



## Things we seem to know

The day we enter the social media arena:

- People will start criticising us openly
- We will have to react
- We will need resources to manage the channel

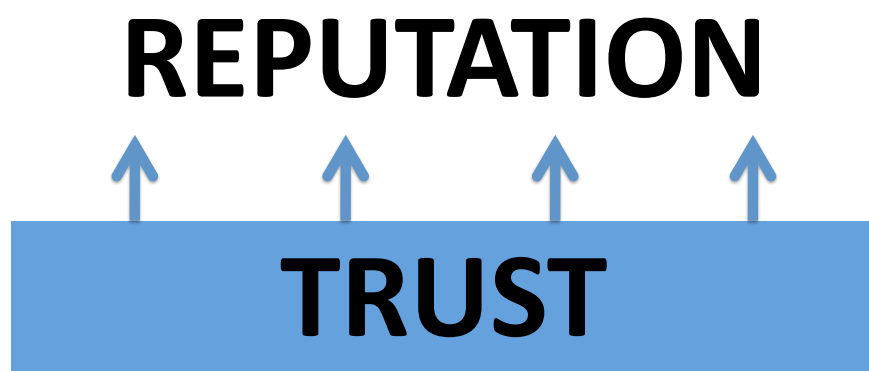
## Things we seem to ignore

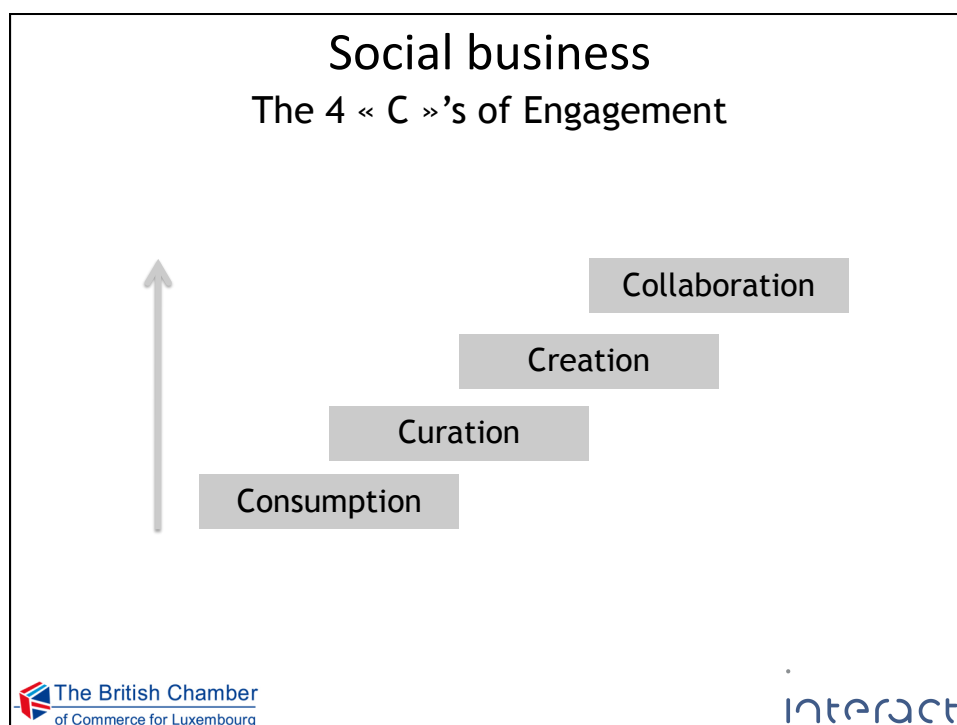
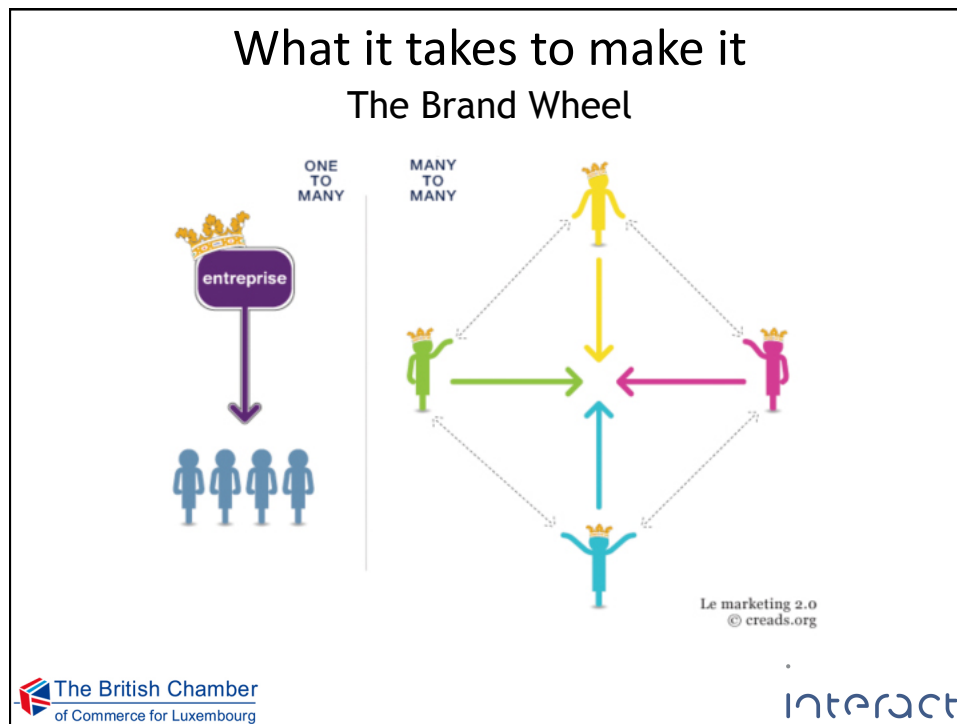
- Whom would **we** like to talk to?
- Whom is **he** talking to?
- What are **they** talking about?
- Why are they talking to **each other**?
- What **dynamics** can I observe?

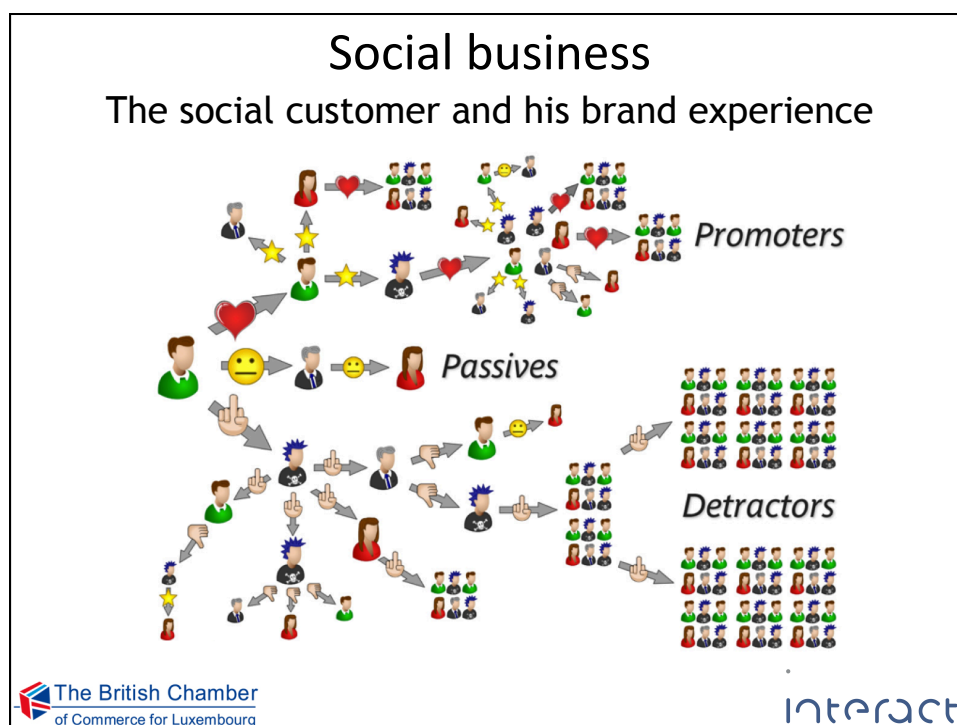
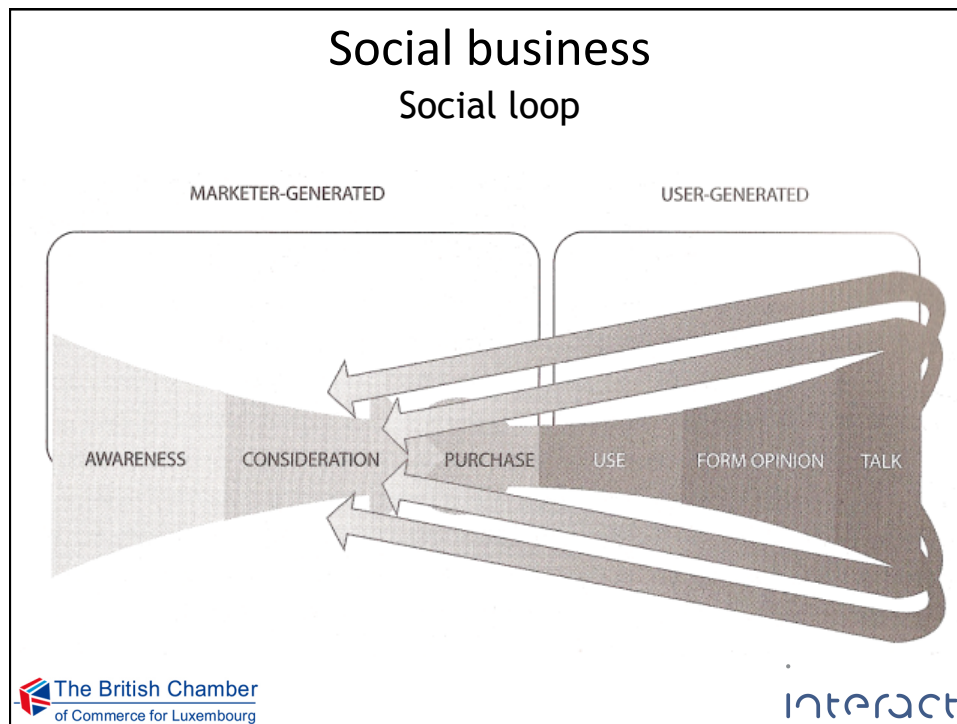
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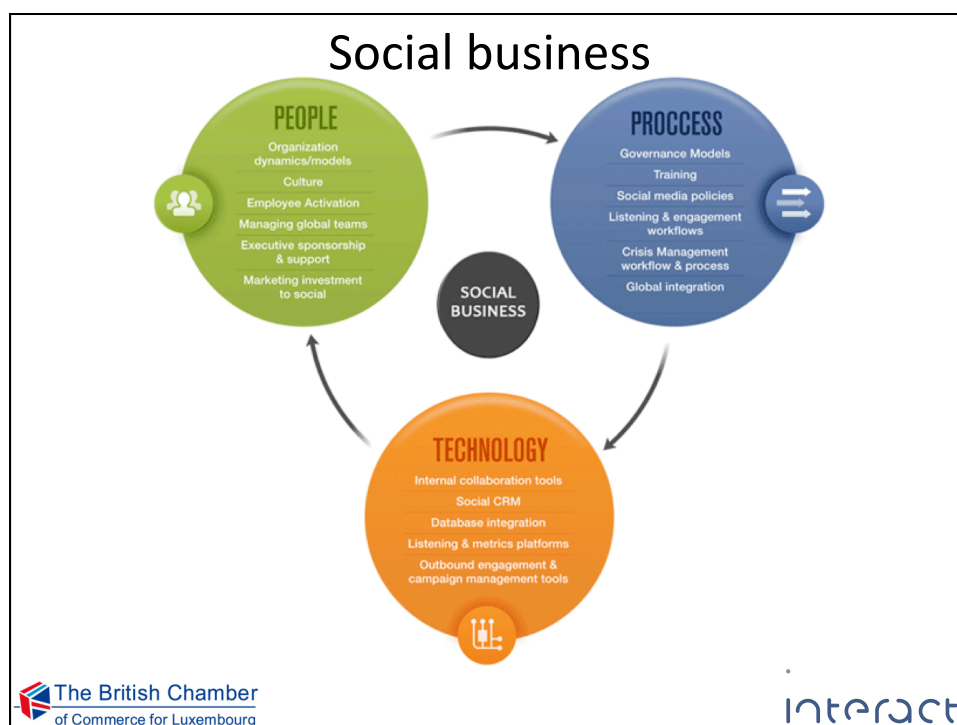
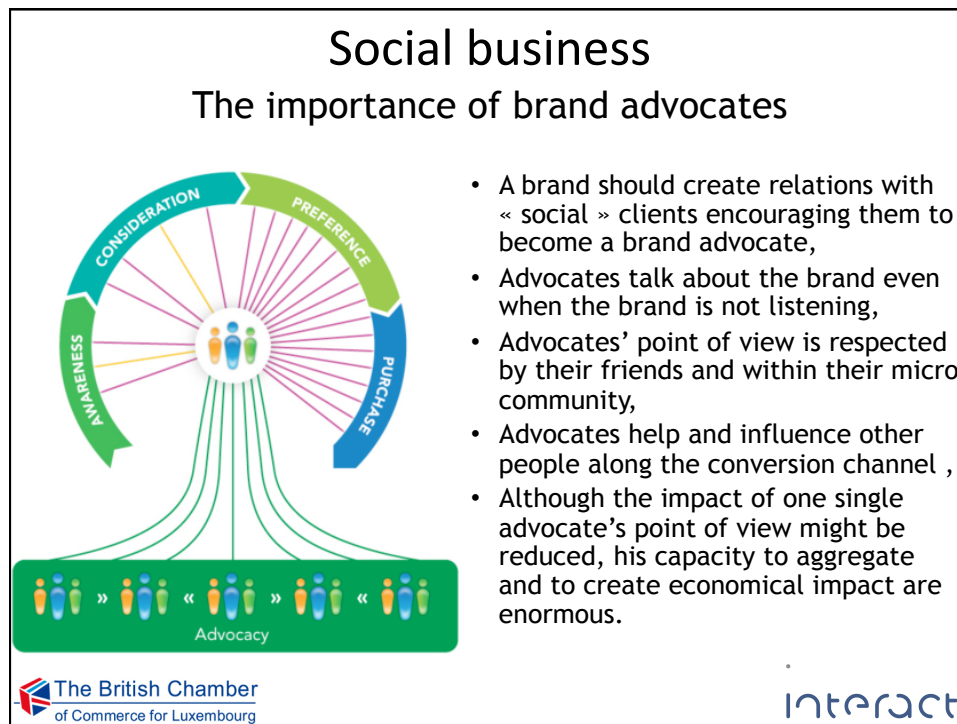
- Are we eligible?
- What could we say – who would listen?
- What added value could we contribute?
- Why would they answer?
- Why would they engage?
- How should we manage the conversation?
- What long term perspectives?

## What it takes to make it



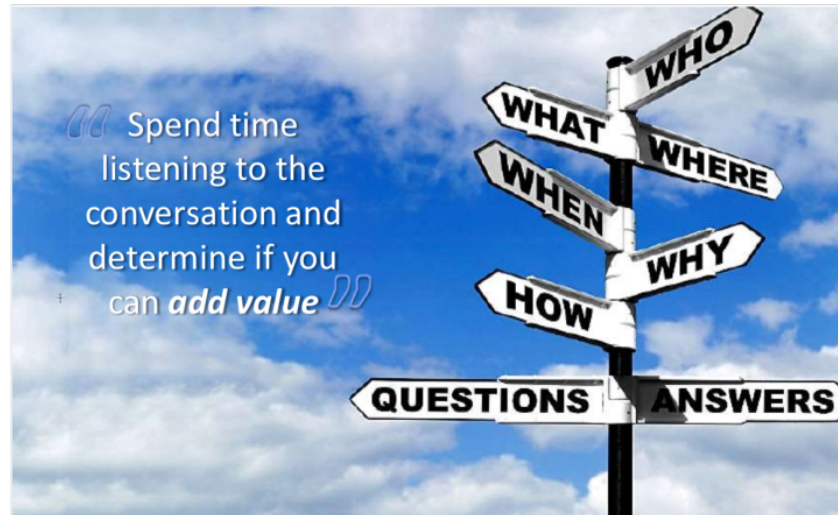






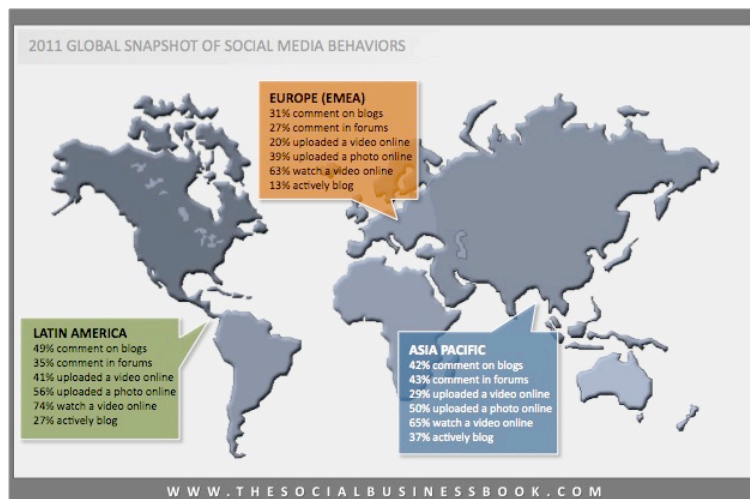
## Stake Holder engagement

It is vital to listen



## Stake Holder engagement

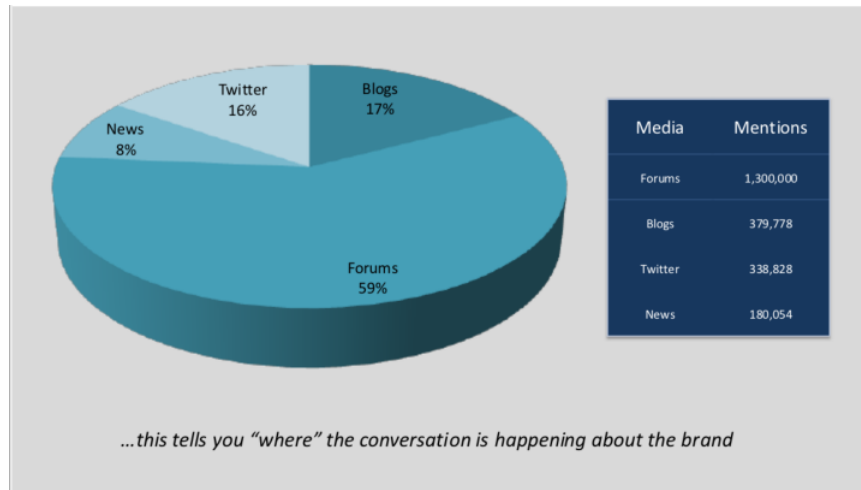
Who does what?





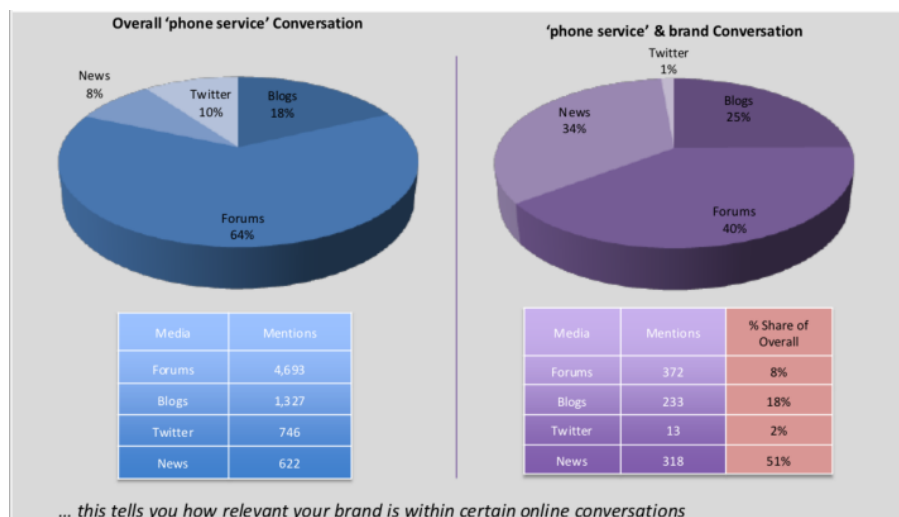
## Stake Holder engagement

### Audit conversations



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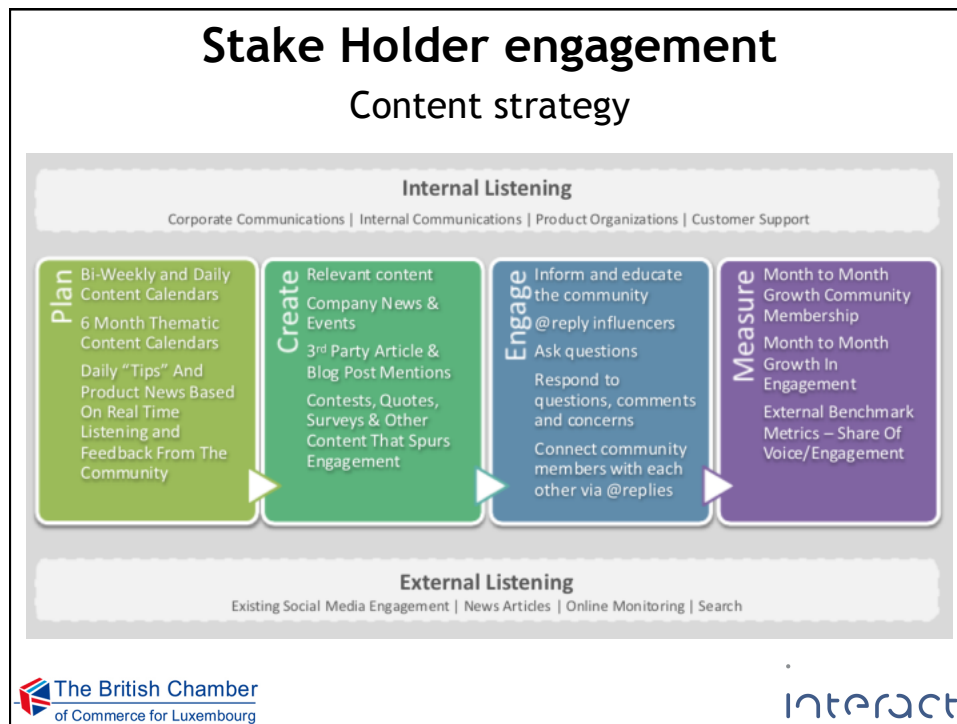
### Real time analysis



## Stake Holder engagement

### When should you communicate?





## Stake Holder engagement

### From Chaos to Governance

GOVERNANCE DOCUMENT	BEHAVIORS/DETAILS
Social Media Policy (Legal Document)	<ul style="list-style-type: none"> <li>• Full disclosure within social media channels</li> <li>• What can and cannot be shared online i.e. anything confidential, financial or operational results, forecasts, or personal information about others</li> <li>• Do not post anything that is defamatory, harassing, an invasion of privacy or in violation of any applicable law or enterprise policy, including the Company's Code of Business Conduct and Ethics</li> <li>• Employees are accountable for their actions. They are personally responsible for what they share.</li> </ul>
Social Media Guidelines	<ul style="list-style-type: none"> <li>• Guidelines include "rules of engagement" and "how to act"</li> <li>• Be professional, courteous, respectful to others, transparent</li> <li>• Only write/blog/tweet about what you know</li> </ul>
Moderation Guidelines	<ul style="list-style-type: none"> <li>• Usually addresses the organization's moderation policy for communities and Facebook</li> <li>• Post moderation – content is approved immediately and checked later</li> <li>• Pre moderation – content has to get approved before going live</li> </ul>

## Stake Holder engagement

### Activate employees to create engagement

	Proficiency Level	Channel(s)	Employee Engagement Behaviors	Tools/Technologies
Content Creators	Advanced	Video	Record, upload video: live streaming, Hangouts	Vimeo, YouTube, Twitvid, Qik, Livestream, Ustream, Google+
		Photos	Upload and Tag images	Instagram, Picplz, Hipstamatic, Flickr, Picasa
		Blogs	Write and publish blog content	Wordpress, Tumblr, Posterous, Microsoft blogs
Conversationalist	Intermediate	Micro Blogging	Share product related news, announcements within micro blogging platforms	Twitter, Friendfeed
		Social Networks	Engage in two way dialogue about products, events and company news	Facebook, Orkut, Quora, Google+
		3 <sup>rd</sup> Party Blogs	Respond to comments in 3 <sup>rd</sup> party blogs	NA
Participant	Basic	Email	Send product related emails to friends, family members and colleagues	NA
		Social Networks	Follow @brand and corresponding product Twitter handles, "Like" Brand Products on Facebook – RT, Like, Share posts	Facebook, Orkut, Quora, Google+

