



material handling  **logistics conference**
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Social Networking As A Business Communication Engine

Track 2 Session 8



Supply Chain  **Forward.**

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Business Development**

Realtime Media

kcollins@rtm.com

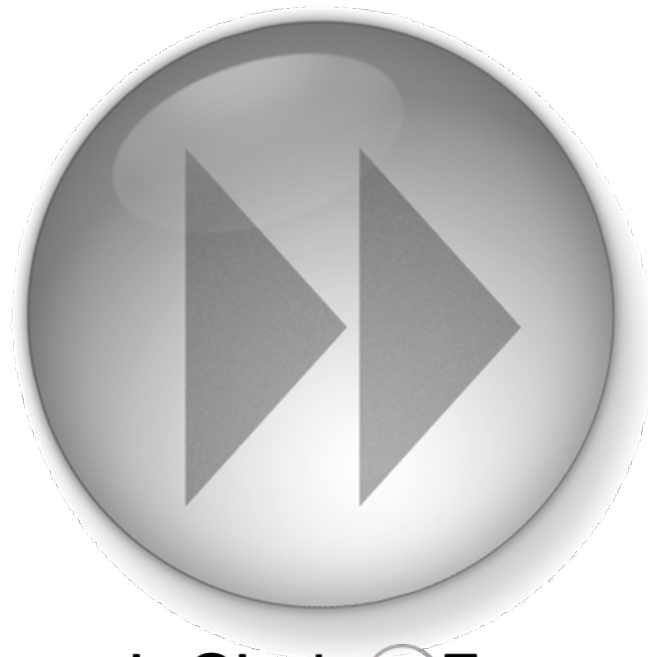
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Abstract

- ▶ **LinkedIn, Facebook, Twitter, Second Life . . . these are no longer child's play. These tools have the speed and power to surgically approach the customer, prospect, employee or partner you need . . . anywhere. This session will help you wisely and creatively apply social networking to your business.**

Agenda

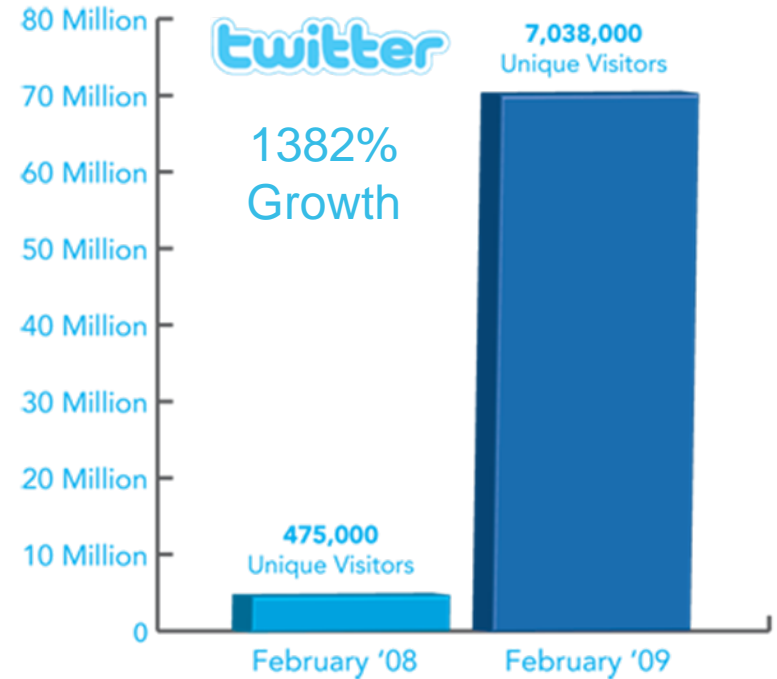
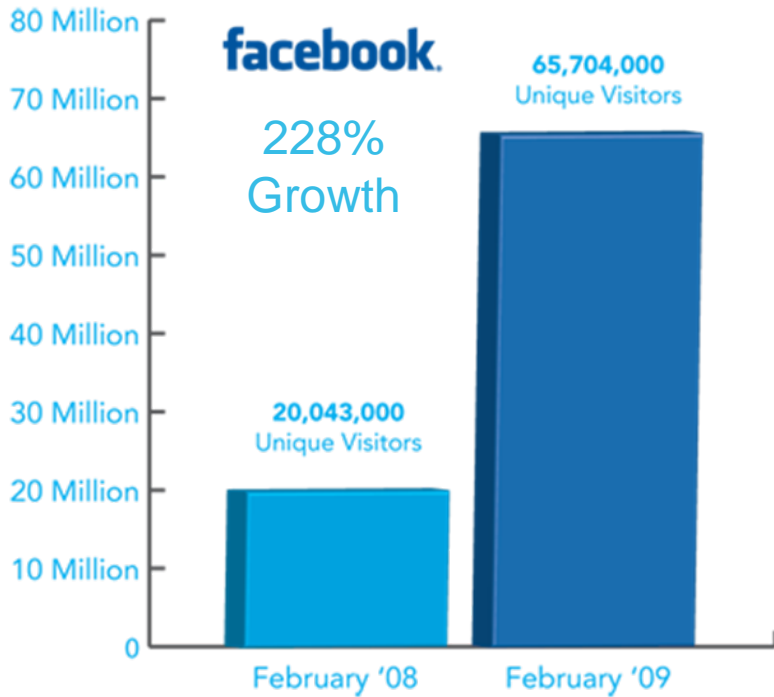
- ▶ **The Social Media Landscape**
 - ◆ The Growth of Communication Online
 - ◆ Facebook, MySpace, and 1,000s you don't know
 - ◆ You Tube, Podcasting & Slide Share
 - ◆ Twitter: Oh God, it's Twitter
 - ◆ Is that it?
- ▶ **External Uses**
 - ◆ Listening & Research
 - ◆ Customer Service & News
 - ◆ Communicating & Building Rapport
- ▶ **Internal Uses**
- ▶ **Building a Strategy**
- ▶ **Key Takeaways**
- ▶ **Questions**



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The Social Media Landscape

The Growth of Communications Online



1 Year Growth

Facebook, MySpace, and 1,000 Others

- ▶ **The number of specialized networks is growing every day, as is the numbers in the biggest networks.**



YouTube, Podcasting, and SlideShare

These services provide excellent access points for a wealth of audio, video, and presentation information, and make it easy for that information to be accessed and shared.



Twitter: Oh God, it's Twitter

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► **Twitter provides INSTANTANEOUS access to vast amounts of information and the ability to communicate with those making comments or asking questions.**

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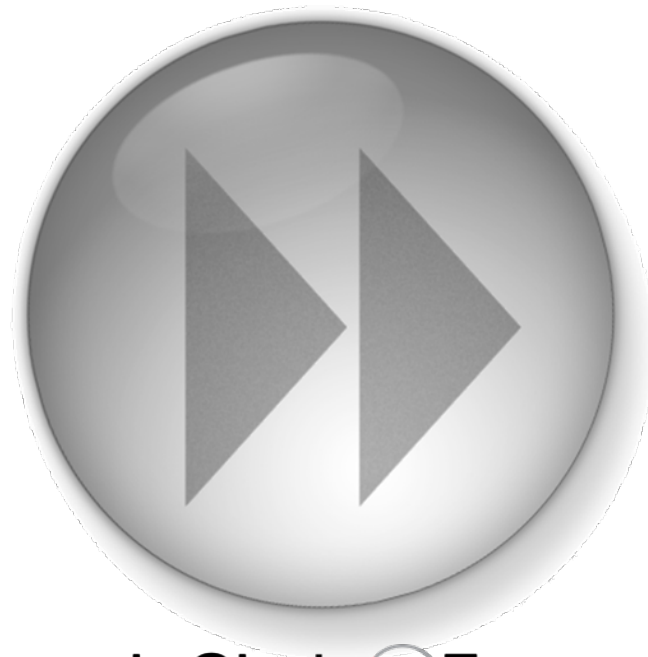
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Is that it?

- ▶ **Hardly. There's mobile, mobile applications, proximity awareness and an ever evolving way for these networks to interact with each other, lifting the overall awareness of those who use them.**





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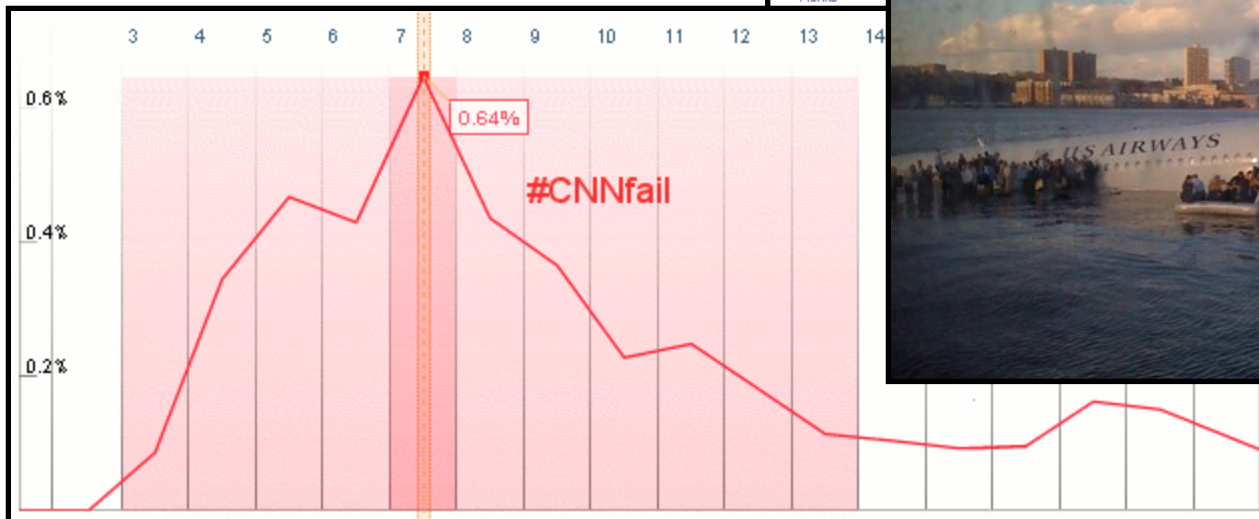
External Uses

Listen & Learn

Listening

- ▶ News
- ▶ Customer Issues
- ▶ Product Insight
- ▶ Trends

The screenshot shows a Facebook group page for "SNUGGIE!". The page header includes the Facebook logo and navigation links: Home, Profile, Friends, and Inbox (with a notification of 4). The user "Kim Collins" is logged in, with links for Settings and Logout. The group name "SNUGGIE!" is displayed with a "Global" setting. The "Basic Info" section lists the group type as "Just for Fun - Fan Clubs" and the description as "For everyone who loves the SNUGGIE!". The "Contact Info" section provides an email address "Bigal123363@aol.com" and a location "Newport, RI". A "Recent News" section contains the text "INVITE EVERYONE!". The "Members" section shows "Displaying 8 of 2,231 members" and lists eight members with their profile pictures: Lena Laskova (Monks), Tom Leavy (Tolonardi), Hanna Link, Kristi Nersesian, Deanna Peppel, Tom Russo, Ross Bondi, and Niki Strong. On the right side, there is a photo of a person in a blue snuggly, a "View Discussion Board" link, a "Join this Group" button, a "Share" button, and a "Group Type" section stating "This is an open group. Anyone can join and invite others to join." Below that, the "Officers" section lists "Becky Chinn (Providence, RI) My Girlfriend" and "Caroline Lippincott (Newport, RI) My Other Girlfriend". The "Admins" section lists "Alex Holloway (Newport, RI) (creator)". The "Related Groups" section is partially visible at the bottom.



Communicate

RAIN CHECK INFORMATION



We are so sorry, but due to the overwhelming response to our FREE Kentucky Grilled Chicken meal coupon, we can no longer redeem the free coupon at this time. But we will honor our commitment to giving you a free Kentucky Grilled Chicken meal.

Please visit a participating KFC restaurant for a rain check form. Complete the form, attach your original coupon, and give it to the KFC restaurant manager or postmark per the form's instructions, by May 19, 2009, and we'll send you a rain check for your free Kentucky Grilled Chicken meal at a later date, plus a free Pepsi with our compliments. Your participating restaurant will provide you with the form you need.

Please note that the redemption periods of the rain checks will vary. All details of the original free Kentucky Grilled Chicken coupon will apply.

Thank you for your understanding,

Roger Eaton
KFC® President

» Read more in the press release

The Oprah Winfrey Show

Share Print Send

The Oprah Winfrey Show/Kentucky Grilled Chicken Two-Piece Meal Coupon



Get two pieces of grilled chicken, two individual sides and a biscuit!

Limited Time Download

Coupon download available from 9 a.m. CDT on May 5, 2009, to 11:59 p.m. CDT on May 6, 2009. Coupon is redeemable at participating KFC® locations in the United States from May 5, 2009 to May 19, 2009—excluding

Mother's Day, May 10, 2009.

Go to UnthinkKFC.com and download the coupon!

Due to heavy demand, you may experience some slowness navigating to the website. Please be patient and try again later.

To everyone who has sent a DM or an @ message in the past couple of days, I will get back with you. Promise. Thanks for your patience.

7:46 AM May 8th from TweetDeck



kfc_colonel
KFC Colonel

ing Your Coupon?
ions@KFC.com with any

Chicken™

Customer Service



The image is a screenshot of a Twitter profile page for the account 'comcastcares'. The profile picture shows a man in a green shirt. The bio identifies him as Frank Eliason, Director of Digital Care at Comcast. The page shows several tweets, including a reply to @FWKnight, a reply to @kevinmhuff, a retweet of @benasmith, and a direct message to @dylanlive. The right sidebar shows statistics: 25,495 following and 26,001 followers, with 32,649 updates. The left sidebar contains various links and information for Comcast customers.

twitter

Home Profile Find People Settings Help Sign out

comcastcares

Follow

Name Frank Eliason
Location Philadelphia, PA
Web <http://www.comcas...>
Bio Comcast Director of Digital Care Email: We_Can_Help@cable.comcas

25,495 following 26,001 followers

Updates 32,649

Favorites

Actions
block comcastcares

Following

View All...

Hi! My name is Frank Eliason and I am the Director of Digital Care for Comcast. My team assists Customers throughout the web. Yes I get paid to surf the net!

Have Feedback or Need Help?
Email us at:
We_Can_Help@cable.comcast.com

Useful Comcast Links
www.Comcast.com
www.Comcast.net

Comcast Blog
www.comcastvoices.com

Help and Support
help.Comcast.net
forums.Comcast.net

What's on?
tvplanner.comcast.net
www.fancast.com

Personal Information
My Family Website
www.eliasonfamily.info

My Blog
www.timetobefrank.com

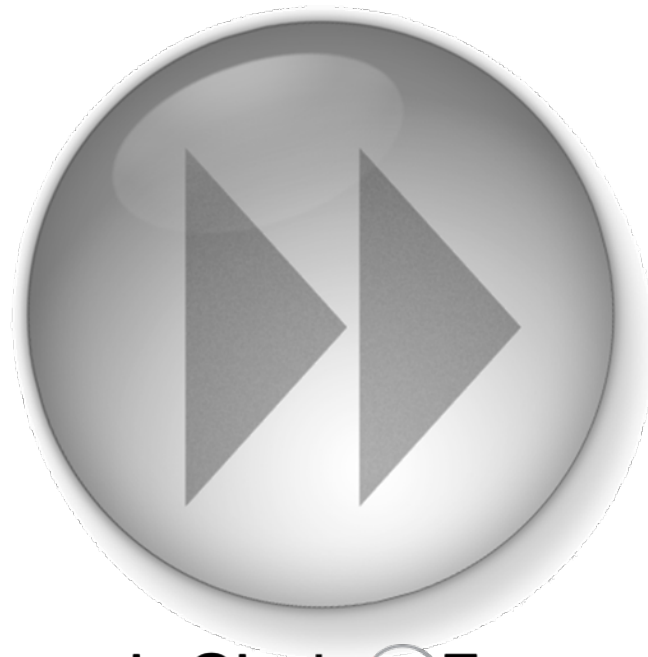
Other Comcasters on Twitter
[@ComcastBill](https://twitter.com/ComcastBill)

@FWKnight I am simple service guy, I do not really discuss corporate policy like that.
about 3 hours ago from web in reply to FWKnight

@kevinmhuff We are going to have to get a tech out to you. DM contact number and I will work on that
about 3 hours ago from web in reply to kevinmhuff

RT @benasmith Interview with Frank Eliason, Director of Digital Care at Comcast, and the Face Behind @comcastcares <http://ff.im/-59H3C>
about 3 hours ago from web

@dylanlive DM me if you have further trouble. The hit should fix that error. If you do, I apologize will be asleep though. I live in Philly!



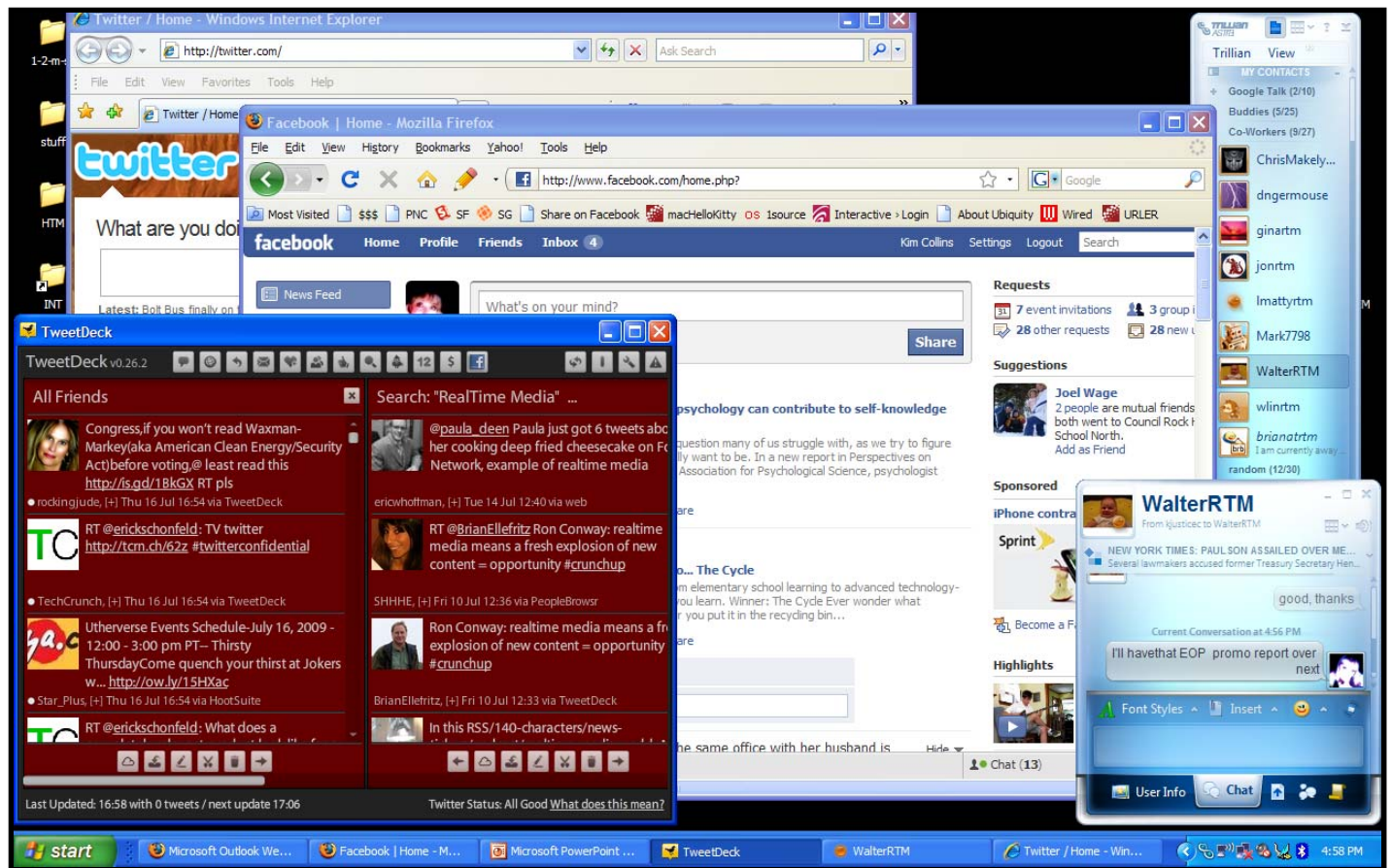
Supply Chain  **Forward.**

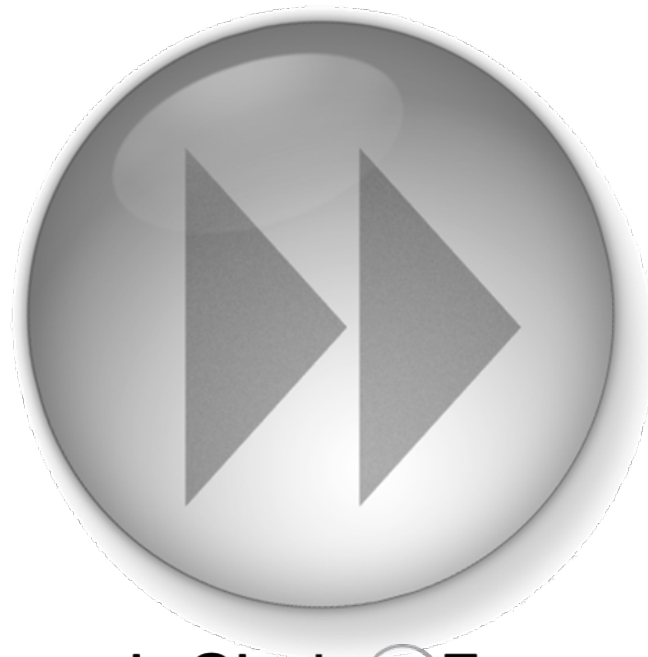
Internal Uses

Communicate Faster & More Fluid

Build Stronger Relationships

► Create a Natural Flow of Data and Work / Life Balance





Supply Chain  **Forward.**

Creating a Strategy

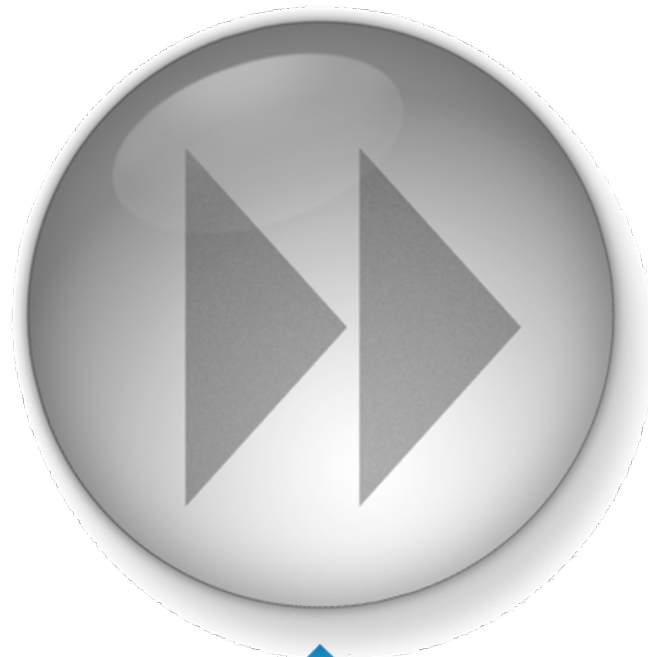
It's not a Mystery

Decide Who Your Company Is

- ▶ **How comfortable are you with communication?**
- ▶ **How much time can you dedicate?**
- ▶ **What are you ultimate goals?**
- ▶ **Understand, that just because you may not want to be in the conversation, it's still going to be happening.**

Key Takeaways

- ▶ **Social Media is a constant conversation that is happening whether your company is involved or not.**
- ▶ **Your company can use Social Media to**
 - ◆ **Listen to that Conversation**
 - ◆ **Research**
 - ◆ **Improve Customer Service**
 - ◆ **Break Important News**
 - ◆ **Improve Internal Communications**



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Questions?