

The Corporate Social Media Summit New York

[usefulsocialmedia.com/newyork](http://usefulsocialmedia.com/newyork) #CSMNY



# THE #CSMNY EBOOK

**Liam Dowd**  
Marketing Manager  
[@liamdowd10](https://twitter.com/liamdowd10)



On June 16-17, 2014 speakers from more than thirty of the world's most social brands gathered in New York to debate the future of social business.

**No PowerPoint was used.**



# INTRODUCTION FROM LIAM



**Liam Dowd**

Marketing Manager

**@liamdowd10**

**Social media is embarking on a revolution and in the process changing how we do business.**

The power of social media is building a new type of business – social business.

Brands are starting to embed social media into everything that they do from employee training and product performance to recruitment and customer advocacy.

Businesses that understand and are evolving with this change are reaping the rewards that it brings.

For the 5th year **The Corporate Social Media Summit New York** brought together experts from leading global brands to share their ideas and experiences. The Useful Social Media difference is we don't put evangelists or gurus on the stage, we ask corporate pioneers to lead the discussion about what **actually** works.

**We bring together the best brands, to help push the boundaries of social business.**

# THE INSIGHTS:

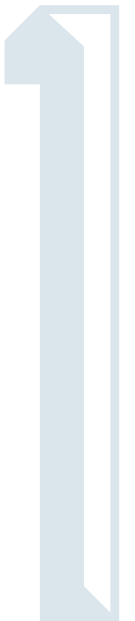
**10 key takeaways and  
brand lessons from #CSMNY**



# KNOW THYSELF:

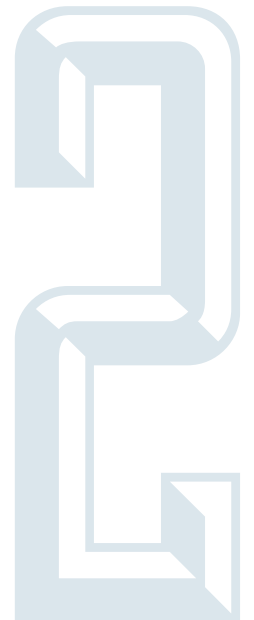
Before creating a social media strategy brands need to understand their business goals and what they want to get from their channels. Tanya Donnelly, Global Social Media Director at Schneider Electric suggested companies should spend time listening to their customers and looking at what their competitors are doing before engaging with their audiences.

Matthew Eby, Vice President, Marketing, Digital Division at The Weather Company, stated that the Weather Company prioritizes traffic to their website over engagement as that's how they make money. Be clear on your goals before setting your strategy.



# PRIORITIZE YOUR PLATFORMS:

With a plethora of platforms at your disposal it's easy to spend time being busy across platforms. Several speakers shared their findings on what platforms worked best for them. Natanya Anderson, Director of Social Media and Digital Marketing at Whole Foods, highlighted that Pinterest was a high driver of traffic to their site – so they allocate more time to this platform.

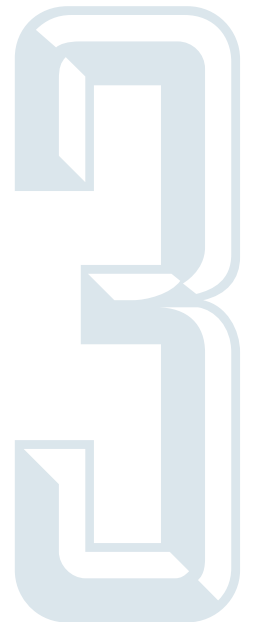


# LET EMPLOYEE ADVOCATES SHINE:

One of the main themes of the Summit was finding ways to engage employees. Dan Lewis, CCO at Molson Coors stated that the biggest missed opportunity in social media is activating employees.

Greg Shove, CEO at Social Chorus, stunned the audience with the fact that 150 active employee advocates will create the same reach as 1 million fans.

Companies should encourage and empower employees to use social on behalf of their brand. Considerable time should be allocated in creating clear guidelines and training.



# MAKING GOOD OF BAD SITUATIONS:

Chris Krohn, CMO at Restaurant.com, believes it's more valuable for your customer to leave a negative comment on social media than no comment at all. His reasoning? "Around 80% of negative social comments can be turned into a positive if you respond quickly enough."

Toni Jones, Social Media Director at U-Haul International, rather jovially stated no one likes moving. After listening to their customers on social media, they devised a #MyUhaul campaign, which asked customers to share photos of their move. The reward was a chance to feature on the side of trucks, which added a fun element to moving and in turn increased brand sentiment. No longer were they just customers, they had become brand advocates – all through listening and reacting to negative sentiment.

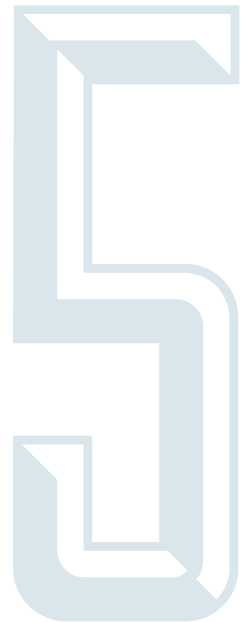




# SMALL DATA > BIG DATA:

Over the two days speakers highlighted the need for a more granular approach to data. Natanya Anderson, Director of Social Media at WholeFoods, stated she used to have Data FOMO (fear of missing out) and would worry about data she didn't even know about.

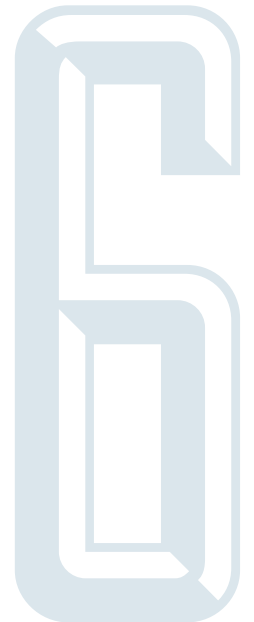
Whole Foods, McDonald's, ESPN, Sprint and NASCAR are all drilling down into their data to find better insights from particular groups, which in turn helps inform and improve their business decisions.



# THERE'S NO BETTER TIME LIKE...

...The best time for you. Companies need to discover the best time to engage their customers through social. Christopher Krohn, CMO at Restaurant.com, shocked the summit into silence when he stated his post-meal surveys receive a 40% response rate, the majority being positive comments. The trick? Sending the survey just after the customer has paid for the meal, a time when they're most likely to share a happy dining experience.

Natanya Anderson, Director of Social Media and Digital Marketing at Whole Foods, says only you know the best time for your company. During her session she shared Whole Foods Facebook activity report. The report highlighted that 3PM is the optimum time for post engagement, which goes against "the suggested best times for Facebook posts."



# ALL INCLUSIVE CONTENT:

Great content shouldn't be reserved just for your customers, employees benefit just as much. Bev Thorne, CMO at Century 21, stated that they train employees through videos on social media. Nathan Bricklin, SVP Head of Wholesale Social Strategy at Wells Fargo, shared great insight on how Wells Fargo utilizes Yammer to inspire innovation and collaboration.

Whole Foods go one step further, they share weekly infographics internally on the top performing stores on social media. This both inspires and rewards stores' social media efforts.



# STRIVE TO BE CUSTOMER CENTRIC:

Successful businesses put their customers at the heart of all that they do, and that should be the case for social too. Resaturant.com, has customer centricity at the heart of what they do, first they focus on engagement, secondly customer service, and then finally revenue.

Amir Weiss, Head of Global eBusiness at MetLife, was asked if his MetLife was customer centric, his direct response was "What else would you be?"



# THE ART OF LISTENING:

Several speakers touched on the fact that social media gives brands the ability to listen to their customers, and find out exactly what makes them tick. Sean Doherty, Director of Digital and Social Media Engagement at NASCAR, highlighted how they listen to customers social feedback and adapt camera shots and race car reviews based on the feedback. If their viewers are enjoying a particular camera angle, social now gives them the ability to hear this and respond.

Natanya Anderson, Director of Social Media and Digital Marketing at Whole Foods, outlined another benefit. Customers have always been saying negative things about brands, social media now gives brands the chance to address and correct the issues.



# THE SOCIAL MEDIA REVOLUTION:

Throughout the two days speakers shared stories on why social media is evolving into something much bigger, SOCIAL BUSINESS. Dan Montanaro, CEO of TradeKing, Bev Thorne, CMO at Century21, Christopher Krohn, CMO and President at Resaturant.com and Amir Weiss, Head of eBusiness at MetLife all stated social business is all encompassing; it includes customer care, product development, brand building and employee engagement.

A comment that resonated with the audience was from Bev Thorne “we really have an infinite-sized team of consumers that we’re trying to inspire in creating a social business”.



# KEY TWEETS:

## A collection of observations from attendees of #CSMNY



Natanya Anderson  
@NatanyaP

"Would they care? Would they share" from @districtbelle is my new mantra. #CSMNY



Rohit Bhargava  
@rohitbhargava

"We had FOMOD - fear of missing out on big data. Instead, small data gives us insights we can act on." - @NatanyaP #CSMNY



Heather Oldani  
@Heather04

Wow, full editorial staff at Weather Company creating 100 videos per day #CSMNY



Michael A. Gaspar  
@MichaelGaspar

'We really have an infinite-sized team [of consumers] we are trying to inspire in creating a #socialbiz.'" - @BevThorne #CSMNY



Liam Dowd  
@LiamDowd10

It's not the size of your data, it's what you do with it! - @natanayap #CSMNY



Erica Metzger  
@stealthmaestro

A continued theme: your employees are your most under utilized social team #CSMNY



Bryan Willmert  
@bryanwillmert

Key takeaways/reminders so far with #CSMNY- 1: be customer focused 2: create an experience. 3: measure it. 4: Refine & Repeat



Dena Brannen  
@denabrannen

WOW! This year's #CSMNY was the best #socialmedia conference yet! Thank you for great content, panels and networking! Be back next year!

# MORE THOUGHTS:

**A collection of additional  
quotes and observations  
from speakers of #CSMNY**





# PROVING THE ROI OF SOCIAL MEDIA

Although generation of ROI via sales leads is an important measure for us, it is only one of many goals we measure against to demonstrate the value of our team. We are heavily focused on customer support and improving the moving experience.

**Yes, we would like that experience to lead to transactions but ensuring we have satisfied and loyal customers is equally important,** and is how we will continue to grow our business.



**U-haul International**

Toni Jones

**Social Media Director**

# EMBEDDING SOCIAL ACTIVITY ACROSS THE COMPANY

**Instead of social media,  
think about social business.**

Social should be an embedded part of business across not only marketing & PR but also HR, recruitment, customer service, sales, events, etc.



**Intel**

Jennifer Lashua  
**Editor-in-Chief**

# KEY DRIVERS BEHIND THE USE OF SOCIAL MEDIA

Social media is another touch point to connect with customers and party enthusiasts. We use it to communicate with our customers, and share information and build engagement.

**We use social conversations to further our position as experts in all things party and dress-up.**

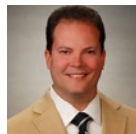


**Evite & BuySeasons**

Jennifer Dominiquini  
Chief Marketing Officer

# THE VALUE OF SOCIAL MEDIA

**Social media at its core empowers brands to communicate with the consumer** and our own internal system members in ways that were not possible just 10 years ago.

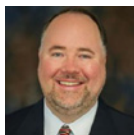


**Century 21 Real Estate LLC**  
Matt Gentile  
**Director, Social Media**

# MAPPING OUT YOUR SOCIAL MEDIA STRUCTURE

**Don't start with the corporate structure; start with the customer.**

Focus your social media efforts around listening to and engaging with customers first and communicating those messages that you want to communicate second.



**Restaurant.com**

Christopher Krohn  
Chief Marketing Officer  
and President

# UPCOMING EVENTS

## THE 4TH ANNUAL

### Corporate Social Media Summit San Francisco

15–16 September, San Francisco

#CSMSF will bring you the world's leading social media executives and brand marketers, giving you critical insight on the biggest issues you'll face in 2015 and beyond. Uncover new opportunities to fully integrate social media across your company; meaningfully engage consumers; keep ahead of platform and technological changes; and create unrivaled and seamless customer experiences

#### MORE INFO:

[usefulsocialmedia.com/SanFrancisco](http://usefulsocialmedia.com/SanFrancisco)

## THE 4TH ANNUAL

### Social Media for Customer Service Summit

4–5 November, New York

80% of companies plan on using social media for customer service by the end of 2014. And yet there is an awful lot more to do before we truly integrate social into CRM systems; get a full 360-degree for your consumers, and use social customer service for enhanced loyalty, customer retention and brand reputation. Learn from 25+ of the leading corporate players in the space at this fourth annual conference

#### MORE INFO:

[usefulsocialmedia.com/CustomerService14](http://usefulsocialmedia.com/CustomerService14)

## THE 5TH ANNUAL

### Corporate Social Media Summit Europe

November 18–19, London

The conference for the European social media, marketing and communications executive. The Summit will cover every aspect of maximising your social capability - from internal organisation, measurement, marketing best practice, governance, and much more. Network and share best practice with 200+ peers, leaving with everything actionable insight that will take your social media efforts to the next level

#### MORE INFO:

[usefulsocialmedia.com/Europe](http://usefulsocialmedia.com/Europe)

Visit [usefulsocialmedia.com](http://usefulsocialmedia.com) for the latest analysis on corporate social media best practice

