

# Auch mit einer CRM-Software (hier von Microsoft) lassen sich (einfache) Datenanalysen erstellen

Customer Insights

## Customers

Patti Melendez

89 HIGH ENGAGEMENT

VP of IT at Fourth Coffee  
New York, New York

6 Interests

Kennzahlen in Unternehmen

### Brands (similar generic predictive profile)

Brand	Value
Adatum	~10k
Contoso	~8k
Forth Coffee	~7k
Nod Publishers	~5k
Relecloud	~3k

### Timeline

#### Activities (119)

- 5 Purchase
- 17 App
- 7 Social
- 19 Email

#### Churn risk

73.8%

+ Create segment + Create measure

#### Customer lifetime value

\$15,000

+ Create segment + Create measure

#### Food interests this month

#### Engagement score

88.65

#### Average visits

8 per year

#### Activities (119) Timeline

TODAY

Transaction from Sales - 1 min ago (REAL TIME)  
New purchase at New York City store.

YESTERDAY

Email from Marketing - 8:20 PM  
Opened email: "On sale now—our top picks are going fast at your favorite store location!"

Social media mention - 11:47 AM  
New post with a negative sentiment.

Filter

## 2 No Data, no Data Science

### – Insights into Handling of Personal Data

#### Content:

1. Motivation
2. Dilemma Social Media
3. Shitstorms & Cyberbullying
4. The Role of Influencers
5. Cambridge Analytica
6. Data Governance & Ethics,  
Data Protection Rights
7. Social Scores
8. Summary

# 2 No Data, no Data Science

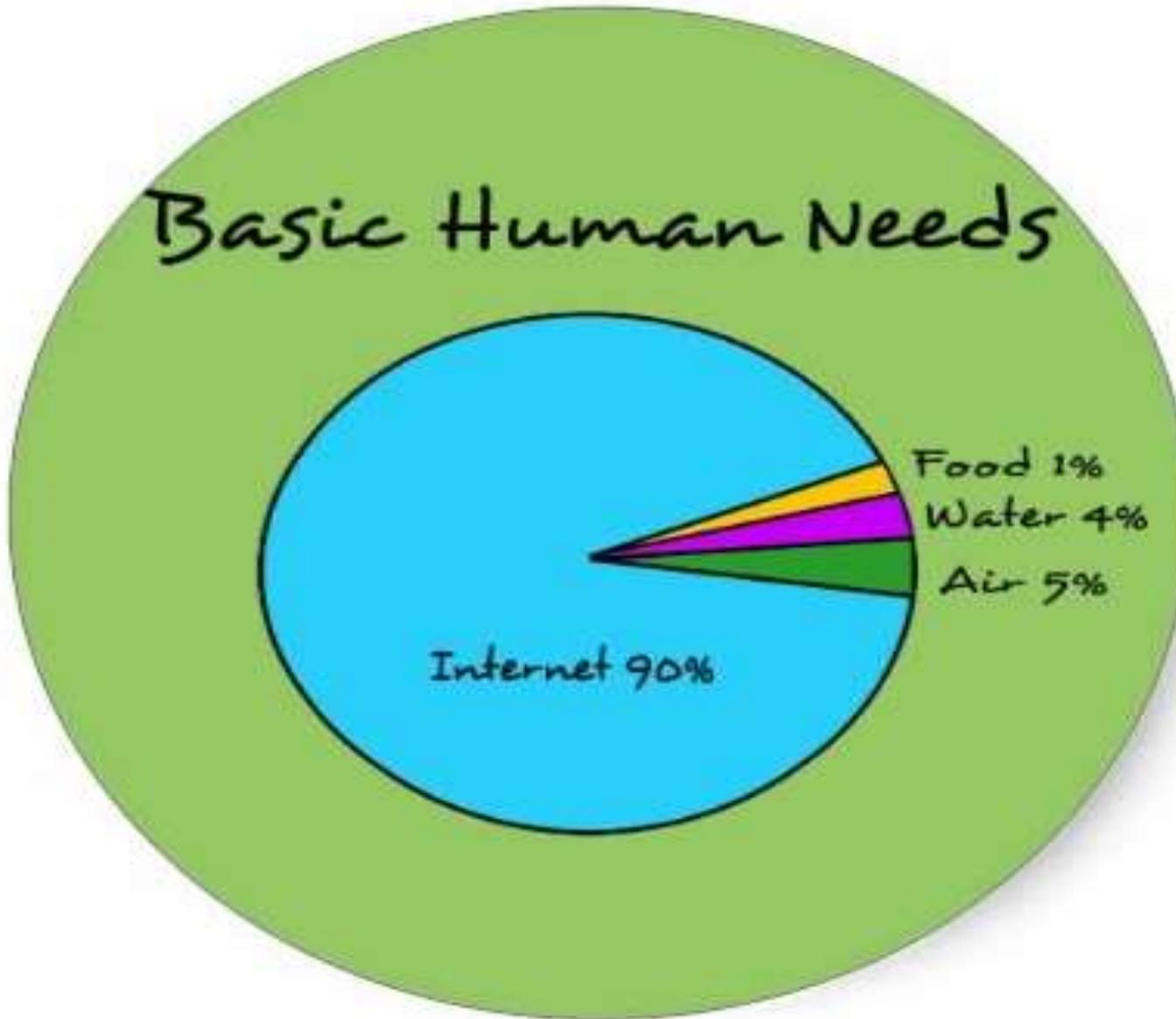
## – Insights into Handling of Personal Data

### (2) Dilemma Social Media



“The Technology that connects us also controls us”

# Alisson Graham, TED: How Social Media makes us Unsocial



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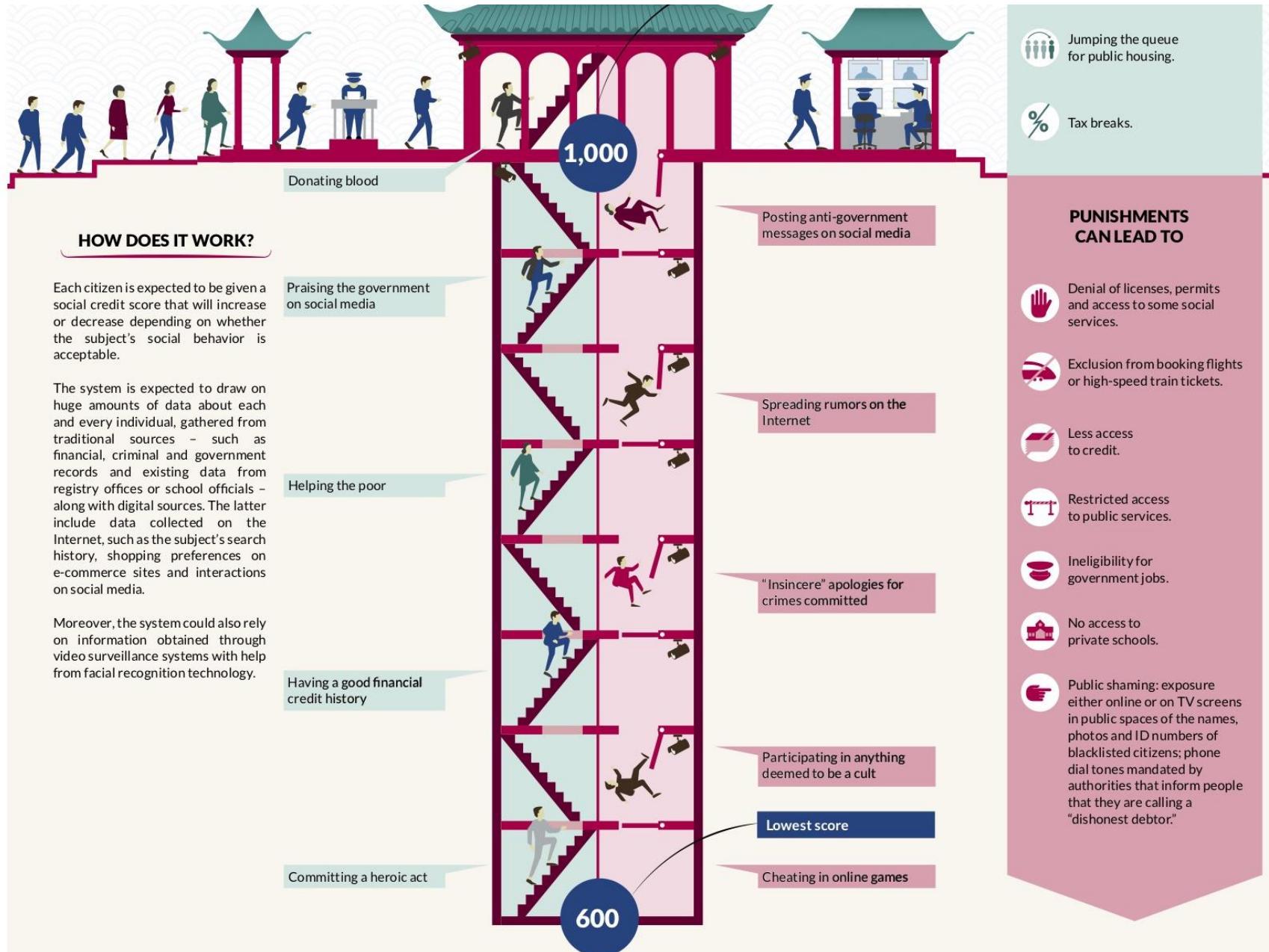
- Data is the new Oil.
- Attention is the Product.
- Social Media, the good / bad.
- China, the new Saudi-Arabia.



# Chuck Nice about Social Media



# Chinas Social Credit Score System (2/2)



# *Six Degrees of Separation? Facebook Finds a Smaller Number*



Pedestrians who passed by One World Trade Center in 2015 are more closely linked than once thought, according to Facebook. The social media giant says its users in the United States are connected by an average of 3.46 people. Michael Nagle for The New York Times

# **Michael Amberg**

## **Todays Content:**

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# Video Tip: Netflix Dilemma Social Media

NETFLIX

UNBEGRENZTER FILM- UND SERIENSPASS

JETZT

N FILM

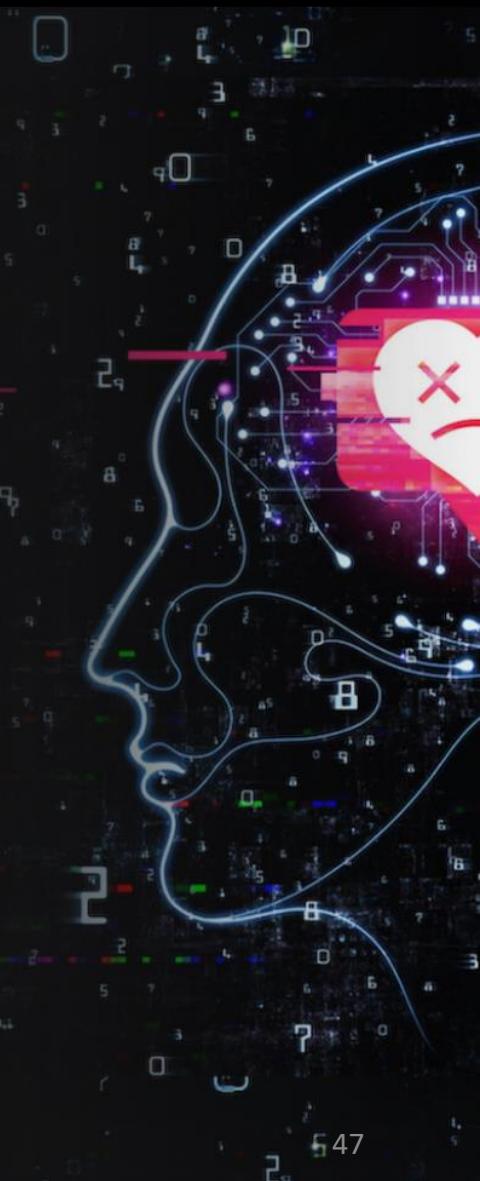
## /Das Dilemma mit den sozialen Medien

### Das Dilemma mit den sozialen Medien

2020 | 6 | 1 Std. 34 Min. | Wissenschafts- und Naturdokus

Dieses Dokudrama ergründet die gefährlichen Auswirkungen der sozialen Medien auf den Menschen. Sogar die Erfinder von Social-Media-Plattformen schlagen Alarm.

Mit: Skyler Gisondo, Kara Hayward, Vincent Kartheiser



# Corporate Shitstorm Management



## 5 SHITSTORM TIPPS

wie Unternehmen erfolgreich auf Shitstorms reagieren

### 1 Fehler sind menschlich

1

Dort wo Menschen arbeiten, werden Fehler gemacht. Dagegen kannst Du nichts tun. Fehler werden in Medien öffentlich. Unterschätze nicht, dass öffentlich bekannt gewordene Fehler oder Fehlinterpretationen einen Shitstorm auslösen können. Je bekannter Deine Marke, desto wahrscheinlicher ist ein Shitstorm im Anmarsch.

### 2 Sei wachsam

2

Nutze Deine **Monitoring** und Social CRM Tools und **beobachte in Echtzeit** die sozialen Medien und Kanäle. Beobachte mit einem Google Alert, ob über Deine Marke in der Presse (TV, Zeitungen) berichtet wird. Je früher Du einen potentiellen Shitstorm erkennst, um so besser kannst Du darauf reagieren.

### 3 Der Notfallplan

3

Erstelle **noch heute** einen Notfallplan, der den genauen Ablauf im Falle eines Shitstorms regelt. Darin enthalten: Wer ist intern für was zuständig? Erstelle eine aktuelle Liste mit **Pressekontakten**. Plane genau, welche Medien Du wann und wie bedienen wirst. Definiere die internen Prozesse und **Zuständigkeiten** durch jede Organisation des Unternehmens hinweg (inkl. GF). Bedenke dabei, dass es im Social Web keine Bürozeiten gibt. Eine Interaktion durch Dich ist **rund um die Uhr** erforderlich!

### 4 Augen zu und durch

4

Ist der Sturm losgebrochen, heißt es: Ein dickes Fell überziehen und **interagieren**. Ignoriere oder lösche niemals negative Kommentare und stelle Dich **ehrlich** und **transparent** der Kritik. Drücke Dich diplomatisch aus. Zeige Verständnis, um die Diskussion nicht noch weiter anzuheizen. Bringe zum Ausdruck, dass sich Dein Unternehmen der **Kritik annimmt**. Verleihe Deiner Botschaft Ausdruck, indem der Kopf Deiner Marke ein öffentliches **Statement** abgibt. Stelle Dich auf viele Überstunden ein. Auch wenn sich die Aussagen wiederholen oder Dich in der Menge zu erschlagen scheinen: Interagiere immer wieder in einer **hohen Frequenz**, notfalls auch immer mit der gleichen Botschaft.

### 5 Ziehe ein Fazit

5

Nach einem Sturm zeigt sich die Sonne. Analysiere den Verlauf Deines Shitstorms: Wie viele Interaktionen gab es? Wie war die **Auswirkung auf den Umsatz**? Was ist das inhaltliche Fazit? Was ist das **Learning**? Verändere ggf. die kritisierten Punkte im Unternehmen und kommuniziere sie in der Presse und den sozialen Medien. Vergleiche Deine Messwerte auch sechs oder zwölf Monate nach dem Shitstorm und passe ggf. Deinen Notfallplan an.

# Eine Influencerin sucht eine „Zusammenarbeit“

Hi there,

I hope this email finds you well.

I'm emailing in regards to a possible collaboration on social media - my name is [REDACTED] & I work as a social media influencer, mainly lifestyle, beauty & travel based.

I have over 87,000 YouTube subscribers (here: [https://www.youtube.com/channel/UC1GJn00NSt3V6cNKjycPDgZ/view\\_as=subscriber](https://www.youtube.com/channel/UC1GJn00NSt3V6cNKjycPDgZ/view_as=subscriber)) as well as 76,000 Instagram followers - @ellecarney\_

My partner and I are planning to come to Dublin for an early Valentines Day weekend from Feb 8th - 12th to explore the area. As I was searching for places to stay, I came across your stunning hotel and would love to feature you in my YouTube videos/dedicated Instagram stories/posts to bring traffic to your hotel and recommend others to book up in return for free accommodation. Last year I worked with Universal Orlando in Florida and it's been amazing for them!

Let me know if this is something you'd be interested in doing - I look forward to hearing from you! 😊

# Die Antwort des Hotels auf Facebook...

 The White Moose Café  
16 January at 19:44 · \*

Dear Social Influencer (I know your name but apparently it's not important to use names),

Thank you for your email looking for free accommodation in return for exposure. It takes a lot of balls to send an email like that, if not much self-respect and dignity.

If I let you stay here in return for a feature in your video, who is going to pay the staff who look after you? Who is going to pay the housekeepers who clean your room? The waiters who serve you breakfast? The receptionist who checks you in? Who is going to pay for the light and heat you use during your stay? The laundering of your bed sheets? The water rates? Maybe I should tell my staff they will be featured in your video in lieu of receiving payment for work carried out while you're in residence?

Lucky for us, we too have a significant social media following. We have 186k followers on our two Facebook pages, an estimated 80k on our Snapchat, 32k on Instagram and a paltry 12k on our Twitter, but Jesus Christ, I would never in a million years ask anyone for anything for free. I also blog a bit ([www.paulvstenson.com](http://www.paulvstenson.com)), which as far as I'm aware is another way of saying "write stuff on the internet". The above stats do not make me any better than anyone else or afford me the right to not pay for something everyone else has to pay for.

In future, I'd advise you to offer to pay your way like everyone else, and if the hotel in question believes your coverage will help them, maybe they'll give you a complimentary upgrade to a suite. This would show more self-respect

*Image: The White Moose Café Facebook Page*

on your part and, let's face it, it would be less embarrassing for you. Here is a little video I produced which you may learn from: <http://bit.ly/2mKTDTD>

Best regards,

Paul Stenson  
[www.charlevillelodge.ie](http://www.charlevillelodge.ie)

P.S. The answer is no.

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- *Thank you for your email looking for free accommodation in return for exposure. It takes a lot of balls to send an email like that, if not much self-respect and dignity.*
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Paul Stenson

[www.charlevilleodge.ie](http://www.charlevilleodge.ie)

P.S. The answer is no.

# Monica Lewinsky, TED 2015: The price of shame

**TED** Ideas worth spreading

WATCH

DISCOVER

ATTEND

PARTICIPATE



Monica Lewinsky at TED2015

## Der Preis der Scham



22:26



TED Talks are

German translation by Sarah Rimmington. Reviewed by Johanna Pichler.

### Details

About the talk

### Transcript

41 languages

### Comments

Join the conversation

11,763,991 views

### Recorded

March 2015 at TED2015

### Watch next

You

Don't like clickbait? I  
click

1.2M views



Share



Add to list



Like



Rate

Social media and the  
of gender

1.3M views

The Web as random  
of kindness

725k views

"Öffentliche Beschämung als Sport muss aufhören", sagt Monica Lewinsky. 1998, sagt sie, "war ich die erste Person, die ihren persönlichen Ruf weltweit augenblicklich verlor." Heute geschehen Online-Beschämungen ununterbrochen. Sie hat sie durchlebt – und sie können tödlich enden. In einem mutigen Vortrag sieht sie sich die Online-Beschämungskultur genau an und fordert zu einem anderen Weg auf.

Auf

Kün

Gra



## WE HUMANS

# This is what happened when we posted Monica Lewinsky's TED Talk

Mar 27, 2015 / Nadia Petschek Rawls

SHARE  
THIS IDEA



As TED's social media editor, I have seen a lot of nasty comments. I've seen grown men and women deride a 14-year-old girl for her choice of dress. I've seen them say they're revolted by a beautiful transgender woman. On every talk about race, I've seen a slew of racist comments. But none have ever been as bad as the

DAZN LIVE-  
STREAMING

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Auf allen Geräten | Monatlich  
Kündbar | Starte jetzt deinen  
Gratismonat auf DAZN.com



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TED TALK OF THE DAY



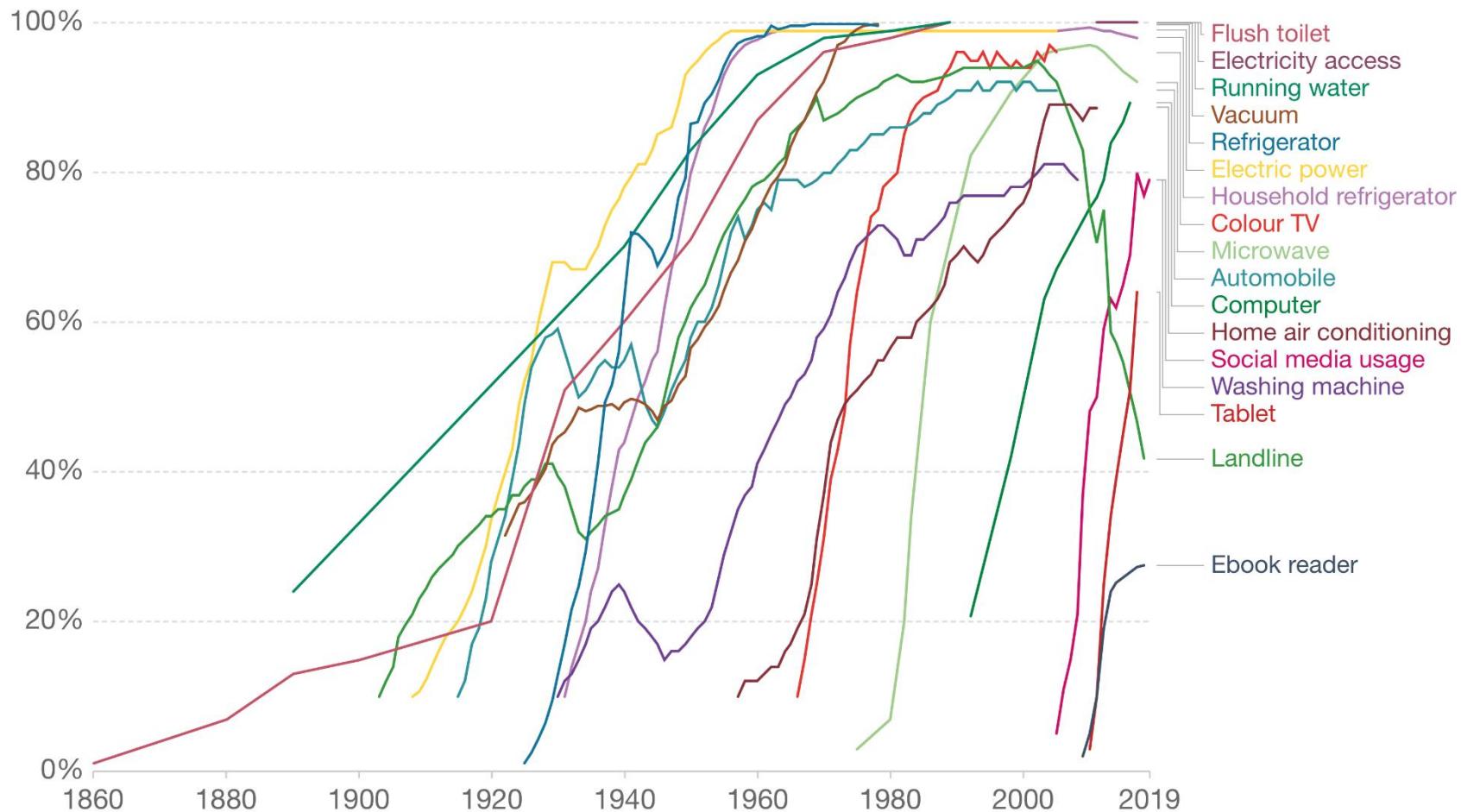
NATSAI AUDREY CHIEZA

# Harvard Business Review, Nov. 2013: The Pace of Technology Adoption is Speeding Up.

Our World  
in Data

## Technology adoption in US households, 1860 to 2019

Technology adoption rates, measured as the percentage of households in the United States using a particular technology.



Source: Comin and Hobijn (2004) and others

Note: See the sources tab for definitions of household adoption, or adoption rates, by technology type.

[OurWorldInData.org/technology-adoption/](http://OurWorldInData.org/technology-adoption/) • CC BY

# Cambridge Dictionary: TLDR (Too Long; Didn't Read)

Bedeutung von **TLDR** im Englisch



## TLDR

(also **TL;DR**, **tldr**, **tl;dr**)



abbreviation for **too long; didn't read**: used to comment on something that someone has written, for example on social media:

- *If a commenter responds to a post with "tl;dr", it expresses an expectation to be entertained without needing to pay attention or to think.*
- *I haven't been able to keep up with this thread (TLDR).*

### – Mehr Beispiele

- *There's sometimes a fine line between including every piece of information about the problem, and making it so long that you get TLDR as a response.*
- *TL;DR is a sad symptom of the malfunctions caused by the internet tsunami.*

### + SMART Vocabulary: related words and phrases