

Adoption and Acceleration of Social Media in Business

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MY HEART IS
TWITTERING,
MY STOMACH
FEELS BLOGGISH,
AND I MAKE A
GOOGLING
SOUND WHEN
I BREATHE!

STAY OFF THE
INTERNET AND
COME BACK
IN A WEEK.

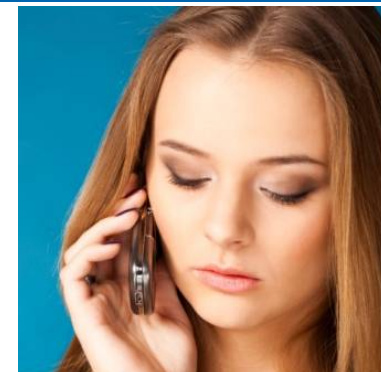


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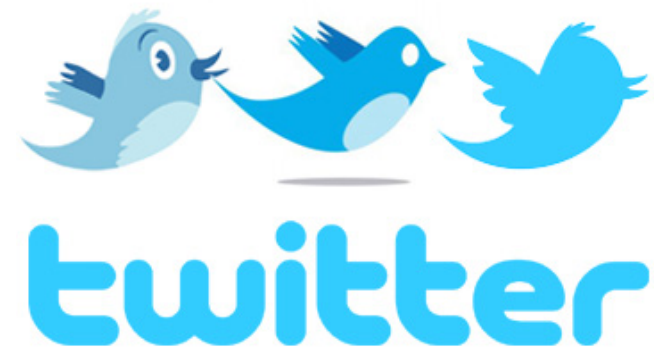
The Social Media Explosion is Impacting Every Aspect of Our Professional Lives



Communication Has Quickly Evolved from One-to-One or One-to-Many into One-to-Millions



What Do All of these Companies Have in Common?



Effective Use of Social Media Accelerates the Building of Corporate and Personal Brands

facebook



facebook



McDonald's
19,440,092 likes · 415,018

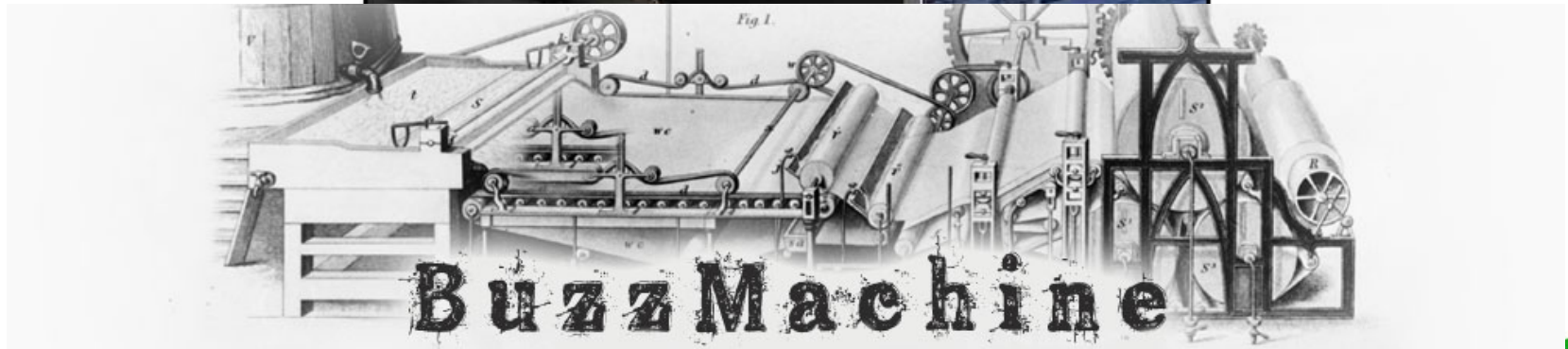
facebook



Coca-Cola
41,714,506 likes · 283,068 talking about this

Effective Use of Social Media Accelerates the Building of Corporate and Personal Brands (con'd)

Do you know who this man is?



Today Companies Cannot Afford to Ignore Social Media and It's Impact on their Brand



Today Companies Cannot Afford to Ignore Social Media and It's Impact on their Brand (con'd)

“Today, when you lose a customer, you don't lose just that customer, you risk losing that customer's friends. And thanks to the internet and blogs and consumer rate-and-review services, your customers have lots and lots of friends all around the world.”

Dear Mr. Dell

August 17, 2005 by Jeff Jarvis
big, Book, Dell

Tweet 0

Like 0

+1 2

714 Comments »

To: Michael Dell...

CC: [Michael George](#), chief marketing officer and vice president for the U.S. consumer business, Dell

Gentlemen,

Your customer satisfaction is [plummeting](#), your marketshare is [shrinking](#), and your stock price is [deflating](#).

Let me give you some indication of why, from one consumer's perspective. I won't bore you with all the details of my saga of Dell hell; you can read all about it [here](#) and [here](#). The bottom line is that a low-price coupon may have gotten me to buy a Dell, but your product was a lemon and your customer service was appalling.

I shipped back my computer today and only — only — because I wrote an email to you, Mr. George, did I manage to get a refund. I'm typing this on an Apple Powerbook. I also have bought two more Apples for our home.



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TOP STORY
**Jeff Jarvis: Dell
Learns to
Listen**

The blogger who brought you "Dell Hell" and set off a firestorm of complaints about the PC maker's woeful customer service thinks Dell has come a long way

Video: Dell Learns from Customers

ANDY MARTIN

The image shows a person sitting at a desk with a computer monitor. On the monitor, there is a large red ear icon and a speech bubble containing an exclamation mark. The person is looking at the screen.

Our Professional and Personal Lives are Rapidly Converging

The Joy of Tech™

by Nitrozac & Snaggy



Signs of the social networking times.

It is Important We Recognize Social Media's Impact and Adapt Our Communication Accordingly

**EVERYBODY WANTS
TO CHANGE THE WORLD
BUT NOBODY WANTS
TO CHANGE**

Summary

- ❖ Social media is revolutionizing the way we interact with our customers, partners, and our peers
- ❖ Traditional walls and hierarchies and quickly being eliminated
- ❖ It is important we all change and adapt our communications style
- ❖ In today's world building a personal and professional brand requires a combination of skill, hard work, networking, and social media savvy



**EVERYBODY WANTS
TO CHANGE THE WORLD
BUT NOBODY WANTS
TO CHANGE**

Questions



Open Questions and Potential Talking Points

❖ Open Questions:

- How many people work for a company that has a Facebook page?
- How many people here have created a professional social community?
- How many people actively write a blog or contribute to chatter?
- How many people regularly tweet for work?
- How many of you have ever been recruited via LinkedIn?

❖ Talking Points:

- Building the company and your personal brand
- Marketing decision are being made based on this data
- Partnerships with Facebook, Google+, etc.
- Agile development leveraging the use of social media
- Recommendation being made based on learning
- Sharing, Learning, Networking
- Completely changing how we do business and interact with our customers, partners, and co-workers
- Social currency (loyalty and rewards programs)

