Integrating social media into Public Relations
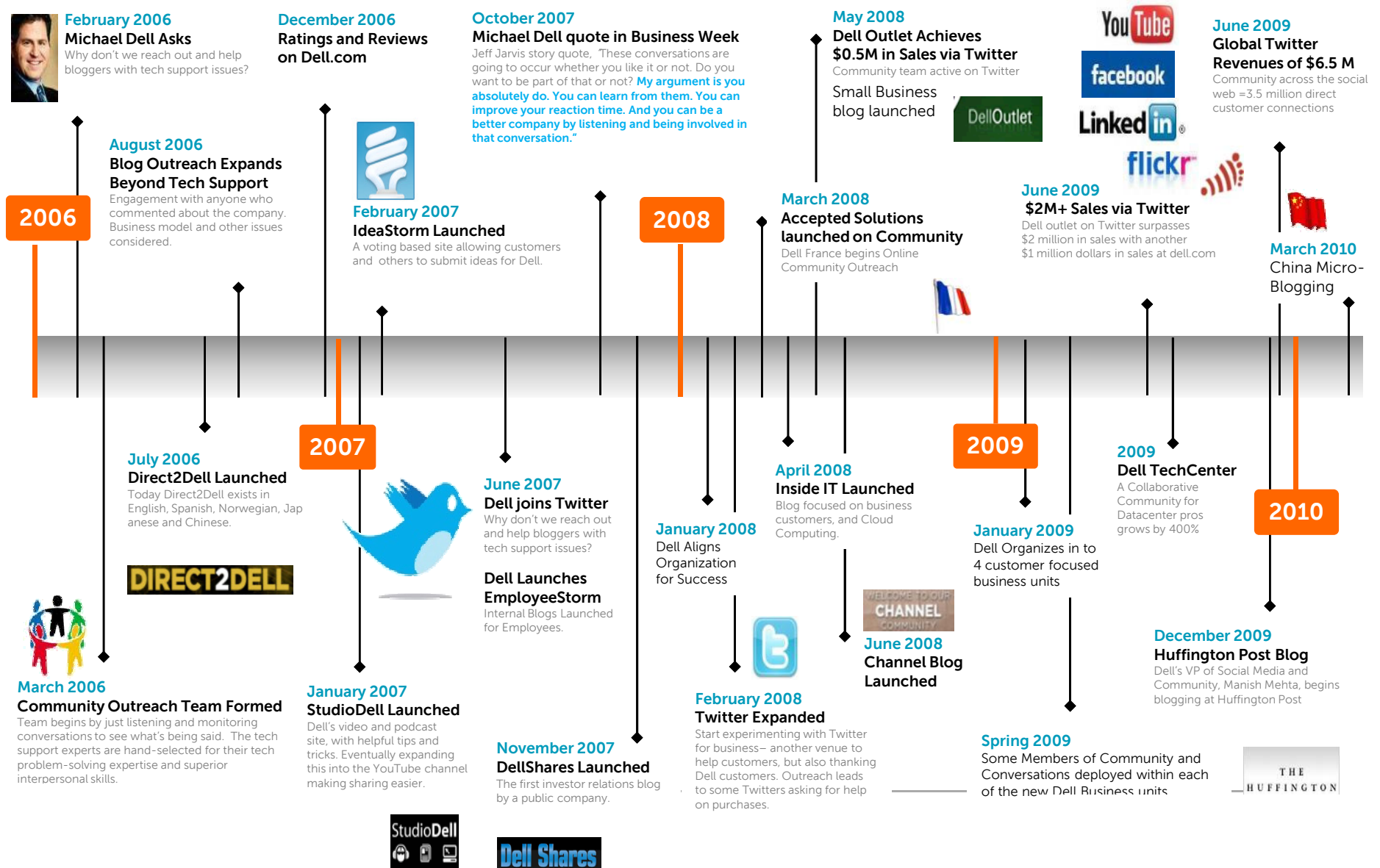
Kerry Bridge
Social Media Communications Manager, Dell EMEA

February 17

We have a great heritage

February 2006
Michael Dell Asks
Why don't we reach out and help bloggers with tech support issues?

December 2006
Ratings and Reviews on Dell.com

October 2007
Michael Dell quote in Business Week
Jeff Jarvis story quote, "These conversations are going to occur whether you like it or not. Do you want to be part of that or not? My argument is you absolutely do. You can learn from them. You can improve your reaction time. And you can be a better company by listening and being involved in that conversation."

May 2008
Dell Outlet Achieves $0.5M in Sales via Twitter
Community team active on Twitter
Small Business blog launched

June 2009
Global Twitter Revenues of $6.5 M
Community across the social web =3.5 million direct customer connections

2006

August 2006
Blog Outreach Expands Beyond Tech Support
Engagement with anyone who commented about the company. Business model and other issues considered.

February 2007
IdeaStorm Launched
A voting based site allowing customers and others to submit ideas for Dell.

2008

March 2008
Accepted Solutions launched on Community
Dell France begins Online Community Outreach

June 2009
$2M+ Sales via Twitter
Dell outlet on Twitter surpasses $2 million in sales with another $1 million dollars in sales at dell.com

March 2010
China Micro-Blogging

July 2006
Direct2Dell Launched
Today Direct2Dell exists in English, Spanish, Norwegian, Japanese and Chinese.

2007

June 2007
Dell joins Twitter
Why don't we reach out and help bloggers with tech support issues?

Dell Launches EmployeeStorm
Internal Blogs Launched for Employees.

January 2008
Dell Aligns Organization for Success

April 2008
Inside IT Launched
Blog focused on business customers, and Cloud Computing.

2009

January 2009
Dell Organizes in to 4 customer focused business units

2009
Dell TechCenter
A Collaborative Community for Datacenter pros grows by 400%

2010

December 2009
Huffington Post Blog
Dell's VP of Social Media and Community, Manish Mehta, begins blogging at Huffington Post

March 2006
Community Outreach Team Formed
Team begins by just listening and monitoring conversations to see what's being said. The tech support experts are hand-selected for their tech problem-solving expertise and superior interpersonal skills.

January 2007
StudioDell Launched
Dell's video and podcast site, with helpful tips and tricks. Eventually expanding this into the YouTube channel making sharing easier.

November 2007
DellShares Launched
The first investor relations blog by a public company.

February 2008
Twitter Expanded
Start experimenting with Twitter for business– another venue to help customers, but also thanking Dell customers. Outreach leads to some Twitters asking for help on purchases.

June 2008
Channel Blog Launched

Spring 2009
Some Members of Community and Conversations deployed within each of the new Dell Business units

Our Customers Are Talking About Dell

"Engaging in honest, direct conversations with customers and stakeholders is a part of who we are, who we've always been. The social web amplifies our opportunity to listen and learn and invest ourselves in two-way dialogue, enabling us to become a better company with more to offer the people who depend on us."

-Michael Dell

Articulate the value in getting more social

Global Marketing
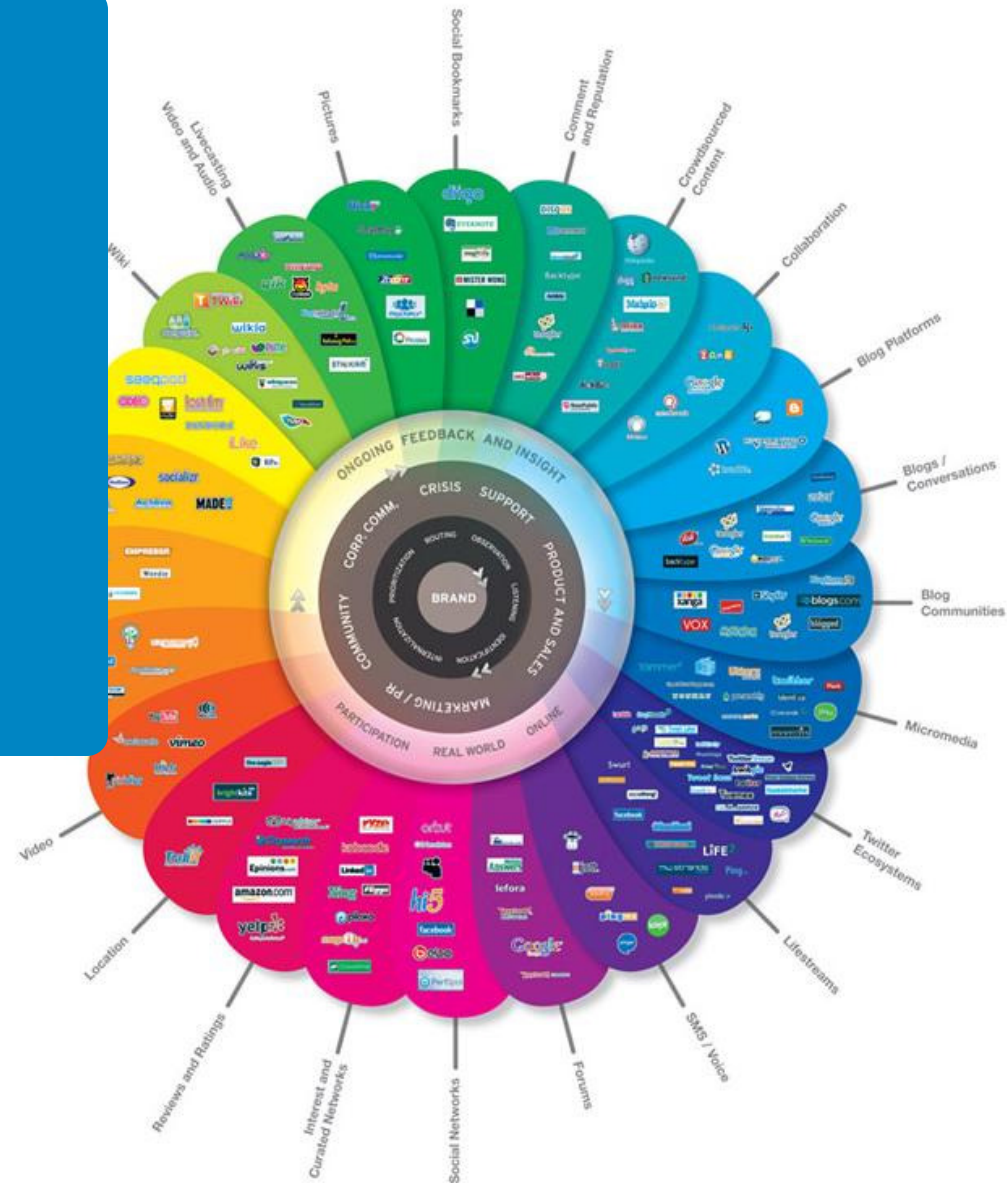
Journalist increasing dependency on social media – Sunderland U / Cision study

- The vast majority (88 per cent) of UK journalists used social media more in 2010 as part of their work than they did three years ago

- The press release still has its uses, with a fifth (21 per cent) saying they use releases more now than three years ago, compared to 17.5 per cent who use releases less

- A fifth (20 per cent) of UK journalists access Twitter at least once a day as part of their story sourcing.

- 81 per cent of UK journalists access blogs as part of their story research, underlining the importance of blogs as a source for corporate comment

- 41 per cent of UK journalists do not receive "social media releases"

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In 2010 social media overtook search engines

- During May, social networks accounted for 11.88% of UK Internet visits and search engines accounted for 11.33%.

- May was the first ever month that social networks have been more popular than search engines in the UK.

search engines 11.33%

social networks 11.88%

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Source: Hitwise, – Robin Goad, June 2010

What people use twitter for?

Legend:
- 🟦 An opinion on a product / brand
- 🟪 A link to your website
- 🟩 A link to your blog
- ⬜ Links to news stories
- 🟨 Other images
- 🟥 Personal photos
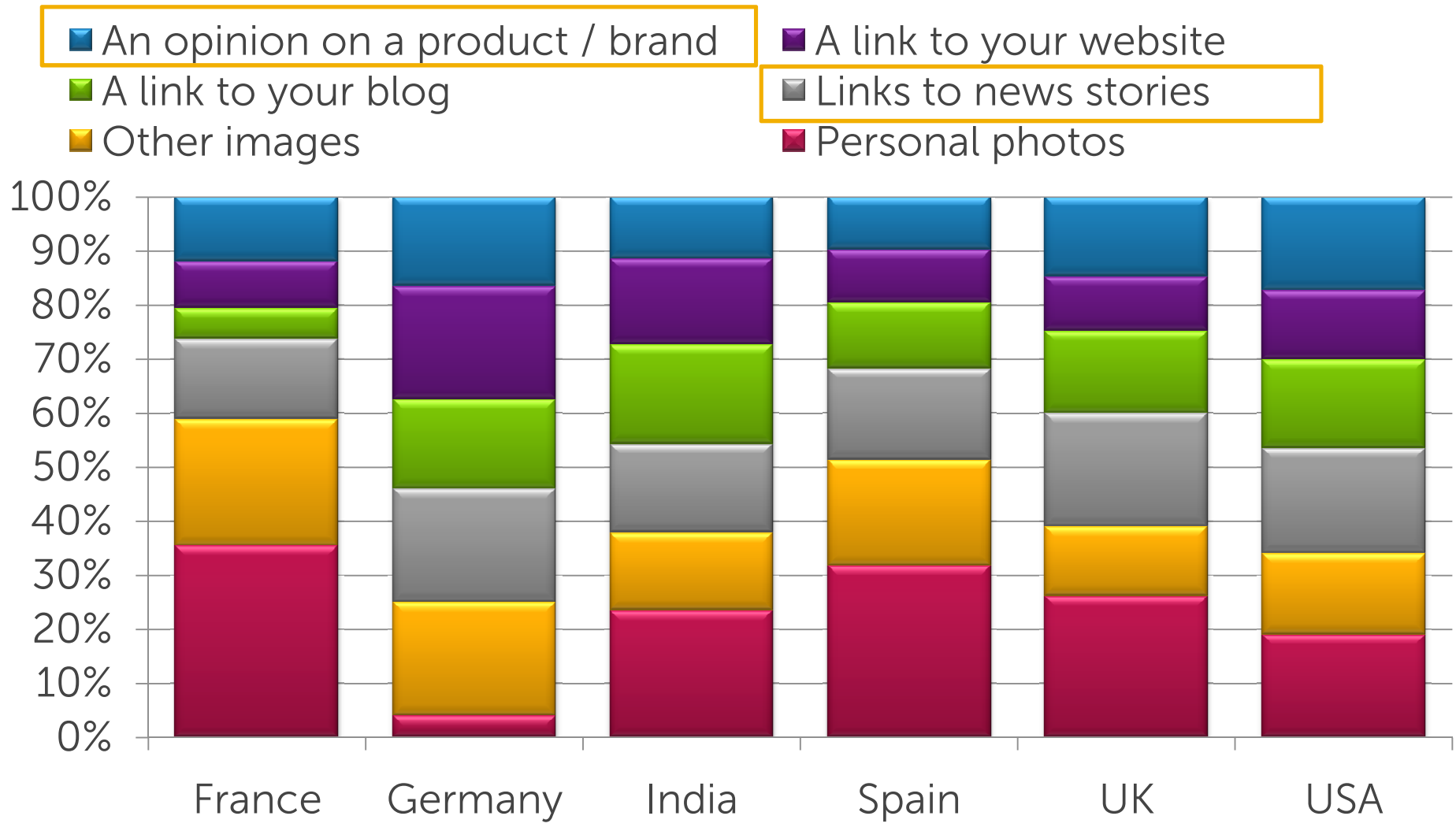
Base: Twitter Users

Source: Global Web Index, Wave 2, January 2010

Global Marketing — DELL

Listening &
Engagement

Tracking:

- Dell customers (influential)

- Dell conversations

- Priority topics including SOV and tonality

- 22K+ posts monitored daily by our Ground Control Team

- Monitoring in 11 languages

- 5 types of reports issued

- Tightly integrated with our @DellCares Twitter/ Facebook team

- Engaging 1000+ customers per week

- Converting ranters to ravers at a rate of nearly 30%.

- 30% decline in negative commentary since engagement

Actionable reporting

Myriad of metrics

Views & clicks to dell.com

Engagement and comments

Community size, Connections

IdeaStorm
Where your ideas reign

Revenue
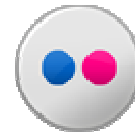
Blogs
Direct2Dell, Inside Enterprise IT, more

Lower cost, faster hires

Support Forums
Laptops, Desktops, Disk Drives, more

Chart: Number of Posts vs dates Jun 29 (12:00 AM) — Jul 7 (12:00 AM). Taiwan

LinkedIn

Cost avoidance
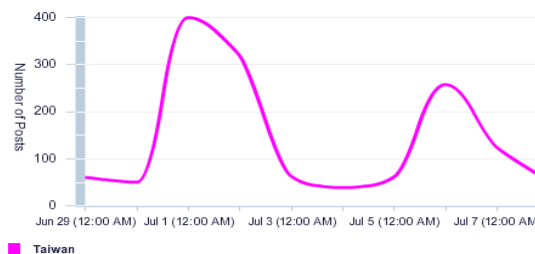
Issue tracking, Sentiment, Share of voice

SEO

Ad equivalence

Global Marketing   DELL

What works
with
influencers?

Building an online influencer relations program

- Listen to identify influencers for your brand, region or topic area

- Identify who on your team will be building relationships with these influencers

- Conversation tracker

- Add online influencers to your PR measurement dashboard

- Nothing beats face to face

- Examples:
  - Dell CAP Days (a ranters and ravers event)
  - Trade Secrets

Dell customer advisory panel days

How it works

Before: Identification & Buzz	CAP Days: In-person Event	After: Follow-up and Action
Build relationships with identified attendees online	Listening, Listening, Listening!	Gauge value to attendees through survey
Gauge tone and interests through survey and set agenda based on results – Ranters & Ravers	Relationship building and networking	Proving we're committed by communicating progress and maintaining relationships
	Collecting feedback and ensuring commitment	
Executives and SME's identified based on survey results and interested topics	Listeners" and "Panelists" show commitment to listening by hearing and processing feedback	Business commitment to making changes
Moderator selected to keep conversations focused and constructive	Measure the frequency of comments around key business areas (positive and negative)	Monthly attendee update e-mail
		Ongoing relationship building to ensure we're creating advocates for life

Global Marketing

Success of CAP Days

US:
- One of our leading reputation drivers in June
- 138M Twitter reach
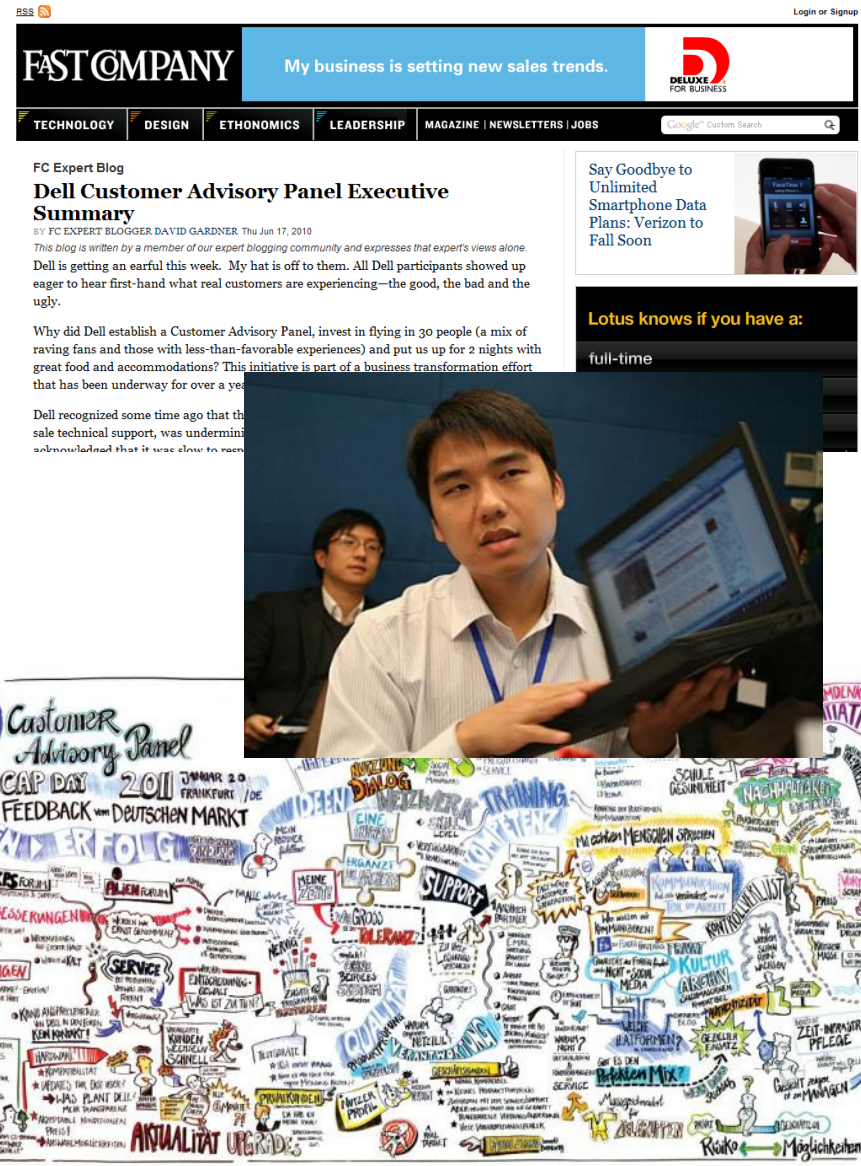- Coverage highlights (across blogs, YouTube, Flickr, Twitter) Mashable, FastCompany, MackCollier.com

Germany:
- 190K twitter reach, 200+ tweets
- 200+ posts to XPS Forum
- 100% of attendees said that event "Exceeded expectations"

China:
- Over 1200 posts on Sina
- 90% positive tonality
- Coverage highlights (across Sina, RenRen, microblogs and forums RenRen Zol.com

What works online?

People engage with people

Twitter stats for DellOutlet

⬆ **1,567,524** Followers (+136 yesterday, +99 on average)

▬ **34** Following (0 yesterday, 0 on average)

▬ **1,317** Tweets (0 yesterday, +0 on average)

⬆ **#132** Twitter rank (133 yesterday)

twitter

Get short, timely messages from Dell Outlet.

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and **follow @DellOutlet**.

Sign Up ›

▢ Get updates via SMS by texting **follow DellOutlet** to **86444** in the

Codes f

DELL

Dell Outlet US sells certifies refurbished, scratch & dent and previously ordered new Dell products at great prices.

Managed by @EliseAtDell

🐦 Find other twitter pages http://www.dell.com/twitter

f Find us on Facebook http://www.facebook.com/delloutlet

DellOutlet (Dell Outlet)

20% off Dell Outlet OptiPlex Desktops priced at $299 or above b4 taxes & fees! Enter code N24V?3BTL7SV13 at checkout. http://del.ly/60141SA

8:4 AM Sep 30th via Sprinklr

Dell Outlet Business coupon coming! Limit 2 systems per customer. Expires 10/8 or after the first 2,000 redemptions, whichever is first...

8:36 AM Sep 30th via Sprinklr

@jtucker It would be great! Our inventory just moves so quickly, the one found would be gone by the time the order was put through. - Chris

✓ Verifie

Name Dell O
Location For USA customers
Web http://Dell.com/O...
Bio Refurbished Dell™
computers, electronics.
Question/comment? Contact
Elise Osborn at @EliseAtDell.
More Dell Twitter accounts at
www.Dell.com/Twitter

| 34 | 1,567,553 | 4,319 |
| following | followers | listed |

Tweets   1,317

Favorites

Lists

@DellOutlet/dell-outlets-in-europe

@DellOutlet/dell-us

View all

Human element

Having conversations – asking and answering questions

Cross-promotion

Global Marketing **DELL**

19

Subject matter experts

@MichaelDell
Michael Dell

Proud of Dell team @edu4u & @shiftparadigm – ranked among top 25 Most Influential Education thought leaders on Twitter

6 Oct via Twitter for Android   ☆ Favorite   ⇄ Retweet   ↩ Reply

What works with offline?

Integrate social media into the overall plan

Example – keynote speech:

- Film keynote and live feed
- Upload slides to slideshare and tweet link during speech
- Tweet in real-time and respond to feedback
- Create hashtag for your tweets
- Solicit questions via twitter
- Take photos of speaker and upload to Flickr in real-time, tweet photos
- Edit and post 4 minute version to YouTube and introduce with a blog post

cc Dell

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Who owns social media?

Product Group	**QUALITY**
Marketing	**DEMAND**
Services Solutions	**CREDIBILITY**
Online	**CONVERSION**
Sales	**CYCLE TIME**
Customer Service	**RESOLUTION**
Comms PR & HR	**REPUTATION**

Global Marketing **D€LL**

Social Media & Community University

Our social media principles

Five core principles to help direct team member participation in the social media space
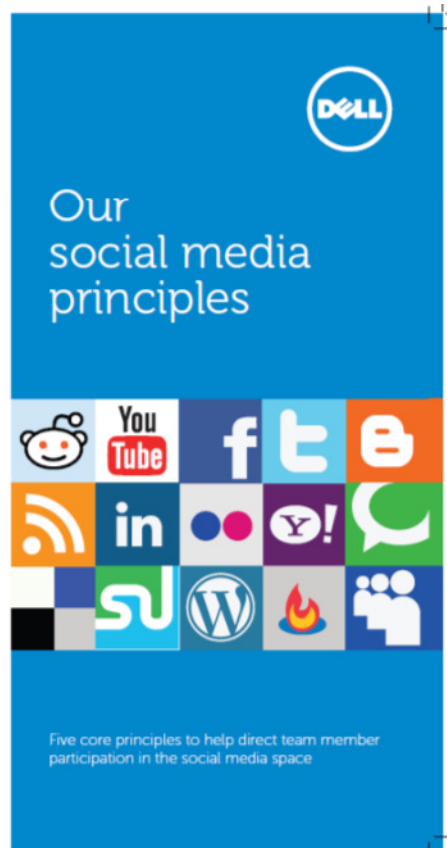
Principles

Policy

Governance

Training & tools

1. Protect information
2. Be transparent and disclose associations
3. Follow the law, follow the Code
4. Be Responsible
5. Be nice, have fun and connect

Visit **dell.com/socialmedia** or send questions to **social@dell.com**

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SMaC Talk

- Austin - July
- London - Sept
- Xiamen - Nov

Summary tips / insights

- Listen:
  - Continue to listen - understand what your audience wants/needs as it happens

- Plan:
  - Identify where wants/needs intersect with your objectives and plan to offer something they will value
  - Look for opportunities to build relationships with influencers
  - Include social media at initial stages of any programme plan
  - Set central guidelines, measures and enable your team
  - Collaborate with other groups in your organisation

- Engage:
  - Have conversations rather than a monologue – and be fun, newsworthy, engaging, helpful and insightful

Global Marketing

Thank you

 www.dell.com

www.dell.com/conversations

 www.direct2dell.com

www.dell.com/twitter

 http://www.slideshare.net/dell_inc

http://www.youtube.com/user/DellVlog

 http://www.flickr.com/photos/dellphotos/

 http://www.facebook.com/dell

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