

# Social engagement

MARK 360

Week 5

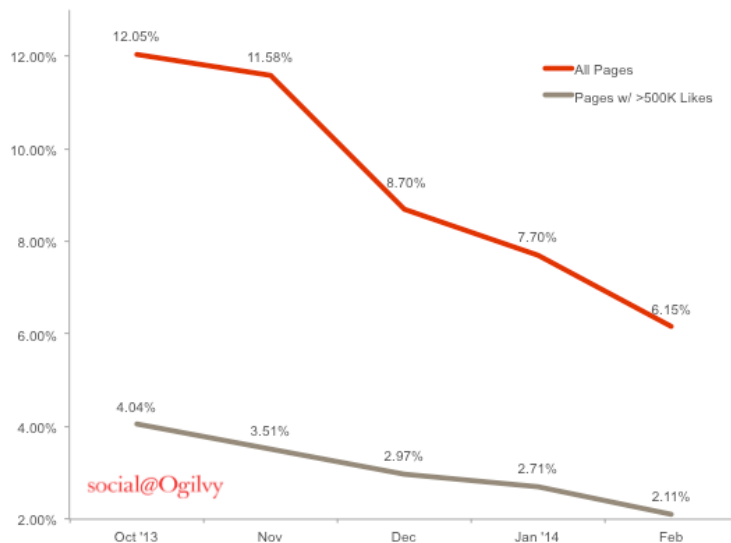
# Overview

- Active social listening: How to engage responsibly
- Dealing with negativity in social media
- Social media fails and how to deal with them

# **ACTIVE SOCIAL LISTENING – HOW TO ENGAGE**

# Reminder that organic Impression rates on Facebook are very low and declining

Average Organic Reach of Content Published on Brand Facebook Pages



Analysis of 100+ Facebook Brand Pages around the world with more than 48 million total fans conducted by Social@Ogilvy in February 2014. Please see our report, "Facebook Zero" at <http://social.ogilvy.com> for details.

- Analysis of more than 100 brand pages - organic reach was around 6 percent, a decline of 49 percent from October 2013
- For large pages with more than 500,000 Likes, organic reach hit 2 percent in February 2014
- “Organic reach of the content brands publish in Facebook is destined to hit zero. It’s only a matter of time.”
- Marketers being pushed to paid media

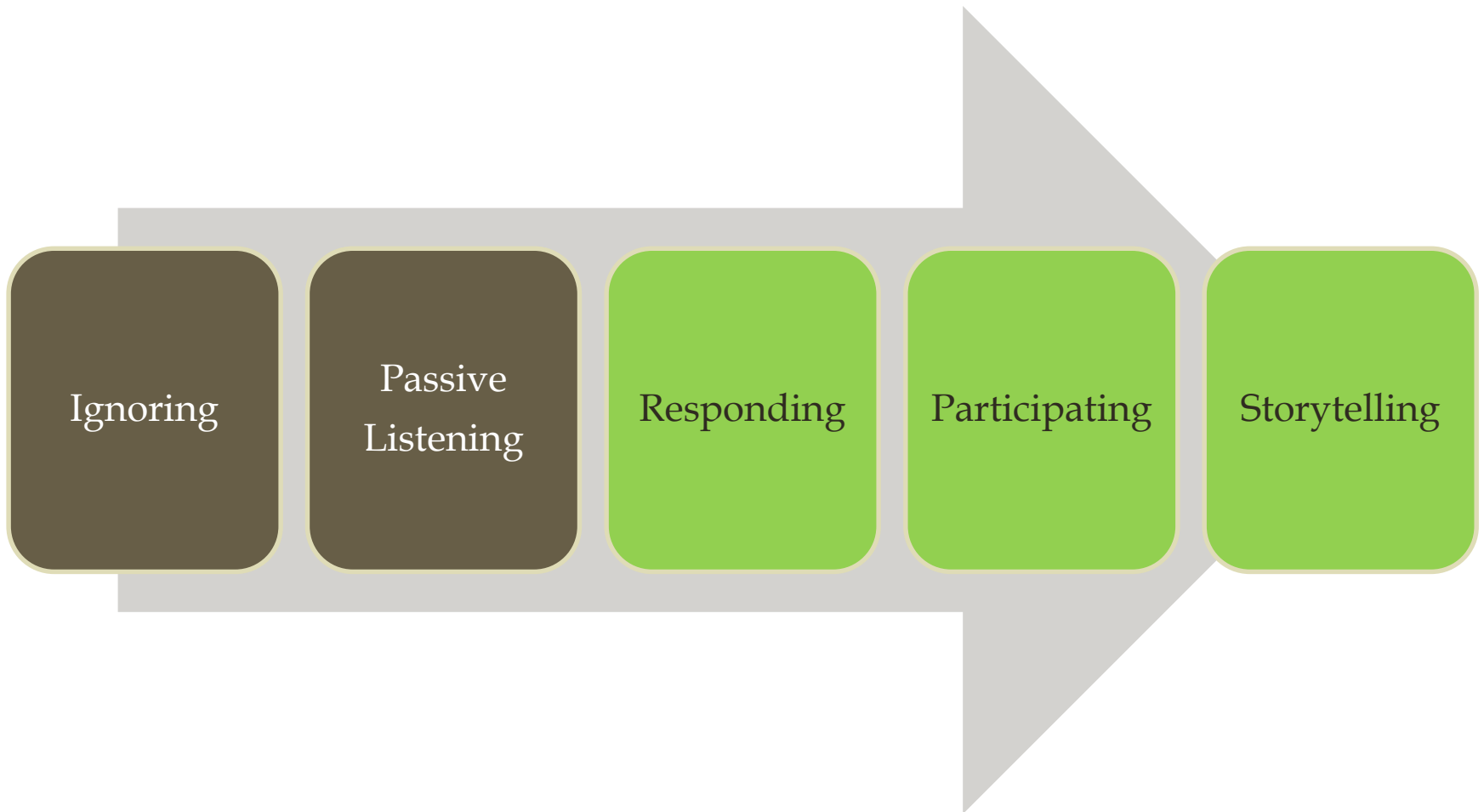
# Impression rates on Twitter also very low

- Some [new stats from Twitter](#) suggest that impression rates are also very low on Twitter (Danny Sullivan. Search Engine Land. July 2014)
- If impression rates are in the low single digits it means that not many people are even going to see that tweet
- That makes active engagement and response even more important

# Social media can differentiate

- “...break out from the pack, solely by exceeding expectations through nimble, nuanced, timely, relevant response.”
- “How you respond to customer enquiries and business opportunities on the social web drives kinship, perception, loyalty, and revenue for your company.”

# The Humanization Highway – levels of engagement



# Responding

- Customer service
  - Answering specific questions aimed at the company
  - Responding to requests for information
- Assess what the most common questions are and decide in advance who will answer them – route inquiries to the right place (in the same way as a firm re-routes emails or phone calls)
- Consumers often use twitter not as the first place they go, but as a way to escalate an issue or complaint (precisely because it *\*is\** public)



# Participating

- Participating means adding value to a conversation or stream
  - It isn't all about your company in particular – post about things that might be of broader interest to your customer base
    - “this is when your company starts to *be* social, not just *do* social media”
  - The objective is to humanize your organization by making it relevant on a broader scale

# Storytelling

- Communicating in multiple formats about company history, people, and behind-the-scenes information

**MANAGING NEGATIVITY IN  
SOCIAL MEDIA / SOCIAL MEDIA  
#FAIL**

# Managing negativity in social media

- Your brand is getting a lot of very negative comments on its Facebook page
  - Some are in very strong and derogatory language
  - Some use “hate” language (eg. racial, ethnic, or gender slurs) to make personal attacks on key staff members by name
  - Some use four-letter swear words
  - Some are just simply bad-mouthing your brand in a way that involves false information
- Should you delete them?

# Managing negative comments in social media

- To delete or not to delete? Should brands censor comments?
- Drawing the line between negative and unacceptable comments
- Managing the public relations aspect of having a blog
  - Particularly challenging for a public agency
  - US Air Force Blog Assessment Flowchart (don't feed the trolls..)
- The Retail Consumer Report (RightNow): Bring back unhappy customers via social media



Oreo About ▾

## –Rules of the Road

This Oreo Facebook page is a fun, family-friendly community where people can share their passion for Oreo, and where Oreo can interact with those who love the world's favorite cookie!

While we're excited to hear from you, it's important to note that postings to the Oreo Facebook page are not representative of the opinions of Oreo or Kraft Foods, nor do we confirm their accuracy.

As part of our commitment to you, we'll do our best to ensure the postings on our page are in line with the Oreo family-friendly philosophies. However, since we unfortunately can't monitor every posting or conversation, Kraft Foods expects that users will not post content that falls into the following categories and reserves the right to remove postings that are:

- Abusive, defamatory, or obscene
- Fraudulent, deceptive or misleading
- In violation of any intellectual property right of another
- In violation of any law or regulation
- Otherwise offensive
- Suggestive of new product innovations or advertising ideas

If you wish to no longer "Like" the official Oreo page from Kraft, please feel free to remove yourself by clicking the "Unlike" link located on the left-hand sidebar.

Policy by Oreo

# Examples of responses to negativity

- Social media posts have a life cycle of about 13 hours, but it's not a good idea to just let it ride
  - “The internet never forgets”
- You have an especially bad experience with a customer, say so. *“Very unhappy customer today. Left before we could offer a solution. Hope they come back to chat.”*
- If comments start to flow, before you can get to it, jump in with *“Yeah. We messed that one up, but we are about learning from our mistakes. Any thoughts on what we might do to turn it around?”* Some will keep after you, but others will notice the effort.
- If you are REALLY late to the game, give a reason that points to a solution. *“We have been watching and learning from all of your comments. Thank you for your input. We are attempting enact some of those ideas ASAP”*.
- Social Media posts may have a life cycle of roughly 13 or so hours and an angry mob won't stay angry forever, but you cannot wait for time to pass. *You see, the Internet NEVER forgets.*

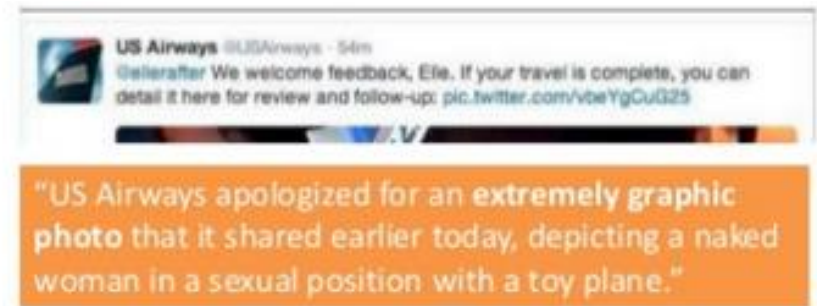
[From: When the social media hits the fan](#) Social Media Camp

- The SWARM Methodology by @TodMaffin – Responding to Negative Comments in Social Media

<https://youtu.be/lbBzmVb7BEQ>

# Managing social media #fails

- Types of #fails and how to deal with them
  - Fail 1: getting drawn into a fight
  - Fail 2: deleting negative comments / using fake profiles to create positive comments
  - Fail 3: using personal account by mistake (too much rushing)
  - Fail 4: indiscriminate cross posting across channels / not checking hashtags





# Red Cross turns it around



Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right [#gettngslizzerd](#)

HootSuite · 2/15/11 11:24 PM



Rogue tweet frm [@RedCross](#) due to my inability to use hootsuite... I wasn't actually [#gettngslizzerd](#) but just excited! [#nowembarassing](#)

4 hours ago via HootSuite ☆ Favorite ↻ Retweet ↩ Reply

**We've deleted the rogue tweet but rest assured the Red Cross is sober and we've confiscated the keys.**

about 11 hours ago via ÜberTwitter  
Retweeted by 86 people



RT [@Michael\\_Hayek](#): [#craftbeer](#)  
[@dogfishbeer](#) fans, donate 2  
[@redcross](#) 2day. Tweet with  
[#gettngslizzerd](#). Donate here  
<http://tinyurl.com/5s72obb>

2 hours ago via TweetDeck ☆ Favorite ↻ Retweet ↩ Reply