



# 2013

## SOCIAL MEDIA TRAINING



Presented by Edelman



**Welcome!**



A hand holding a smartphone is the central focus, with various glowing white icons representing social media and communication floating around it. The background is a warm, blurred bokeh of light colors. The icons include a speech bubble, a magnifying glass, a smartphone, a laptop, and a person's profile. A blue rectangular box is overlaid on the left side of the image, containing the title and time information.

# Evaluation of Social Media Platforms

9:30 – 10:30 a.m.

# Every Minute, There Are...

**200 MILLION**



**EMAILS**

**2.8 MILLION**



**YOUTUBE VIEWS**

**2.1 MILLION**

**GOOGLE SEARCHES**



**200K**  
**FACEBOOK PICTURES**

**5.6 MILLION**



**TEXTS**

**275K**

**TWEETS**



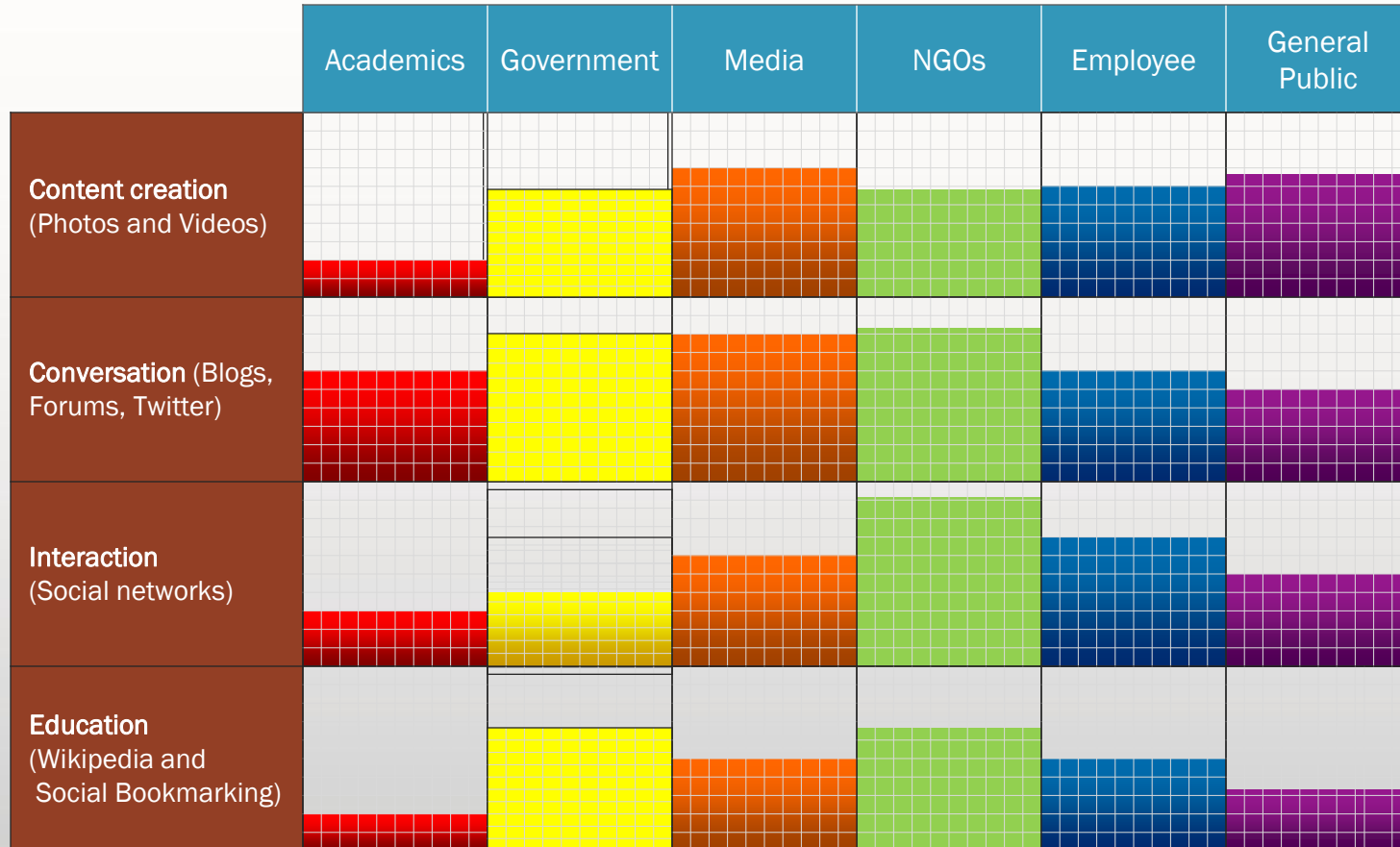
**1.7 MILLION**

**FACEBOOK POSTS**





# Audience



# The Six That Matter Most



**1 billion** monthly users, **2 billion** posts/comments per day.



**500 million** users, **200 million** active accounts. Over **1 billion** Tweets every 3 days.



**800 million** users, **4 billion** videos watched daily, **60 hours** of video uploaded every minute.



Flickr hosts over **8 billion** photos. Facebook users upload **9 billion** every month.



**200 million** users, **74 million** in the United States, **2 new users** per second.



Over **500 million** users, about **343 Million** active accounts, more mobile than desktop. Cost Google **\$585 million** to build.



A young woman with dark hair, wearing a white blazer, is smiling and looking down at her smartphone. The background is a blurred office or public space. A teal rectangular box is overlaid on the left side of the image, containing the text 'Social Channels'.

## Social Channels

# Facebook



**1 billion** monthly users, **2 billion** posts/comments per day



# Facebook

facebook 19 Search for people, places and things Anjali Khanna Home

**Shell**  
3,206,160 likes · 106,920 talking about this

Energy/Utility  
Welcome to the official Facebook page of Shell.

About Photos Working at Shell Global Energy Mix Shell Natural Gas

Highlights

**Post**  
Write something...

**Shell**  
February 13

Today marks the kick-off event for the 29th Shell Eco-marathon Europe, to be held in Rotterdam, the Netherlands. Over 2,500 students from 24 countries will compete on the city's street circuit in May this year, to see how far they can go on the least amount of energy. <http://bit.ly/YrcWet>

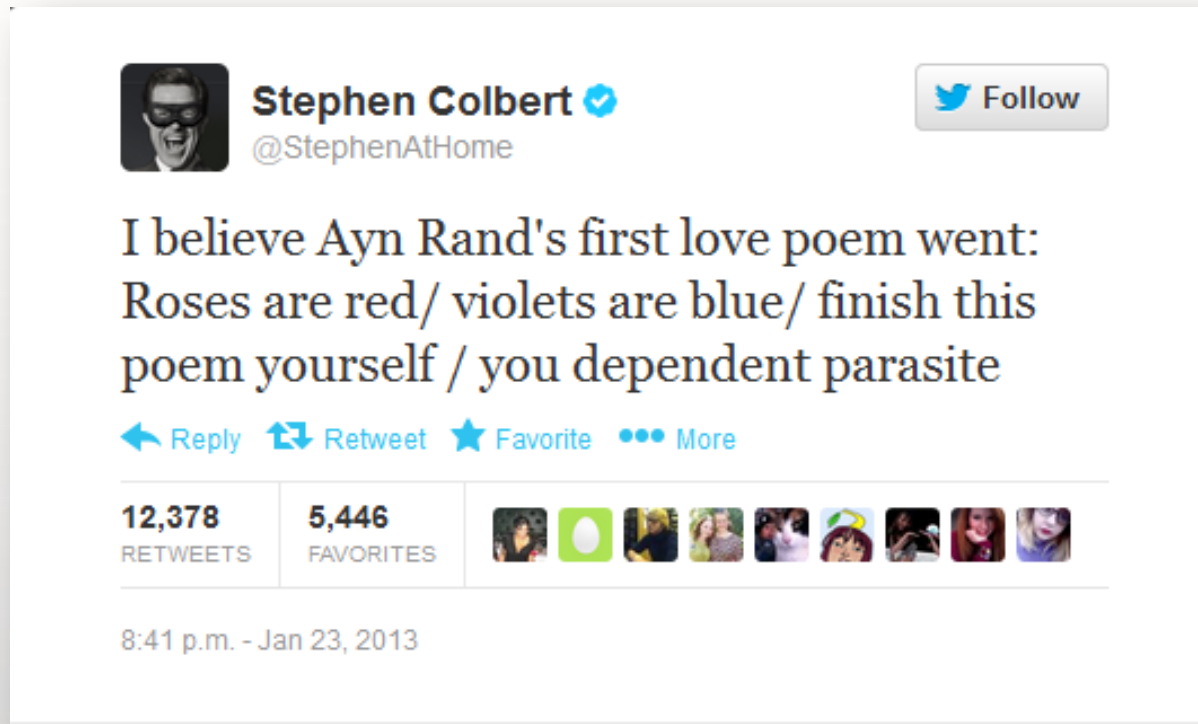
**7 Friends**  
Like Shell

Recent Posts by Others on Shell See All


- Philip Essien**  
sel  
5 minutes ago
- Adam H. Sahara**  
hello shell  
11 minutes ago

How  
2013  
2012  
2011  
2007  
2005  
1996  
1980  
1973  
1960  
1958  
1950  
1948  
1946  
1929  
1920  
1918  
1915  
1912  
1909  
1907  
1904  
1897  
1892  
1891  
1890  
1880  
Started

# Twitter



A screenshot of a tweet from Stephen Colbert (@StephenAtHome) posted on January 23, 2013, at 8:41 p.m. The tweet contains a parody of a love poem. The interface shows the user's profile picture, name, and handle, along with a 'Follow' button. Below the text are icons for Reply, Retweet, Favorite, and More. At the bottom, there are statistics for Retweets (12,378) and Favorites (5,446), and a row of ten small profile pictures of users who interacted with the tweet.


 **Stephen Colbert** ✓  
@StephenAtHome [Follow](#)

I believe Ayn Rand's first love poem went:  
Roses are red/ violets are blue/ finish this  
poem yourself / you dependent parasite

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

**12,378**  
RETWEETS

**5,446**  
FAVORITES



8:41 p.m. - Jan 23, 2013

500 million users and more than **1 billion** Tweets every 3 days



# Twitter

**Tweets** >  
Following >  
Followers >  
Favorites >  
Lists >

**Follow ACT For Mining**

Full name  
Email  
Password

**Sign up**

**ACT For Mining** @MiningFan  
MiningFan is the Twitter voice for the National Mining Association's ACT Online grassroots community.  
Washington, D.C. · <http://www.facebook.com/home.php?#!/actformining>

3,704 TWEETS · 2,028 FOLLOWING · 4,926 FOLLOWERS **Follow**

**Tweets** All / No replies

**ACT For Mining** @MiningFan 3 hrs  
From our #Minerals Make Life blog: [ow.ly/hKVTV](http://ow.ly/hKVTV) Tax credits for minerals dependent products.  
Expand

**ACT For Mining** @MiningFan Feb 18  
INFOGRAPHIC: U.S. #minerals #mining is putting Americans back to work and helping to improve the economy [ow.ly/hEZhe](http://ow.ly/hEZhe)  
Expand

**ACT For Mining** @MiningFan Feb 18  
REPORT: In 2012, the estimate value of #mineral production increased in the U.S. for the 3rd consecutive year [#](http://ow.ly/hEZDu)  
Expand

**ACT For Mining** @MiningFan Feb 16  
From our #Minerals Make Life blog: Minerals make good neighbors [ow.ly/hEWGI](http://ow.ly/hEWGI)  
Expand

**ACT For Mining** @MiningFan Feb 15  
NMA Applauds Bi-Partisan Critical Minerals Legislation [ow.ly](http://ow.ly)

Worldwide Trends · Change  
#MentionSomeoneYoureThankfulFor  
#GetLOUDoniTunes  
#PeopleAtMySchool  
#RightHere  
#IEasilyGetMadAt  
Britney Is Our Angel On Earth  
Toy Story 4  
Jesé

# YouTube



800 million users, 4 billion videos watched daily, 60 hours of video uploaded every minute



# YouTube

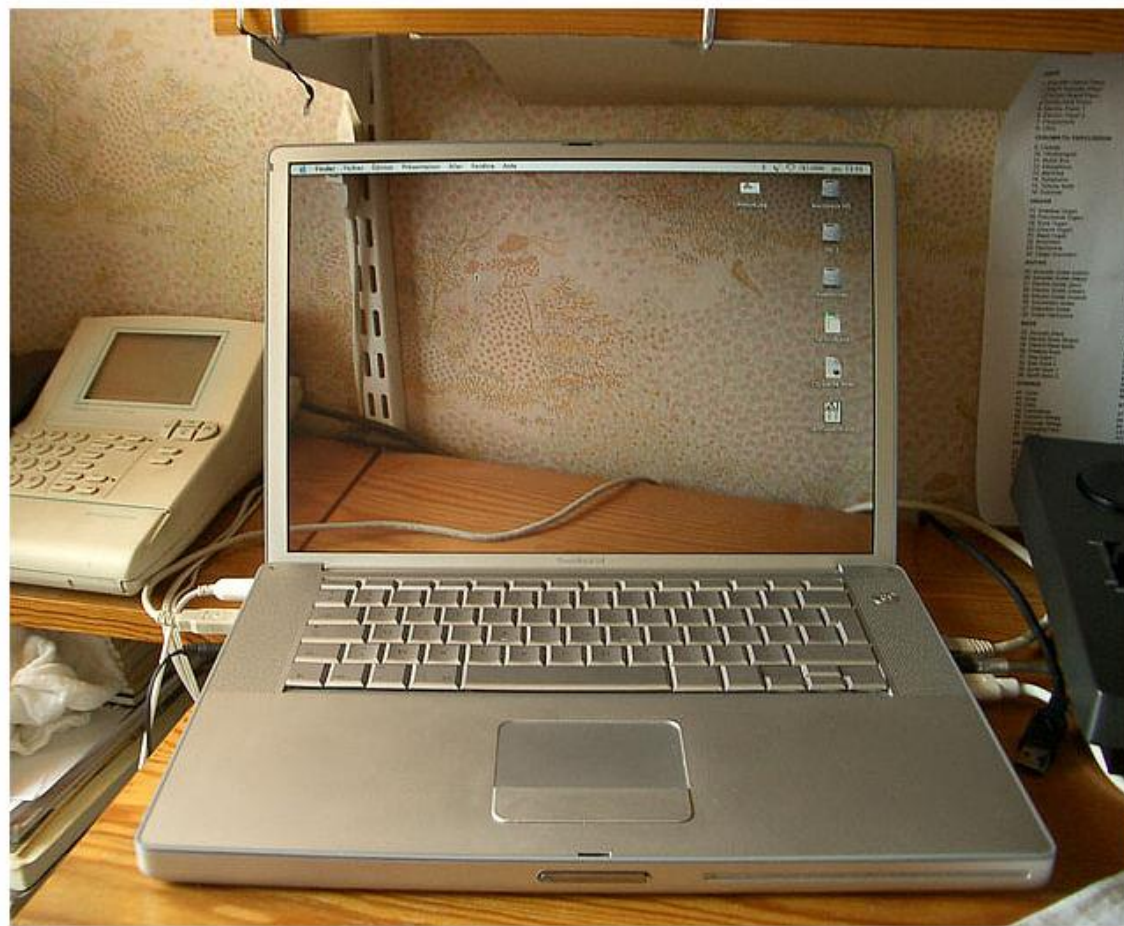
The image shows a screenshot of the Best Buy YouTube channel page. At the top, the YouTube logo is on the left, a search bar in the center, and an 'Upload' button on the right. Below this is a blue navigation bar with links for 'SHIP >', 'DEALS >', 'FIND A STORE >', the Best Buy logo, and 'SHARE THIS CHANNEL: [Facebook] [Twitter] [Google+]'.

The channel header features the Best Buy logo, the name 'Best Buy', a 'Subscribe' button, and statistics: '5,601 subscribers' and '10,087,284 video views'. Below the header are tabs for 'Featured' and 'Browse videos', and a 'Search Channel' input field.

The main content area is split into two columns. The left column features a video player showing a woman in a black jacket in a Best Buy store. Below the player is the video title 'Asking Amy: Extended 2013 Best Buy Game Day Commercial' with '593,536 views' and 'by bestbuy 2 weeks ago'. Below the video are 'Featured Playlists' including 'TV Spots' (15 videos), 'Geek Squad' (40 videos), and 'Technology Solutions' (15 videos).

The right column contains 'About Best Buy' with the tagline 'When the technology is right, anything can happen.', 'by bestbuy', 'Date Joined Mar 18, 2006', and a 'Geek Squad' section with '3,372 subscribers'. A 'Send feedback' button is located at the bottom right of the page.


# Flickr







Flickr hosts over **8 billion** photos. Facebook users upload **9 billion** every month

# Flickr


flickr from Yahoo! The Tour Sign Up Explore Upload Find photos, people, or groups


**NationalMiningAssociation's photostream**  Photostream Sets Favorites Galleries Profile More

Slideshow    Share





**Audience**  
This National Mining Association (NMA) Minerals Make Life (MML) influencer engagement event...

 All rights reserved  
Uploaded on Aug 26, 2011  
33 views




**Rod Eggert (left) Javier Blas (middle) Steven Duclos (right)**  
National Mining Association & The Financial Times host executive forum, "Addressing America's 21st Century Needs."


 All rights reserved  
Uploaded on Aug 26, 2011  
60 views




**NMA/FT Executive Forum**  
20 photos  
24 views




**Rod Eggert**  
National Mining Association & The Financial Times host executive forum, "Addressing America's 21st Century Needs."

 All rights reserved  
Uploaded on Aug 26, 2011  
36 views



**Steven Duclos**  
Mr. Duclos, chief scientist and manager of Material Sustainability, GE Global Research,...

 All rights reserved  
Uploaded on Aug 26, 2011  
34 views



# LinkedIn

The screenshot shows the Adobe LinkedIn company page. At the top, the LinkedIn logo and navigation menu are visible. The main header features the Adobe logo, the company name "Adobe", and a "Follow" button with "126,949 followers". Below the header is a banner for "SUMMIT THE DIGITAL MARKETING CONFERENCE" with the text "Explore the trends. Learn the tools. Meet the innovators." and dates "MARCH 4-6, 2013 | SALT LAKE CITY, UT | SUMMIT.ADOBE.COM". The page is divided into three main sections: "RECENT UPDATES" on the left, "HOW YOU'RE CONNECTED" on the right, and "CAREERS" and "PRODUCTS" on the right. The "RECENT UPDATES" section lists three job openings: "Enterprise Account Executive - Digital Marketing in Greater New York City Area", "Enterprise Account Executive - DPS (Education) in Washington D.C. Metro Area", and "Renewal Sales Specialist in Provo, Utah Area". The "HOW YOU'RE CONNECTED" section shows "19 second-degree connections" and "12,915 Employees on LinkedIn". The "CAREERS" section includes a link to "Interested in Adobe?" and "55 jobs posted". The "PRODUCTS" section features "Acrobat XI" with a description: "Adobe® Acrobat® XI makes working with PDF documents and forms easier than ever...".

200 million users, 74 million in the United States, 2 new users per second

# LinkedIn


LinkedIn Account Type: Basic | Upgrade 10 Anjali Khanna Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More Groups Search


[Public Relations Master's - Advance Your Communications and Public Relations Career With GW. Apply Now!](#)

## Energy Nation


Discussions Promotions Jobs Search More... Share group


 Let the world know what you think.  
You can already comment and like these discussions.  
Why not become a member of this open group so you can start your own? [Join Group](#)


Choose Your View Show all RSS discussions


 **Radioactive waste leaking at Hanford Nuclear Reservation** pennenergy.com  
21 hours ago  
A leak has been discovered in a single-shell storage tank at the...  
[Like](#) [Comment](#) [Flag](#) [More](#)

### Most Popular Discussions


 **Oil and natural gas industry can help State of the Union goals** pennenergy.com  
America's revolution in oil and natural gas development can help the administration create jobs and spur economic growth, Marty Durbin, API's executive vice president, told reporters this afternoon. Durbin said the industry...  
posted 6 days ago

 Sid Abma 4 days ago · Stacy. How many chimneys are there poking out of the roofs of commercial buildings and industry? How much HOT exhaust is going into the ... »  
[Like](#) [Comment](#) [Follow](#) [More](#) [See more](#)


 **ANGA responds to State of the Union Address** pennenergy.com  
"We welcome President Obama's continued acknowledgement of tremendous opportunities that the continued safe and responsible development of American natural gas presents. From revitalizing the manufacturing sector, to growing...  
posted 6 days ago


 Sid Abma 4 days ago · Stacy. The President realizes how important natural gas is to America's economy, but somehow he does not yet realize how efficiently natural ... »  
[See more](#)


### Manager's Choice

 Energy Nation is now an open group  
Energy Nation [See all](#)


### Latest Updates


 Don "Luigi" Crusan started a discussion: Aluminum Foundry Cites Finances for Closing  
[Like](#) · [Add comment](#) · 1 hour ago


 Stacey Schmidt started a discussion: Radioactive waste leaking at Hanford Nuclear Reservation  
[Like](#) · [Add comment](#) · 21 hours ago

 Stacey Schmidt started a discussion: Chevron is hiring  
[Like](#) · [Add comment](#) · 3 days ago  
[See all updates](#)

### Ads by LinkedIn Members

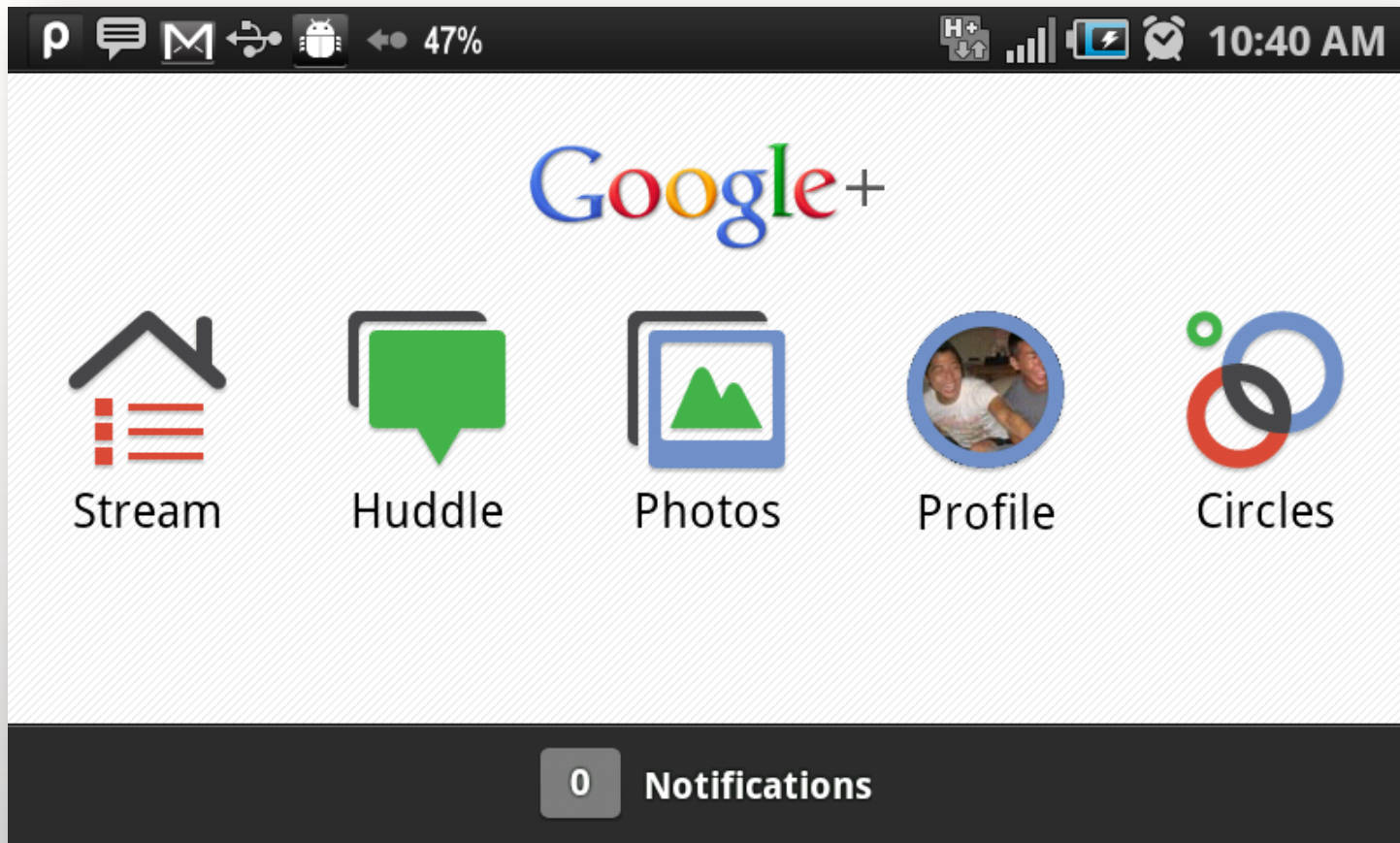
 **Events for Luxury Brands**  
10 years of events and meetings for prestige brands with limited budgets.

 **Public Relations Master's**  
Advance Your Communications and Public Relations Career With GW. Apply Now!

 **Senior Women Only**  
Apply Now to the National Association of Professional Women. Register Free.

### Top Influencers This Week

# Google+



Over **500 million** users, about **343 million** active accounts, more mobile than desktop and it cost Google **\$585 million** to build

# Google+

The screenshot shows the Google+ profile page for Pepsi. At the top, the Google+ logo is on the left, a search bar in the center, and the user's name 'Anjali Khanna' with a notification badge '1' and a '+ Share' button on the right. The profile header includes the name 'Pepsi', a 'Follow' button, and a large circular profile picture of the Pepsi logo. Below the header are tabs for 'Posts', 'About', 'Photos', and 'Videos'. The main content area features a post from 'Pepsi' dated 'Jan 25, 2013 - Public'. The post text reads: 'It's official, girls run the world. Find out why in #LiveForNow Music Episode 35'. The post includes a video player with a thumbnail showing a stage performance and the text 'WHAT SO PROUDLY OVER THE RAMPARTS WE WATCHED! TWEETED 50,000x'. Below the video, there are '+1' and share icons, and a count of '+40' and '1'. A comment section shows '4 comments' with one visible comment from 'William Matar' dated 'Feb 6, 2013' that says 'Ok nice page Pepsi... but i dont drink or rarely pepsi or cola.. not healthy'. To the right of the post, there is a 'www.pepsi.com' link, '+1' and share icons, and a count of '+624,622'. Below this, it says '623,256 HAVE THEM IN CIRCLES' with a grid of profile pictures. At the bottom right, there are options to 'Create a Google+ Page' and 'Build your following on Google+'. A sidebar on the right contains a 'Start a hangout' button and a 'New! Chat with the people in your circles' notification. A vertical navigation menu on the left includes icons for Home, Profile, Explore, Events, Photos, Communities, Find people, Local, Games, Hangouts, and More.





# Emerging Media

# Pinterest

The screenshot displays the AARP Pinterest profile. At the top, there is a search bar, the Pinterest logo, and navigation links for 'Add', 'About', and a user profile for 'David'. The profile header shows 'AARP' with 357 followers and 42 following. A red 'Follow All' button is prominent. Below this, a bio states: 'AARP is leading a revolution in the way people view & live life after 50 / Member Helpline: 1-888-OUR-AARP or member@aarp.org UT: 42.291799,-83.134136'. Social media icons for Facebook, Twitter, and RSS are also present.

The main content area features eight boards, each with a grid of pins and a 'Follow' button:

- Social Security:** Pins include infographics and photos of older adults.
- Movies for Grownups:** Pins show movie posters and scenes.
- 50+ Technology:** Pins feature smartphones, tablets, and tech-related articles.
- Making a Difference:** Pins depict community events, charity work, and animals.
- Relationships:** Pins show couples and family interactions.
- Recipes:** Pins display various food dishes.
- Quotes to Live By:** Pins contain motivational text and images.
- Health:** Pins include fitness tips, medical information, and healthy living advice.

On the left side, a list of recent activity is shown:

- AARP repinned 'Caregiving Infographic to Caregiving' 1 day ago.
- AARP repinned 'Who's active in ... to 50+ Technology' 1 day ago.
- AARP liked 'There's no question ... by Bartosz Sokolinski' 1 day ago.
- AARP started following 'Eileen Culp' 2 days ago.
- AARP started following 'Bartosz Sokolinski' 2 days ago.

421 million page views, users spend an average of 89 minutes per visit, 80 percent of pins are re-pins

# Instagram

**Instagram**  
Fast beautiful photo sharing

## Meet Instagram

It's a **fast, beautiful** and **fun** way to share your photos with friends and family.

Snap a picture, choose a filter to transform its look and feel, then post to Instagram. Share to Facebook, Twitter, and Tumblr too – it's as easy as pie. It's photo sharing, reinvented.

Oh yeah, did we mention it's free?

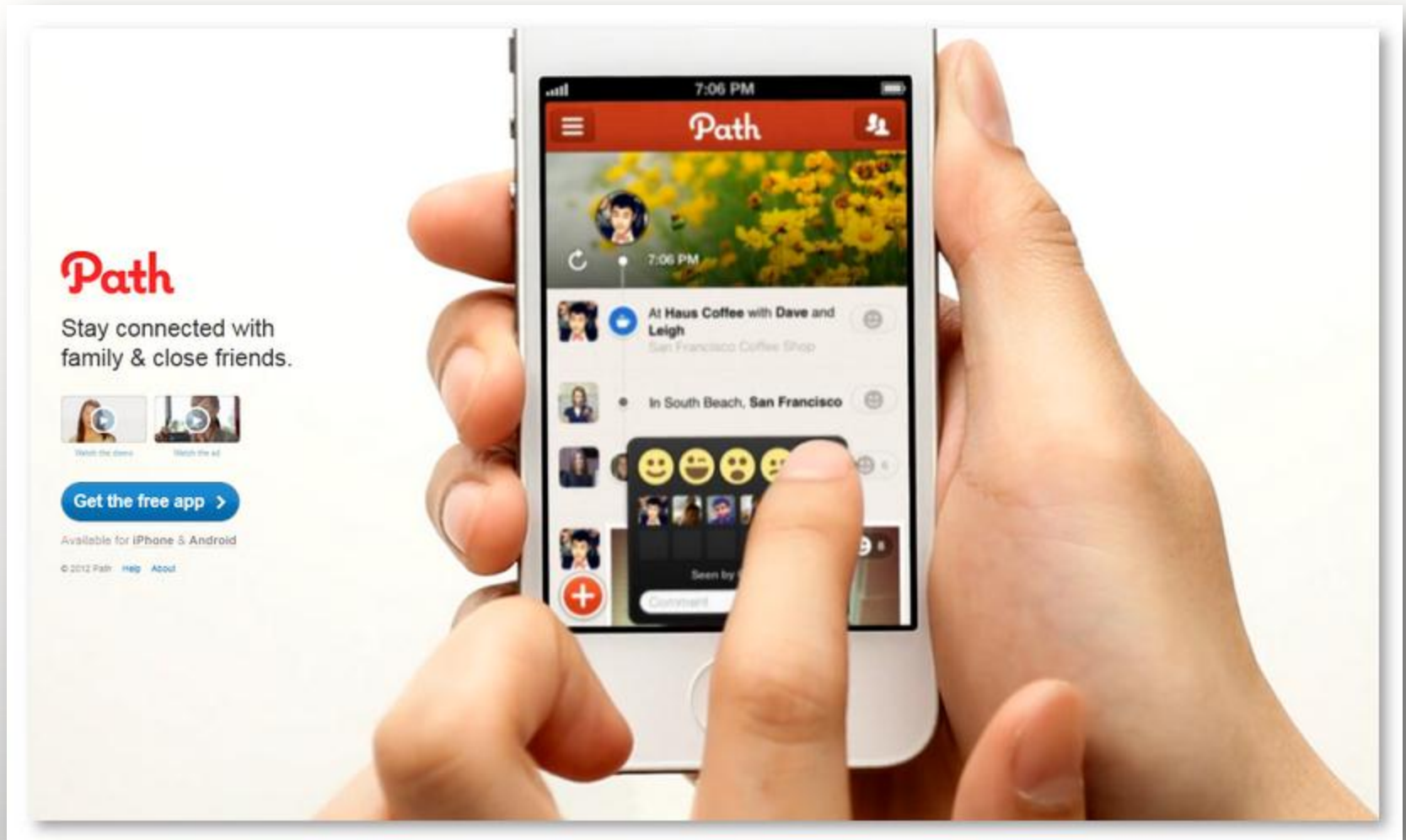
Available on the **App Store**

GET IT ON **Google play**

90 million users, 4 billion photos



# Path



3 million users



# Tumblr

tumblr. Follow the world's creators. Log in Sign up

FOLLOW THE WORLD'S CREATORS  
tumblr.

Photo by: wirrow

<b>89.8</b> Million blogs	<b>40.7</b> Billion posts	<b>147</b> Employees	About
			Apps

150 million users and 20 billion pageviews a month

# Tout

**+ New Tout**    SEARCH TOUTS    **TOUT**    **f Login with Facebook**    Login | Sign Up

★ **Featured**    Today's Touts

**Preschool graduation.**    0 Likes  
By: David Almacy    2 months ago

**VIDEO: General Richard Myers, USAF-Retired (Sigma Alpha)**    0 Likes  
By: David Almacy    3 months ago

**Former Ohio Congressman Mike Oxley (Sigma Chi) addresses**    0 Likes  
By: David Almacy    3 months ago

**#Spottheshuttle**    1 Likes  
By: David Almacy    3 months ago

**New "dogs!" And one pair has a special surprise. Thanks,**    0 Likes  
By: David Almacy    4 months ago

**All you need is love!**    1 Likes  
By: David Almacy    4 months ago

# Vine



Ian Padgham

Dying for a coffee.  
#magic #vineart  
#pleaselike

MADE WITH **Vine**

Download App

See & share beautiful  
looping videos



Capture your world in  
a fun & simple way





A close-up photograph of a computer keyboard. The focus is on a single key with a red question mark printed on it. The key is light gray with a black border. The background shows other keys, including one with a blue 'L' symbol, but they are out of focus. A teal-colored rectangular box is overlaid on the left side of the image, containing white text.

# Why Social Media Matters

10:30 - 11:30 a.m.



# 5 Big Changes

InformationWeek

hulu



greentechmedia:

eWEEK



The New York Times

FAST COMPANY

WALL STREET JOURNAL



BusinessWeek

THE HUFFINGTON POST



You Tube NETFLIX



Forbes .com

# Explosion of Media Channels

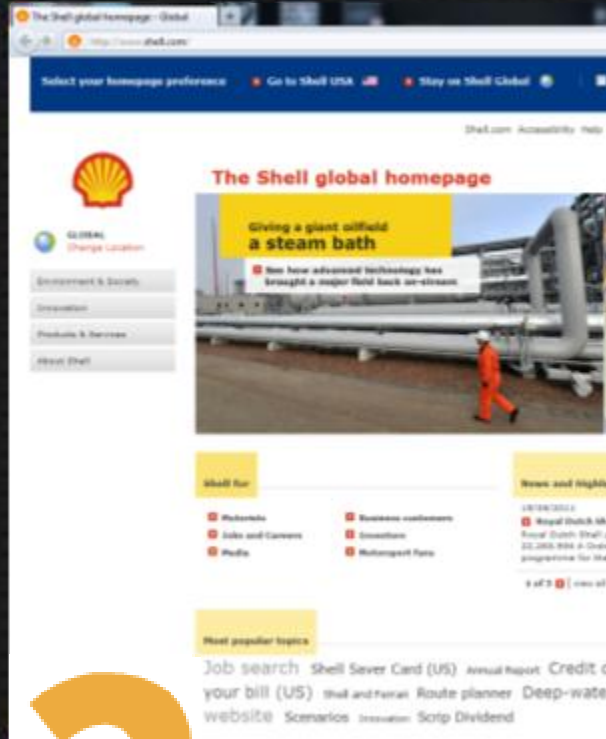
# 1



# We Live in A **2** Multi Screen World



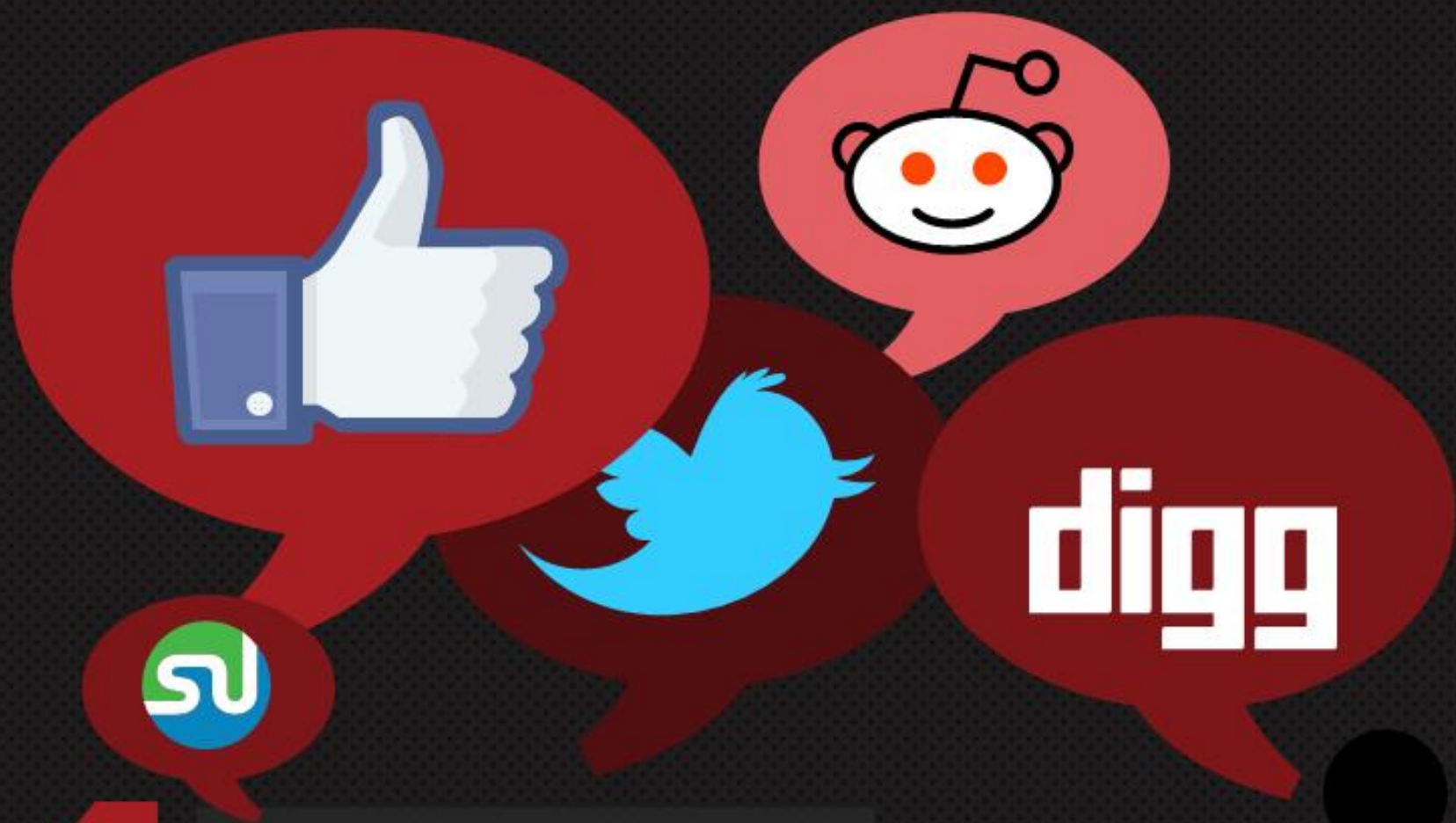




Every Company  
is a Media Company

3





4

Stories Are Social



then



now

### [Shell Plans Crude Unit Turnaround At Anacortes Refinery](#) 17

Wall Street Journal - Ben Lefebvre - 17 hours ago

HOUSTON (Dow Jones)--Royal Dutch Shell Pl...  
distillation unit offline for maintenance at its refi...

[Shell to shut down crude units at US refinery](#) 17  
[Crude oil unit shutdown won't change BC price](#)

[all 7 news articles »](#)

### [Starbucks CEO Howard Schultz Reveals His Huge Global Grocery Ambitions](#) 22

Business Insider - 22 minutes ago

There's already a **Starbucks** on every corner, but CEO Howard Schultz has much larger plans for his empire -- and they don't necessarily involve coffee. ...

Highly Cited: [Starbucks reveals its grocery ambitions](#) MSN Money

[Starbucks CEO Wants to Take Over Your Grocery Store](#) Mogulite

[Starbucks Eyes Global Grocery Domination](#) brandchannel.com

[International Business Times](#) - [Los Angeles Daily News](#)

[all 8 news articles »](#)

### [Ben and Jerry owners bring postcards demanding Fair Trade deal](#) 17

Overnight Prints - Mark Haslan - Sep 8, 2011

... the owners of **Ben and Jerry's** ice cream brought boxes of postcards asking for fair trade in the new deal, according to Progress Illinois, a progressive ...

### [Mexico to lessen terrorism charge in Twitter case](#) 17

Sydney Morning Herald - 33 minutes ago

Hermann Ortega, a member of Mexican President Felipe Calderon's National Action Party, criticized the law on his **Twitter** account, saying local governments ...

[New law could lessen sentence in Mexico Twitter 'terrorism' case](#) CNN International

[all 112 news articles »](#)

### [Former Kellogs head Mack](#)

ABC Online - Ticky Fullerton - 1 day ago

Mr Mackay is home-grown though...  
compare the pressures on manuf...

Stories

5

Last Forever



3

**Things that**  
*Haven't* **Changed**

A blurred image of a person walking in a hallway with a globe background. The person is in motion, creating a sense of urgency. The background is a large globe with a grid of latitude and longitude lines, set against a warm, orange-toned wall. The floor is made of light-colored tiles.

**Time &  
Attention**  
are **FINITE**





We **LOVE**  
a good story

2

A white king chess piece stands prominently on the left side of the image, set against a dense background of black chess pieces. The white king is the only piece of its color, symbolizing leadership and dominance. The black pieces are scattered around it, representing the competition or the market.

**CONTENT  
is KING**



The background of the slide is a close-up photograph of several interlocking metal gears. The gears are made of a dark, polished metal, possibly steel or aluminum, and are illuminated with a warm, orange-red light that creates strong highlights and shadows on their teeth. The focus is sharp on the foreground gear, while the others are slightly blurred. A teal-colored rectangular box is overlaid on the left side of the image, containing the text.

# Interactive Learning Part 1

11:30 a.m. – 12:30 p.m.

# Interactive Learning



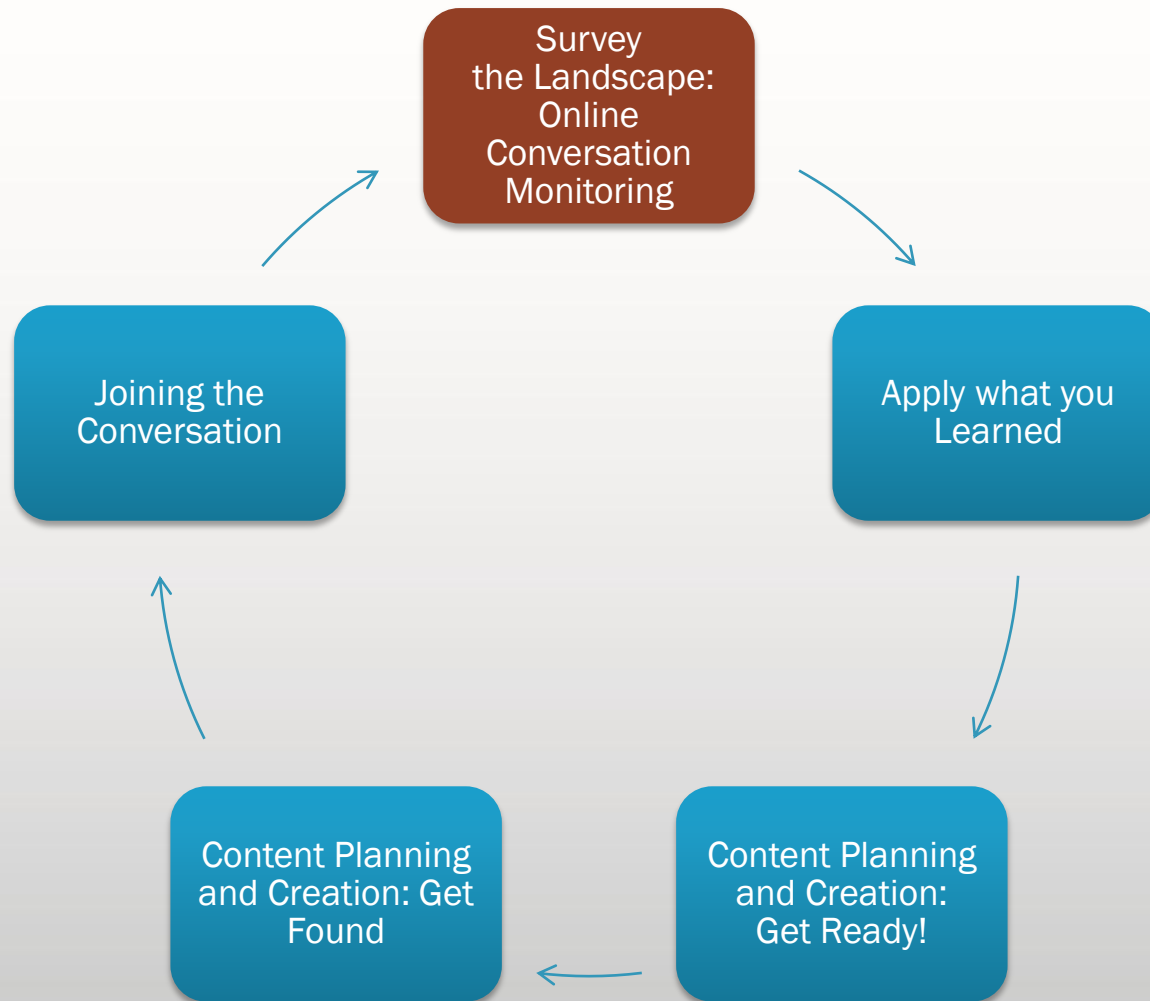




# Survey the Landscape

11:30 a.m. - 12:30 p.m.

# Survey the Landscape



# Survey the Landscape

## In this section we will cover:

- Online monitoring
- Blogs
- Social channels
- Additional tools
- Best practices



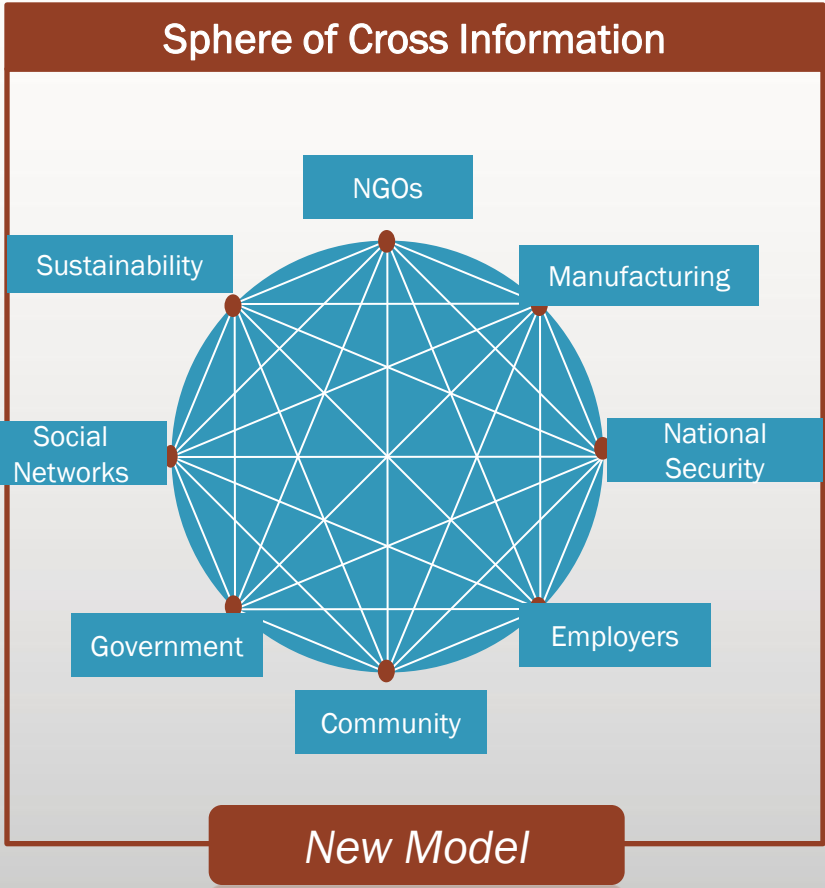
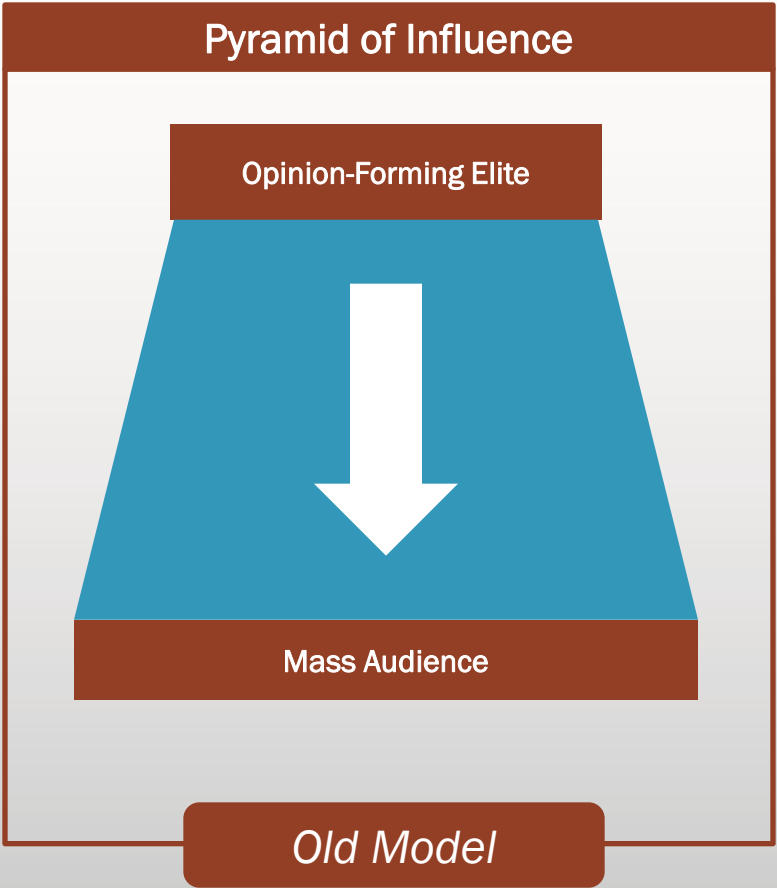
# Survey the Landscape

Online monitoring is the cornerstone of online communications





# Communications No Longer Flows from the Top Down...



# Survey the Landscape

The crisis that was not



# Survey the Landscape

## Why should you monitor?

- To understand what people are thinking in real-time
- To gain insights you can apply to your messaging
- To plan your online communications strategy
- To measure the effectiveness of your campaigns
- To manage your reputation
- To gain information on competitors or issues facing your industry

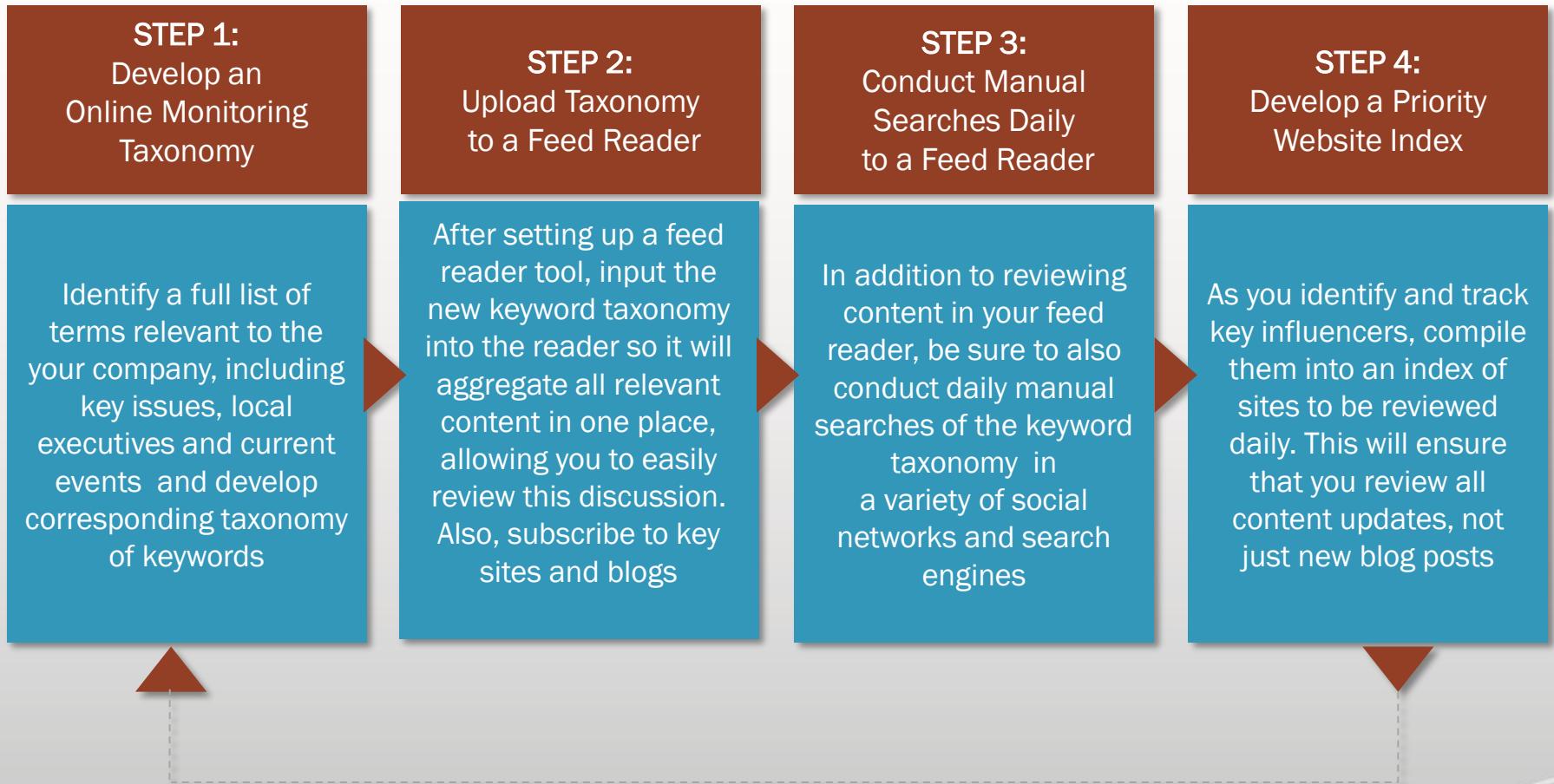




# Survey the Landscape

Blogs

# Survey the Landscape



# Survey the Landscape

## Monitor the online discussion

- Step 1: Develop a taxonomy

## Sample taxonomy

- U.S. Mining
- National Mining Association
- Mining
- Mining and Economy
- Mining and Legislation

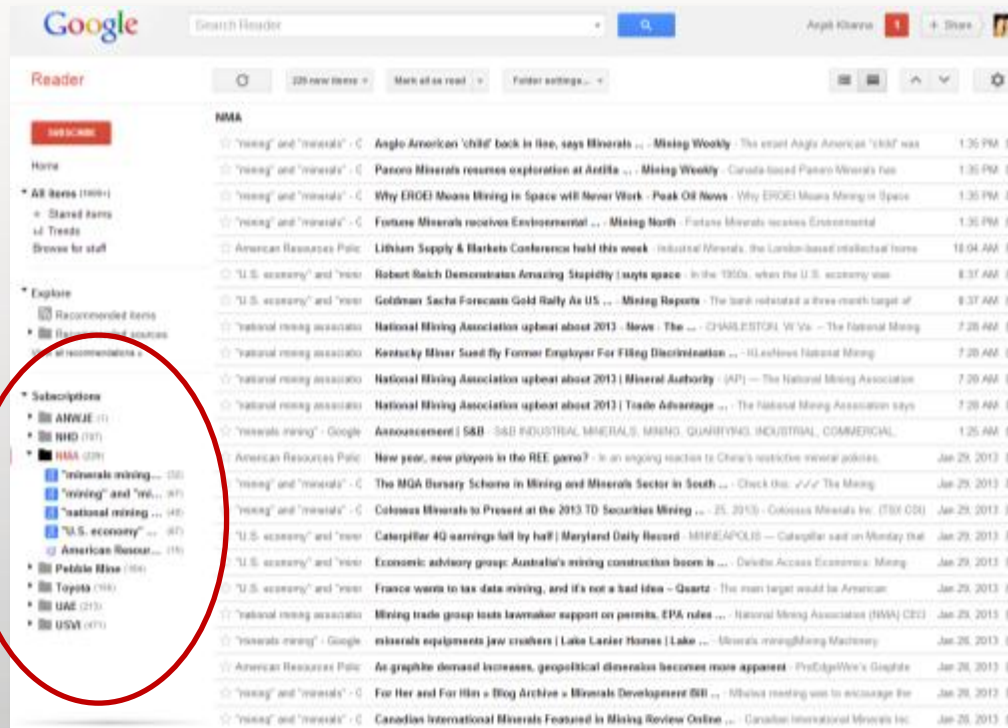




# Survey the Landscape

## Monitor the online discussion

- Step 2: Upload the taxonomy to feed reader



# Survey the Landscape

## Monitor the online discussion

- Subscribe to RSS feeds



# Survey the Landscape

The image shows a screenshot of the Huffington Post website from January 30, 2013. The main article is titled "Harry Reid: Replace Sequester With Alternative Spending Cuts And Tax Hikes". The article text includes: "WASHINGTON, DC - JANUARY 29 - U.S. Senate Majority Leader Sen. Harry Reid (D-NV) (2nd R) speaks to members of the press as Senate Majority Whip Sen. Richard Durbin (D-IL) (2nd L) looks on after the weekly Senate Democratic Policy Luncheon at the U.S. Capitol January 29, 2013 on Capitol Hill in Washington, DC. Senate Democrats gathered at the luncheon to discuss Senate Democratic agendas. (Photo by Alex Wong/Getty Images)".

The sidebar on the right contains several sections:

- RSS / XML**: A section explaining RSS feeds and providing links to various content types. A red circle highlights the "Full Feed" link, and a red arrow points from it to the RSS icon in the "SOCIAL NEWS" section below.
- SOCIAL NEWS**: A section with social media icons and a "MOST POPULAR ON HUFFPOST" list. A red circle highlights the RSS icon in the "FOLLOW US" row.
- MOST POPULAR ON HUFFPOST**: A list of popular articles, including "8-Year-Old Girl With Disabilities Found In Cage: Cops" and "Pro-Gun Activists Heckle Father Of Newtown Victim".

At the bottom of the page, there is a "FOLLOW:" section with links to Harry Reid, Video, Harry Reid Automatic Cuts, Harry Reid Sequester, Harry Reid Tax Cuts, Reid, Sequester, Sequestration, and Politics News.



# Survey the Landscape

**The Full Feed from HuffingtonPost.com**  
syndicated content powered by FeedBurner

FeedBurner makes it easy to receive content updates in My Yahoo!, NewsGator, BlogLines, and other news readers.

**Subscribe Now!**

...with web-based news readers. Click your choice below:

MY YAHOO! NEWSGATOR MY AOL  
RSS Google PageFakes

...with other readers:  
(Choose Your Reader)

**Current Feed Content**

**Kate Gosselin Expose: Reworked Ebook Manuscript To Be Released**  
Posted: 2013-01-30 20:34:32 UTC  
Kate Gosselin might have won the first battle in her effort to halt the sale of a nasty ebook being written a fer — but she hasn't yet won the war.

In October 2012, **Kate successfully halted the sale of the ebook**, in which writer Robert Hoffman (a t of Kate's ex-husband Jon) alleged that the reality TV star and mom of eight "fooled the world." Now, Robt has come back with a re-edited version of the story, he says, and he warns it's still full of bombshells.

"The book is almost finished going through the re-editing process and will be released in hardcover as w ebook format," Robert tells The Huffington Post. "I'm actually enjoying the fact that Kate has been staying of the news. Perhaps it's the calm before the storm."

**Read More...**  
**More on Jon & Kate Gosselin**  
Email This Save to del.icio.us Digg This

**Gabrielle Giffords' Notes Show Message To Senate On Gun Violence (PHOTO)**  
Posted: 2013-01-30 20:33:59 UTC  
Former Rep. Gabrielle Giffords (D-Ariz.) delivered **brief but precise testimony** on Capitol Hill Wednesd providing an emotional introduction to a **Senate hearing on gun violence**.

Americans for Responsible Gun Solutions -- an **anti-gun violence super PAC** recently created by Giffords and her husband, former astronaut Mark Kelly -- later **posted a photo to Facebook** showing the handwritten note that the former congresswoman had used. According to **the Washington Post**, the words were written by Giffords' speech therapist.

**Add to Google**

**The Full Feed from HuffingtonPost.com**  
The Full Feed from HuffingtonPost.com  
[http://feeds.huffingtonpost.com/huffpost/feeds/show\\_feed](http://feeds.huffingtonpost.com/huffpost/feeds/show_feed)

Google offers two different ways to keep up-to-date with your favorite sites:

Your **Google homepage** brings together Google functionality and content from across the web on a single page.

**Add to Google homepage** or **Add to Google Reader**

**Sample**

**Sample**

© 2013 Google - Help

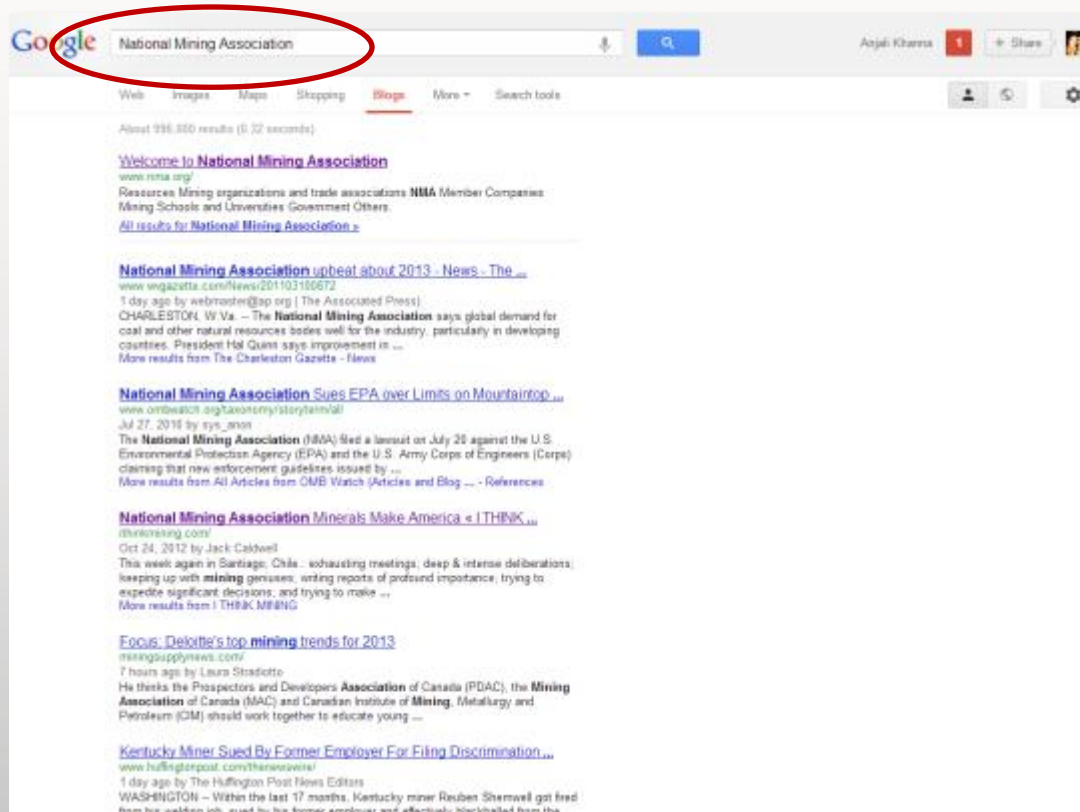
# Survey the Landscape

The screenshot shows the Google Reader interface. At the top, there is a search bar labeled "Search Reader" and a user profile for "Anjali Khanna" with a notification badge showing "1". Below the search bar, the "Reader" section includes a refresh button, a notification for "10 new items", and a "Mark all as read" button. The main feed is titled "The Full Feed from HuffingtonPost.com" and lists several articles, each with a star icon, a title, a brief description, and a timestamp of "3:40 PM". A large red circle highlights the entire feed area. In the left sidebar, under the "Subscriptions" section, a subscription for "The Full Feed fro..." with 10 items is circled in red. Other subscriptions listed include ANWJE (1), NHD (707), NMA (229), and various keyword-based feeds like "minerals mining..." (32), "mining" and "mi..." (67), "national mining ..." (48), and "U.S. economy" ... (67).

# Survey the Landscape

## Monitor the online discussion

- Add search engines to your RSS feed





# Survey the Landscape



## Monitor the online discussion

- Step 3: Conduct manual searches daily

# Survey the Landscape

## Monitor the online discussion

- Step 4: Develop a priority website index





# Survey the Landscape

Social Channels

# Survey the Landscape

## Facebook

- To search Facebook, enter your keywords and click “public posts”
- This will allow you to search Facebook users whose settings are not private

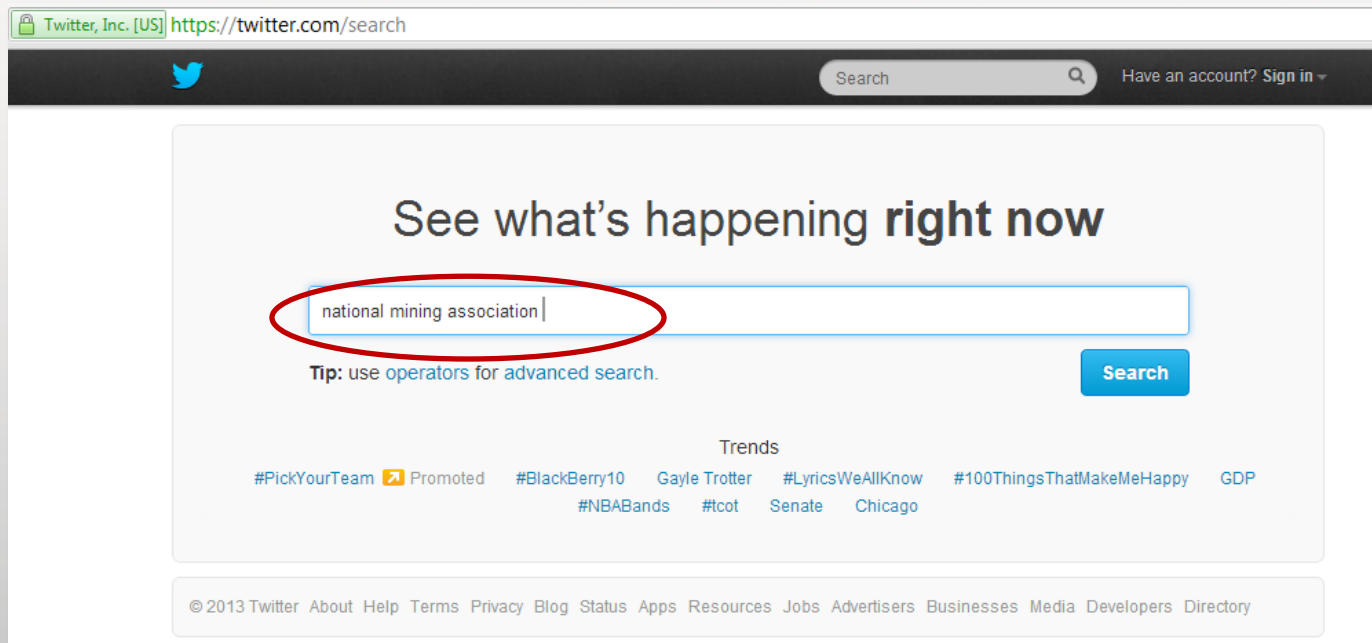




# Survey the Landscape

## Twitter

- Conduct manual searches using keywords from your taxonomy
- Twitter's search engine combs through all Tweets and will list relevant posts according to the search terms entered





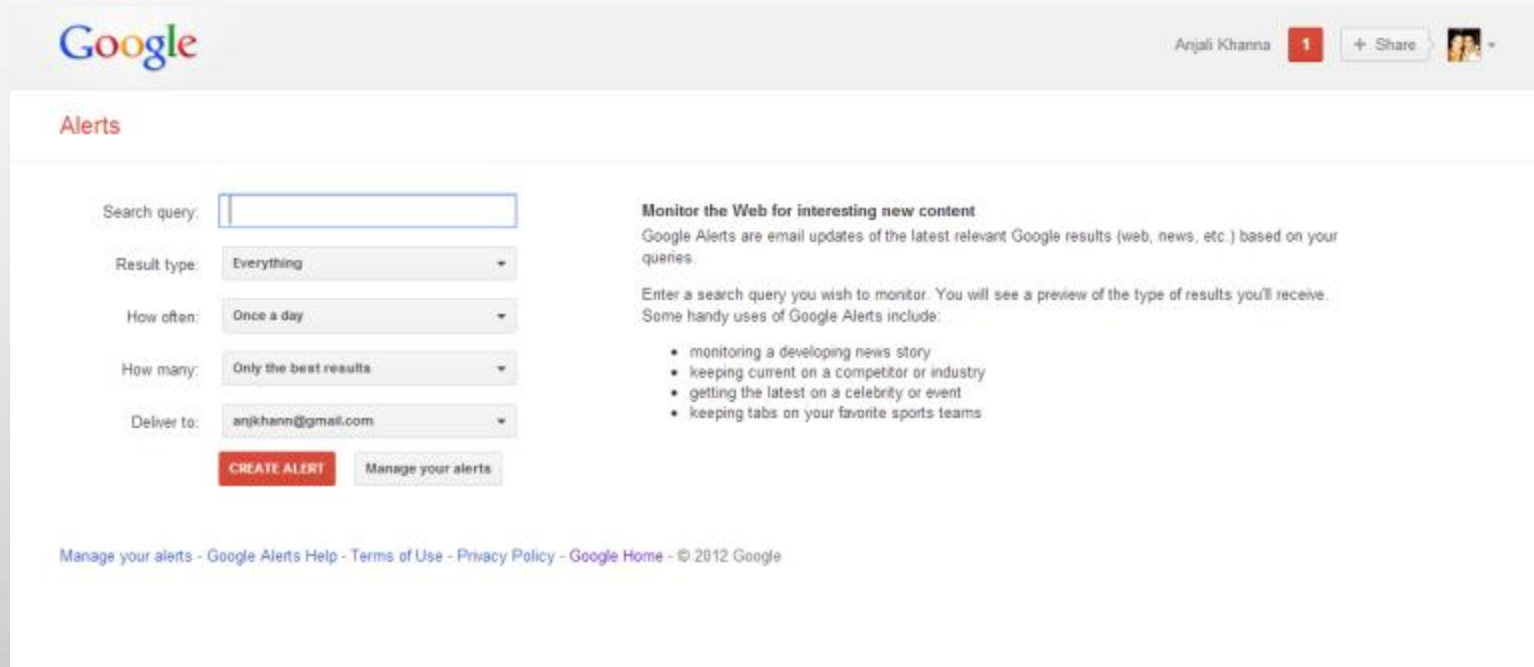
# Survey the Landscape

Additional Tools

# Survey the Landscape

## Google alerts

- You can use keywords to receive email alerts when your topic is mentioned



The screenshot shows the Google Alerts interface. At the top left is the Google logo. On the top right, it says "Anjali Khanna" with a red notification icon, a "+ Share" button, and a profile picture. Below the header, the word "Alerts" is written in red. The main content area is divided into two columns. The left column contains a "Search query:" input field, followed by four dropdown menus: "Result type:" (set to "Everything"), "How often:" (set to "Once a day"), "How many:" (set to "Only the best results"), and "Deliver to:" (set to "anjkhann@gmail.com"). Below these are two buttons: a red "CREATE ALERT" button and a grey "Manage your alerts" button. The right column has a heading "Monitor the Web for interesting new content" followed by a paragraph: "Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your queries." Below this is another paragraph: "Enter a search query you wish to monitor. You will see a preview of the type of results you'll receive. Some handy uses of Google Alerts include:" followed by a bulleted list: "• monitoring a developing news story", "• keeping current on a competitor or industry", "• getting the latest on a celebrity or event", and "• keeping tabs on your favorite sports teams". At the bottom of the page, there is a footer with links: "Manage your alerts - Google Alerts Help - Terms of Use - Privacy Policy - Google Home - © 2012 Google".

# Survey the Landscape

## Paid search tools

- You can also use a variety of paid search tools such as Radian6, Sysomos and Visible Technologies to do the basic monitoring for your company

The logo for Radian6, featuring the word "radian" in a bold, black, lowercase sans-serif font, followed by a large, orange, stylized number "6".

**radian6**

[www.radian6.com](http://www.radian6.com)

The logo for Visible Technologies, featuring the word "VISIBLE" in a bold, black, uppercase sans-serif font, with three blue diagonal lines to the left of the "V". Below "VISIBLE" is the word "TECHNOLOGIES" in a smaller, blue, uppercase sans-serif font.

**VISIBLE**  
TECHNOLOGIES

[www.visibletechnologies.com](http://www.visibletechnologies.com)

The logo for Sysomos, featuring the word "sysomos" in a bold, orange, lowercase sans-serif font, with a small orange speech bubble icon above the "o".

**sysomos**

[www.sysomos.com](http://www.sysomos.com)



# Survey the Landscape



## Best practices

- Listen
- Identify
- Plan

# Lunch Break

12:30 - 1:00 p.m.

- Lunch is in the back
- Edelman staff will be on hand to answer any questions

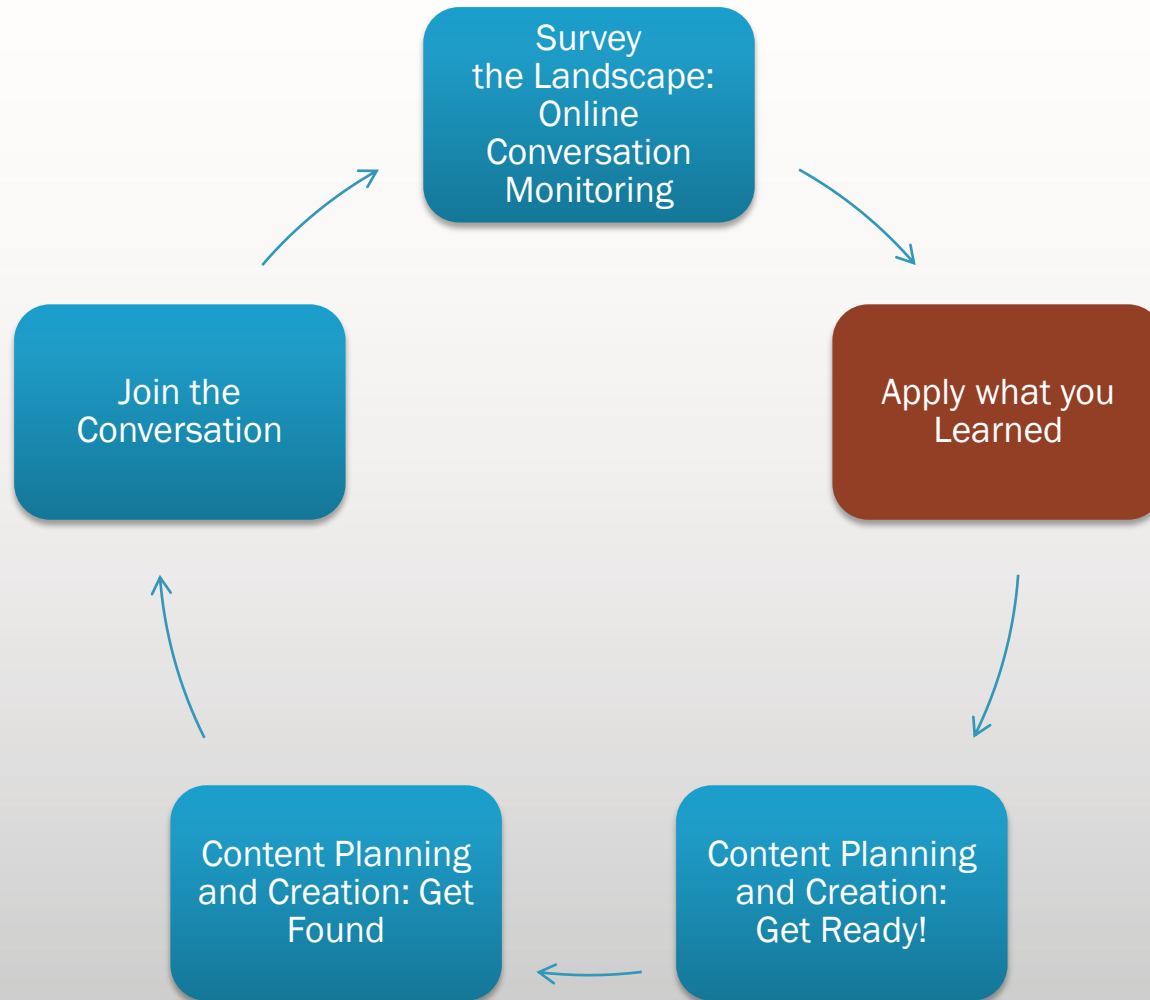


The background of the slide is a close-up photograph of several interlocking metal gears. The gears are made of a dark, polished metal, possibly steel, and are illuminated with a warm, reddish-orange light that creates strong highlights and deep shadows, emphasizing their metallic texture and the precision of their teeth. A semi-transparent teal rectangular box is positioned on the left side of the image, containing the text for the event.

# Interactive Learning Part 2

1:00 – 3:15 p.m.

# Survey the Landscape



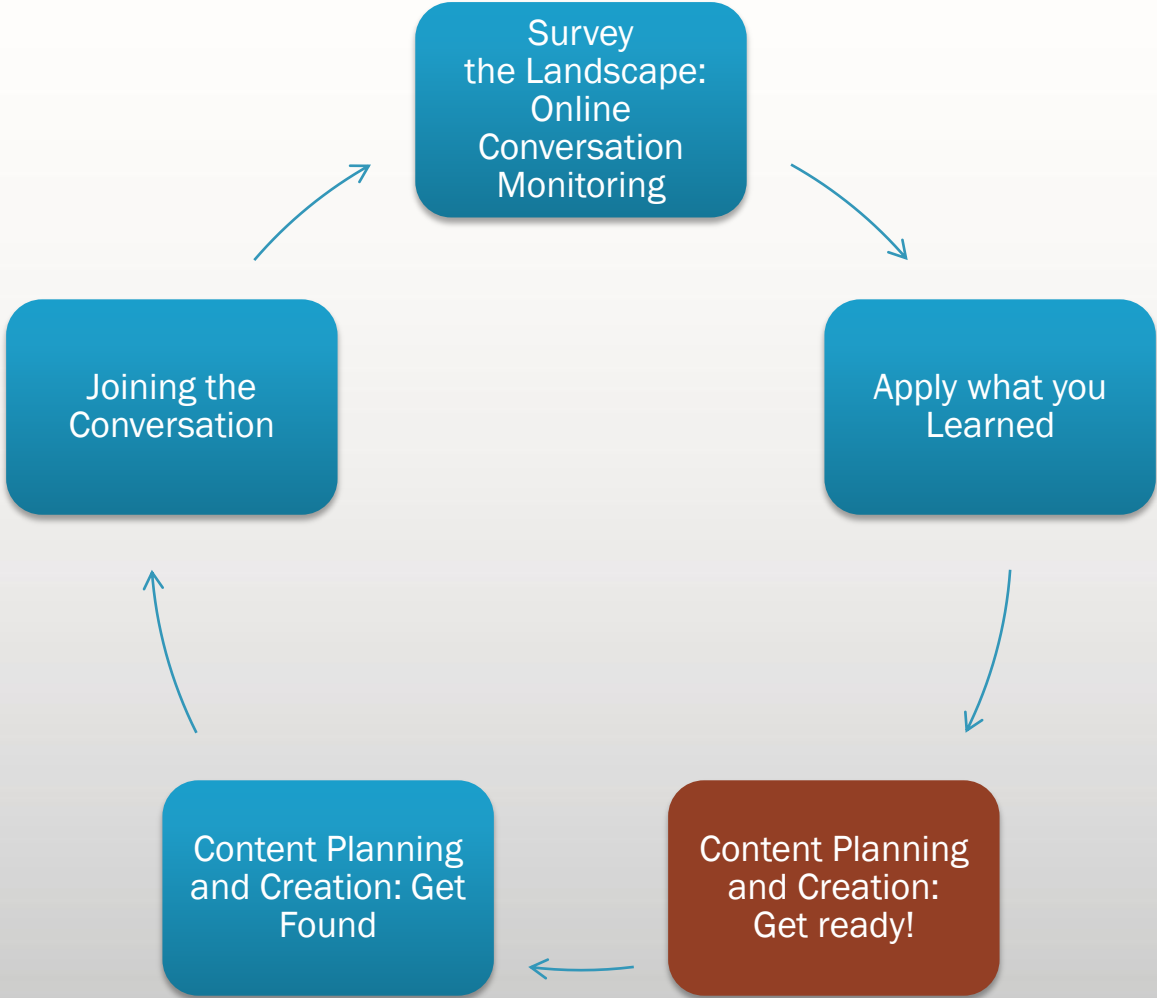


# Content Planning and Creation

1:00 - 2:15 p.m.



# Content Planning and Creation



# Content Planning and Creation

## In this section we will cover:

- Content, what content?
- Get started
- Examples of content
- Best practices



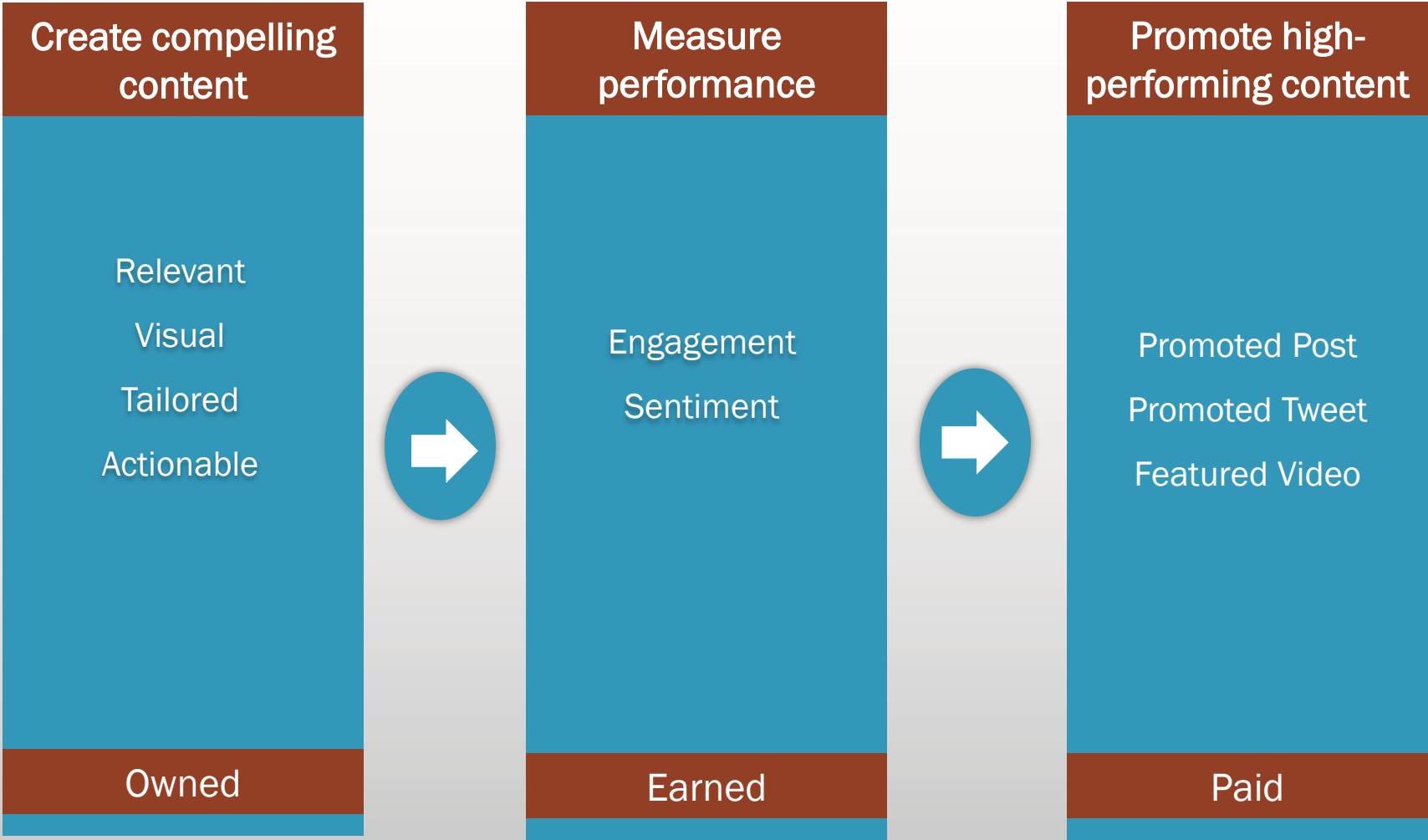
# Content Planning and Creation

Content, what content?





# Content Planning and Creation

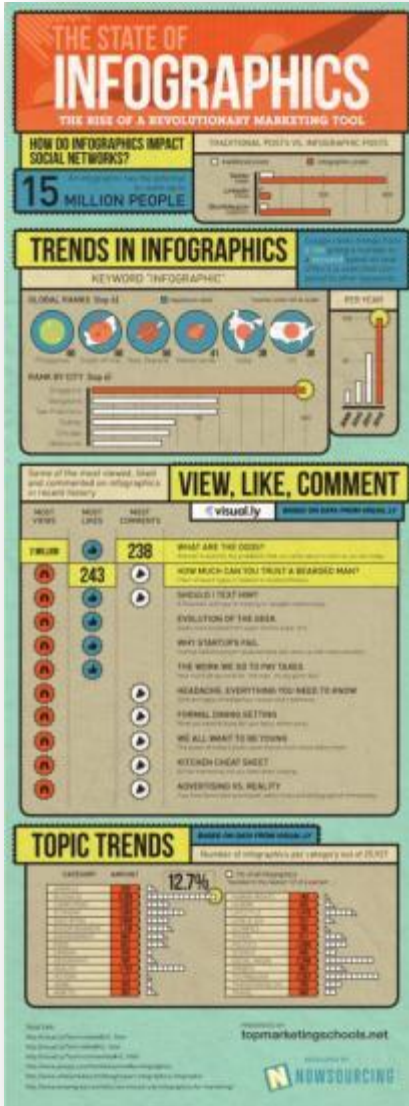


# Content Planning and Creation

## Get started

- Objective
- Audience
- Strategy
- Content calendar
- Message
- Type of content
- Project timeline
- Creative brief
- Wireframe or storyboard
- Text or script
- Design
- Launch
- Promote

# Content Planning and Creation



# Content Planning and Creation

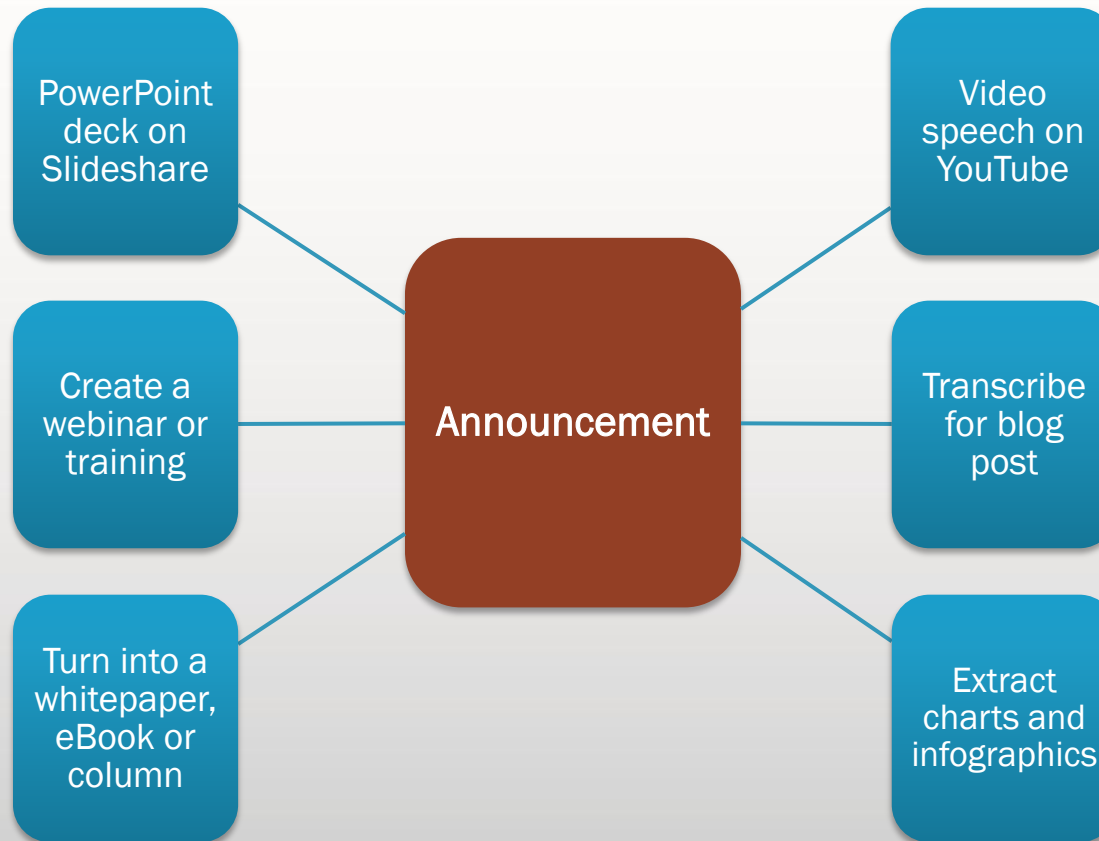




# Content Planning and Creation



# Content Planning and Creation



# Content Planning and Creation

## Best Practices

- Evaluate upcoming events and activities into a weekly or monthly calendar
- Develop unique, interesting and shareable content
- Make complex information easier to understand
- Create an entree into new or existing conversations
- Optimize content
- Share your content on your website and social channels

# Content Planning and Creation





# Content Planning and Creation

Search Engine Optimization (SEO)



# Content Planning and Creation

## SEO: The art being found

- Text and keywords
- Content
- Channel
- Measurement



# Content Planning and Creation

**58.4%**

of top three organic search results receive of all clicks on Google

Significance  
of Search

**70%**

of the links search users click on are organic results

**75%**

of users never scroll past the first page of search results

**80%**

of unsuccessful searches are followed by keyword refinement

**94%**

increase in CTR when users are exposed to both search and social media

# Content Planning and Creation

Text and Keywords





# Content Planning and Creation

## Optimizing web properties

- Leverage insights from keyword research
- Write first, then insert keywords
  - Primary and secondary word assessment
- Rule of thumbs for basic coding
  - Meta data
    - Titles, description, keywords
  - Headline tags
  - URL structure
  - Alt tags
  - Links
- Embed social media content into your website / blog

**2.4B**

people across the world use the Internet

**81%**

of U.S. adults use the Internet

**18-29**

year olds are the most of any demographic to use the Internet

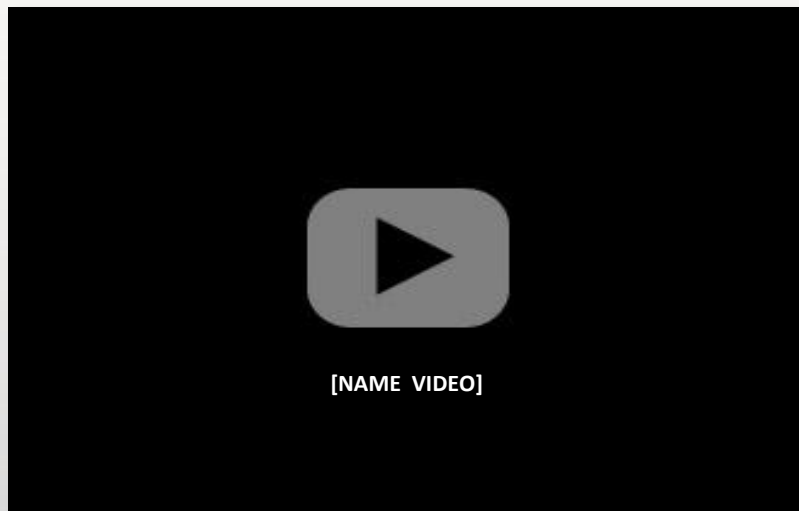
# Content Planning and Creation

Content



# Content Planning and Creation

Optimize rich media and images so they can be found



# Content Planning and Creation

Optimize PDFs and text so they can be found





# Content Planning and Creation

Channel



# Content Planning and Creation

## Twitter

- Apply keywords in:
  - Twitter profile and username
  - Bio / Descriptions / About / Contact Info.
  - Tweets and hashtags

500M

users

300K

new visitors daily

750

Tweets every second



# Content Planning and Creation

## Facebook

- Apply keywords in:
  - Name
  - Description/About and Contact Info
  - Vanity URL and Page name
  - Content



1B

active monthly users

2.7B+

likes + comments per day

56%

of consumers say that they are more likely to recommend a company after becoming a fan

# Content Planning and Creation

## Google+

- Apply keywords in:
  - Profile name
  - Description
  - Profile image
  - Photos
  - Recommended links
  - Headlines

500M users

68%  
are active users

\$585M  
the cost for Google

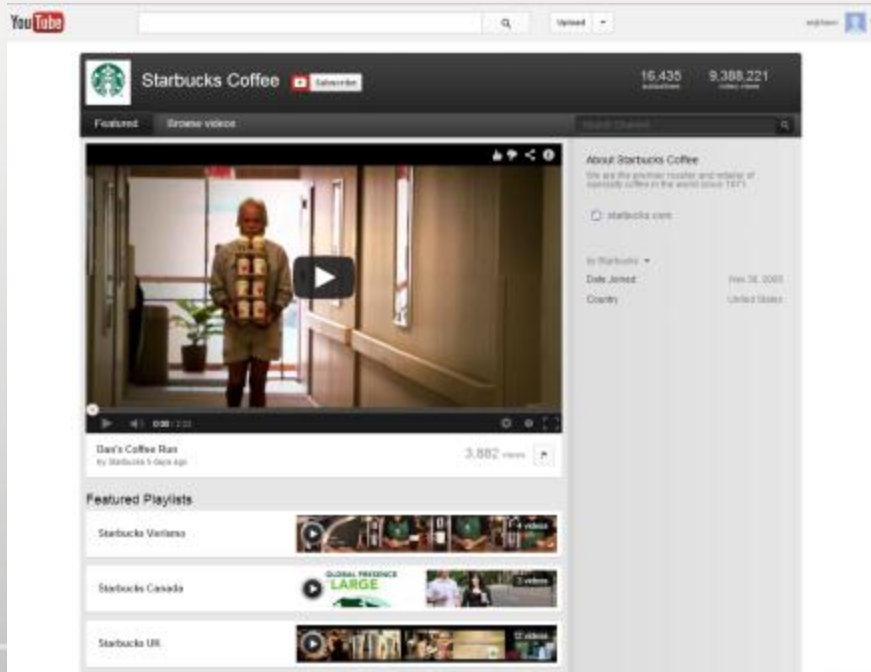




# Content Planning and Creation

## YouTube

- Apply keywords in:
  - Titles
  - Descriptions
  - Keyword tags



**800M**  
active users

**4B**  
videos watched daily

**60 hours**  
of video uploaded every  
minute

# Content Planning and Creation

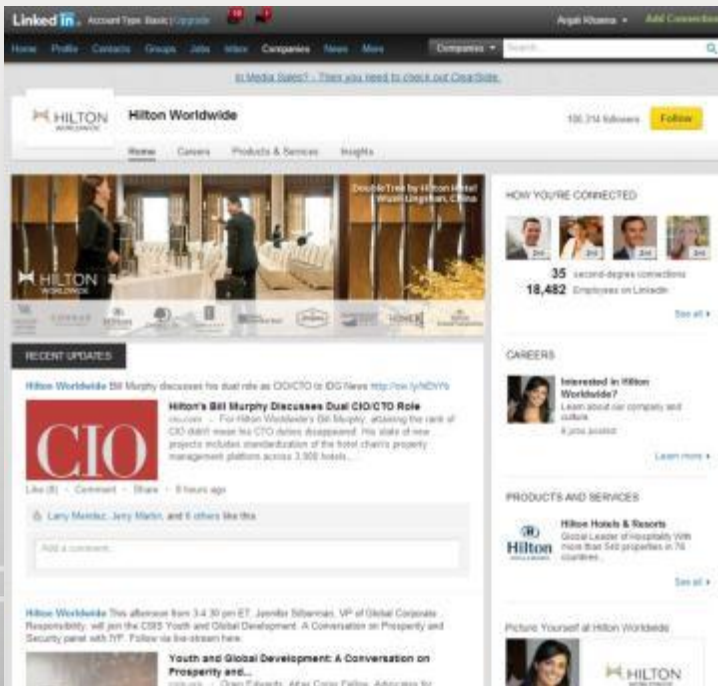
## LinkedIn

- Apply keywords in:
  - Company profiles
  - Description
  - Posts
  - Photos and captions

**2 new users**  
per second

**74M**  
users in the United States

**200M**  
active users



# Content Planning and Creation

Measurement



# Content Planning and Creation

## Measure success

- Benchmark
- Identify goals
- Assess
- Optimize





# Join the Conversation

2:15 - 3:15 p.m.



# Join the Conversation



# Join the Conversation

The engagement mindset

Open  
Honest  
Credible  
Meaningful

Consumers/Customers  
Pundits/Thought leaders  
Employees/Franchisees

A company's **authentic participation** in the **public dialogue**

Listening  
Co-creating  
Mobilizing  
Acting

Online  
Offline  
News  
Media

# Join the Conversation

In this section we will cover:

- Blogger engagement
- Social platforms



# Join the Conversation

Blogger Engagement





# Join the Conversation



Conversation about your company and its key issues are occurring online—regardless of your active participation



But you cannot  
just dive in

# Join the Conversation

## Blogger Engagement 101

- Reach out to online audiences

### **Determine key influencers in your community**

Identify appropriate bloggers to engage

### **Prepare engagement materials**

Draft personalized emails to bloggers that communicate key and relevant messages

### **Contact appropriate bloggers**

Send engagement materials via email to explore mutual content partnership

### **Maintain relationships with influencers**

Follow up with bloggers to provide additional insights and strengthen relationships

# Join the Conversation

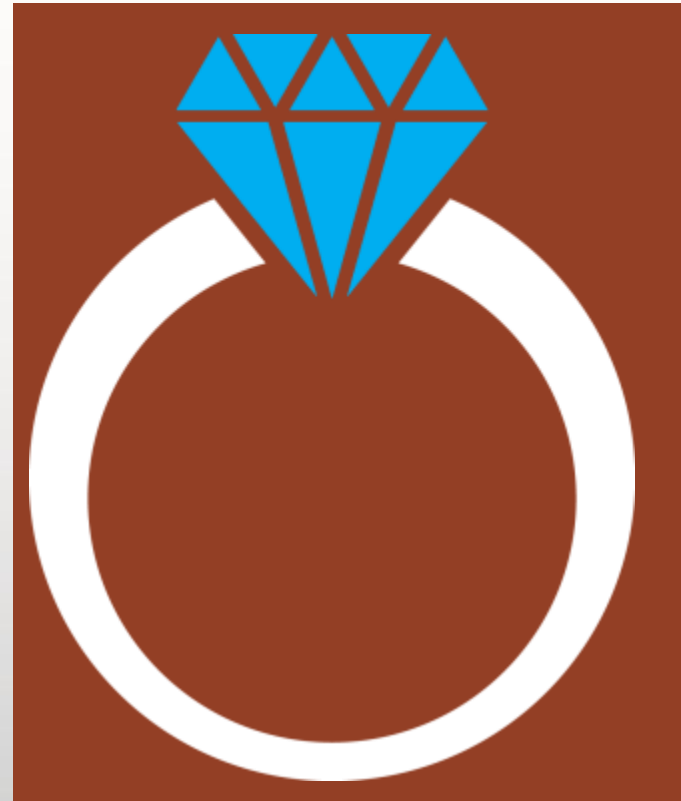
## Responsive engagement

- Through online monitoring, identify blog posts that merit a response
  - Consider posting a comment on the blog when appropriate
  - Say “thanks”
  - If there is misinformation, offer fact-based viewpoints to respectfully correct
  - Avoid engaging in unproductive back-and-forth debates that may distract from core issues

# Join the Conversation

## Opportunistic topic engagement

- Opportunistic outreach will open direct, topic-based conversations with targeted online influencers





# Join the Conversation

## Proactive relationship building

- This step is critical to building quality relationships with targeted influencers
  - Relevant allied blogger
  - Relevant influential blogger
  - Neutral influential blogger
  - Negative influential blogger
- Evaluate reasonable objectors

# Join the Conversation

Editor Sarah Worthman sarah.worthman@patch.com

Twitter Like 484 Patch Newsletter Nearby Join Sign In

## FoxPoint-BaysidePatch

10°

Drive more local traffic to your dealership. **ADVERTISE NOW** Patch

Home News Events Directory Pics & Clips Commute Real Estate More Stuff

Update: Share your opinions by becoming a Local Voices blogger. E-mail sarah.worthman@patch.com for details

### Local Voices

MINERALS MAKE LIFE Jamie Caswell

## Minerals Make Good Neighbors

Posted on February 15, 2013 at 4:05 pm

Recommend 10 Tweet Email Print Comment

People are the core of U.S. minerals mining. We respect and care for the health and safety of our employees, the well-being of the communities in which we operate and the environment in which we live.

In 2012, minerals mining had the second-safest year on record. Our CORESafety® initiative sets the standard for commitment to our employees' health and safety. We are seeking to eliminate fatalities and reduce the rate of worksite injuries by half in five years.

The U.S. minerals mining sector also strives to support local communities. Not only through



Upload Photos and Videos

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Thousands of Women are Dropping Pounds with SENSA®

WATCH US ON NBC

What's Your Weight Loss Goal?

5-25 lbs 25-45 lbs 45+ lbs

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#### Sponsored Links

**Limited Disney Vacation!**  
Get a FREE 7-Day Florida Vacation Stay to Disney  
travelrewardsnow.com

**New Diet Pill Sales Soar**  
New "fast acting" diet pill flying off shelves amidst consumer frenzy  
healthylifestyledigest.com

**Gun Control?**  
Should The Federal Government Regulate Guns? Vote Here Now.  
www.newsmax.com

# Join the Conversation

## Guest blog posts/ comments

- Consider introducing yourself and reaching out to blog/website editors that post content relevant to shared issues and interests
- Offer guest posts on relevant news and insights to be posted on a blog that has shared readership
- Read and post positive thought-provoking content on local blogs and message boards that discuss mining issues

# Join the Conversation

February 19, 2013  
HUFF POST BUSINESS

Edition: U.S. \* Search The Huffington Post

FRONT PAGE POLITICS SMALL BUSINESS WORLD TECH MEDIA GREEN SPORTS ARTS SCIENCE LIVE ALL SECTIONS

Business > Small Business > Money > Obamacare > Mark Gongloff > Jeffrey Young On Healthcare

**Cash-Strapped U.S. Postal Service Hopes You Will Buy Some Of Their Dope All-Weather Gear**

**More In Business: FBI Investigates Heinz... Carnival Cruise Taxes... 'Freaky' Min Wage Theory...**

**Iconic American Brand Lobbying Against Key Obamacare Provision**

THE BLOG Featuring fresh takes and real-time analysis from HuffPost's signature lineup of contributors

HOT ON THE BLOG  
Barry Levinson  
Pete Townshend

Dr. James Hansen  
Russell Simmons

**Mark Daniels**  
Vice President Of Marketing And Environmental Affairs, Hilex Poly

GET UPDATES FROM MARK DANIELS  
FAN RSS EMAIL Like 1

## A New Look at Plastic Bags

Posted: 08/04/11 11:41 AM ET

React > Inspiring Greedy Typical Scary Outrageous Amazing Innovative Infuriating

Read more > Plastic Bags , Plastic Bag Recycling , Recycling , Business News

SHARE THIS STORY  
Like 22 people like this. Be the first of your friends.

7 14 1 0  
share tweet email +1

Get Business Alerts  
Sign Up

Submit this story

Plastic bag recycling has caught some attention in recent months as the ongoing discussion of plastic bag legislation has become a highly debated topic. To straighten out some myths regarding plastic bags and plastic bag recycling, I wanted to respond to Lisa Kaas Boyle's post here on Huffington Post Green to explain the real benefits of plastic bag recycling and what our company, Hilex Poly, is doing to make the process easier and more convenient for consumers across the country. After all, this is a topic that Hilex is incredibly familiar with as it is our job, and the job of more than 10,000 employees of the plastic bag

Advertisement  
**Knob Creek**  
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Knob Creek® Bourbon LEARN MORE

MOST POPULAR  
**Man With Down Syndrome's Death In Police Custody Ruled A Homicide**

# Join the Conversation

## Best practices: Blogger engagement

- Industry knowledge and personality matter most
  - Be committed
  - Be informed
  - Be resourceful
  - Be personable
  - Be in touch
  - Be informal
  - Be conversational
  - Be knowledgeable
  - Be respectful
  - Be helpful

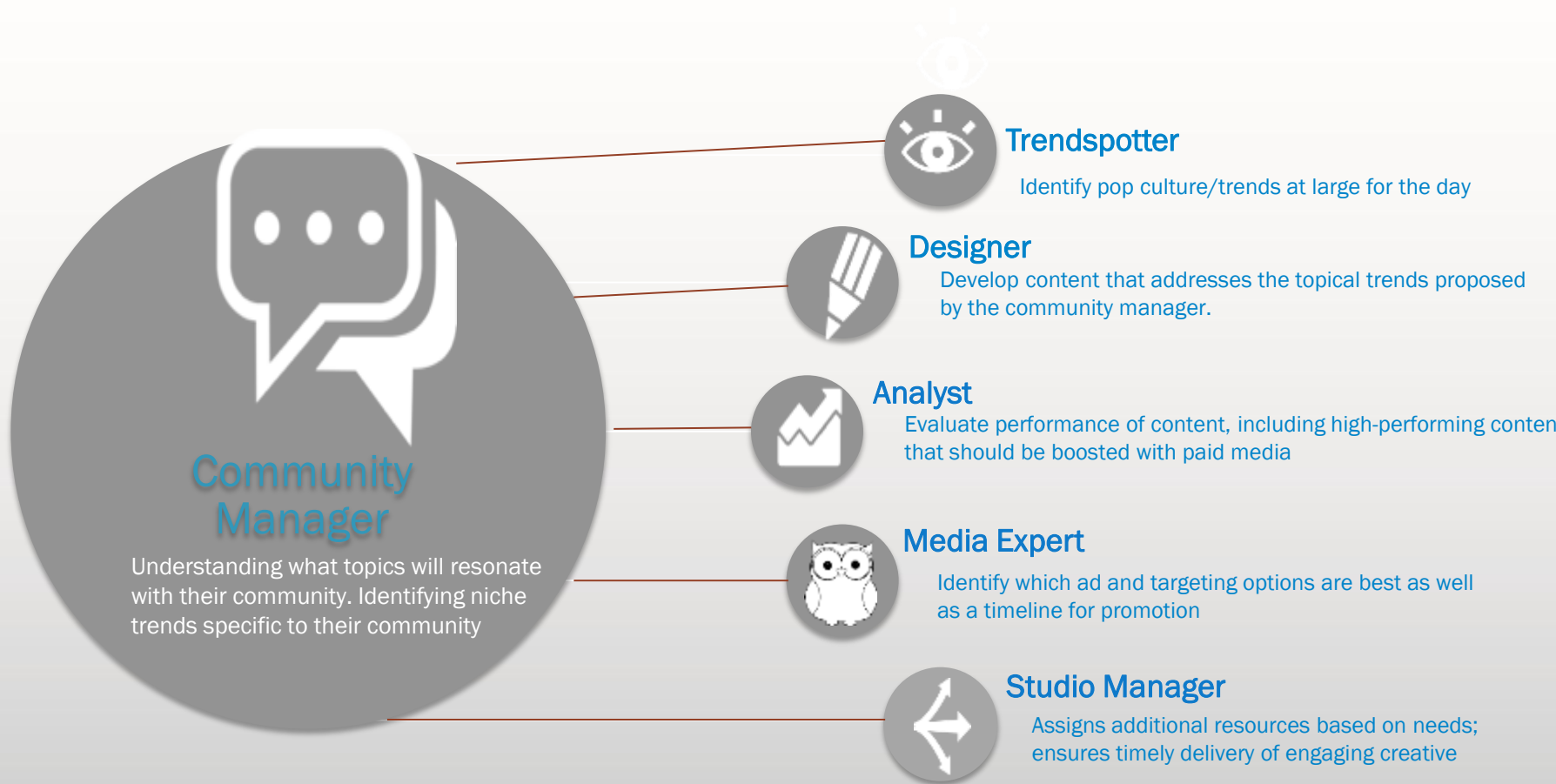


# Join the Conversation

Social Platforms



# Join the Conversation



In order to succeed, you  
have to be one the most  
interesting in the feed



# Join the Conversation

VW is excited to celebrate the final journey of the Shuttle Endeavour. What an adventure it has been.

# Join the Conversation

 Volkswagen USA  
September 21, 2012

SPOTTED: Shuttlebug.



Unlike · Comment · Share

 8,585  261  1,742



# Join the Conversation

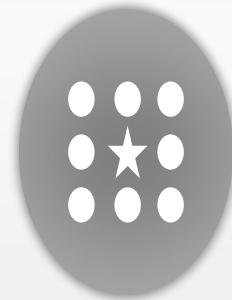
Fascinating posts are:



Relevant



Timely



Unique



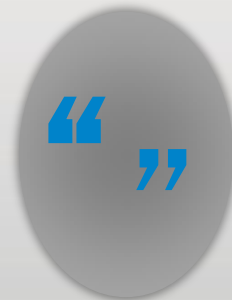
Insightful



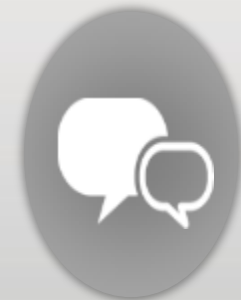
Engaging



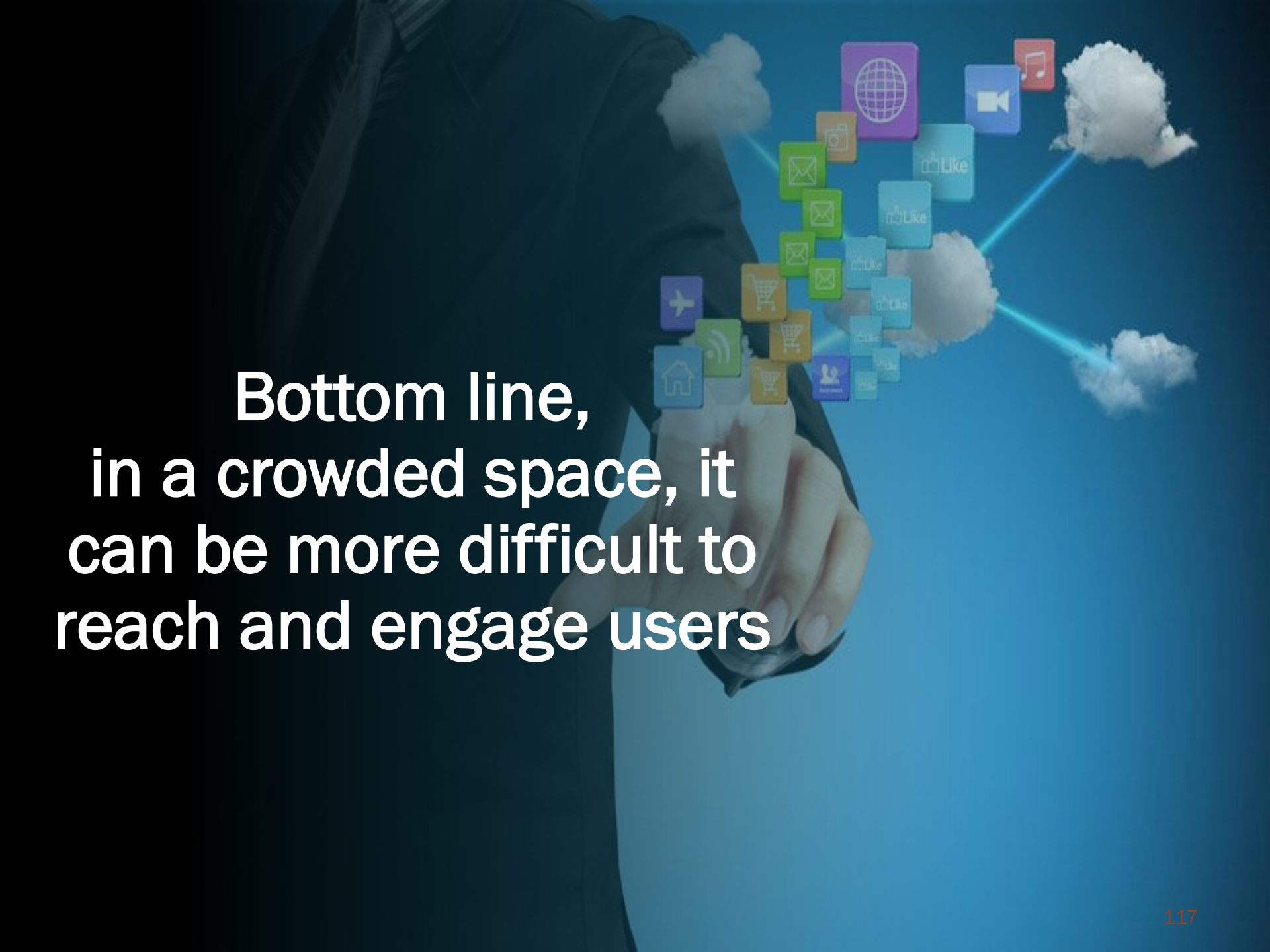
Clever



Quotable



Shareable

A hand in a dark suit jacket is shown holding a cluster of various colorful social media icons. The icons include a globe, a camera, a video camera, a music note, a 'Like' button, an envelope, a shopping cart, a house, a Wi-Fi symbol, a person, and a plus sign. The background is a bright blue sky with several white, fluffy clouds. Three blue laser-like lines connect the hand to three of the clouds, suggesting a digital or networked environment.

**Bottom line,  
in a crowded space, it  
can be more difficult to  
reach and engage users**

# Join the Conversation

## Facebook 101

- Assign a community manager or team
- Create an editorial calendar (plan posts around events you know will take place, like the State of the Union address)
- Use monitoring and Facebook Insights to inform content
- Promote content that is performing well to extend its reach and build engagement
- Answer questions and drive visitors back to your website
- Set expectations

## Content

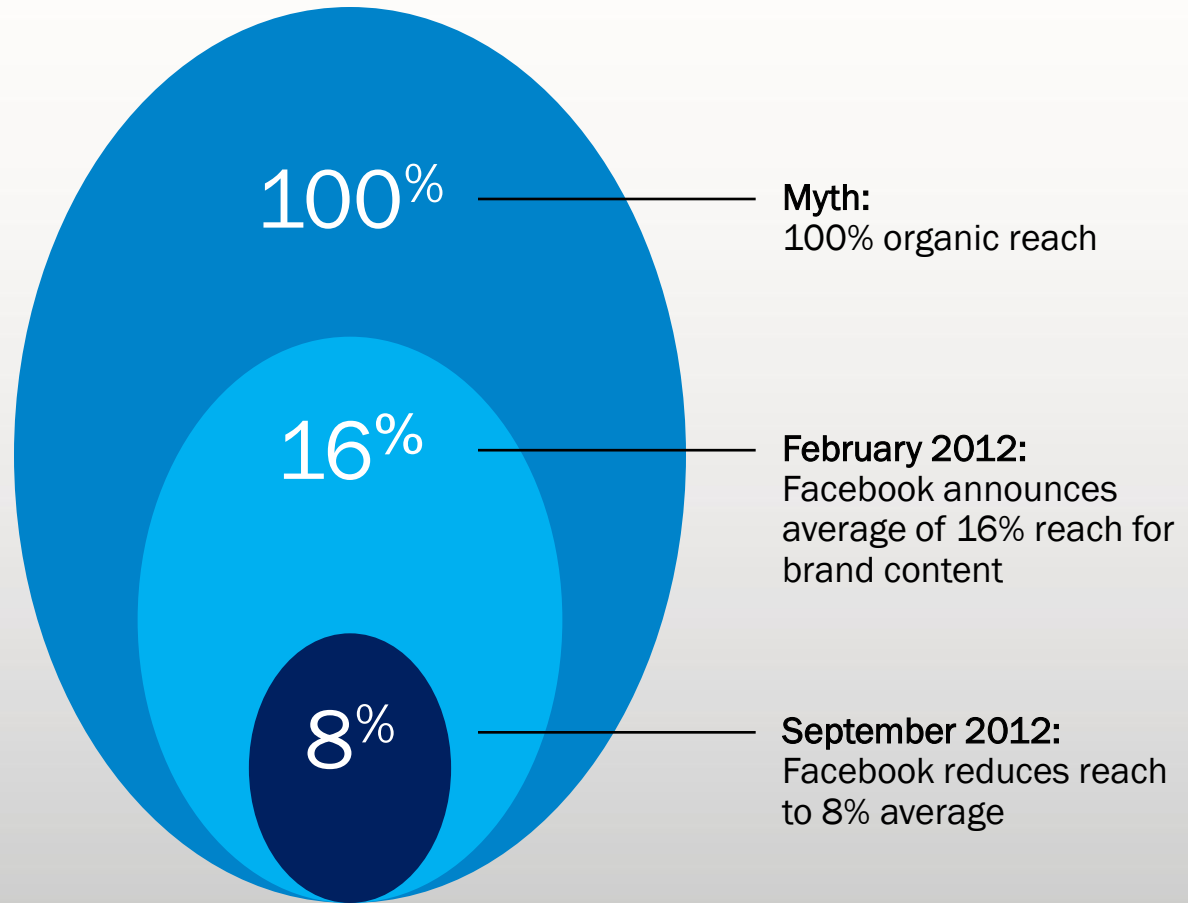
- Update content at least once/day
- Keep posts under 200 characters
- Use a consistent voice
- Post photos, videos, calls-to-action, industry and company news

“Facebook has an interesting challenge when it comes to newsfeed products. They tend to reward images rather than links and the sort of journalism we do. It means we spend more time about Twitter.”

*Former Facebook executive Chris Hughes*

# Join the Conversation

## Facebook Filters



# Join the Conversation

Advertising on Facebook





# Join the Conversation

## Twitter 101

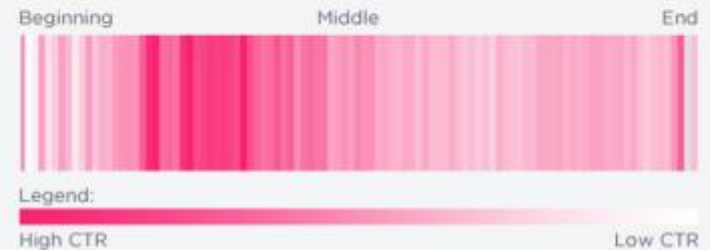
- Assign a community manager or team
- Use monitoring to inform content
- Build out your “follow list,” with like-minded groups, companies and organizations
- Encourage engagement within your Twitter community to build credibility
- Maintain your page, keep content fresh, relevant and interactive

## Content

- Time of Tweet
- 70% of Tweets that are engaged with have links
- Strategically position rich media links in tweets
- Shorten URLs using Bit.ly or HootSuite
- Use “via” or “HT” when crediting others
- Mention at least one other group or other relevant accounts
- Create hashtags pertaining to relevant events
- Retweet (RT) followers and allies
- Share local news, insights and links to relevant photos and videos

### Place links about 25% of the way through.

I analyzed the length of 200,000 link containing tweets and found the highest CTRs on links that appeared approximately one-quarter of the way through the tweet.



# Twitter

The screenshot shows a Twitter search results page for the query "National Mining Association". The interface includes a top navigation bar with "Home", "Connect", "Discover", and "Me" options, along with a search bar containing the query and a settings icon. The main content area is divided into several sections:

- Left Sidebar:**
  - Tweets:** A section for "People" with profile icons of various users.
  - Who to follow:** A list of suggested users including Jennifer Lopez (@JLo), Kevin Durant (@KDTrey5), and Jimmy Fallon (@jimmyfallon), each with a "Follow" button.
  - Trends:** A list of trending hashtags and topics such as #cot, #LiberalTips2AvoidRape, #HTCOne, #People4MySchool, #caffish, Clive Davis, ZEW, iTunes, Starbucks, and Orange County.
  - Footer:** Copyright information for 2013 Twitter and links to About, Help, Terms, Privacy, Blog, Status, Apps, Resources, Jobs, Advertisers, Businesses, Media, and Developers.
- Main Content Area:**
  - Results for National Mining Association:** A header with a settings icon.
  - Tweets:** A list of tweets filtered by "Top / All / People you follow".
    - HP (@HP):** 4 hrs ago. "#REVIEW: We're Editors Choice! @PCmag awarded the HP ENVY Phoenix #PC an 'excellent' rating: bit.ly/YbYztu". Promoted by HP.
    - America's Power (@AmericasPower):** Jan 16. "National Mining Association's Hal Quinn 'Let's keep all our #energy players on the field.' #SOTE".
    - Mining Connection (@MiningConnect):** Dec 31. "National Mining Association Names Nancy Gravatt Senior Vice President, Communications, #mining, miningconnection.com/longwall/news/...".
    - Count on Coal (@countoncoal):** Dec 10. "Hal Quinn, President & CEO of National Mining Association warns, 'Don't Slight Coal in Favor of Solar, Wind': ow.ly/fYDn2". Followed by Roger Ford and 2 others.
    - Mining Connection (@MiningConnect):** Nov 9. "Let's Get Back to Creating Jobs, Says National Mining Association, #mining, miningconnection.com/surface/news/a...".
    - Partners4Energy (@Partners4Energy):** Jul 23. "The National Mining Association recently updated this map which shows the average price of electricity and the... fb.me/1WwBrZYHN".
    - Nevada Mining Assoc (@nevadamining):** Feb 28. "Check out this great video from the National Mining Association on the importance of mining to the US economy: bit.ly/w9a9Ag".
    - The More You Dig (@TheMoreYouDig):** Dec 22, 2011. "@paydirtmagazine: National #Mining Association says EPA's utility MACT is bad for American workers and for the economy. ow.ly/880qk".

# Join the Conversation

## Advertising on Twitter

Promoted  
Account

Who to follow · Refresh · View all



**khagey** @keachhagey  
Follow



**Shelley Stevens** @shell\_stevens  
Follow



**ACT-IAC** @ACTIAC  
Follow



Browse categories · Find friends

Promoted  
Trend

Trends · Change

#FishFriday Promoted

#ifw

#RussianMeteor

Herman Cain

#tcot

#vzwbuzz

Soccer Star Comes Out

Earth

#ThoughtsInClass

Han Solo



Rockin' responsive child themes for real estate, and very soon a new installation service w/ or w/o IDX setup! [ow.ly/hLgSg](http://ow.ly/hLgSg)  
Expand



**Sam Stein** @samsteinhp 52 secs  
Read the actual charges against Jesse Jackson Jr. via [@ryanjreilly huffingtonpost.com/ryan-j-reilly/...](http://@ryanjreilly.huffingtonpost.com/ryan-j-reilly/)  
 Retweeted by Christina Wilkie  
[View summary](#)



**Wildfire by Google** @wildfireapp Feb 11  
[VIDEO] The key to social marketing success? Software that helps you launch, analyze & optimize your social campaigns: [bit.ly/Z4dH2Z](http://bit.ly/Z4dH2Z)  
 Promoted by Wildfire by Google  
Followed by Christian Bergner, Roxo TCU and Shellie Blum.  
Expand

Promoted  
Tweet



**Traditional American** @RightWingAngel 13 secs  
#Pray RT @persecutionnews Imprisoned pastor "might die unless he receives immediate attention." #Iraq [ow.ly/hKnVh](http://ow.ly/hKnVh) ^rjc  
Expand



**Shellie Blum** @shellieblum 4 mins  
[@ShiCooks](#) [@geoff\\_deweaver](#) [@Gabriele\\_Corno](#) [@\\_busydock](#)  
[@JenniferManteca](#) [@UntitledGd\\_A7x](#) [@OreBobby](#) [@TDG\\_1](#)  
[@Mediation1](#) summer yea!

# Join the Conversation

## YouTube 101

- Assign a community manager or team
- Create a branded YouTube channel for your company
- Send “friend” requests
- Share videos that show the personal side of your company
- You can also create playlists with information pertaining to a specific topic such as employees or mining
- Syndicate the videos via social networking websites

## Content

- Optimize your YouTube channel
- Optimize your YouTube videos
- Use YouTube to embed videos into your website
- Ask partners and online influencers to link to your video

# Join the Conversation

## Advertising on YouTube

Promoted  
Videos  
(Google)



Pre-Roll



# Join the Conversation

## Flickr 101

- Assign a community manager or team
- Add, tag and organize your photos
- Utilize sets and collections
- Share your photos via social channels

## Content

- Create a transparent and authentic identity
- Share interesting and original photos and videos
- Familiarize yourself with the Flickr Community Guidelines
- Engage thoughtfully with other members
- Join groups to share photos on a common theme

# Join the Conversation

## LinkedIn 101

- Assign a community manager or team
- Add your location/industry
- Foster an active community of company employees
- Enable blog RSS feed
- Use plugins on your website to grow and engage your audience
- Create LinkedIn Groups and invite people to join to increase engagement and grow your company's network

## Content

- Use status updates to build an active, engaging profile
- Leverage analytics to optimize
- Enable sharing
- Optimize descriptions and specialties
- Focus on relevant industry news
- Participate in relevant discussions

# Join the Conversation

## Advertising on LinkedIn

The screenshot shows the LinkedIn Ads campaign creation process, which is divided into four steps: 1. Create Ad Campaign, 2. Targeting, 3. Campaign Options, and 4. Checkout. The current step is 'Campaign Options'.

**LinkedIn Ads** | David Almay (Indiv) | LinkedIn Home | Contact LinkedIn | Help

**1** Create Ad Campaign | **2** Targeting | **3** Campaign Options | **4** Checkout

**New Feature:** Try a video campaign today! Select Video from the Media Type drop down.

**Ad Campaign Name:**  
[Text Input Field]

**Ad Language:** English [Dropdown] | **Media Type:** Basic [Dropdown]

**Campaign Name**  
Give your campaign a name so that you can easily recognize it later. LinkedIn members won't see the campaign name.

**Tip 1 | Tip 2 | Tip 3 | Tip 4**  
**Tip:** An image can help your Ad draw more interest among your target audience. Ads with images get up to 20% more clicks. [FAQ >](#)

**Ads In This Campaign**  
Create up to 15 ad variations to test which image and text performs best.

**Ad Variation 1**

**Ad Destination:**  
 Your web page  
<http://www.example.com>  
 A page on LinkedIn

**Add Image** | Click to enter a headline  
Click to enter a description of up to 75 characters to span 2 lines  
From: Edelman

**Preview for Ad Variation: 1**  
Square | Tail | Long | [Example Ads >](#)

**Ads by LinkedIn Members**

**Your Headline**  
Your Ad Description

**Close Your Books Faster**  
Accounting Software for Small & Midsize Companies. Get a Free 30-Day Trial.

**Invitation from LinkedIn**  
Place ads on LinkedIn. Acquire new customers for your business. Try it now.

# Join the Conversation

## Google+

- Assign a community manager or team
- Create post headlines
- Utilize images and videos in posts
- Include keywords and relevant links on your about page
- Connect with your audience by using Google+ events such as Google+ Hangouts
- Post often and optimize for best search results
- Identify relevant users and conversations to engage with

## Content

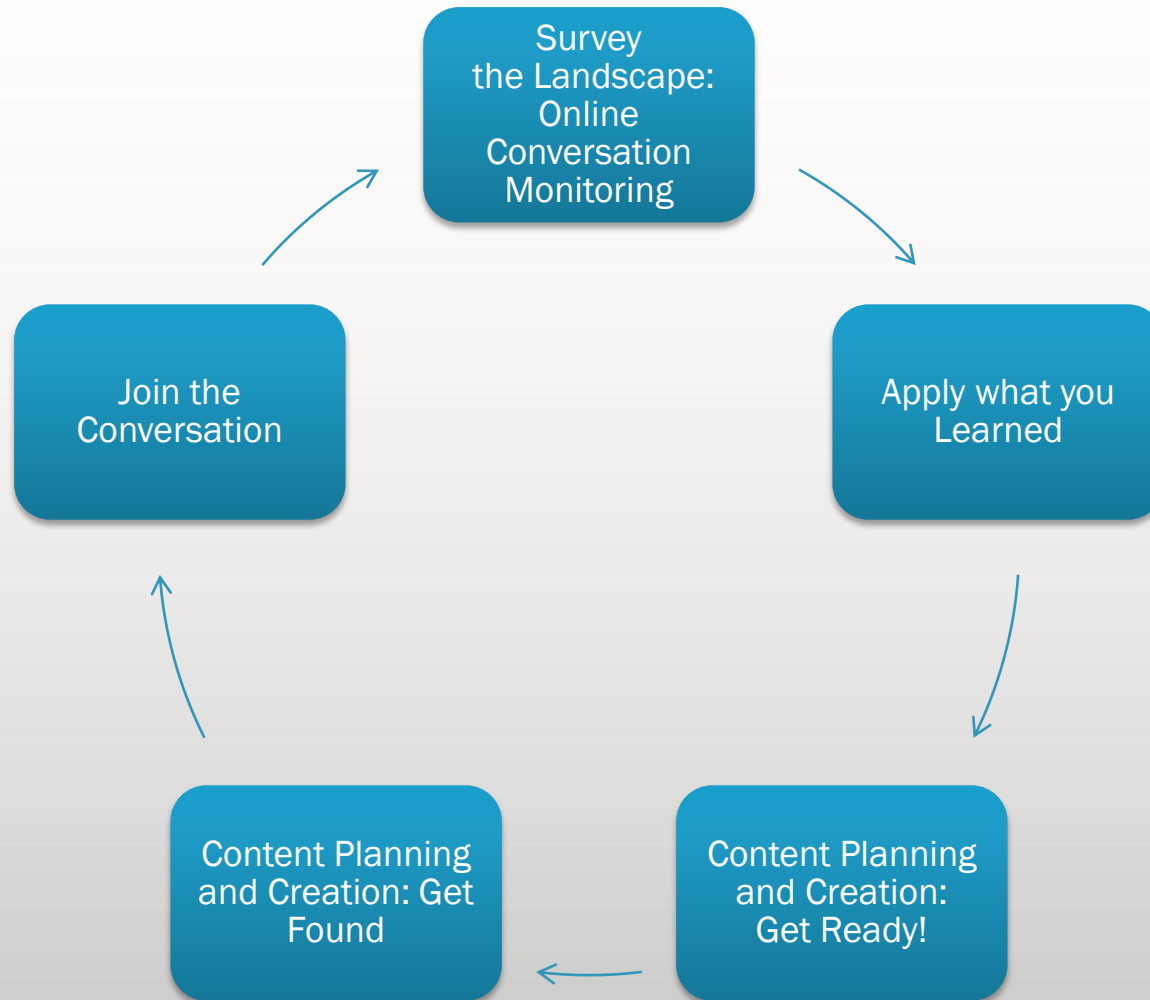
- Produce and share compelling content
- Build authority

# Join the Conversation

**Now what?**



# Join the Conversation



# What is NMA Communications Place in Social Media?



**NMA**<sup>®</sup>

# Count on Coal

**COUNT ON COAL**

HOME ABOUT US ISSUES FACT SHEETS STATES

**ADVOCACY SIGN**

Join Us in Our Fight Affordable Electric

Visit our Take Action Campaign and Send to Your Elected Office Most Abundant, Reliable Source of Electricity

**Count on Coal FACES of Coal**

**NEWS & VIDEO**

**Article: Coal: The cleanest energy source there is? - Fox News**  
Feb 20th, 2013  
Researchers have discovered a stunning new process that takes the energy from coal without removing virtually all of the pollution.

**Article: New technologies reduce environmental impacts of coal-fired plants - Engineer Live**  
Feb 11th, 2013  
Robert S Giglio looks at the reality of clean coal in our energy future.  
Coal-fired power plants play an important role in providing energy at low prices.

**Article: Feds continue funding Illinois clean-coal project - Fuel Fix**  
Feb 11th, 2013  
WASHINGTON (AP)— The U.S. Energy Department has announced it is going ahead with phase two of central Illinois' FutureGen clean-coal project.

**COAL IN THE U.S.**  
See the power sector generation in 2011 by Fuel Type for these select states

**EPA COSTING CONSUMERS**  
With 14 million Americans out of work, our nation's extraordinary domestic reserves of coal are more

**COAL PLANT RETIREMENT MAP**

facebook

AMERICA'S COAL MEANS ELECTRICITY.  
STOP WASHINGTON FROM FORCING HIGHER RATES.

Count on Coal

4,730 likes

Count on Coal

4/20/13 · 1:07 PM · Public · About this post

Count on Coal

@countoncoal

Count on Coal. Join us in our fight to protect affordable energy! Sign the petition at <http://bit.ly/okdusa> <http://countoncoal.org>

248 TWEETS 117 FOLLOWING 8,372 FOLLOWERS

Tweets

Count on Coal @countoncoal  
A new process takes the energy from coal w/o burning it & removes almost all of the pollution now that's clean coal. ow.ly/TMxyq

Count on Coal @countoncoal  
Obama #STOU promoted something thats inefficient&costly instead of proven, reliable& made in US-coal ~@McConnellPress ow.ly/hG2aX

# CORESafety

**CORESAFETY** Committed to Excellence in Mining Safety

HOME | WHY CORE SAFETY | CORE SAFETY OVERVIEW | CORE SAFETY FRAMEWORK | CONTACT US

## What is CORESafety?

A commitment to the safety and health of mining employees.

**Achieving a Core Value**

The CORESafety initiative is an *industry-wide partnership* built on a foundation of leadership, culture and health and safety systems.

[Get Started](#)

*Participating Companies*

**Latest Resources**

- [Interactive Management System Toolbox](#)
- [Interactive Safety Culture Enhancement Toolbox](#)

[View All Resources](#)

**CORESAFETY** Committed to Excellence in Mining Safety

*Safety Task Force leaders discuss CORESafety.*

Search | Have an account? Sign in

**CORESafety** @NMACORESafety

NMACORESafety is the voice for the National Mining Association's CORESafety community – committed to the safety and health of mining employees.

Washington, D.C. · <http://www.coresafety.org>

113 TWEETS | 682 FOLLOWING | 329 FOLLOWERS | [Follow](#)

**Tweets**

**CORESafety** @NMACORESafety 8 hrs  
 @TheCoalMining talks reopening of Lucky Friday Mine, calling #CORESafety the industry benchmark for operations & safety [bit.ly/1VVWUj](#) Expand

**CORESafety** @NMACORESafety Feb 19  
 #CORESafety provides valuable resources for your company's SHMS and the 20 modules for success [bit.ly/1TF0wif](#) Expand

# Break

3:15 - 3:30 p.m.

- We will resume promptly at 3:30 p.m., please grab coffee and a snack





The background of the slide features a close-up, low-angle shot of several classical columns with fluted shafts and papyrus capitals. The columns are set on a series of wide, light-colored stone steps. The lighting is warm, suggesting late afternoon or early morning, with long shadows cast across the steps. A semi-transparent blue rectangular box is overlaid on the left side of the image, containing the event title and time.

# Social Media Governance

3:30 - 4:00 p.m.

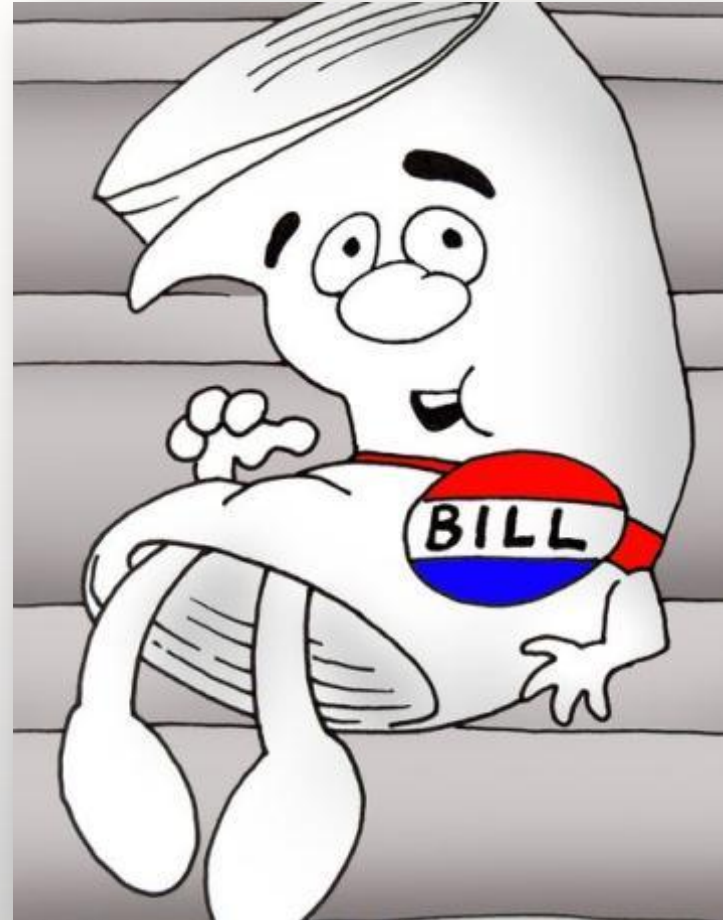
# Governance

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that you’ll do things differently.”—Warren Buffet

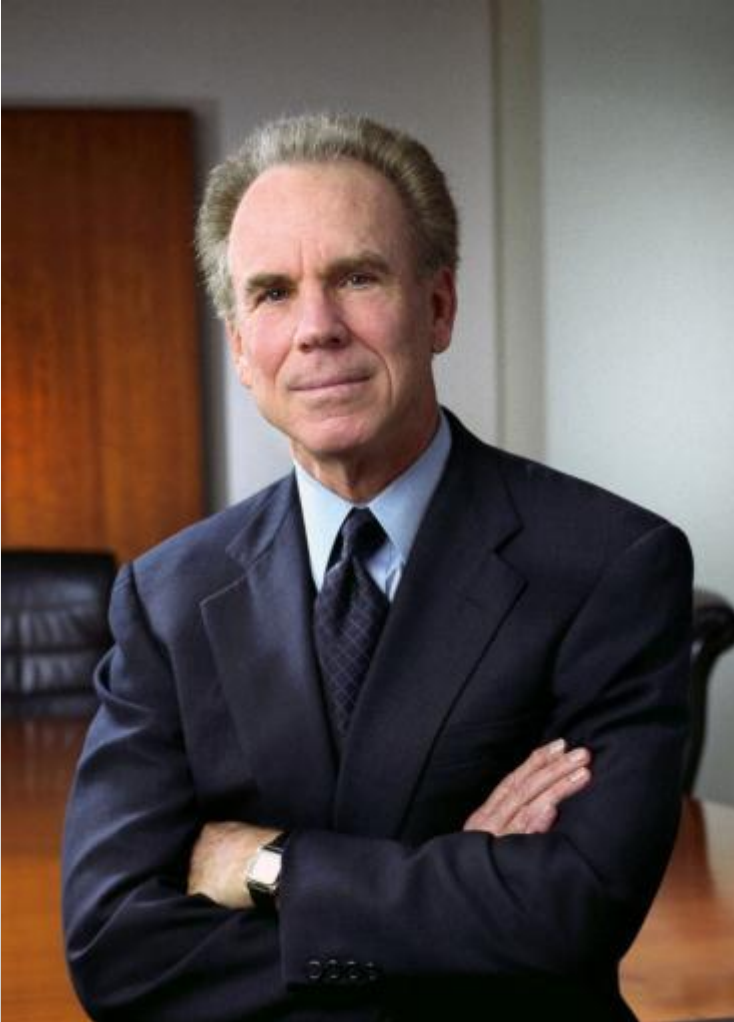


# Governance

The exciting portion  
of the program



# Governance



“Spectacular achievements are always preceded by unspectacular preparation.”

# Governance

## Who benefits?

- You
- Your employees
- Your organization
- Your industry





# Governance

## dooce

- [doos] **verb**, dooced
- **-verb (used with object)** 1.to fire or sack an employee for the contents of a weblog: *She got dooced for writing about her coworkers.*
- Origin: 2002: Weblogger (and current HGTV personality and author of [www.dooce.com](http://www.dooce.com)) Heather Armstrong, is fired from her graphic design job.



# Governance

Reputations are  
like diamonds



# Governance

It is not just your  
reputation at stake



# Governance

- 2007: Whole Foods CEO John Mackey is caught using a pseudonym online to attack a competitor in financial news forums
- After significant reputational harm, Whole Foods moves to restrict all employee communications online



## Whole Foods to restrict online postings after CEO brouhaha

They're not supposed to post to blogs, message boards and other forums without approval

Heather Havenstein (Computerworld) | 09 November, 2007 11:24 | [Comments \(5\)](#) | [Like](#)

<< Arguing Over The Constitutionality Of Online...

Free Energy Savings Available Right Now >>



### Whole Foods CEO Caught In Embarrassing Message Board Brouhaha

from the *mackey dept*

The FTC's decision to oppose Whole Foods' acquisition of Wild Oats is the result of a **misguided and myopic definition of what constitutes the relevant market**. And while many expect Whole Foods to ultimately prevail, the proceedings have been unpleasant for the company's CEO, John Mackey. First it was revealed that Mackey championed the merger, in part because he believed

# Governance



In today's political environment, we cannot afford unforced errors or self-inflicted reputational wounds



# Governance

It's not all  
downside

Guidance drives  
participation

Participation drives  
connection

Connection drives  
relationship

Relationship drives  
trust

# Governance

1

TRANSPARENCY

2

PERSONAL VS.  
PROFESSIONAL

3

EMPLOYEE  
RESPONSIBILITY

4

SOCIAL MEDIA  
CITIZENSHIP

5

GOOD  
BEHAVIOR

**Governance**

**1  
Transparency**

**Require it  
universally**

**Identify and  
motivations**

**Governance**

# **Personal vs. Professional**

**It's a blurry line**

**Audiences will hear  
you based on their  
own biases**



**Governance**

**Employee  
Responsibility**

**Proprietary  
information**

**Communities are  
global and  
diverse**

**Safety first**





**Governance**

**Social Media  
Citizenship**

**Not just laws  
but mores**

**Give credit**

**The Internet never  
forgets**

**Governance**

**Good  
Behavior**

**The  
Internet=freedom  
(or not)**

**Long live the  
employee  
handbook**

# Governance

**Mike  
Krempasky  
General  
Manager,  
Digital  
@krempasky**

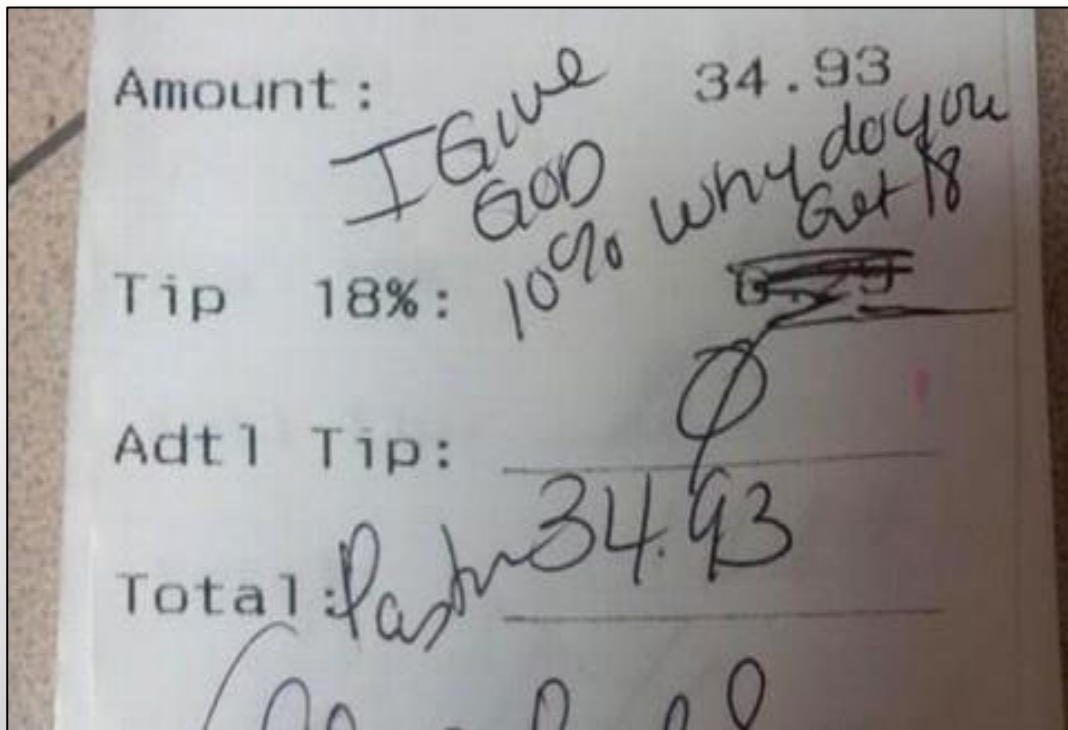
A man in a dark suit, white shirt, and red and white striped tie is being interviewed. Several hands are holding microphones and recording devices towards him. The scene is a close-up, focusing on the man's chest and the reporters' hands and equipment.

# Crisis Simulation

4:00- 5:15 p.m.

# Crisis Simulation

It can get ugly on social media...



**Applebee's**  
January 31

We wish this situation hadn't happened. Our Guests' personal information – including their meal check – is private, and neither Applebee's nor its franchisees have a right to share this information publicly. We value our Guests' trust above all else. Our franchisee has apologized to the Guest and has taken disciplinary action with the Team Member for violating their Guest's right to privacy.

Like · Comment · Share 1,084

5,965 people like this.

View previous comments 2 of 21,550

**Alford Kessinger** Should have fired the manager for lack of training employees properly.  
Yesterday at 12:04am · Like · 7

**Comet Vaughan** LOL at the website stories about how Applebees has committed social media suicide by their gross mishandling of this PR fiasco! Has Applebees reprimanded or fired anyone in their PR department?  
7 hours ago · Like

Write a comment...



# Crisis Simulation

Assume that it will always get worse...



# Crisis Simulation

What keeps you up at night with social media?



A screenshot of a tweet from the account "American Rifleman" (@NRA\_Rifleman). The tweet text reads: "Good morning, shooters. Happy Friday! Weekend plans?". Below the text are icons for Reply, Retweet, and Favorite. The tweet has 28 retweets and 4 favorites. A row of ten small profile pictures is shown below the engagement counts. At the bottom, it says "9:20 AM - 20 Jul 12 via HootSuite · Embed this Tweet".

**American Rifleman**  
@NRA\_Rifleman

Follow

Good morning, shooters. Happy Friday!  
Weekend plans?

Reply Retweet Favorite

28 RETWEETS 4 FAVORITES

9:20 AM - 20 Jul 12 via HootSuite · Embed this Tweet

# Crisis Simulation

It can be a scary world out there...

1 Safety issues

2 Labor-related issues

3 Upset community members

4 Disgruntled staff

5 Regulatory changes

10 Attacks on leadership

9 Product boycotts

8 NGO criticism (strikes, protests, etc.)

7 Legal issues or class action lawsuits

6 Rumors or lies spreading

11 Controversy regarding marketing or ad campaigns

12 Supplier relations

13 Controversy regarding comments made by leadership

14 Financial issues

15 Accidents or major crisis events

Social media is a channel for all of these

# Crisis Simulation

## Crisis defined

Any situation that runs risks of:

- Interfering with normal operations
- Falling under intense media and/or online scrutiny
- Government and/or legal scrutiny
- Putting reputation at risk
- Escalating in intensity

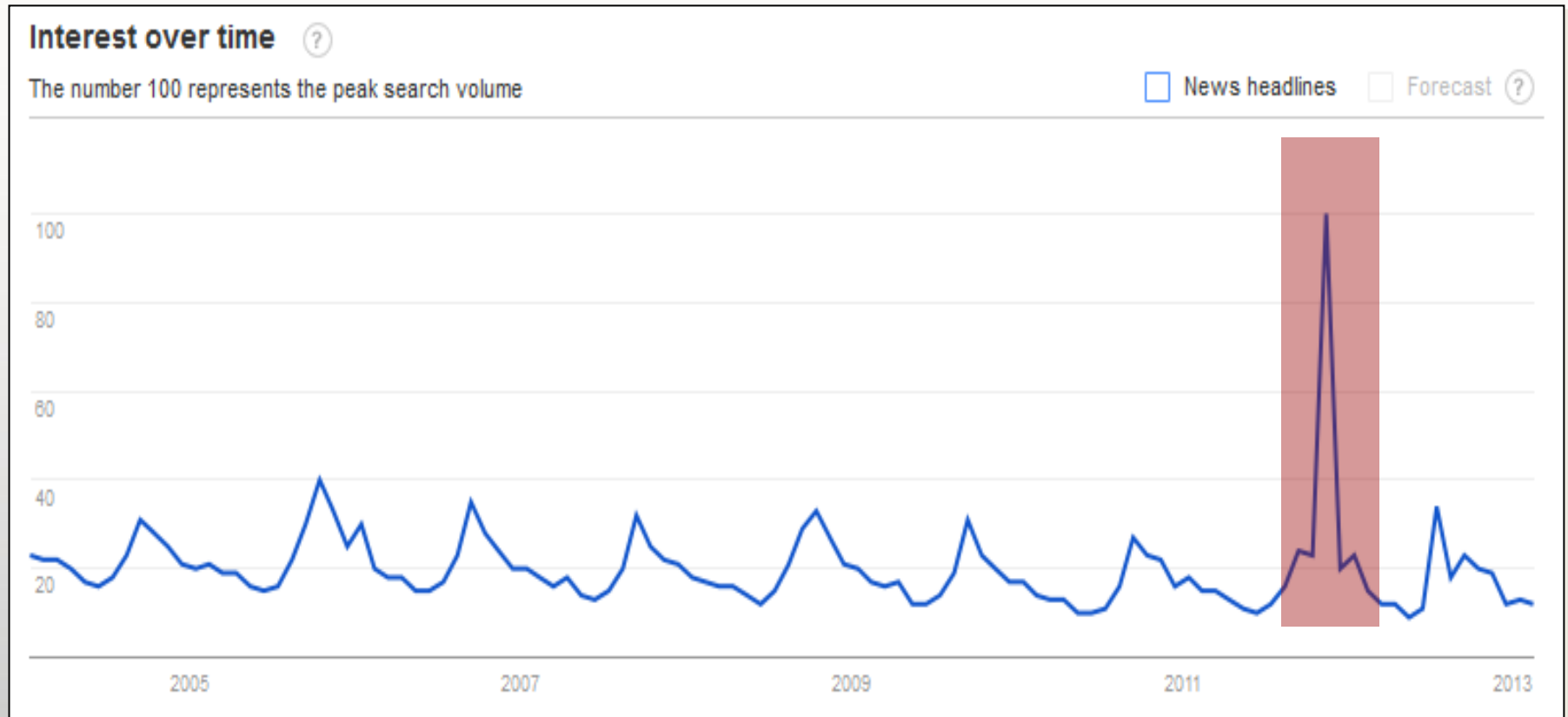




# Crisis Simulation

New reality #1: How people learn about news & info has changed

- Breaking news drives online searches



# Crisis Simulation

New reality #2: There is a vacuum for content online


- If you don't fill it...somebody else will



# Crisis Simulation

## New reality #3: The new customer service hotline

- Satisfaction guaranteed...or at least broadcast
  - An entire generation is growing up that will never dial a 1-800 number to reach customer care or to report problems
  - Frustrations will be shared online and in real-time
  - Viral videos may spark media attention, regulatory involvement, litigation
  - Social networking sites are avenues for crowd-building and activation



0:19 / 0:27

### More OSHA violations from Falconer Construction


ajohndough · 30 videos 4,512



Like About Share Add to id Pin

Uploaded on Aug 26, 2009  
here's a great video taken before the ill-set z-forms collapsed. Set a mere two feet into the ground they were destined to fail when loose dirt behind them moved. quick reflexes of the operator caught the

[Show more](#)

Uploader Comments (ajohndough)

 **ajohndough** · 3 years ago  
that's what they call business as usual at Falconer Construction... when I told the superintendent how temble it looked he started laughing, and then yelled for me to get back to work....

Reply ·  

# Crisis Simulation

New reality #3: The new customer service hotline

- Satisfaction guaranteed...or at least broadcast

Two months after its release, "United Breaks Guitars" was still the **third** listing on Google for "United Airlines."

The screenshot shows a Google search for "united airlines". The search bar contains "united airlines" and the search button is visible. Below the search bar, there are several search results. The first result is "United Airlines - Airline Tickets, Airline Reservations, Flight ...". The second result is "United Airlines: Mileage Plus, United Mileage Plus Travel Rewards ...". The third result, which is highlighted with a red box, is "United Breaks Guitars". This result includes a video thumbnail, a duration of "4 min 37 sec", a date of "Jul 6, 2009", and a five-star rating. The description of the video says "SONG 2 is posted. Click here! www.youtube.com There is now a video response: www.youtube.com Full Story: www.davecarrollmusic.com - In the spring ...". Below the video result, there are "News results for United airlines" with several articles, including "A tale of two planes: Review of United Airlines business class" and "Airline travel: Luggage fees expanding to international flights".

# Crisis Simulation

New reality #4: Transparency & access is the new standard

- Opposition/critics are very sophisticated

Coal is Clean

The best coal ads ever...

Coal NewsWire

The Facts Ask the Experts Coal Myths Who We Are

Clean coal powers America's greatness.

Coal Hard Facts

Ask Dr. Coal

Coal is Dirty

Watch our fake coal ads...

Coal NewsWire

The Facts Ask the Experts Coal Myths Who We Are

Coal is dirty!

The Dirty Facts on "Clean Coal"

Top Ten Reasons Clean Coal is Dirty

#1: "Clean" Coal Increases Rates of Disease

The United States burns more than a billion tons of coal each year – that's 20 pounds of coal for every person in the country, every day.

According to the American Lung Association, 24,000 people a year die prematurely because of pollution from coal-fired power plants. And every year 38,000 heart attacks, 12,000 hospital admissions and an additional 550,000 asthma attacks result from power plant pollution.

#2: "Clean" Coal Kills Jobs

Despite coal industry claims that coal mining creates lots of jobs, the truth is that coal mining employment has been declining for decades, due to increased use of machinery instead of manpower.

In West Virginia alone, coal mining employment has plummeted from 126,000 miners in 1948

CoalAlert

Sign up for our weekly dirt on coal

Your name here

Your email here

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Main Menu



# Crisis Simulation



# Crisis Simulation

Crisis principles have not changed...maybe just the pace

- The public wants to know:
  - What happened?
  - Why?
  - Who or what is to blame?
  - Who is in charge?
  - When did you know?
  - What are you doing about it?
  - How do I know it won't happen again?

# Scenario #1: Discrimination Gone Wild

- A Latina single mom with two recently applied for a position within your operations. She did not get the job due to her inexperience and lack of availability to fill the required hours. Recently, her husband died of cancer after fighting for months through treatment; he worked at your operations.
- After finding out that she did not get the job the woman turns to her Facebook page to tell her 125 friends/followers that the company is racist and that she was not hired due to her race; she implies in her post that several racist and sexist remarks were mentioned during the interview process.
- Several of her friends pile on to the post and start commenting. A number of them decide to start a Facebook Group titled: “Company X is racist”
- A blogger picks up on the story and triggers some local media coverage of the issue. The local media goes out to the woman’s home and interviews her and her kids. The main TV station posts the story on its Facebook page, which triggers hundreds of comments.
- As a result, the company’s Facebook page starts to receive hundreds of “drive-by” comments calling the company racist and heartless. Every proactive post by the page is met by dozens of negative comments.
- CNN picks up on the story and the producer starts posting comments on the Company X is racist page looking for people to appear in the segment.

## Scenario #2: “OSHATube”

- Upon arriving to the office on a Monday morning, you see a number of incoming posts from overnight on Twitter and Facebook sharing links that lead to a video on YouTube that is starting gain traction.
- The video allegedly shows a number of your employees taping OSHA violations at one of your work sites. In the video they claim that violations are rampant and that despite multiple attempts to communicate to management, no one is taking notice. They decided to post a video following a recent accident where one of their comrades was hurt – albeit minor, but enough for them to feel uneasy that something worse is brewing.
- The workers in the video have name badges that are legible and after confirming with HR it’s confirmed that they are indeed employees.
- No reporters have called, but you are starting to see viewership on the video increase by 100 every 30 minutes and 10-20 new Tweets appear every 15 minutes.
- After doing some research you notice that one or two of the workers mention on their own Facebook pages that they are talking to an attorney for guidance on what options they have as whistleblowers or even getting the company to change its ways.

# Scenario #3: Imitation is a Form of Flattery?

- At 3:30 p.m. on Friday afternoon you get an email from one of your colleagues congratulating you on the cool new website that the company just launched. You are a little perplexed, the company recently launched a new marketing/ad campaign, but that was three weeks ago.
- After a bit of Google searches you find a site that looks just like your marketing/ad campaign, but it is saying the complete opposite of your message. The campaign has a website, keyword ads displaying on Google tied to simple searches of your company name, it has a Twitter account and a YouTube channel. The people behind the campaign even sent out a press release on PR Newswire listing your name as the contact and including a fake quote from the CEO.
- The campaign is gaining traction and more awareness than the original campaign. Environmentalists are speaking out in support and enthusiastically sharing this campaign and excited that your company has finally changed its ways.
- Upon further investigation it appears that the campaign was launched by a small coalition of 2-3 environmental NGOs (e.g., Greenpeace). They have not come out publically stating that they are behind the campaign.
- Sure enough, within minutes of discovering this you get a phone call from a local newspaper asking for a comment about the change in heart in your company's messages. The reporter is looking for comment.
- Hundreds of people are now going to your company's Facebook page congratulating the company.



A hand in a blue sleeve is drawing a white question mark on a dark chalkboard. The board is covered with many other white question marks of various sizes and orientations. A teal rectangular box is overlaid on the left side of the image.

Questions?

If you have any questions or would like further information please contact Michael Krempasky, general manager at Edelman  
[Michael.Krempasky@edelman.com](mailto:Michael.Krempasky@edelman.com)

