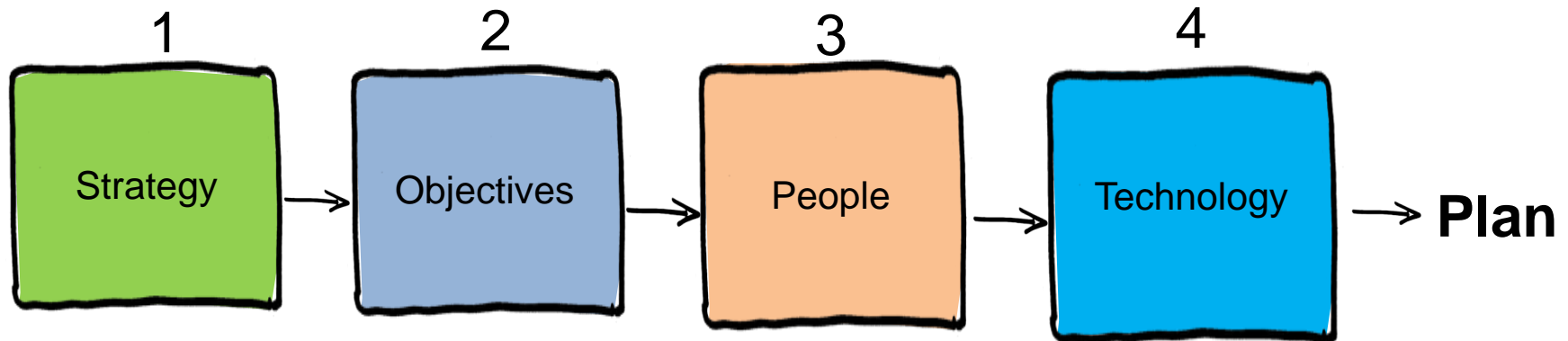
Summary

Strategic Approach

Plan → Listen → Seed → Engage



Plan



What are you trying to achieve

Asses your internal capability

Benchmark against competitors

Do you have a social media guideline

Do you have the right resources

What social tools are you using

Are you currently visible on social channels

What is being said about you

Building a strategy

Planning

- Mission charter
- Roles & organisation
(Identify owners)
- Audit
- Policies (Escalation
path)
- Road map

Resources

- Budget
- Headcount
- Education
- Research

Process

- Monitoring
- Measurement
- Collaboration



*Where are your
people?*

People

1. Getting organised

2. Train your people on social

3. Promote the organisation

HR

4. Connect staff together

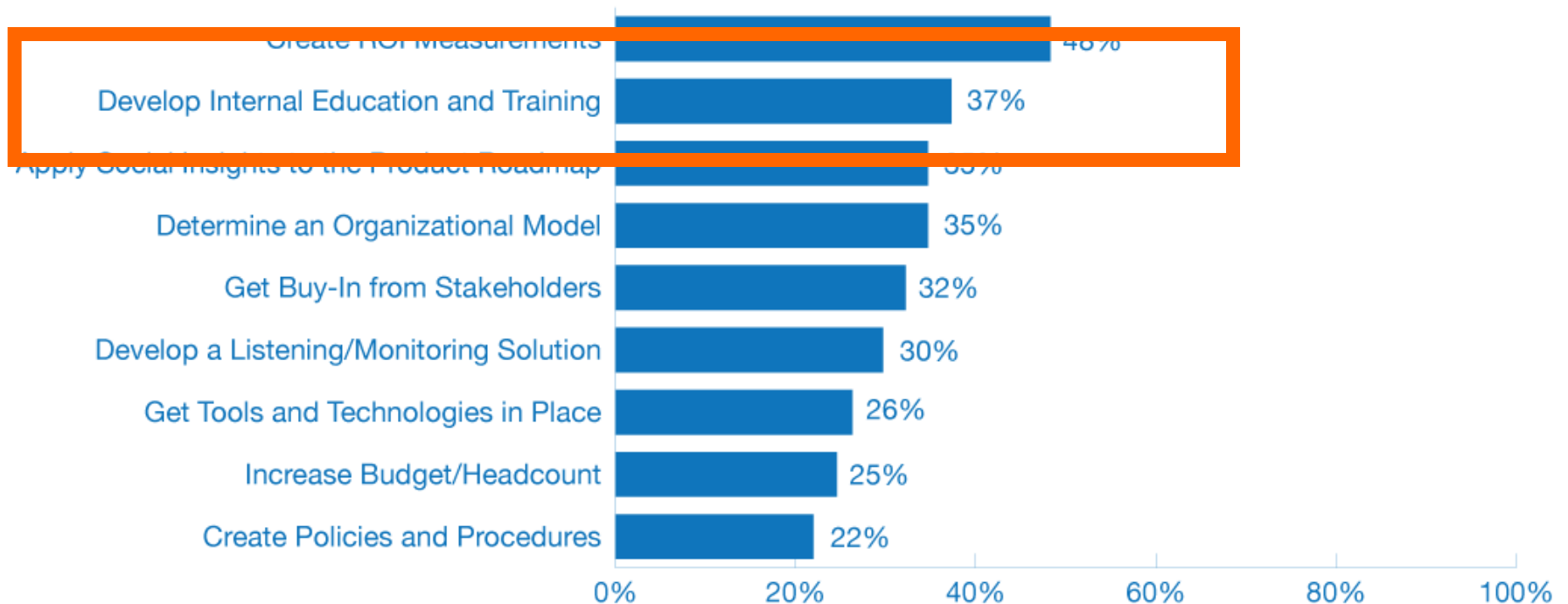
Collaboration

5. Deliver benefit to your customers

Promotion

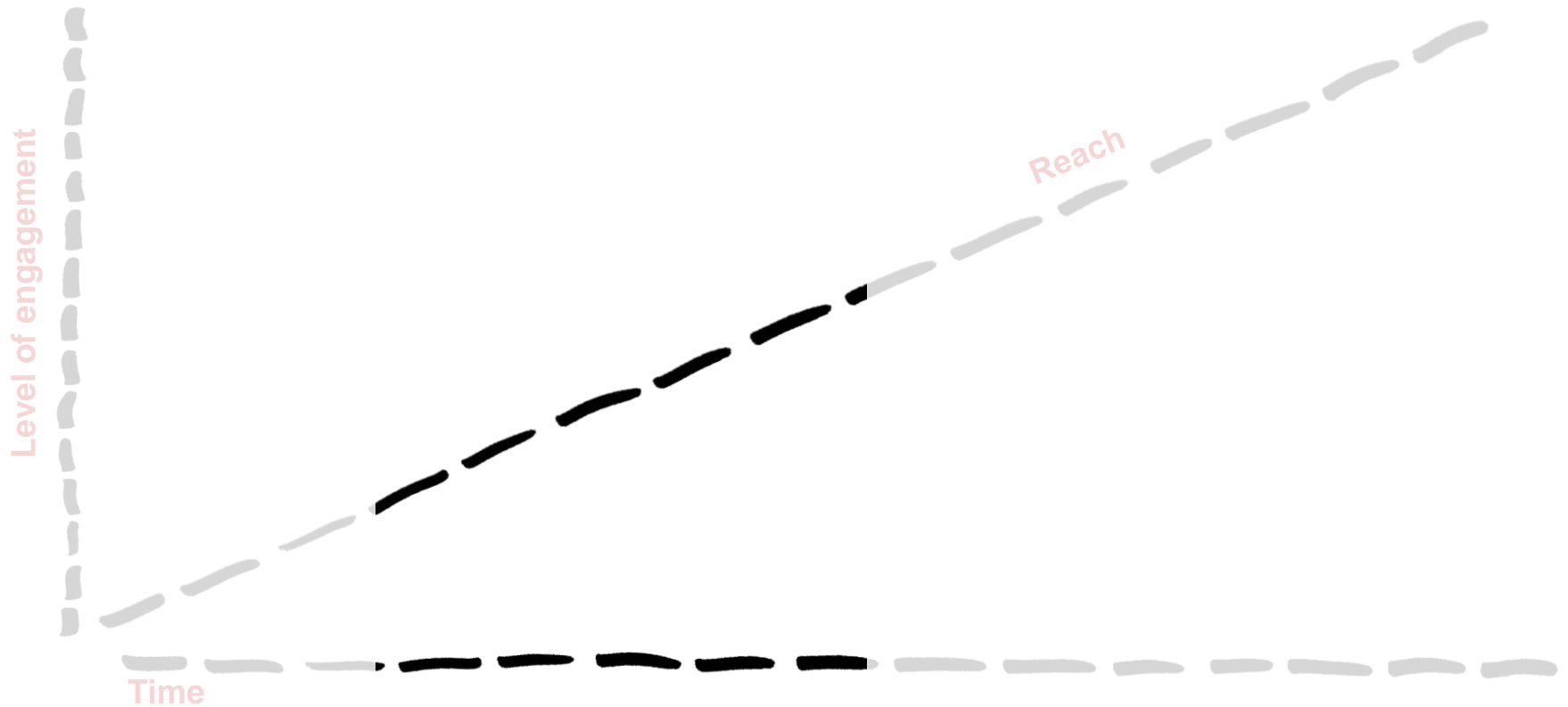
Creating capabilities is a priority...

Figure 7 Top Internal Objectives for the Corporate Social Strategist in 2011



Participation

Plan → Listen → Seed → Engage



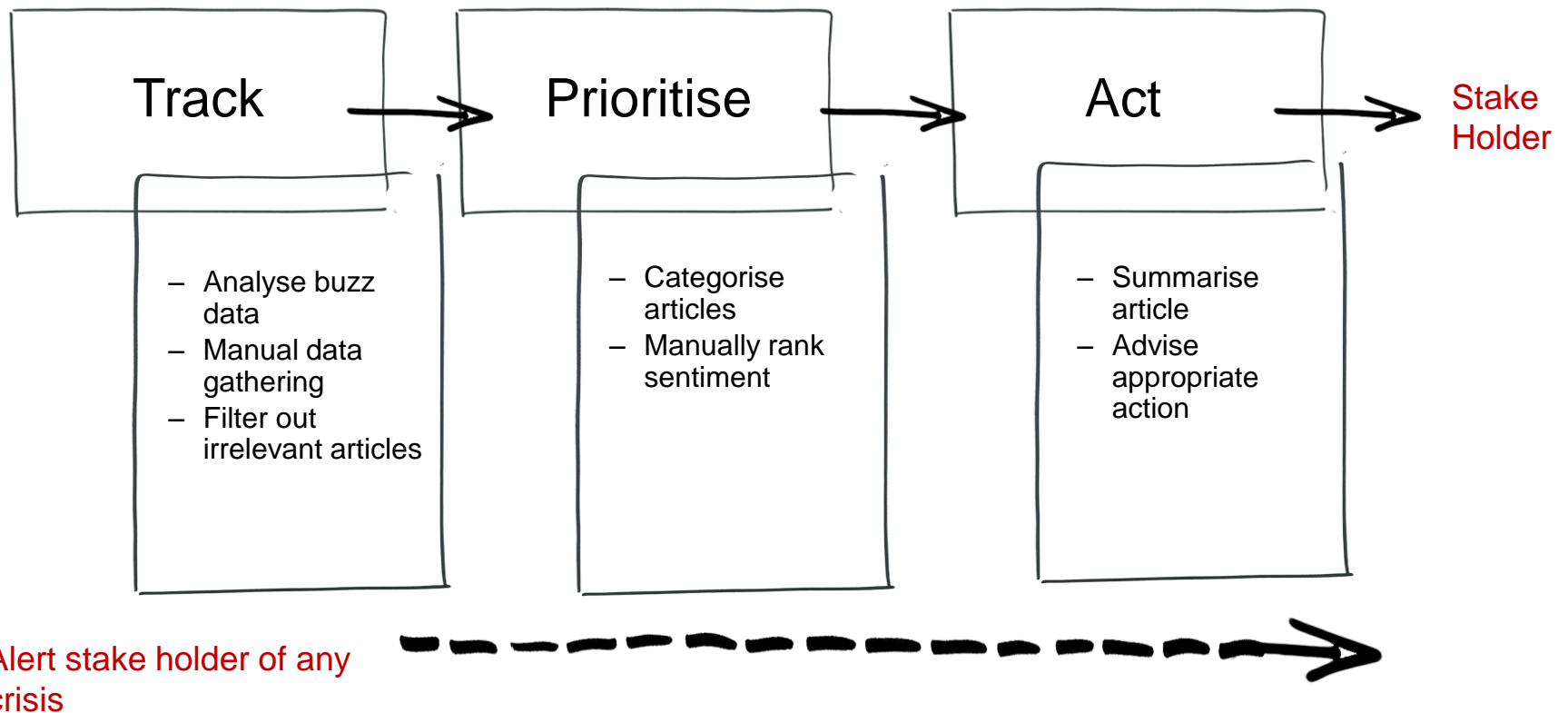
The Value of Listening



Always ON:

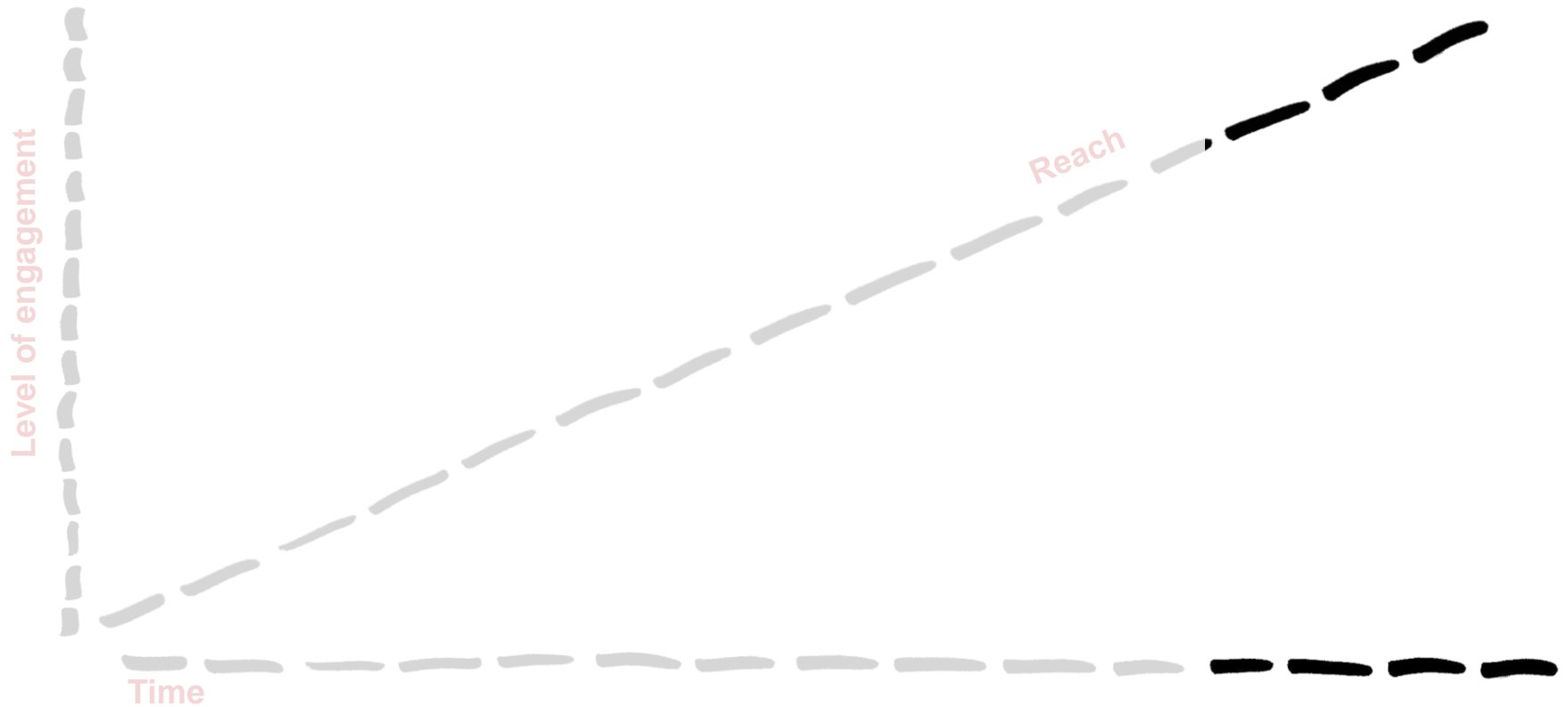
- Who is driving share of conversation for your brands
- What the top issues are that matter to your customers
- Where your customers live online
- How you can add value for your customers
- When you should engage the community
- Why customers are passionate on certain topics

Daily framework



Participation

Plan → Listen → Seed → Engage



Manage the conversation

CONVERSATION
CALENDAR



CONVERSATION
MANAGER(S)



SOCIAL
CMS



What will be covered today

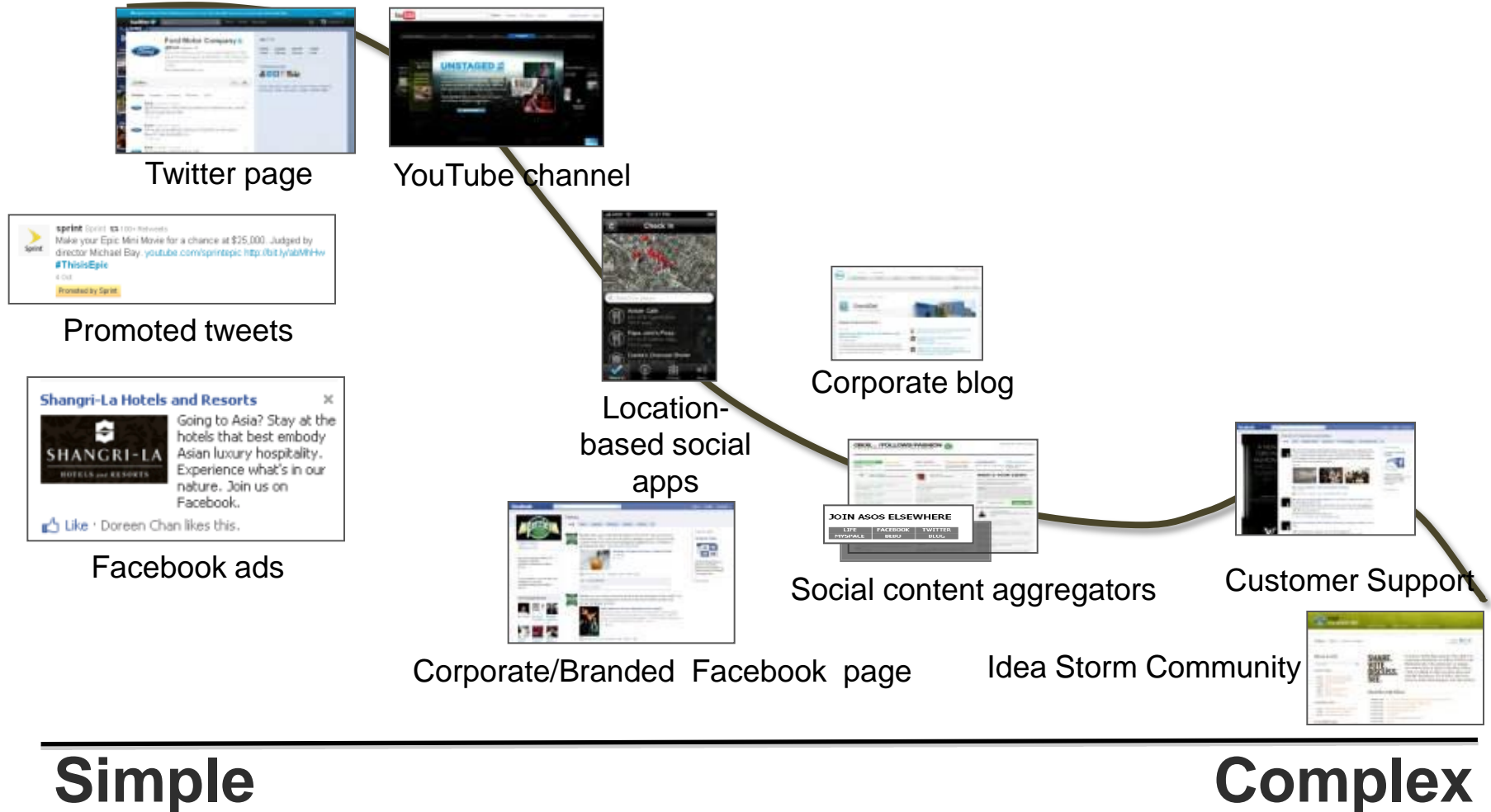
Landscape


Case Studies

Approach

Summary

Spectrum of social media options



- 
1. Listen
 2. Give up control
 3. Be natural
 4. Make a commitment
 5. Be where your customers are
 6. Learn to deal with negativity
 7. Be humble
 8. Have a clear and measurable objective
 9. Develop a plan
 10. Listen

SOMAZI

CONTACT US

SoMazi has offices in London, New York, Bergamo and Geneva. We'd love to hear from you.

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