

# Sex, Drugs & social media

Your Guide to engaging your company

By Mark Silver

# Agenda

- ◆ Setting the scene
- ◆ Social Media as a Cocktail Party
- ◆ 3 critical elements
- ◆ Getting it right
- ◆ References for you



# Who is Mark Silver?

- ◆ International Executive
- ◆ Masters (MBA) organizational communication (marketing and PR Majors)
- ◆ Managed every corporate function

# Setting the Scene

- ◆ What's a cocktail party?
- ◆ Who's invited
- ◆ What's the conversation
- ◆ Will you pout? Or join in?







# Woman resigns



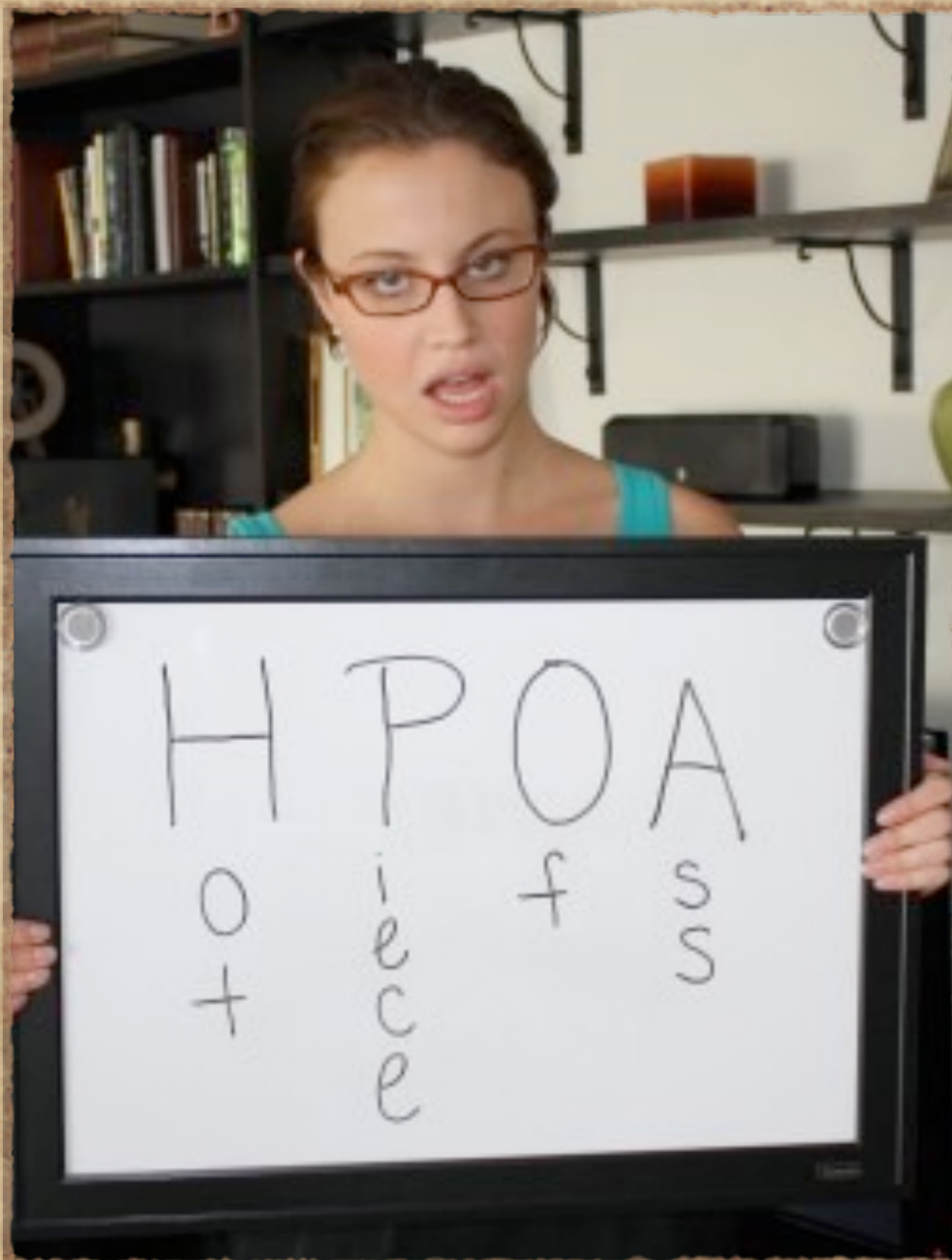
# Woman resigns



# Woman resigns



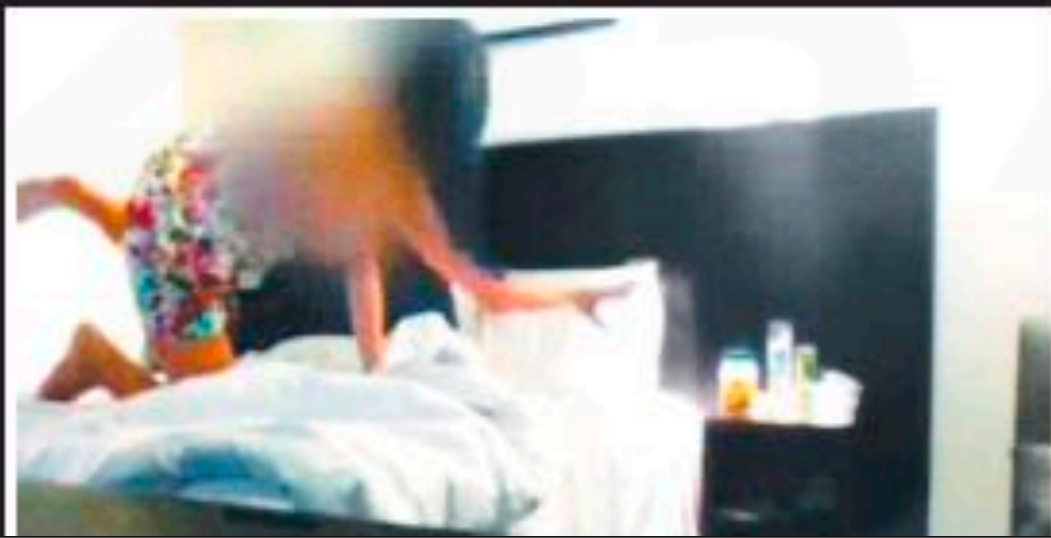
# Woman resigns



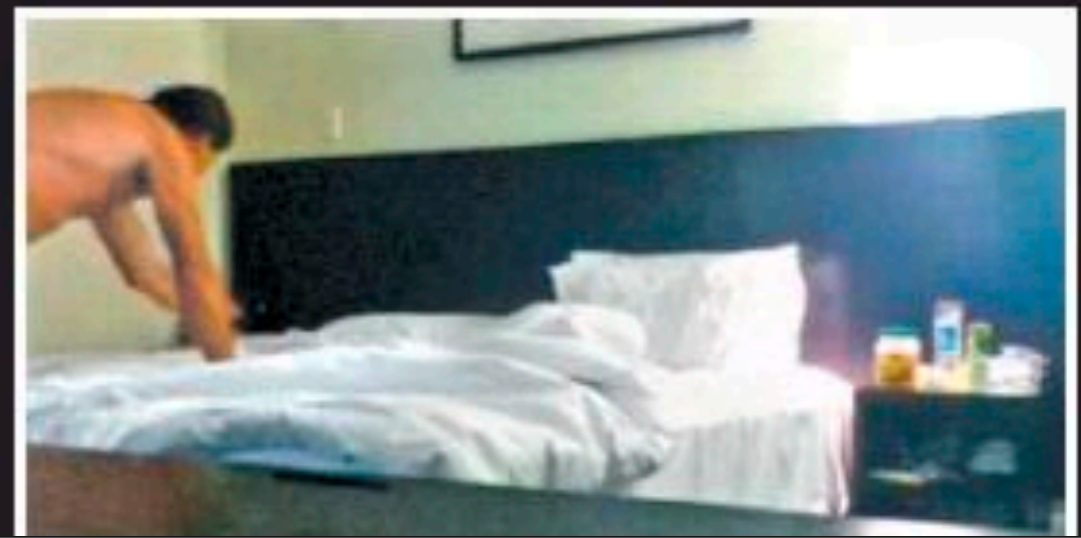
# Herald Sun

# SEX, LIES & VIDEOTAPES

**POLICE QUIZ TEEN GIRL  
OVER DRUGS, SPY CAM**



**MANAGER DENIES AFFAIR  
AS PROBE DECIDES FUTURE**



# 3 Critical elements

- ◆ Genuine Interactions
- ◆ Business at the speed of now
- ◆ Build a policy framework

# Genuine Interactions

- ◆ OED: Genuine = “Having the character or origin represented; real, true, not counterfeit, unfeigned, unadulterated.”
- ◆ OED: Contrive = “used of the planning or plotting of evil devices, treason, treachery, murder”

# You let \*who\* do SM?

- ◆ Marketing (Kotler and Armstrong):  
“Marketing is the process by which companies create value for customers and build strong relationships in order to capture value from customers in return” (p5, Principles of Marketing, 11th edition)

# You let \*who\* do SM?

- ◆ Public Relations: PRSA Definition =  
“Public relations helps an organization and its publics adapt mutually to each other.” + “Planning and implementing the organization’s efforts to influence or change public policy” (PRSA website, 04.26.2011)

# At the speed of now

- ◆ Old school: time to design, get feedback, rework, refine, feedback, rough art, feedback, finished art, feedback, proof, publish and wait for it...
- ◆ Now: comment and feedback in seconds

# Policy Framework

- ◆ Cross-functional teams
- ◆ Participants: legal, compliance, sales, customer support, marketing, communications, privacy, HR, IT, others?
- ◆ Do it early and often

# Socialize your company

- ◆ Training
- ◆ Technical & social infrastructure
- ◆ Having difficult conversations early
- ◆ Adapting recruitment criteria

# Getting it right

- ◆ Best Buy Chief
- ◆ Getting involved
- ◆ Knowing boundaries
- ◆ Setting up policies

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Bloomberg Businessweek

## Etc. Hard Choices

### Brian Dunn

"When I encounter someone online who's having a problem, I want to reach out and fix it myself. ... And that's not my job"

The Best Buy chief on getting into social media to learn about his customers and employees—and knowing when to draw the line



A few years ago our chief marketing officer asked me to get into social media. He was ahead of the curve in realizing that a cultural transformation was happening. Best Buy has 180,000 employees, the majority of whom are 24 years old or younger—and so a lot of workers were on MySpace and other sites. I asked him how we could control it, and his answer was: You can't. You engage with it.

Soon, I began talking to employees and customers on Facebook every night at 10 o'clock. It was difficult to get over being self-conscious, since just tweeting about something I saw in a store opened myself up to vulnerability. The hardest part, though, was that once I decided to allocate the time to this, people started weighing in all over the place without context. Then, at one point last year, my Twitter account was hacked and one of my tweets basically said I'd been having a lot of great sex lately.

I felt violated, but it didn't diminish my enthusiasm. I learned a couple lessons along the way. I can engage for 5 or 10 minutes and get a great sense of what's going on in our stores. But when I encounter someone online who's having a problem, I want to reach out and fix it myself. I did that once early on and suddenly I was inundated by others. I'd set myself up as an answer center, and that's not my job. We'll have more than 1.5 billion customer interactions this year, and we have great processes for helping customers. I realized the best thing I can do is point them to the resources. The same goes for my employees.

In my office, I now have a large monitor of all the activity where we're mentioned. I want to know what's out there. I don't have to respond to all of it, but I write everything on my Twitter and Facebook accounts myself—and I'm the one who's posting. I'm responsible for what I say online, and I expect the same of my employees. The only guideline is that they act within our values. You can engage with social media and get comfortable with the messiness of it. We're past the tipping point. You have to be where people are. —As told to Diane Brady

# SM connections

- ◆ Reach out to me at:
- ◆ <http://www.linkedin.com/in/markasilver>
- ◆ <http://twitter.com/#!/MarkSilver>
- ◆ <http://markasilver.wordpress.com/>

