

Omobono

The Business
Agency



Let's go to work

Accenture

Social Media Playbook
Stage 2 - Design Development

April 2013



1. Menu Behaviour & Page Structure

Shown using Template 1 - 1:2 Column Layout which will be implemented on Landing Page & Chapter Title Pages.



Template 1

Desktop view ≥ 1330 px wide

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Default view when there is sufficient width in the browser window to display the rail navigation permanently. If the window extends beyond 1330px wide, then the Rail Navigation will be anchored to the left hand edge of the window.



330 px
Rail Navigation

20 px
Gutter

980 px
Page Content



Template 1

Desktop view >= 1330 px wide

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Showing expanded Chapter within Rail Navigation



330 px
Rail Navigation

20 px
Gutter

980 px
Page Content



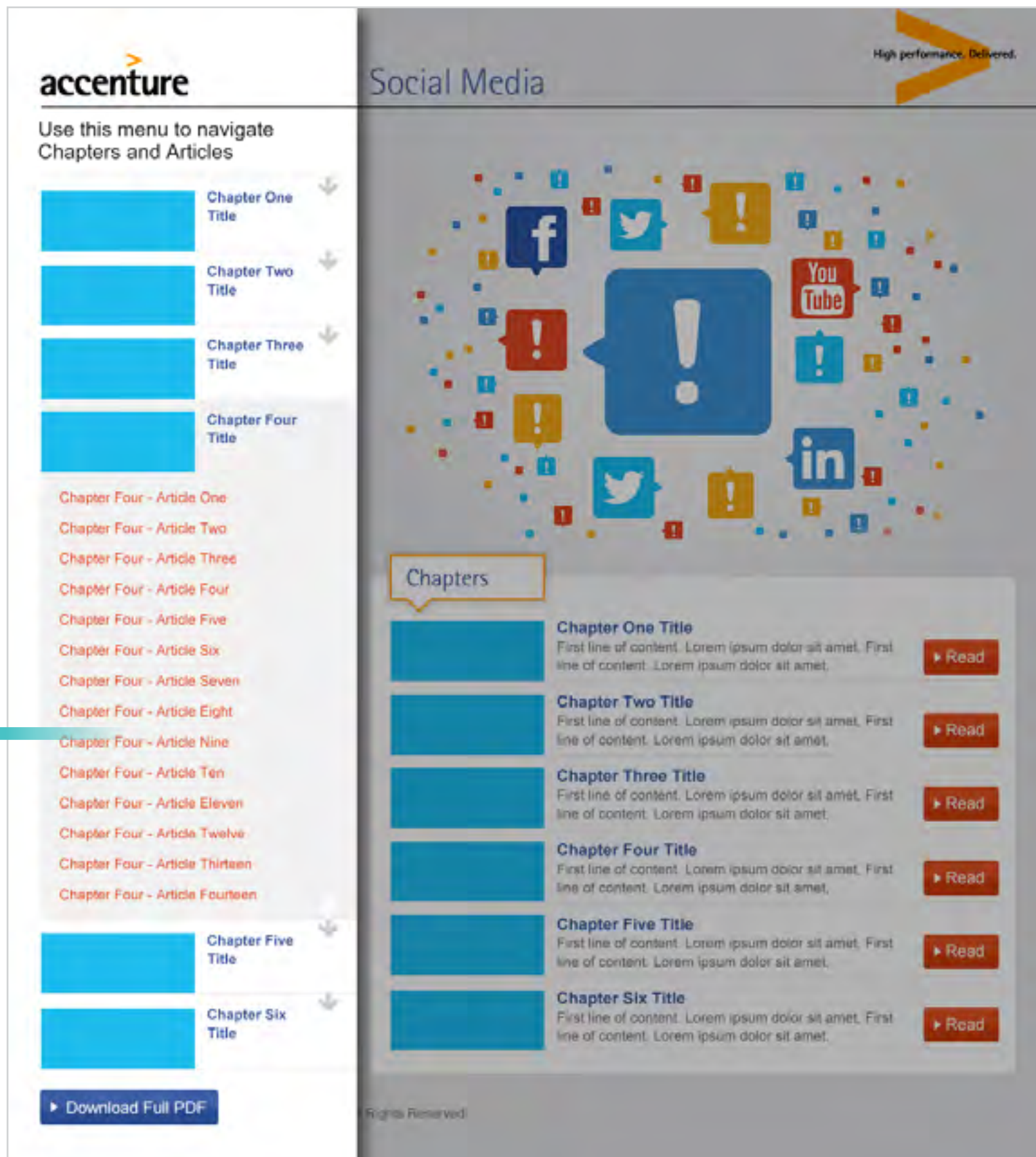
Template 1

Desktop view < 1330 px wide

Upon landing on the page when the viewport is <1330px, the menu would display initially open for a couple of seconds and then automatically close in order to draw attention to it and make users aware of its presence.

980 px

Menu auto
'hides' after
3 seconds:
Leaving full
page content
visible.





Template 1

Desktop/Tablet view @ 1024 px wide

Full visible page content on desktop/tablet view (1024 px wide)

980 px

Once menu is hidden then the menu button becomes visible as the means of access

Introduction content appears in the left hand panel

Links to the first chapter and to download the full pdf document

High performance. Delivered.

accenture

Social Media

Menu

Use this menu to navigate Chapters and Articles

Welcome to the Accenture Social Media Playbook

Download Full PDF

The Social Media Playbook

This Social Media Playbook is a first, important step in this: your how-to guide on social media marketing and communications, specific to Accenture and your areas of responsibility and expertise.

This playbook is not a guide for generating more Facebook fans or Twitter followers. Instead, it takes a more strategic approach, informing you on key considerations for your programs and inspiring you with best practices, while enabling you to work within the guardrails with confidence. It is also not designed to answer all your questions. Instead, we have included a reference list of contacts and useful resources in the back of this playbook.

Get Started - Go to Chapter One

Download the Full PDF Playbook

Chapters

Chapter One Title

First line of content. Lorem ipsum dolor sit amet. First line of content. Lorem ipsum dolor sit amet.

Read

Chapter Two Title

First line of content. Lorem ipsum dolor sit amet. First line of content. Lorem ipsum dolor sit amet.

Read

Chapter Three Title

First line of content. Lorem ipsum dolor sit amet. First line of content. Lorem ipsum dolor sit amet.

Read

Chapter Four Title

First line of content. Lorem ipsum dolor sit amet. First line of content. Lorem ipsum dolor sit amet.

Read

Chapter Five Title

First line of content. Lorem ipsum dolor sit amet. First line of content. Lorem ipsum dolor sit amet.

Read

Chapter Six Title

First line of content. Lorem ipsum dolor sit amet. First line of content. Lorem ipsum dolor sit amet.

Read

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Chapters appear in the right hand panel - each with their own thumbnail image.



Template 1 as implemented for each Chapter title page

980 px



Introduction content appears in the left hand panel

Links to the first article and to download the full pdf document

Articles appear in the right hand panel - each with their own thumbnail image.



2. Template 2

2:1 Column Layout - to be implemented on Article Pages



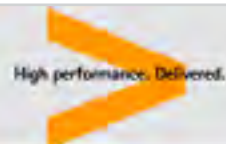
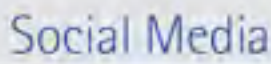

Template 2

Desktop/Tablet view @ 1024 px wide

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Template 2 as used for an article page

980 px



[Menu](#) Use this menu to navigate Chapters and Articles

Chapter Four:
Your Social Programs



P.O.S.T.

At Accenture, we subscribe to Forrester's POST methodology for developing a social strategy. This systematic approach ensures that each social endeavor is rooted in the basics of what you're trying to accomplish and whom you're trying to reach.

Before embarking on any social program, you should first consider your target audience (people), your business objectives, the strategy you'll take, and what technology platforms and tools you'll need to reach your goals. With proper planning, your social media program will not only be better received by online communities, but it will perform better too.

Introduction to the POST methodology:

P is People.

Instead of putting the technology at the center, always start with understanding your target audience. Define whom it is you're trying to reach and what's in it for them. Think about their specific demographics (age, gender, etc.) and interests. Where do they live online? What is the intended value and takeaway for each audience? What mindset do they have when they are active online and can we be relevant to them there?

O is Objectives.

Think about what you're trying to accomplish through social media. What's your primary business objective? Do you want to increase the number of analyst mentions? Do you want to grow your leads and opportunities? Decide on your objective before you begin thinking about strategy and technology and always link your social media objectives to larger marketing and communication objectives.

“ As Stephen Covey once said, begin with the end in mind. ”


S is Strategy.

In the strategy part of the planning process. It is here where you will translate your defined business objectives into specific social media scenarios. First, you'll examine how social media can help you complement your current marketing and communication approaches to reach your end goals. For example, if your goal is to build a closer relationship with your top clients, imagine the content or engagement scenarios that can help you achieve this (don't worry about the tools or technology yet). Also explore other cases where social media can help you achieve your goals. Here are some options to get you started...consider how they can impact your bottom line or offer ROI:

- Engage in two-way conversations
- Create or share relevant content
- Answer open and related questions
- Update material communities about Accenture activities

@Accenture on Twitter

Tweets




Twitter Movies

Oh, it's ON! #ComedyFest is here. Kickoff at 5E/2P with @melbrooks and @carlreiner Livestream! [blog.twitter.com/2013/04/an-inv...](#)

Retweeted by Twitter

Show Summary




Twitter Movies

Oh, it's ON! #ComedyFest is here. Kickoff at 5E/2P with @melbrooks and @carlreiner Livestream! [blog.twitter.com/2013/04/an-inv...](#)

Retweeted by Twitter

Show Summary




Twitter Movies

Oh, it's ON! #ComedyFest is here. Kickoff at 5E/2P with @melbrooks and @carlreiner Livestream! [blog.twitter.com/2013/04/an-inv...](#)

Retweeted by Twitter

Show Summary



Twitter Government

#OnlyOnTwitter: A Presidential Week, thanks to @BillClinton and @TheBushCenter

Tweet to @twitter

Share this Article

Via Email

Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit @accenture.com

Enter Email Address

Share

Via PDF

Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit @accenture.com

Image area

Introduction content appears in the left hand panel

Article content is displayed inline

TBC - Twitter or other feed panel

Share function panel appears in the right hand column



Template 2 as used for an article page - scrolled down view

980 px

P is People.

Instead of putting the technology at the center, always start with understanding your target audience. Define whom it is you're trying to reach and what's in it for them. Think about their specific demographics (age, gender, etc.) and interests. Where do they live online? What is the intended value and takeaway for each audience? What mindset do they have when they are active online and can we be relevant to them there?

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- Engage in two-way conversations
- Create or share relevant content
- Answer open and related questions
- Update material communities about Accenture activities
- Listen to conversations better understand their current needs and challenges

Each carry with it an opportunity to deliver value and also promote its return. Equally, each carry an investment of time, resources and potential budget. Your strategy will define the ROI you expect.

T is Technology.

Once you understand your people, objectives, and strategy, you'll be prepared to decide which tools, technology, and platforms can help you execute. Consider which social channel(s) will help you best reach your audience and achieve your objectives. Maybe it's building a new LinkedIn community to learn from your clients or creating a new Twitter handle to engage with influencers.

Keep this acronym in mind for any social program. Before acting, make sure you understand your audience, goals, desired endpoint, and necessary technology...and where to add value!

[Previous Article](#)

[Next Article](#)

More Articles Like This

Introduction
First line of content. Lorem ipsum dolor sit amet.

[Read](#)

Introduction
First line of content. Lorem ipsum dolor sit amet.

[Read](#)

Introduction
First line of content. Lorem ipsum dolor sit amet.

[Read](#)

Oh, it's ON! #ComedyFest is here. Kickoff at 5E/2P with @melbrooks and @carlreiner Livestream!
[blog.twitter.com/2013/04/an-inv...](#)
Retweeted by Twiter
[Show Summary](#)

Oh, it's ON! #ComedyFest is here. Kickoff at 5E/2P with @melbrooks and @carlreiner Livestream!
[blog.twitter.com/2013/04/an-inv...](#)
Retweeted by Twitter
[Show Summary](#)

#OnlyOnTwitter: A Presidential Week, thanks to @BillClinton and @TheBushCenter
[Tweet to @twitter](#)

Share this Article

[Via Email](#)

Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit @accenture.com

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Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit @accenture.com

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More like
this panel
appears at
the base of
the article.



3. Template 3

Single column Layout - to be implemented on Article Pages



Template 3 used for an Article Page

980 px

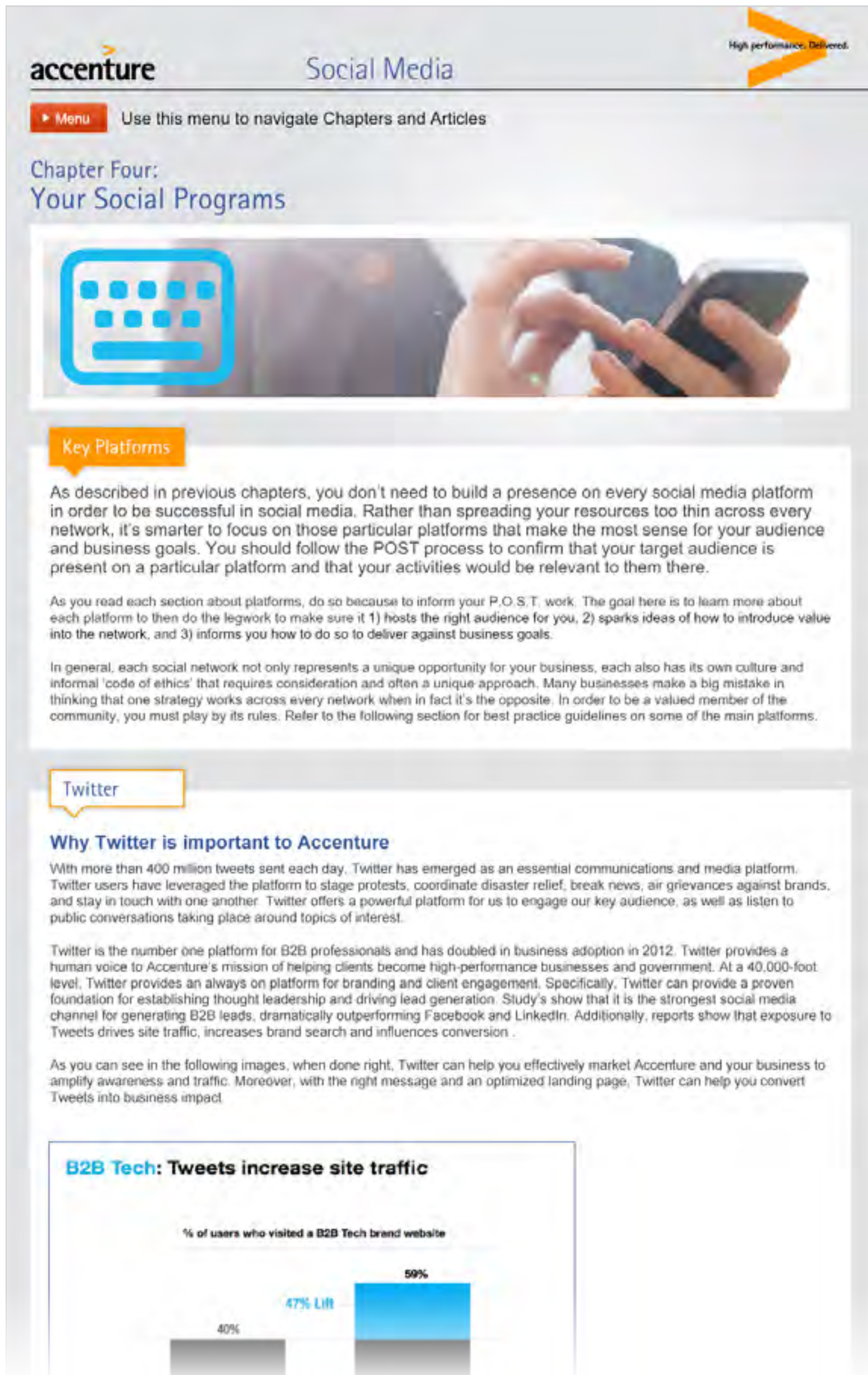


Image area

Introduction
content
appears in
the top panel

Template is broken up into separate horizontal panels

Individual images can be enlarged for enhanced legibility.



Template 3 scrolled down to bottom of page

980 px

Images are placed inline with the content.

How Leading Businesses Use Twitter

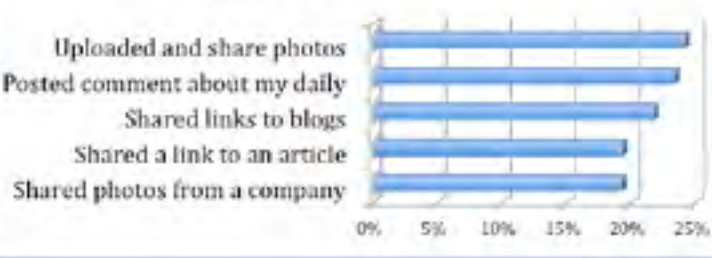
There are many ways businesses use Twitter to promote their brands and brand message. Common use cases for Business-to-Business companies center around Customer Service, Thought Leadership, and Lead Generation. Let's explore a few examples on how leading B2B brands are using Twitter.



Twitter Overview

Twitter, along with Sina Weibo in China, is a micro-blog or microcommunications platform that lets users send a short message (known as a tweet) up to 140 characters in length. Twitter users 'follow' and are 'followed' by others and tweets are shared (or 'retweeted') by Twitter users, spreading the conversation across users' networks at incredible speed. Twitter includes social functions to publicly message (@message) and privately message (direct message or DM) other users. Twitter also allows for the sharing of pictures by attaching them to Tweets. Twitter recently introduced the ability to create and share 6-second video shorts using its Vine application (available for free in the iOS app store).

Top uses of Twitter by Sr. Decision Makers



Previous Article

Next Article

More like this and share function panels appear at the base of the article in rows.

More Articles Like This

Introduction

First line of content. Lorem ipsum dolor sit amet.

Read

Introduction

First line of content. Lorem ipsum dolor sit amet.

Read

Introduction

First line of content. Lorem ipsum dolor sit amet.

Read

Share this Article

Via Email

Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit @accenture.com

Enter Email Address

Share

Via PDF

Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit @accenture.com

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4. Template 3

Single column Layout - to be implemented on Article Pages - Showing HTML Table content &



Template 3 used for an Article Page

980 px

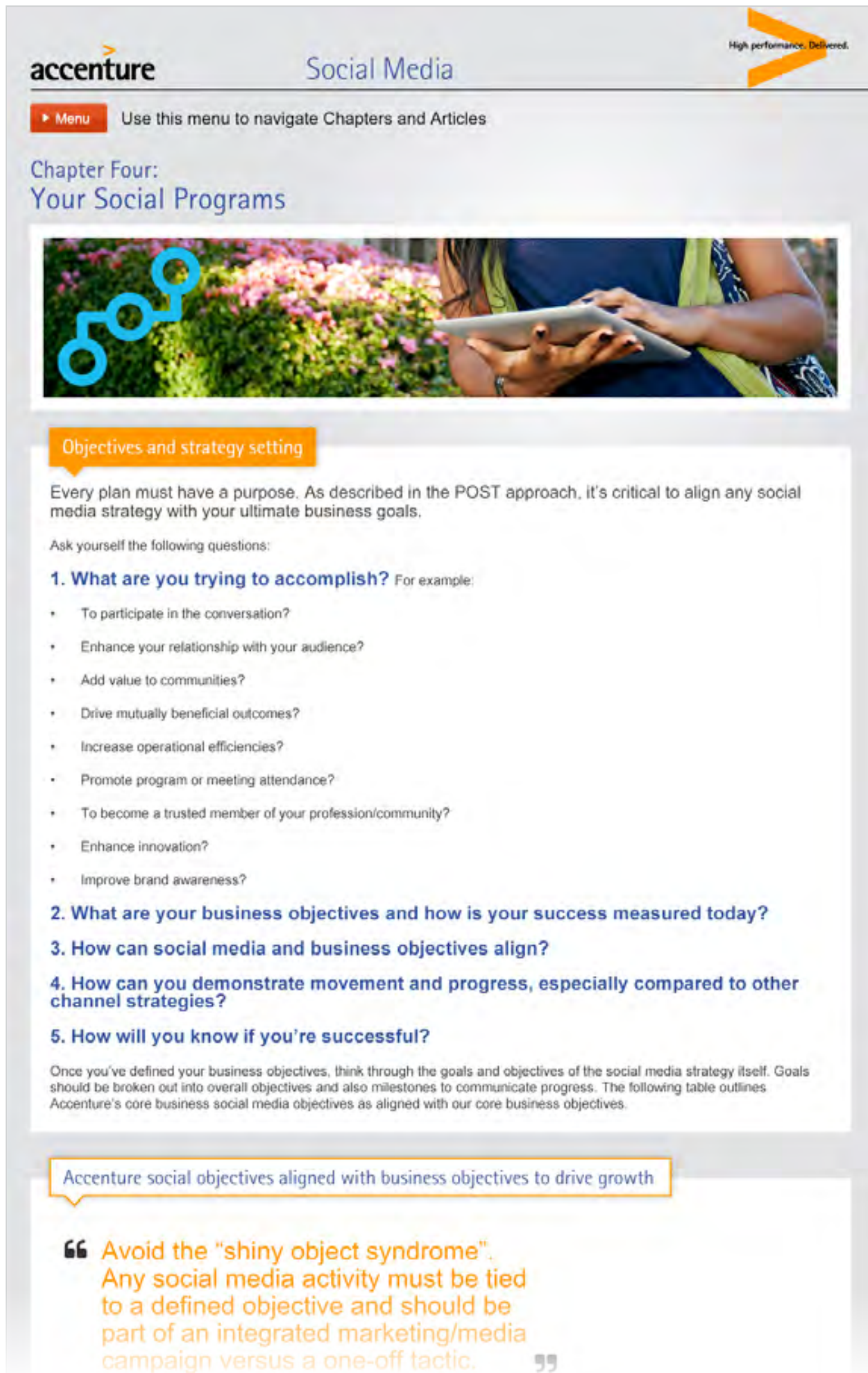


Image area

Introduction
content
appears in
the top panel

Template can be broken up into separate horizontal panels



Template 3 showing HTML Table content style

980 px

HTML table
content style

Accenture social objectives aligned with business objectives to drive growth

“ Avoid the “shiny object syndrome”. Any social media activity must be tied to a defined objective and should be part of an integrated marketing/media campaign versus a one-off tactic. ”

Business Objectives	Business Metrics	Social Objectives	Social Metrics
• Build and exploit a powerful differentiated brand	• Unaided buyer awareness • Interbrand value • MEI share of voice • Thought leadership MEI share of voice • Industry analyst mentions	• Share our brand story in meaningful, relevant ways	• # reach • # relevant reach • % social share of voice • # social engagements • # relevant social engagements • # primary topic mentions and followers
• Protect a powerful, differentiated brand	• Negative media mentions % • Unfavorable industry analyst mentions	• Educate our people • Learn through listening and analyzing social data and act in socially responsible ways	• Net sentiment trend • # inappropriate mentions • # people trained • # rogue properties
• Strengthen relationships with G2000 companies	• Unaided buyer consideration • Unaided buyer preference • Buyer loyalty	• Engage in dialogue with target company decision drivers and influencers	• # relevant connections • # relevant social engagements
• Increase share of wallet at G2000 companies	• Market share • Total opportunities generated (#) • Total opportunities generated (\$)	• Reach decision drivers and influencers through our communities	• # insight reports • # relevant reach • # relevant connections • # relevant social engagements • # leads
• Increase penetration at G2000 companies	• Target company penetration • Doors opened at target company prospects	• Learn about decision drivers and influencers through social analytics	• # insight reports • # profiles built • # relevant new connections • # relevant social engagements • # leads
• Attract best people	• Resumes submitted	• Enter in dialog and build relationships with candidates • Connect candidates with opportunities	• # relevant social engagements • # social referrals • # of resume submissions
• Retain and educate best people	• Managed attrition • Unmanaged attrition • Employee Engagement (%)	• Increase engagement through dialog and collaboration	• # reach • % social engagements • Net sentiment trend

Previous Article

Next Article

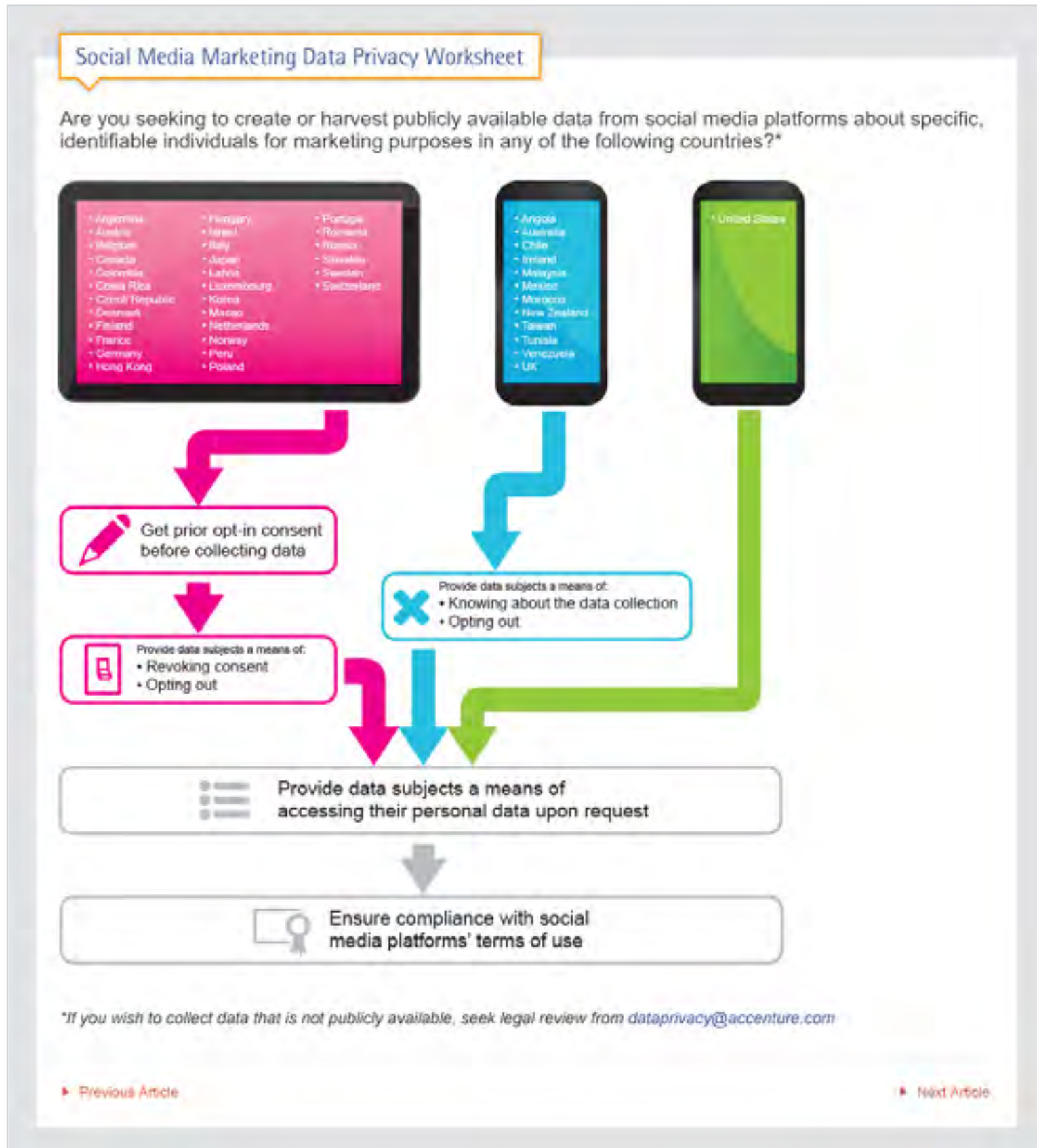


Template 3

Desktop/Tablet view @ 1024 px wide

Template 3 showing diagram content

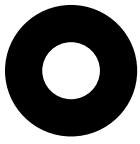
980 px





Appendix

4. Templates



Templates

Desktop/Tablet view @ 1024 px wide

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1.



Landing Page

2.



Article Page - 2:1 Column Layout

3.

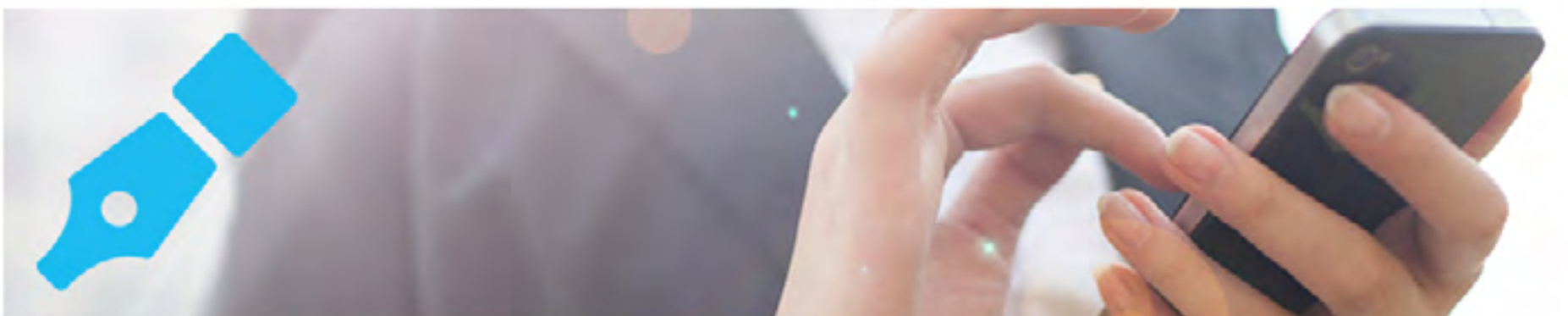


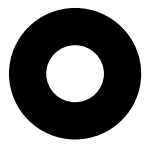
Article Page - Single Column Layout

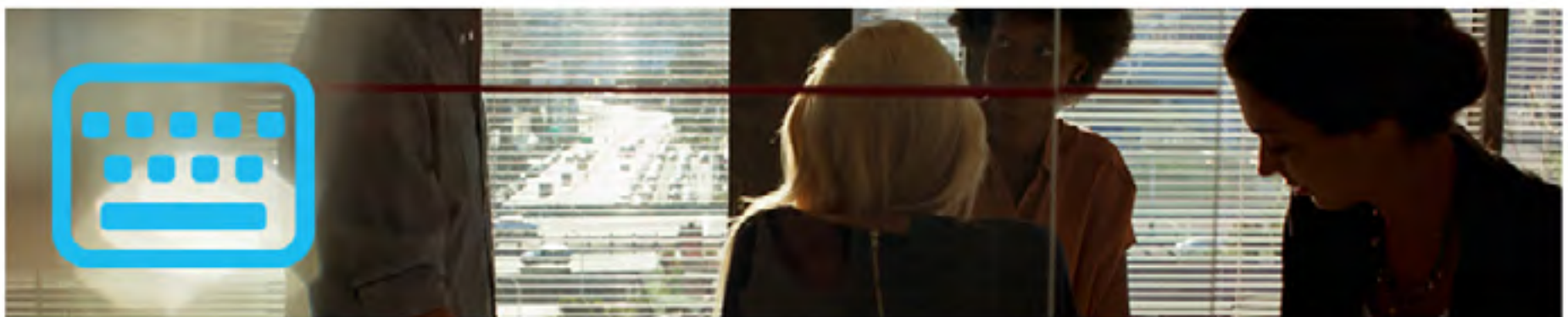
Chapter Title Page



5. Generic Article Page Headers









Appendix

4. Responsive elements

How the page templates re-flow on different screen sizes

***N.B.** Whilst designs have NOT been updated as per the first half of this document. The responsive principles remain the same.*



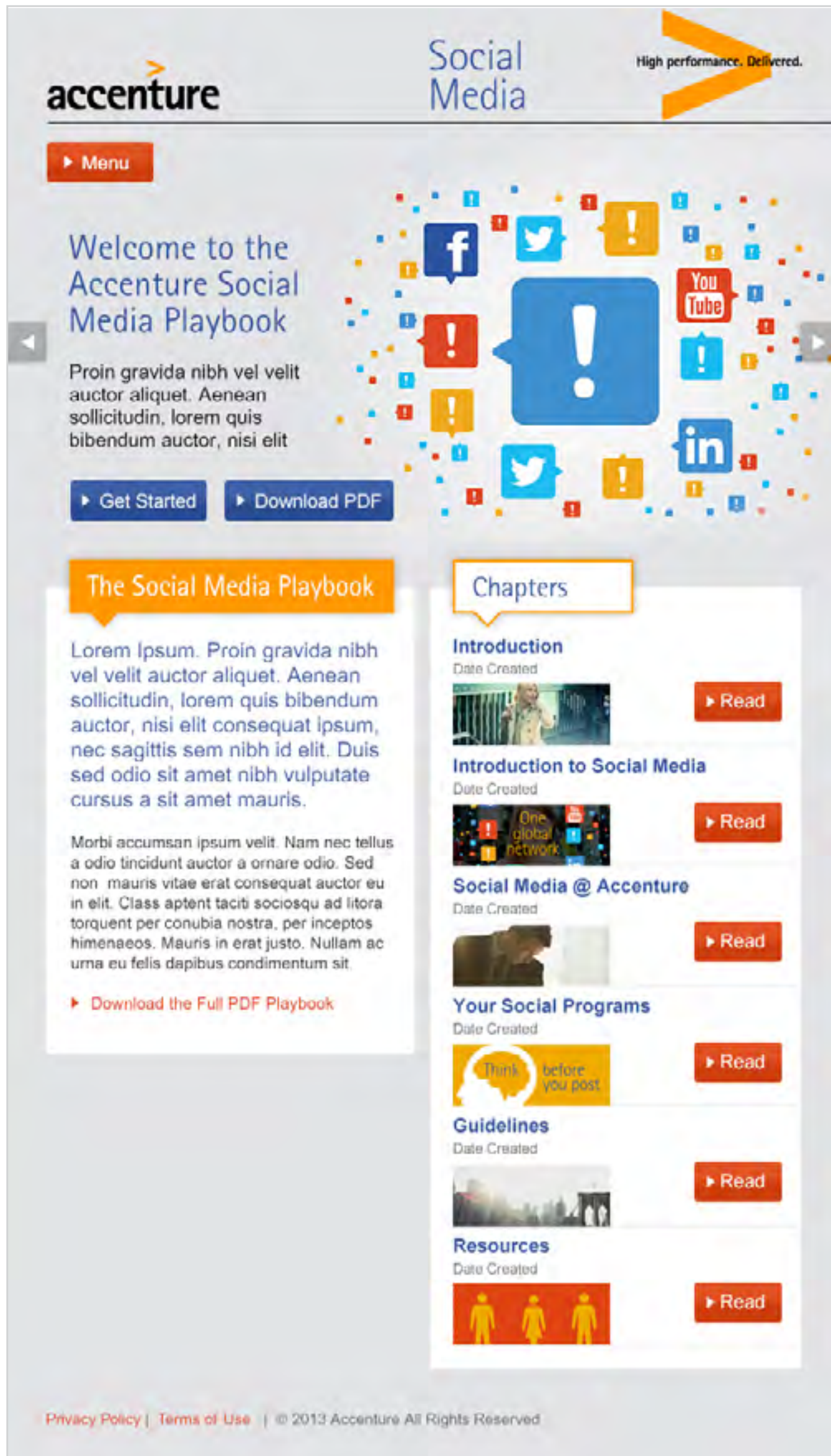
Landing Page

Tablet Portrait view = 768 px wide

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1024 px

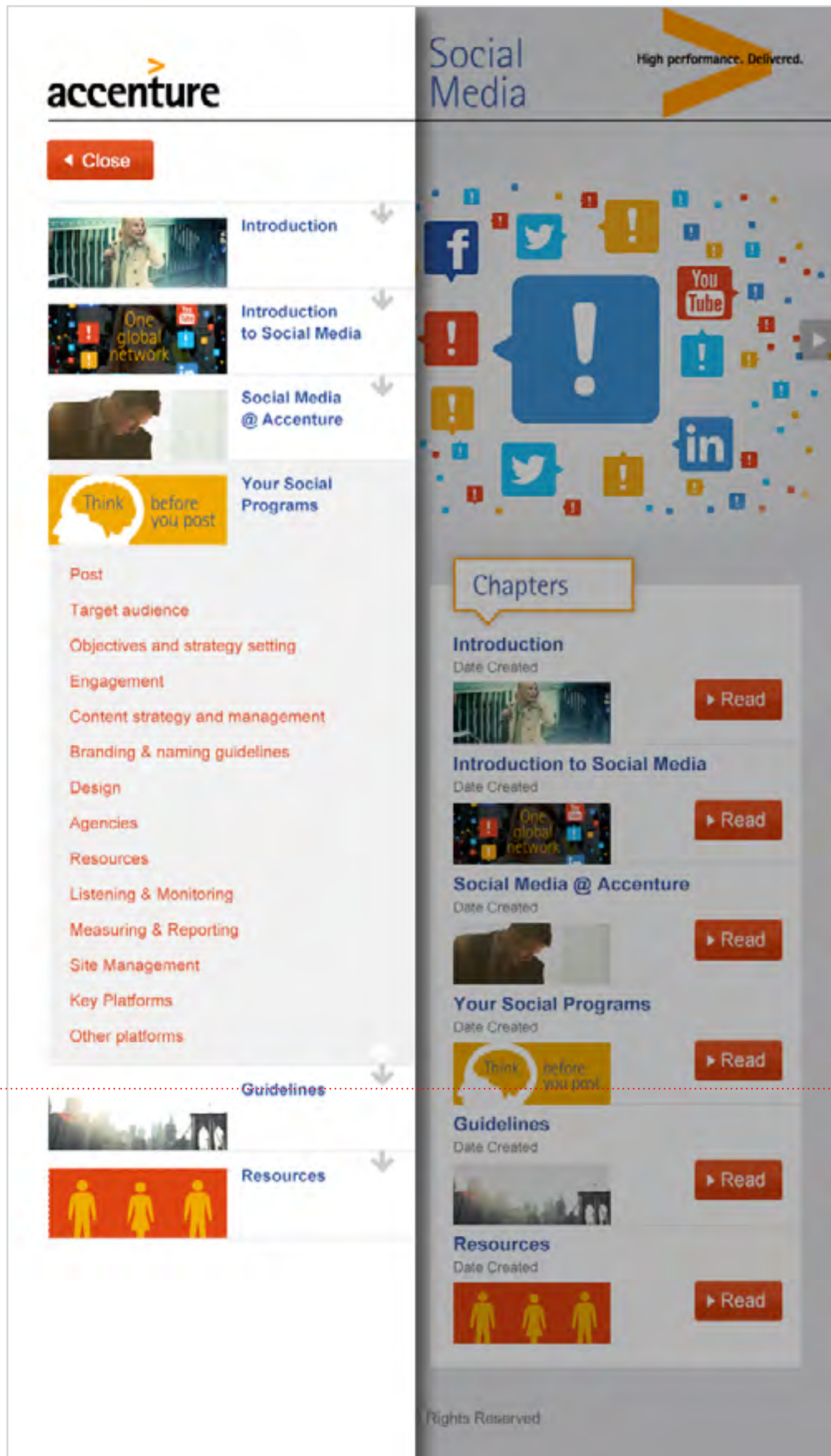
Maximum available
viewport on iPad -
excluding browser chrome

768 px



“Rail” Navigation

Tablet Portrait view = 768 px wide



1024 px
Maximum available
viewport on iPad -
excluding browser chrome

768 px



Landing Page

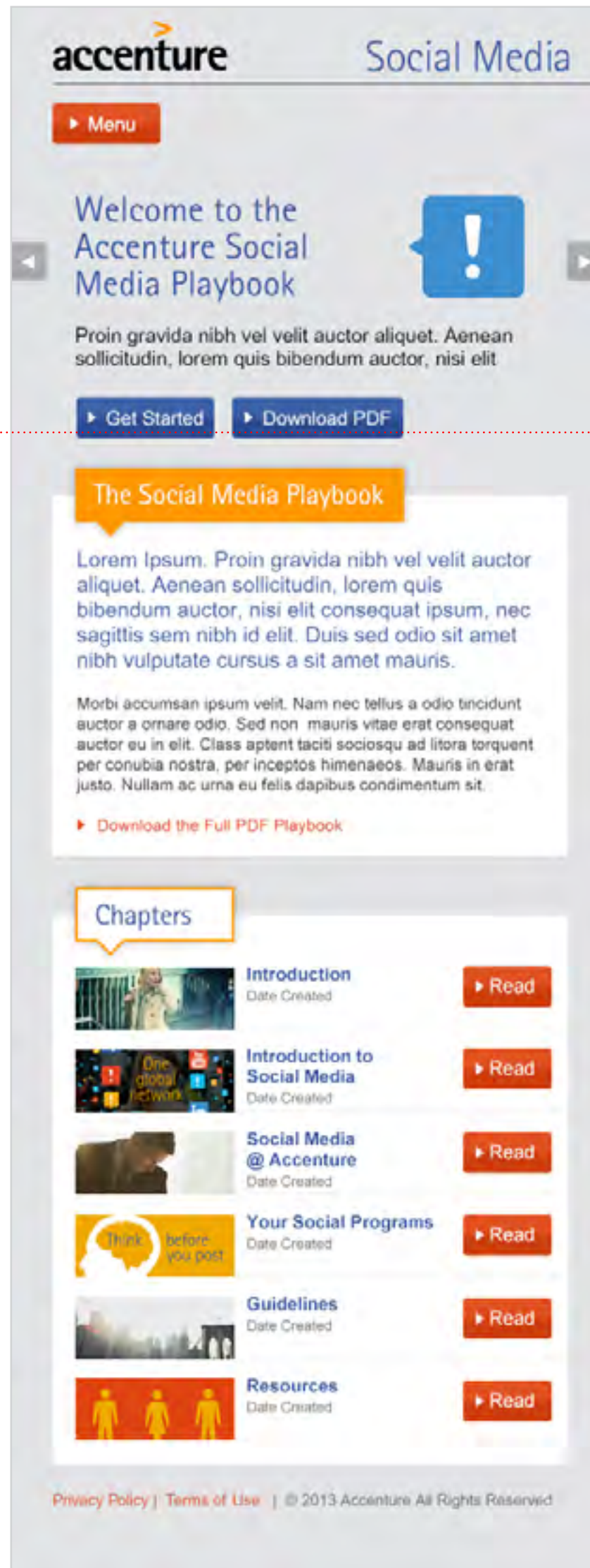
Mobile Landscape view = 480 px wide

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320 px
Maximum available
viewport on iPhone -
excluding browser chrome

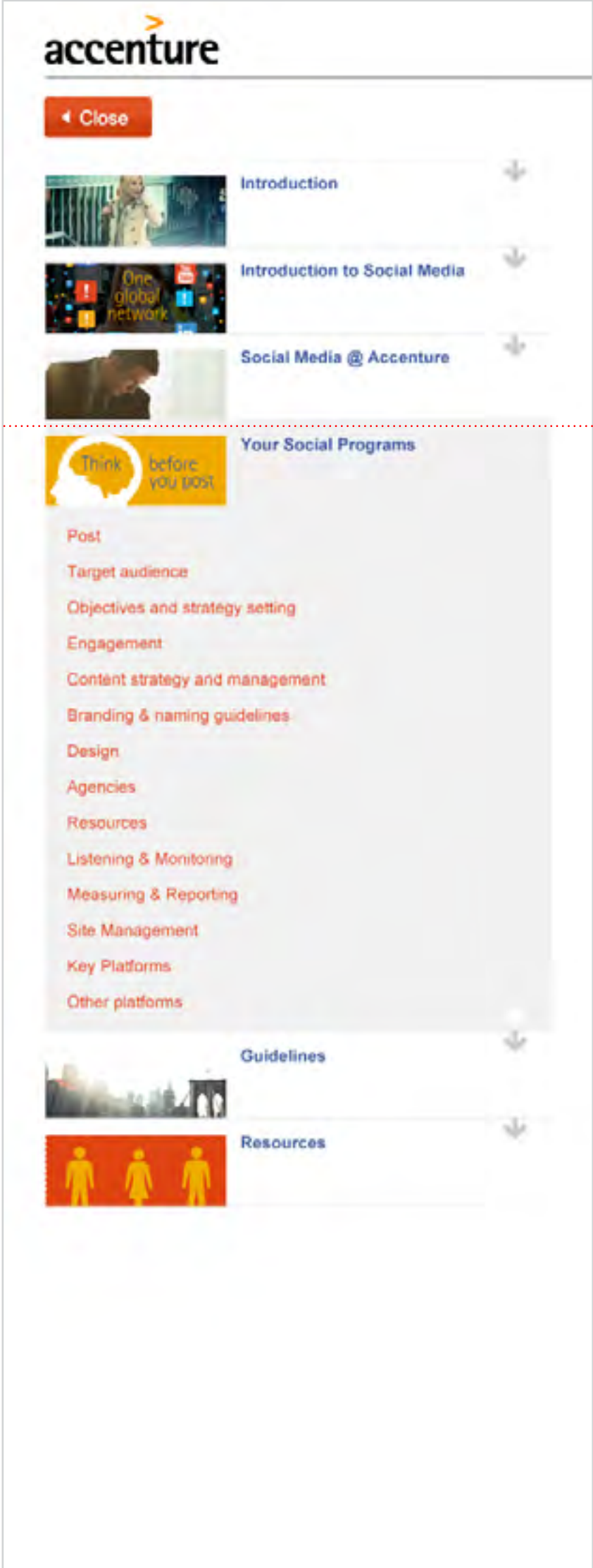


480 px



“Rail” Navigation

Mobile Landscape view = 480 px wide



480 px

320 px
Maximum available
viewport on iPhone -
excluding browser chrome



Landing Page

Mobile Portrait view = 320 px wide

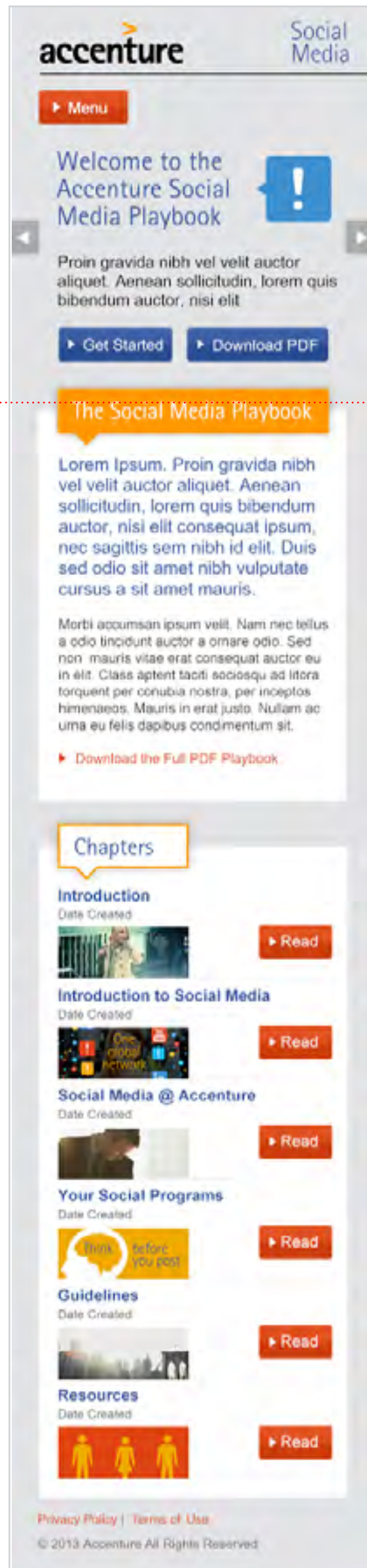
Accenture

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320 px

Maximum available
viewport on iPhone -
excluding browser chrome



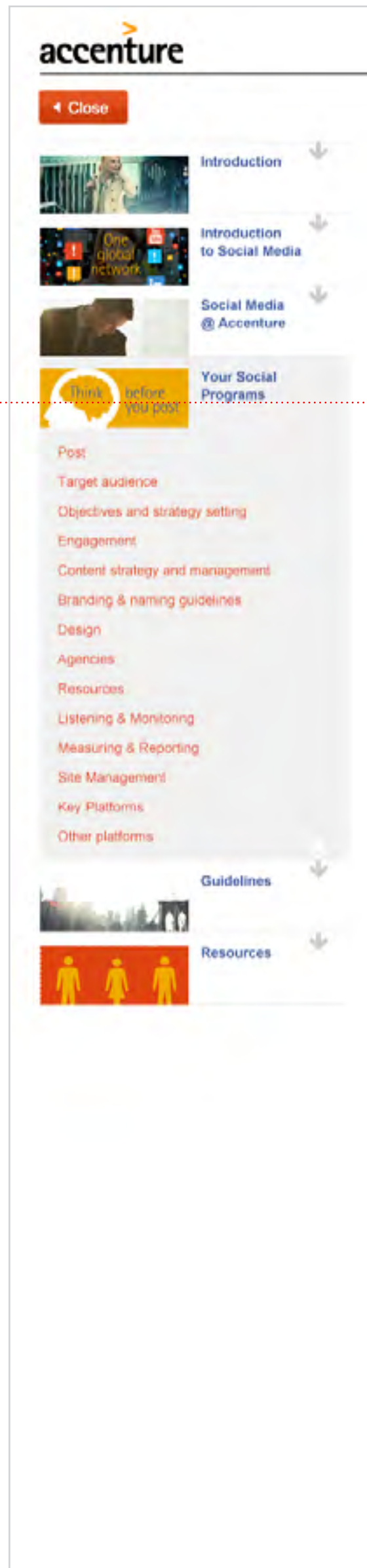
320 px



“Rail” Navigation

Mobile Portrait view = 320 px wide

320 px
Maximum available
viewport on iPhone -
excluding browser chrome



320 px



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