

OPS

Another channel for customers to get in touch

Conversation the company can join in but doesn't have to

Less upkeep? -  
Conversation happens on its own

FEEDBACK

++ --

Find new customers

Interacting directly with customers

Reader Audience may have their own forum and you don't have to start anything

RISKS

Resources

Upkeep - continuing effort

Privacy

The "Boss" wants to control it

Misinformation

Lack of interest (from your perceived audience)

Defamation and responding to it

Proving it's value to senior management

Traditional ways of doing things are quite strongly held

# Opportunities

# Risks

Followers can help you lose Job

Disgruntled Reviews

Exposure

Added Intimacy

WORD OF MOUTH  
NEGATIVE  
BAD NEWS TRAVELS

IF ITS WORTH SPREADING, IT SPREADS.

Connection & Trust

No Sense of Tone

Bad Press

Word of mouth recommendation  
⊕ve

Collaboration

PROMOTION OF CONTENT

Global Marketplace

Extremely Low Cost Marketing

NO CONTROL  
ONCE HEARD GETS SAID.

Constant communication with target audience

Viral Distribution of Info

GOOD STUFF SPREADS LIKE WILDFIRE.

SMALL RELATIONSHIPS

# Risks

Resourcing

Making errors

Opening a window of negative feedback.

Changing technology

Unable to resource

LACK OF CONTENT

Cost out weighs benefit

Bogus Profile

BAD EXPOSURE

Being caught out for lack of authenticity  
- Guest writing

Twitter Parking

# Opportunities

SELF REGULATING

Proactively Controlling / Distributing Information

Authenticity

Incremental Disclosure

Community Engagement

Build Better Services  
- User feedback

CREATING EVANGELISTS

VIRAL

GOOD EXPOSURE

Opportunity for a cheap communication method is used effectively

# Opportunities

LISTENING  
-AWARENESS

self.  
service

New.  
audience.

REACH  
NEW  
STAKEHOLDERS

NETWORKING

ORG  
SUPPORT  
↓

NEWS  
IS  
CURRENT

# Risks

loss  
of  
control

RESOURCING  
• STAFF  
• INFRASTRUCTURE

Too Many  
different  
choices

## RISKS

- RESOURCING
- WHICH TOOL?
- "BAD PRESS"/CRITICISM/  
MISINFORMATION
- NOT DOING IT/  
SQUATTERS
- LOW VALUE
- BROADCAST VS. DIALOG
- POLICY COMPLIANCE

## OPPS

- NEW AUDIENCE
- COMMUNITY ENGAGED  
TO HELP EACH  
OTHER / SELF REG
- MKT INTEL
- RIGHT OF REPLY
- PROGRESSIVE DISCLOSURE  
/ TRANSPARENCY
- SILO BUSTING
- LOW COST

# Measuring social media discussion

ANALYTICS (PATHS)

RETWEET / FORWARDS / #TAGS

# CONVERSATION THREADS / BLOG MENTIONS

FRIENDS / CONNECTIONS

VIEWS

RETURN VISITORS / CUSTOMERS

# POSTS / VISITOR

TAGGING

SEARCH ENGINE RANKINGS

% OF MENTIONS OF LARGER TOPIC

+VE / -VE / TRENDS

REFERRALS

BRAND RECOGNITION / SATISFACTION

BRAND SUPPORT

# Conversation approaches

LISTEN

ASK FOR PERMISSION

WAIT FOR A PAUSE  
OR INVITATION

CONTRIBUTE IN CONTEXT

tone

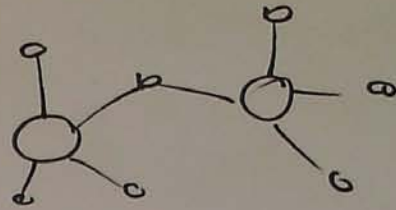
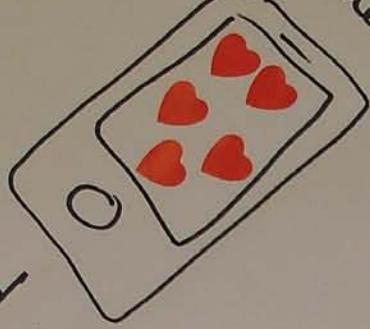
AGREING / COMMON GROUND

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OFFENSIVE

PERSONAL ATTACKS

- Setup premoderation
- contact person
  - let them put it up
  - ban from group
- put it to vote to community
- flag as inappropriate
- remove photo.
- flag as "some people may find this offensive"
- make comment to group
- acceptable use policy



Depend on it  
"Touchy"  
Shiny  
Connected  
User Experience  
"EVERYTHING"

Regular commenter  
not liking recent decision

- Ask them why?
- Tease out the reasons / motivations
- Provide rationale for the decision
- Acknowledge & Thank them for feedback

# Conversation role play 3

Cadbury

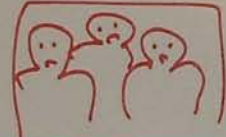


THE FREDDO RECIPE IS . . . . .

HR?

LEGAL?

UBER  
WEB TEAM



ADVISE YOU REMOVE THIS POST DUE  
TO POSSIBLE POLICY BREACH

1. Inform them of the breach & warn them of the severity of their actions
2. Ask the person to remove the whole thread & all related threads ASAP.

3. All channels must be used to investigate the extent of the leak.

4. Repair the bug & inform the community that the bug is fixed.

←—————→  
PRIORITISE  
ACCORDING  
TO THE RISK  
INVOLVED  
(Det. by steps 1-3)

## Example policy review - themes

- REPRESENTING,  
RESPONSIBILITY,  
RESPECT ✓✓
- ACCREDITATION / TRAINING
- COMMENT ON WORK
- PLAIN ENGLISH ✓✓
- INTERNAL VS. EXTERNAL RIGHTS
- COPYRIGHT (MAKE SURE YOU HAVE PERMISSION TO POST)
- SPAM
- PROTECTING PRIVACY
- MODERATION ✓✓
- POINTERS TO OTHER POLICIES