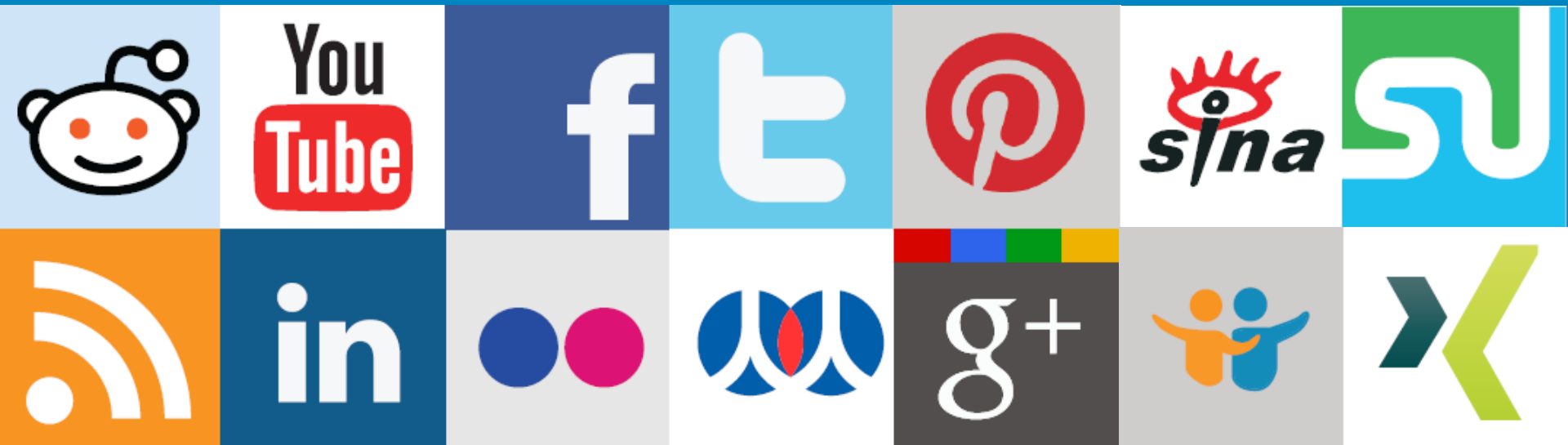


# Social Media Training for Executives

January 15, 2013



# Today's Roadmap

1.

Understand  
the Urgency of  
Social Media

2.

Examine Where  
You Are

3.

Explore  
Possibilities

4.

Learn  
Your Role as  
Leader



# Understanding the urgency of Social Media

“You can’t tiptoe into social media. You have to jump into the pool. People have a natural fear of it. But the scary part is not being there. Your customer is already there.”

*Dave Saunders,  
madisonmain.com*



# What is Social Media?

- Opportunity to **engage customers** directly around your brand.
- Any tool or service that uses Internet to **facilitate conversations**
- Words, pictures, video, audio, **experiences**, observations, opinions, **news and insights**
- **Connections and collaborations** between friends, peers, and influencers
- The **redistribution** of influence
- An **opportunity** and **privilege**

- Brian Solis, "Engage!"



# The Power of Social Media

More than ever – a company's brand is influenced by what **customers are saying about the brand**

CEO's predict social media will become **#2 way to engage with customers**, pushing past websites and call centers.

(IBM CEO Study 2012)

**25% of search results** for the world's top 20 largest brands are links to **user-generated content**

(Socialnomics, '09)

**80% of consumers research products online every week**

(2012 Consumer Views of Live Help Online, A Global Perspective, Oracle)

How companies **market, sell to and support** their customers is changing...

# The Social Media Revolution

Video Link:

[YouTube](#)

The video player shows a video titled "Social Media Video 2013" by Erik Qualman. The video content includes logos for LinkedIn, Facebook, YouTube, and others, along with the text "SOCIAL MEDIA IS NOW" and a list of adjectives: "REVOLUTIONARY", "YOUR CUSTOMER", "RAW", "FLUID", "POWERFUL", "MYSTERIOUS", "FRUSTRATING", "OLD", "YOUNG", "BREATHING". The video player interface shows a progress bar at 0:04 / 3:51 and a publish date of Nov 7, 2012.



# Fears & Concerns fall into three common themes

**1. Don't understand  
social media (SM) and  
how it drives business**

**2. Don't know how to  
develop a SM strategy  
and integrate it into  
business**

**3. Lack of confidence in  
what to do and having  
the time to do it**

# Concerns: What our clients have said...

**...not sure it really works**

**...Unsure of overarching strategy.**

**...Worry about giving bad information to customers.**

**...No one understands whose role it is.**

**...No one cares what I'm  
eating for lunch.**

**...My biggest fear – a half baked plan  
of action...we are either in it all the  
way or we are not.**



# Concerns: What you said...

**...Not at all concerned**

**...It provides great opportunities.**

**...It is unclear that the work required to maintain a high-quality profile is worth the time investment.**

**...none.**

**...culture.**

**...time**



# thank you



## **Wendy J. Manuel, MPH**

Senior Social Media Project Manager

Social Media Services Group

wendy\_manuel@dell.com

[www.linkedin.com/in/wendyjmanuel](http://www.linkedin.com/in/wendyjmanuel)

[wendyjmanuel.com/](http://wendyjmanuel.com/)

+1 512-728-8468

@wendyjean56



## **Alicia Terry**

Social Media Project Specialist

Social Media Services Group

alicia\_terry@dellteam.com

<http://www.linkedin.com/in/onpointaliciat>

+1 512-728-8054

@OnPointAliciaT

