


# Corporate Image and Social Media

## Opportunities and Risks

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**„It takes 20 years to build a reputation  
and five minutes to ruin it.  
If you think about that,  
you'll do things differently “  
(Warren Buffet)**

# Social Media Terms and Applications

▶ Social Networks / Communities

▶ Discussion Forums, Professional Forums

▶ Weblogs

▶ Microblogs

▶ Wikis

▶ Video Portals / Photo Portals

▶ Review Sites

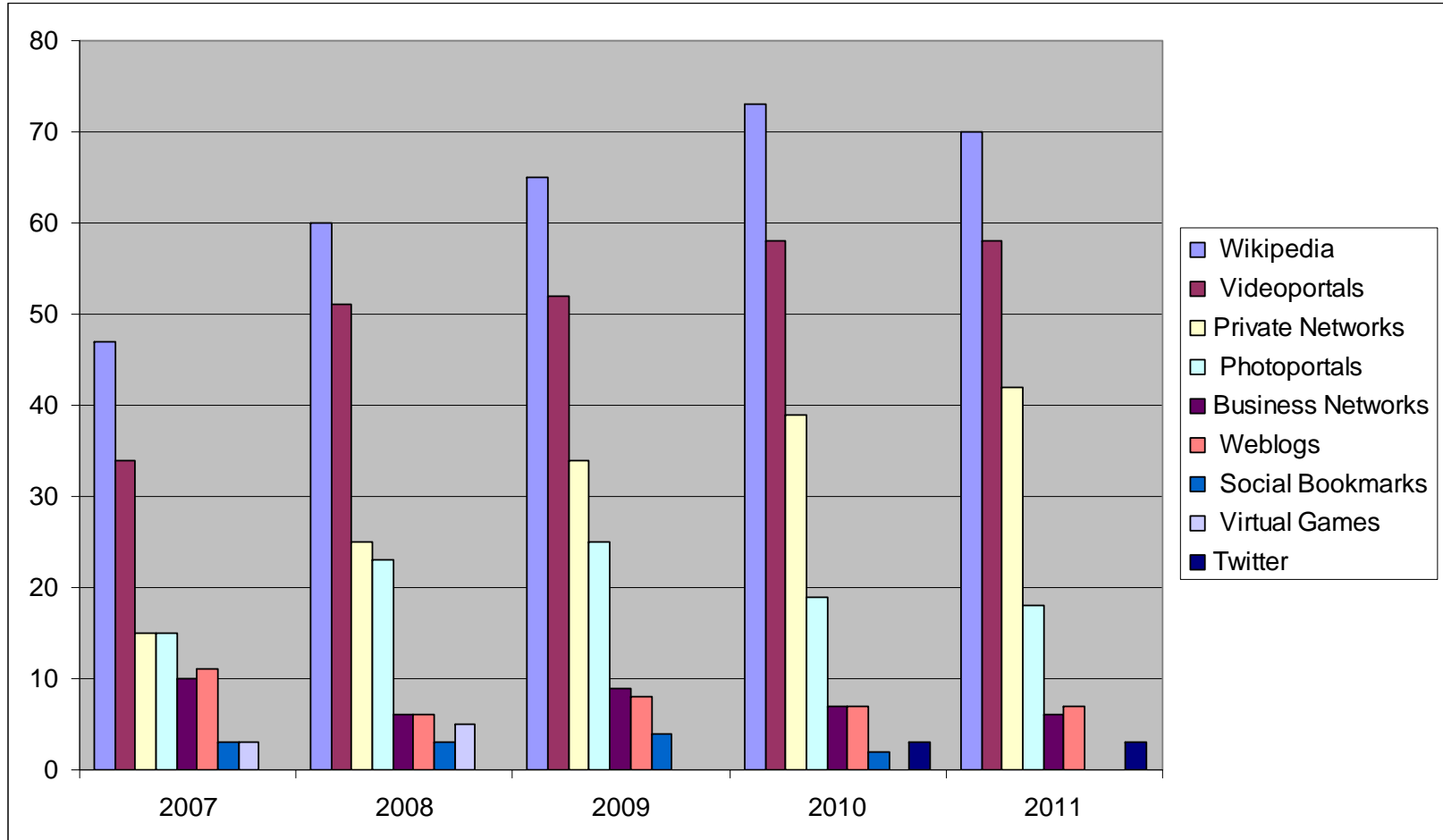
▶ Social Bookmarks



Source: ethority.de

# Social Media Use

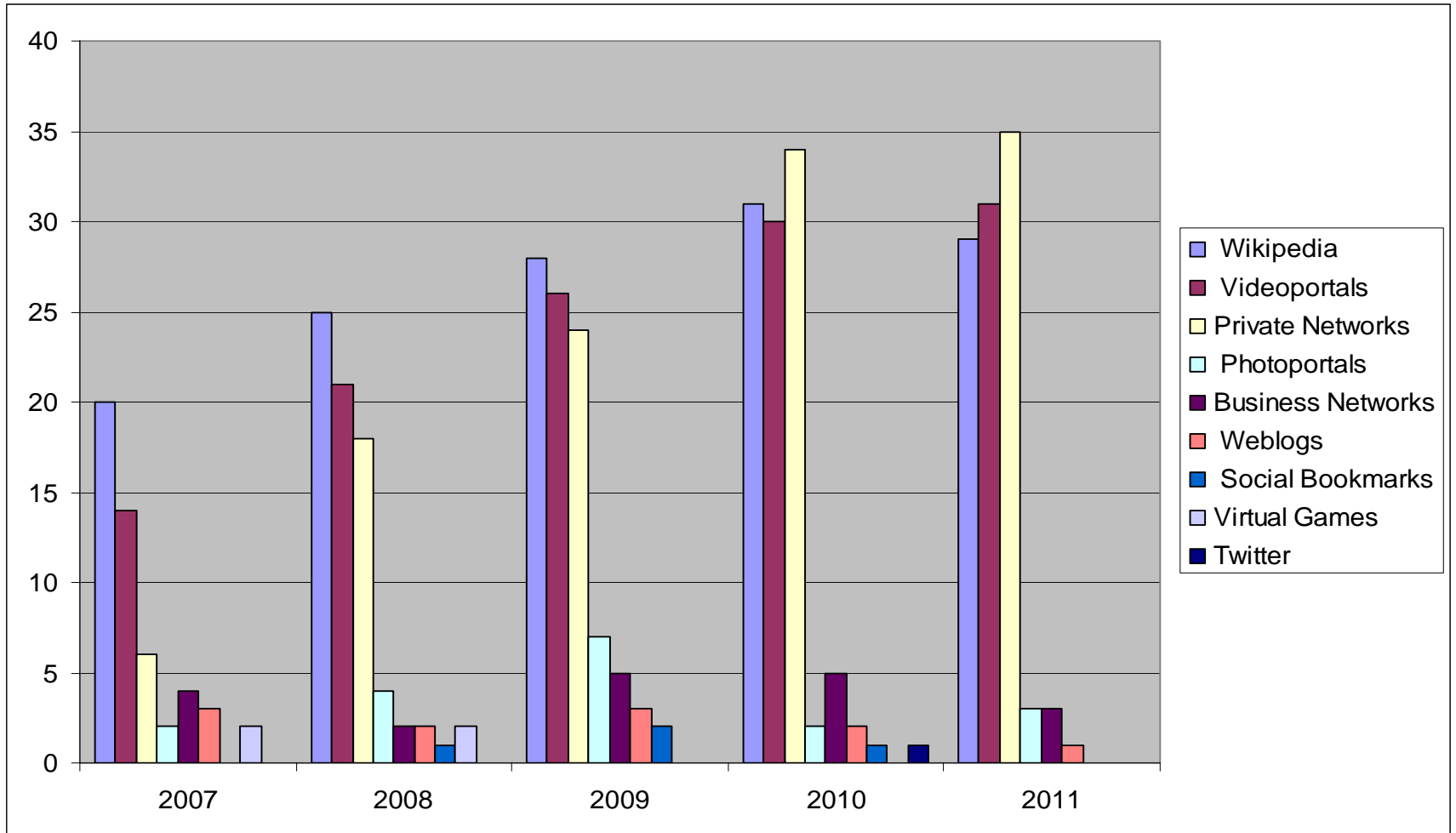
## German Online Users: Occasional Use (from 14 years, percent)



Source: ARD/ZDF-Onlinestudie 2011

# Social Media Use

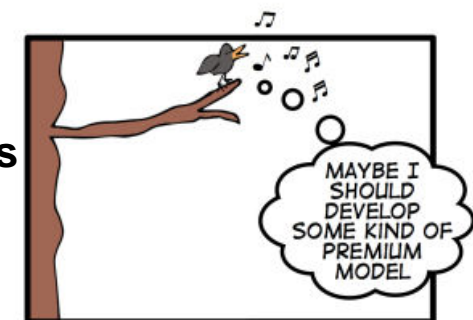
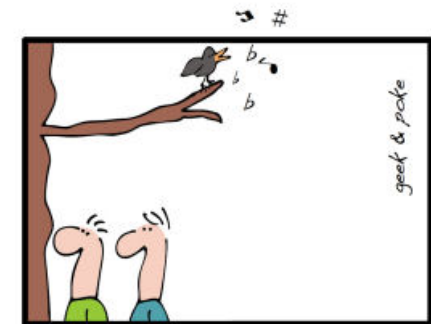
## German Online Users: Regular Use (from 14 years, percent)



Source: ARD/ZDF-Onlinestudie 2011

## Reasons for companies to use Social Media

- ▶ Targetgroup related addressing of many people
  - ▶ Information gathering on customers and potential customers
  - ▶ Interaction with customers
  - ▶ Image care, credibility
  - ▶ Supplementing traditional Marketing- and communication strategies
  - ▶ Increasing the number of visitors on the own website
  - ▶ Discovering of new business opportunities and markets  
Realizing chances and risks
- ➡ ...at relatively low costs



## Observing or participation

- ▶ **Passive participation: How do others speak about us?**
- ▶ **Activ participation: How to communicate with interest groups?**
- ▶ **How to react on criticism?**
- ▶ **Is it senseful to conduct own communities, blogs or portals?**
- ▶ **Only or additionally?**
- ▶ **Which media and channels are relevant?**
- ▶ **What is communicated in the different social media?**



## Content levels of Social Media Monitoring

- ▶ **Market Analysis, Trend observing**
- ▶ **Observing competitors**
- ▶ **Reputation management**
- ▶ **(Media-) analysis**
- ▶ **Issue management**
- ▶ **Risk monitoring**





## Formal levels of Social Media Monitoring

- ▶ **Media: Which relevance?**
- ▶ **Actors: Who says what obtaining which effect?**
- ▶ **Content: What is communicated and how?**



# Which channels are of (potential) relevance?

## Examples

▶ Facebook



▶ Google +



▶ Twitter



▶ Wikipedia

▶ Youtube

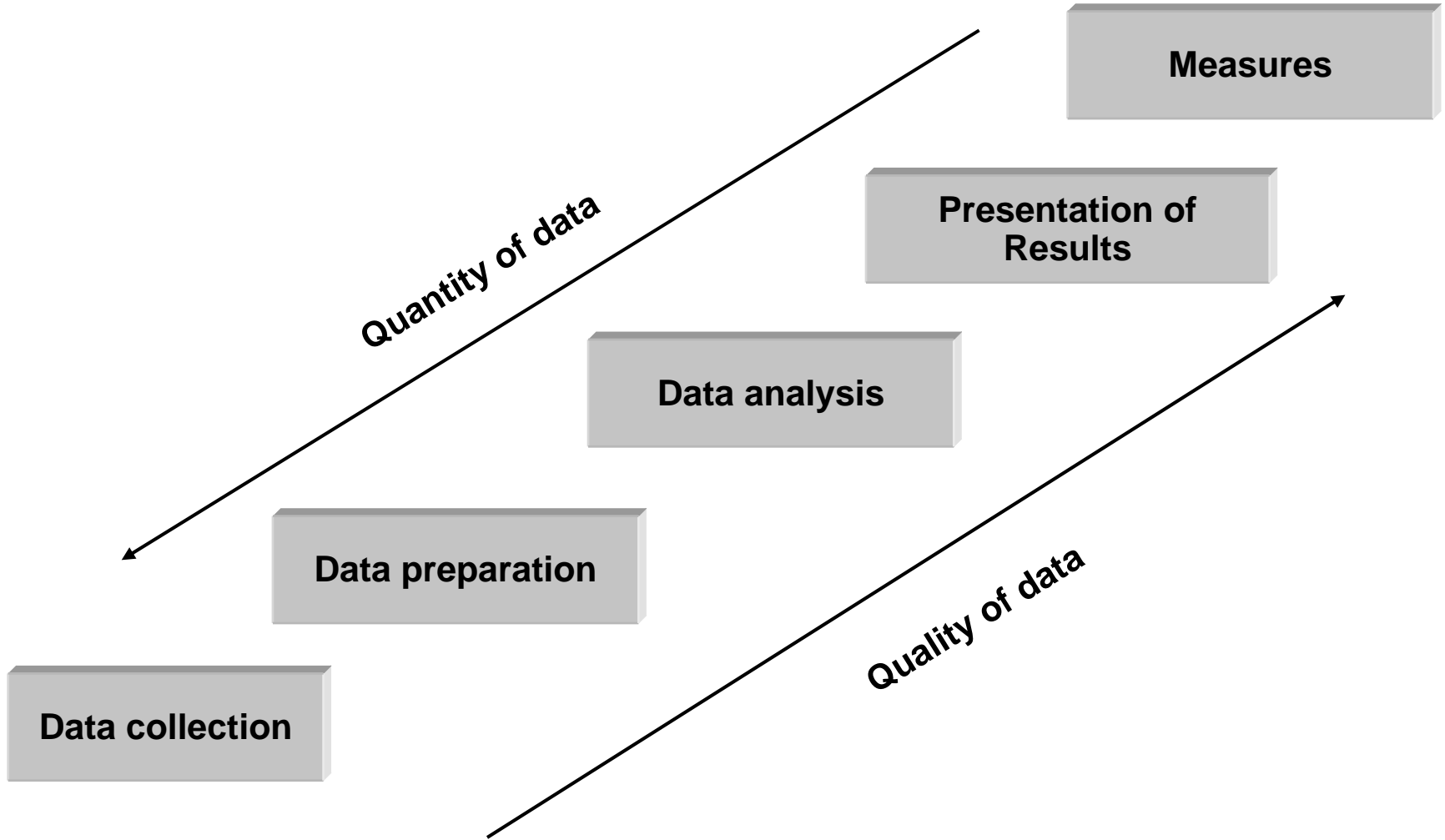


▶ Ciao, Doyou, Idealo, Amazon (reviews)

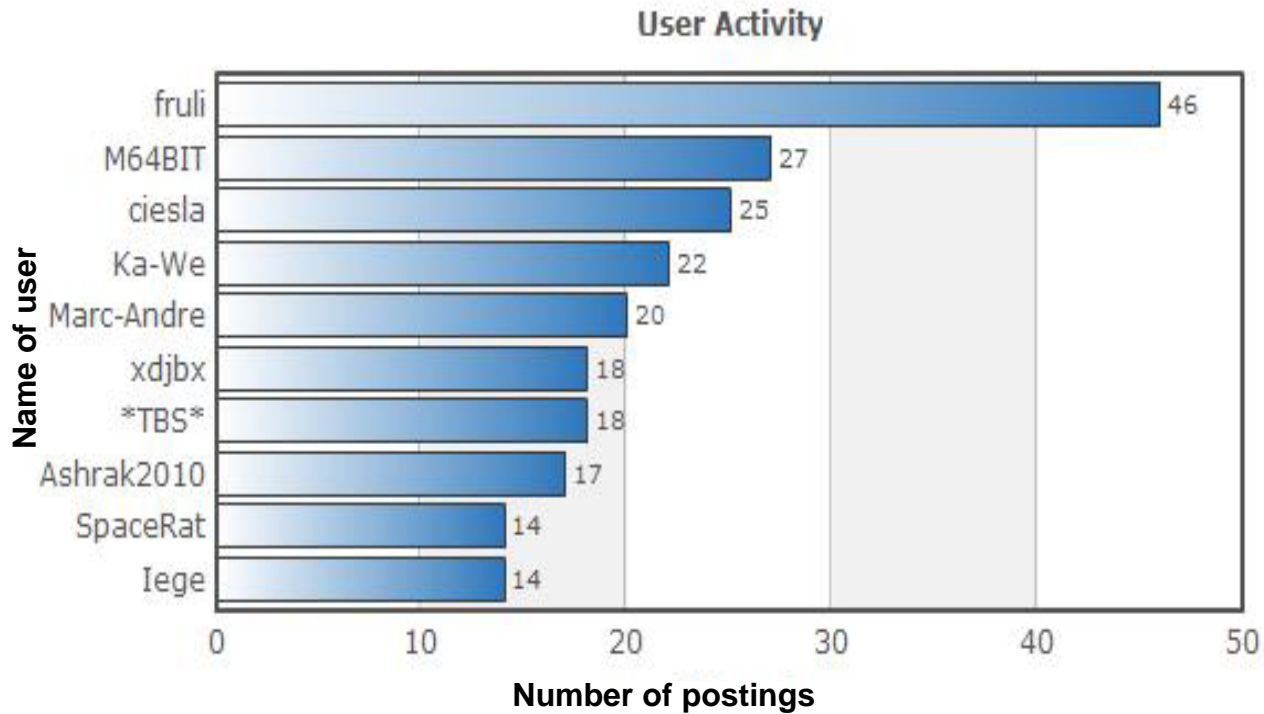
▶ Technorati



# Process of Social Media Monitoring



## Example: Identification of opinion leaders



Source: infospeed, w2monitor

## Monitoring Tools

- ▶ **General search engines**
- ▶ **Special search engines (google alerts, technorati etc.)**
- ▶ **Systematic and continuing monitoring**
- ▶ **Criteria: Frequency of keywords, rating of dialog partners, number of answers, grade of linking of content**
- ▶ **Content recognition and analysis of audiovisual data still in development stage**
- ➔ **Human Intelligence and interpretation ability remains indispensable**



Source: Toprankblog.com

## Social Media and „Crowd Intelligence“

- ▶ Use external ideas for innovative products or services
- ▶ Use external contribution for developments and improvements
- ▶ Discovering of experts
- ▶ Recruiting experts

