



## SOCIAL MEDIA OPS ENABLES CORPORATE SOCIAL APPROACH

### CHALLENGE

Lack of division understanding of how high quality content and blogging can drive inbound marketing and be the lynch pin for social and search. Lack of resources to blog with no focus on content that is of interest to customers. There was no unified calendar or corporate plan. Event marketing was primary tactic for divisions, but they didn't understand how to utilize social before, during and after events. The company employed a decentralized approach to social media as industry marketing teams owned the content. Technology at corporate level did not provide any ability to "listen" to the conversation in social so that we could properly participate in the conversation or determine what content was resonating with our audiences. Also, we had no understanding of our sentiment metrics. Lack of metrics available for blog posts and social engagement. Due to lack of advertising dollars, owned social media channels were of increased importance to the company. If dollars for advertising did become available, many divisions would look to buy display and PPC campaigns on social channels because they were self-service and low out of pocket cost.

### ACTIONS

- Hired a head of social media operations and built out a centralized operations function to provide the foundation of social media efforts utilizing and a cross-divisional and cross-functional social media council approach.
- Developed coordinated, enterprise-wide social media strategy and shared calendar to improve collaboration.
- Promoted the organization's use of social media internally by establishing a "Social Media Council" that met regularly to map out social media initiatives.
- Managed centralized social operations staff to enable decentralized execution to allow as many employees as possible to engage in social media.
- Developed and socialized corporate social media policies with legal team while also providing governance.
- Built a training curriculum including two online classes on learning management system posted documentation on Intranet to enable a variety of functions to best leverage social media.
- Collected and disseminated social media best practices in conjunction with event marketing, employee advocacy and executive presence tactics working in conjunction with SocialMedia.org industry group.
- Built out a resources section on Corporate Intranet to house best practices and training information.
- Oversaw social media measurement, including the design and operation of relevant dashboards and reports.
- Managed the selection and implementation of specific of various social media strategies including Sysomos, Spredfast, Hootsuite and Meltwater.
- Managed the RFP process for the selection of social media agencies and managed these critical relationships.
- Provided standard reporting to division using listening tool to inform content development efforts.
- Established an executive presence on social media -- CEO, COO and other senior executives are now active daily.

### RESULTS

- Established baseline sentiment metrics for the company.
- Established LinkedIn as the number two source of referral traffic to the website.
- Increased Social Engagement by 726% over three-year period.
- Increased social referral traffic by 45% over three-year period.
- Blog visits on ncr.com up 109% over three-year period.