

The Global Social Media Check-up 2010



Burson•Marsteller

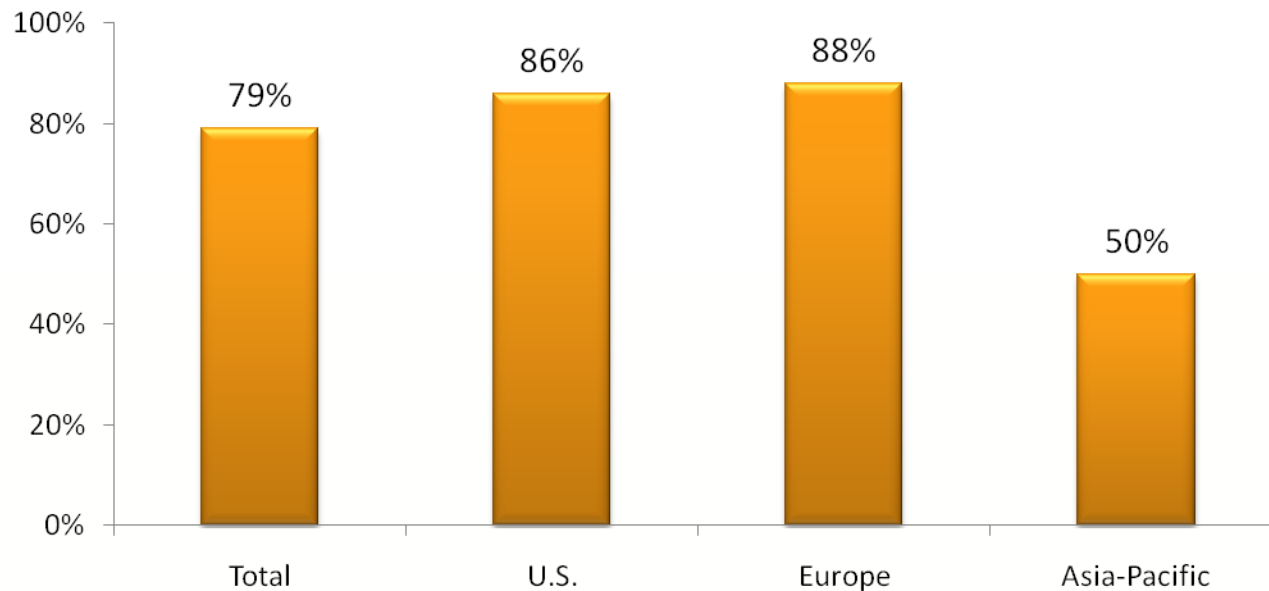
Methodology

- The sample was the companies on the *Fortune* Global 100 list. The sample breaks down as follows:
 - 29 U.S. companies
 - 48 European companies
 - 20 Asia-Pacific companies
 - 3 Latin American companies. *(Because of the small sample size, results for the 3 Latin American companies is included in the overall results, but this data is not broken out in the detailed analysis.)*
- Data was collected between November 2009 and January 2010.
- “Active” accounts have at least one post in the past 3 months.
- Outliers have been noted.
- Data was collected by Burson-Marsteller’s global research team.

Most Global Companies Use At Least One Social Media Platform

More than one-half (79%) of the top 100 companies in the *Fortune* Global 500 index are using at least one of the social media platforms (Twitter, Facebook, YouTube or corporate blogs) considered in this study.

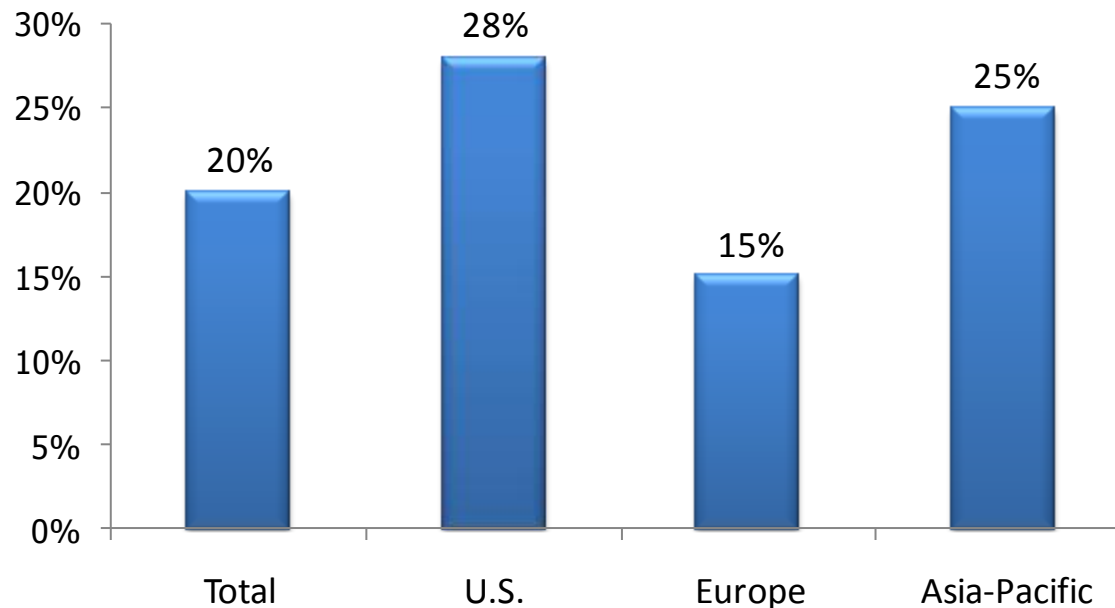
Global Companies Using at Least One Social Media Platform



Not Many Global Companies Use all Platforms Simultaneously

Only 20% of the major international companies are utilizing all four platforms to engage with stakeholders.

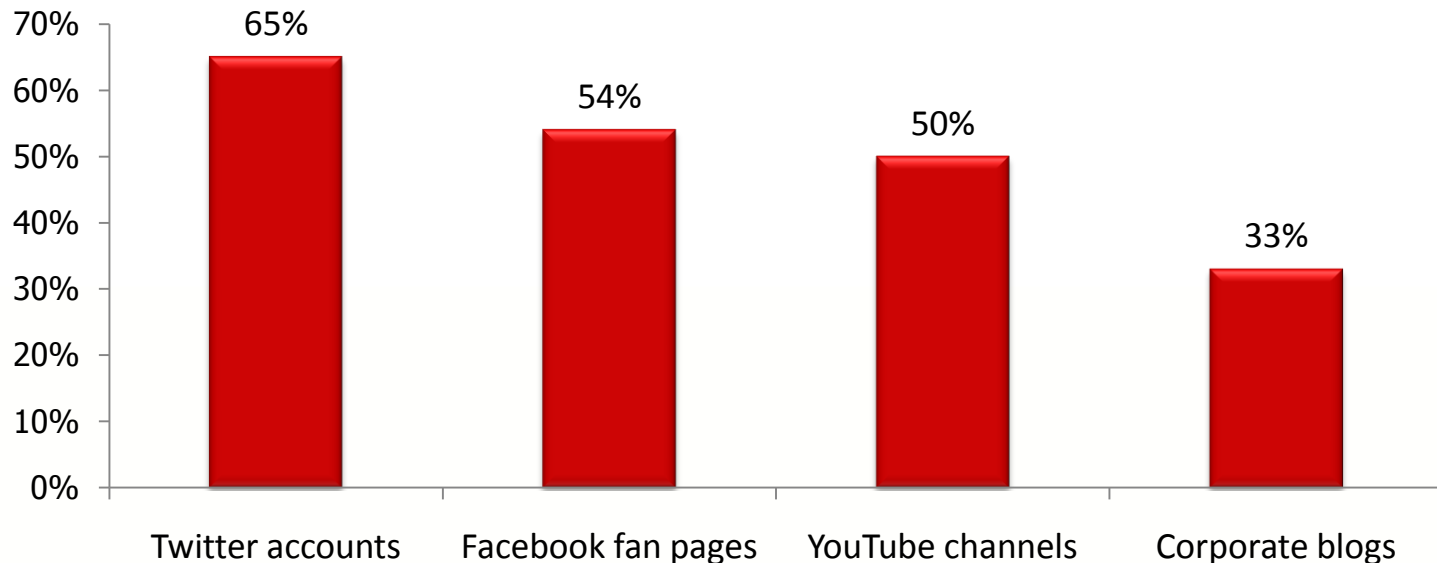
Global Companies Using All Four Platforms



Global Companies Find Value from Engaging in Social Media

Twitter is the most popular social media tool among *Fortune* Global 100 companies, with almost two-thirds (65%) having a presence on the social network. At least one-half are reaching audiences through Facebook (54%) and YouTube (50%). One-third maintain corporate blogs.

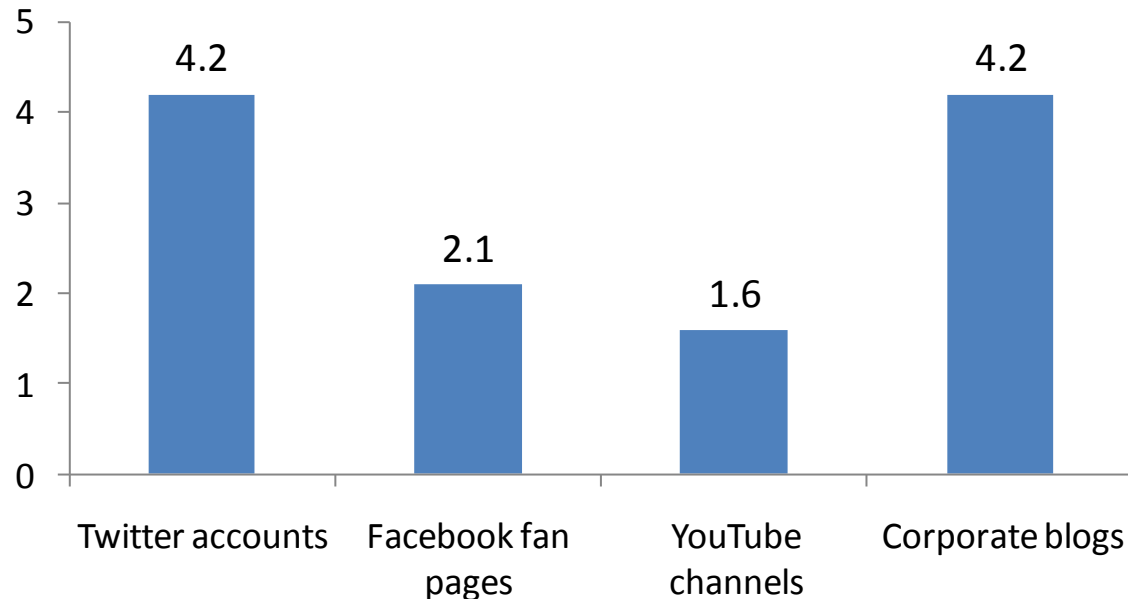
Percentage of *Fortune* Global 100 Companies with...



Those Who Are Active Have Multiple Accounts in Each Channel

Global companies with Twitter accounts have an average of 4.2 accounts each, and AT&T, Nokia and Samsung have at least 15 accounts each. The number of blogs is also high, driven up by companies that have multiple blogs on their websites. Most often these blogs are all accessible from a single page on the company website, providing a consistent look and tone of the blogs, even if the subject matter of the blogs varies.

Number of Accounts Per Company



Base = companies with at least one account

Companies Recognize Value in Frequent and Sustained Engagement

Many companies have high activity levels on social networking sites. The vast majority with active Twitter accounts (82%) have tweeted in the past week and at a high volume (average of 27 tweets each). Fifty-nine percent have posted on their Facebook fan pages, 68% posted YouTube videos and 36% blogged.

Frequency and Volume of Social Media Participation

Social Media site	Frequency of Activity	Percent with Activity	# of posts
Twitter	Past week	82%	27 tweets
Facebook	Past week	59%	3.6 posts
YouTube	Past month	68%	10 videos
Blog	Past month	36%	7 blog posts

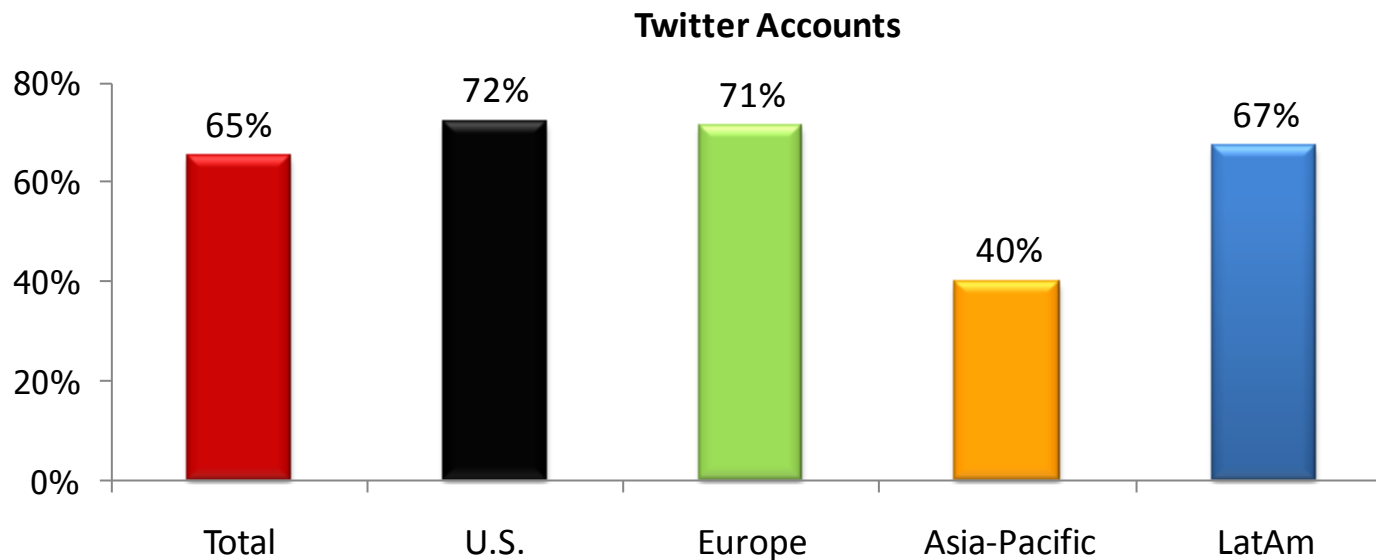


twitter



Over 70% in the U.S. and Europe Have Twitter Presence

Almost two-thirds (65%) of the *Fortune* Global 100 have Twitter accounts, including similar percentages in the U.S. (72%) and Europe (71%). The average is driven down by Asian companies with only 40% on Twitter; Asian companies primarily use social media to communicate with their Western stakeholders.



Companies in all Regions are Talking on Twitter



The high volume of activity includes news, promotional information, product information, relevant research, customer service and, to a lesser extent, HR postings.

***Fortune* Global 100 Activity on Twitter in Past Week**

	Total	U.S.	Europe	Asia-Pacific
Percentage of <i>Fortune</i> Global 100 Accounts with tweets	82%	82%	82%	84%
Average Number of tweets	27	25	30	28

What Companies are Talking About on Twitter



deutschetelekom

Deutsche **#Telekom** startet mit **#VDSL**-Ausbau in Augsburg. Projekt ist Teil einer Kooperation mit M-Net.

about 5 hours ago from web

@spinosa1967 Sorry, von hier aus können wir nichts tun. Hilfe gibt's hier: <http://bit.ly/d6cCYS>

about 5 hours ago from web in reply to spinosa1967

Wenn Handys sich bewegen: So kann sich Technik dem Menschen annähern. <http://bit.ly/8YORyw>

5:05 AM Feb 5th from web

Strategie steht unter dem Motto „Fix – Transform – Innovate“: Hausaufgaben machen, Netze und IT modernisieren, neue Dienste entwickeln.

5:27 AM Feb 4th from web

Telekom will den Wandel zur Gigabit-Gesellschaft aktiv gestalten.

5:26 AM Feb 4th from web

Frisch vom Management-Meeting: Die Weiterentwicklung der Telekom-Strategie steht in Grundzügen. Details dann in der zweiten Märzhälfte.

5:25 AM Feb 4th from web

Mehr Tempo für Deutschland: Hintergründe und Standpunkte zum Breitbandausbau. <http://bit.ly/dn5DR4>

4:46 AM Feb 4th from web

Die meisten Handy-Besitzer entsorgen laut BITKOM ihre Handys umweltgerecht. Mehr zum Thema Handy-Rückgabe:

<http://bit.ly/coOH8l>

1:29 AM Feb 4th from web

Deutsche Telekom uses **@deutschetelekom** for announcements and news.

@500pink keep up the good work
5:34 AM Jan 22nd from web

the **#pinkmyride** record attempt is **#streaming** live on the internet, could take a week to complete <http://www.pinkmyride.tv>
5:31 AM Jan 22nd from web

#FIAT Pink My Ride - Live! <http://bit.ly/7WYocg>
1:13 PM Jan 21st from twitterfeed

first person to paint an entire car using nail varnish and earn a place in the Guinness Book Of World Records:
<http://www.pinkmyride.tv/>
12:36 PM Jan 21st from web

Fiats UK used **@FIAT_UK** for events and promotions like Pink My Ride.

@adamkail Hi! May I have a mgr contact you? ^Stephanie
about 7 hours ago from web in reply to adamkail

@BlurbTO Saw your tweet. So, glad Dave took care of you. I'll let the management know. ^Stephanie
about 7 hours ago from web in reply to BlurbTO

@StrawberryCreek Would you like to DM your phone # and I have have the Mngr call you to see if they can work with you to find it? ^Michael
about 21 hours ago from web in reply to StrawberryCreek

@StrawberryCreek I'm sorry about that, do you have the SKU for it or the internet catalog#? I can help if you would like?^Michael
about 21 hours ago from web in reply to StrawberryCreek

Reply Retweet

The Home Depot customer care team uses **@HomeDepot** for customer service purposes.

Stakeholders Want to Hear What Companies are Saying



Companies in each region have an average of at least 1,000 followers for each account, with an overall average of 1,479 accounts, indicating that stakeholders want to hear what companies have to say on Twitter. Forty-two percent of global companies are being tweeted about. Particularly, almost one-half (48%) of U.S. companies are being tweeted about.

Interest in Companies on Twitter

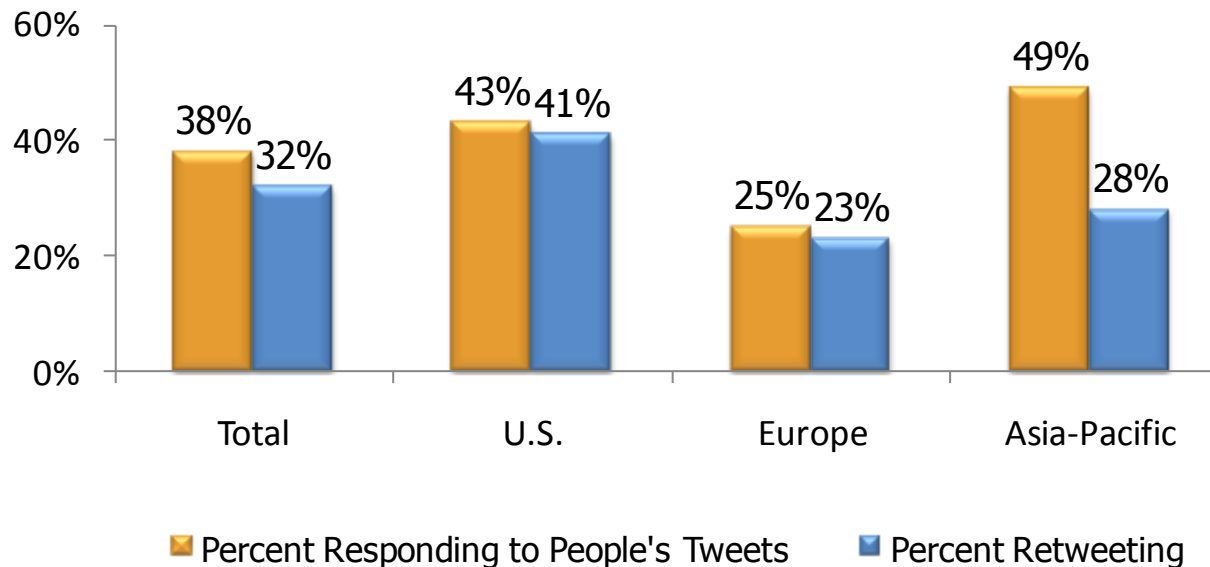
	Total	U.S.	Europe	Asia-Pacific
Number of Followers Per Account	1,489	1,732	1,081	1,769
Percentage of <i>Fortune</i> 100 Companies that Twitterers are Tweeting About	42%	48%	36%	33%



Companies are Responding to Others

While some companies are just using social media as another channel to disseminate information, many are participating in dialogue with stakeholders. Thirty-eight percent of companies are responding to people's tweets. About one-third (32%) are retweeting comments from others, particularly American companies (41%).

Corporate Responses and Retweets



Companies are Also Participating



@BustersDad Make sure that you contact our customer care department, 1-800-822-8987 and start a case file.

11:04 AM Feb 3rd from Seismic in reply to BustersDad

@dredizzle Unfortunately we only keep our current year's performances. Come to the New York Auto Show this year and rock it encore style!

9:03 AM Feb 3rd from Seismic in reply to dredizzle

@claralubans Sluggy will be proud

8:42 AM Feb 3rd from Seismic in reply to claralubans

@claralubans Have you started playing again and have you randomly started playing with people who have no idea what you are doing?

6:35 AM Feb 3rd from Seismic in reply to claralubans

@BerryLowman @highmileage We are all for the interaction and we welcome it. A plan is in place to become more consumer interactive.

5:49 AM Feb 3rd from Seismic in reply to BerryLowman

@highmileage as we are still getting into this platform. what sort of return interaction are you looking for?

12:20 PM Feb 2nd from Seismic in reply to highmileage

Volkswagen's **@Volkswagen**, run by their US PR department, engages in conversations with other users.

Verizon Communication's **@VerizonCareers** retweets content to help followers.

UISCareerCenter RT @MonsterCareers: "3 ways Unpaid Internships Pay" via @GregBarrette <http://bit.ly/dpsYah>

about 5 hours ago from HootSuite

Retweeted by VerizonCareers

@OnlineFantastic Glad to hear that. Hope you have a great weekend. Enjoy #followfriday

about 5 hours ago from web in reply to OnlineFantastic

Reply Retweet

Human_Capital Happy #FF! @peterclayton @LearnSolMary @PattiBreckenrdg @SylvieDahl @Kenexa_HR_Inst @ToddHanson @HRCoachRenee @LiberTIC @CharlesBretz

about 5 hours ago from HootSuite

Retweeted by VerizonCareers

CareerRocketeer TIP: The One Best Thing You Can Do For Your Job Search! - <http://cli.gs/SZy3d> #jobangels #careeradvice #jobsearch

about 5 hours ago from web

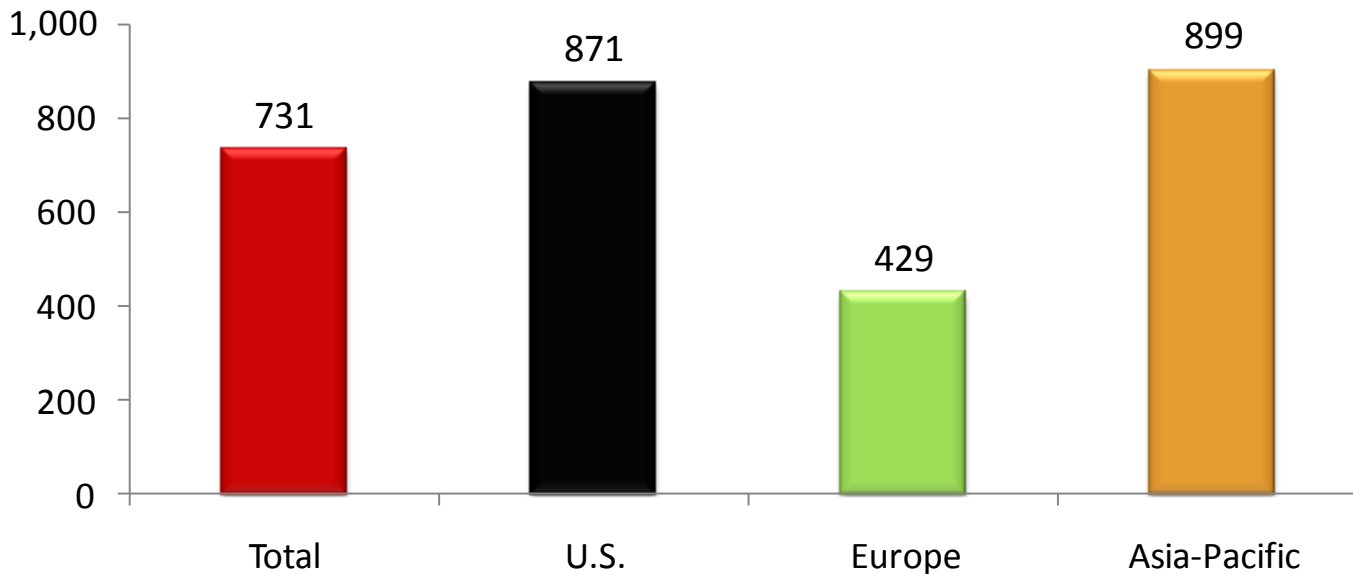
Retweeted by VerizonCareers



Companies are Also Following Others

Not only are companies responding to people's tweets, they are taking the initiative to follow others, building a more symbiotic relationship with Twitter users. In general, companies have more followers than people they are following.

Number of Users Companies Follow

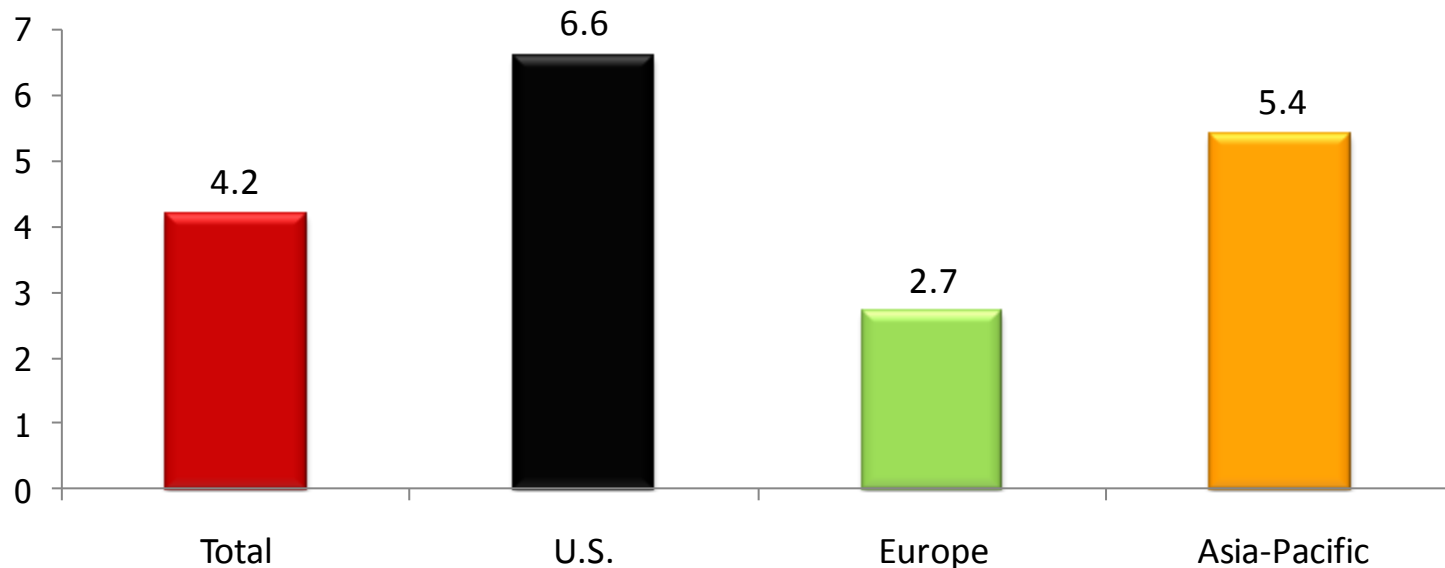




Companies on Twitter Have Multiple Active Accounts

Often activity on Twitter is led by a sub-division of the company or a regional office, and not by the corporate headquarters. Many of the *Fortune* Global 100 companies have multiple Twitter accounts; Samsung has at least 18 accounts and LG has 14, both driving up the Asia-Pacific average of 5.4 accounts.

Number of Twitter Accounts Per Company





Companies on Twitter Have Multiple Active Accounts

For example, AT&T has multiple accounts for consumer information, corporate news, local search, different communities and business information.

ATTNews
Name AT&T News
Location Dallas, TX
Web <http://att.com/ne...>
Bio Your official Twitter source for ATT news and announcements.
149 following 21,788 followers 889 listed

ATTDeals
Name ATT Deals
Location US
Web <http://wireless.a...>
Bio Wireless Deals from AT&T
1 following 2,128 followers 74 listed
Tweets 74

attJOBS
Name attjobs
Location Dallas, TX
Web <http://www.att.jobs>
Bio Interested in the latest jobs available at ATT? Follow us here!
2,374 following 2,561 followers 119 listed

ATTmusic
Name ATTmusic
Location USA
Web <http://music.att.net>
Bio ATT Music is the online home of live and archived music festival webcasts, exclusive artist interviews, and behind-the-scenes music content from ATT.

ATTCustomerCare
Name Molly
Location Eastern
Web <http://support.at...>
Bio Hi, I'm Molly, and I lead the AT&T Customer Care team focusing on Social Media. I've been with the company for 15 years. My second job is wife and mom to two.

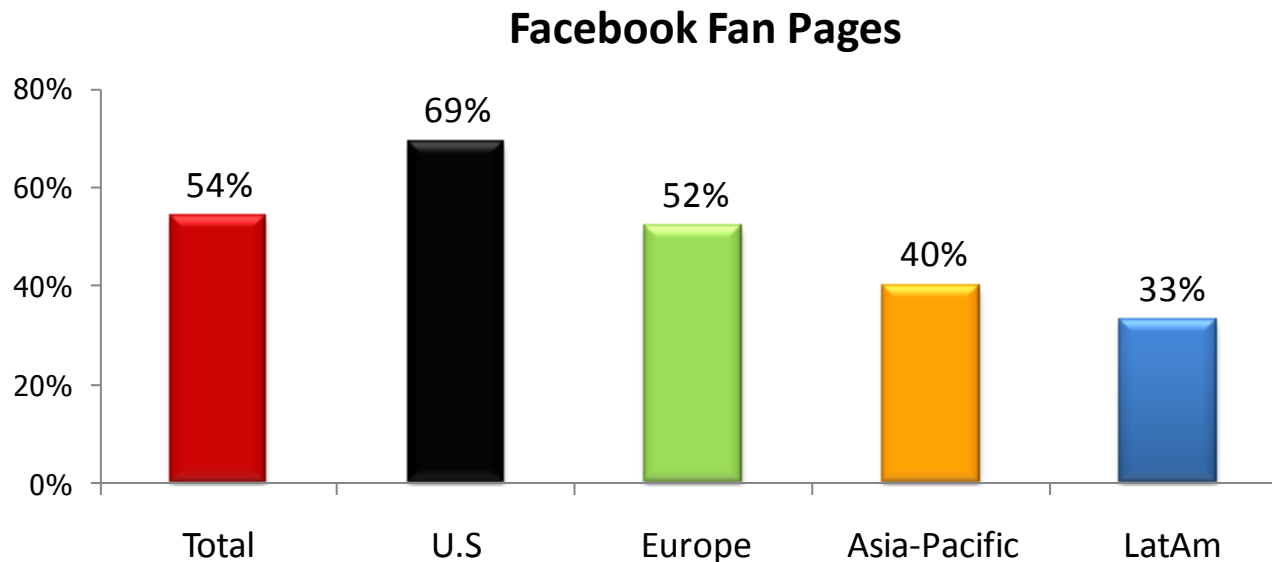
shareatt
Name Share ATT
Web <http://www.facebo...>
Bio Official Twitter source for AT&T announcements, product updates, sponsorship news & more.
376 following 4,121 followers 292 listed

smallbizInSite
Name AT&T Small Business
Location Where small business matters
Web <http://facebook.c...>
Bio AT&T Small Business InSite: Your online resource for everything small business. Connect. Learn. Share. Grow.
1,181 following 5,004 followers 114 listed

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

Over Half of *Fortune* Global 100 Companies Have Facebook Fan Pages

U.S. companies are the most prominent on Facebook, with over two-thirds (69%) having fan pages. A lower percentage of European companies – albeit over half of them (52%) – have fan pages. Lower percentages of Asian and Latin American companies are on Facebook. Asian company Facebook fan pages are focused on Western stakeholders, not their local audiences.



Companies With Fan Pages are Fairly Engaged

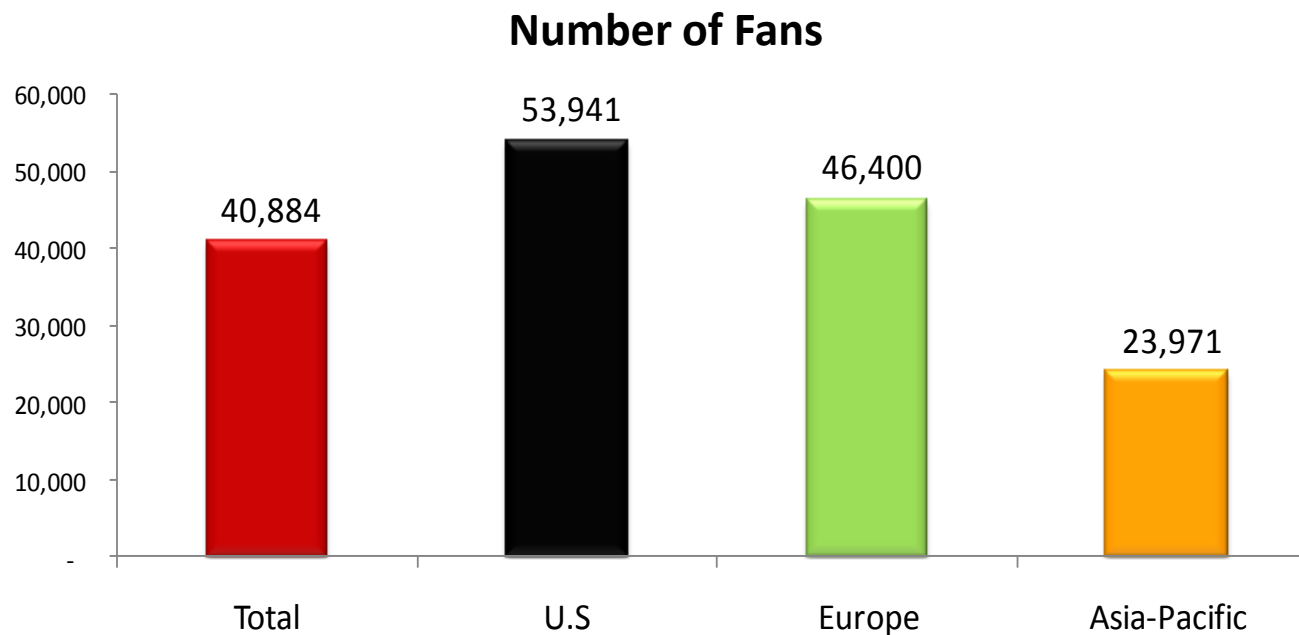
Well over one-half (59%) of companies posted on their Facebook fan page in the past week, and a much higher percentage of European companies had posts (82%). Companies in Europe also posted more frequently (average of 5 posts in the past week) compared with the overall average (3.6 posts). Most company postings are about general company news, and product/promotion news that would be targeted to consumers.

Activity on Fan Pages in Past Week

	Total	U.S.	Europe	Asia-Pacific
Percentage of <i>Fortune</i> 100 Fan Pages with Posts	59%	46%	82%	51%
Average Number of Posts	3.6	2.1	5.0	3.8

Corporate Fan Pages Have Tens of Thousands of Fans

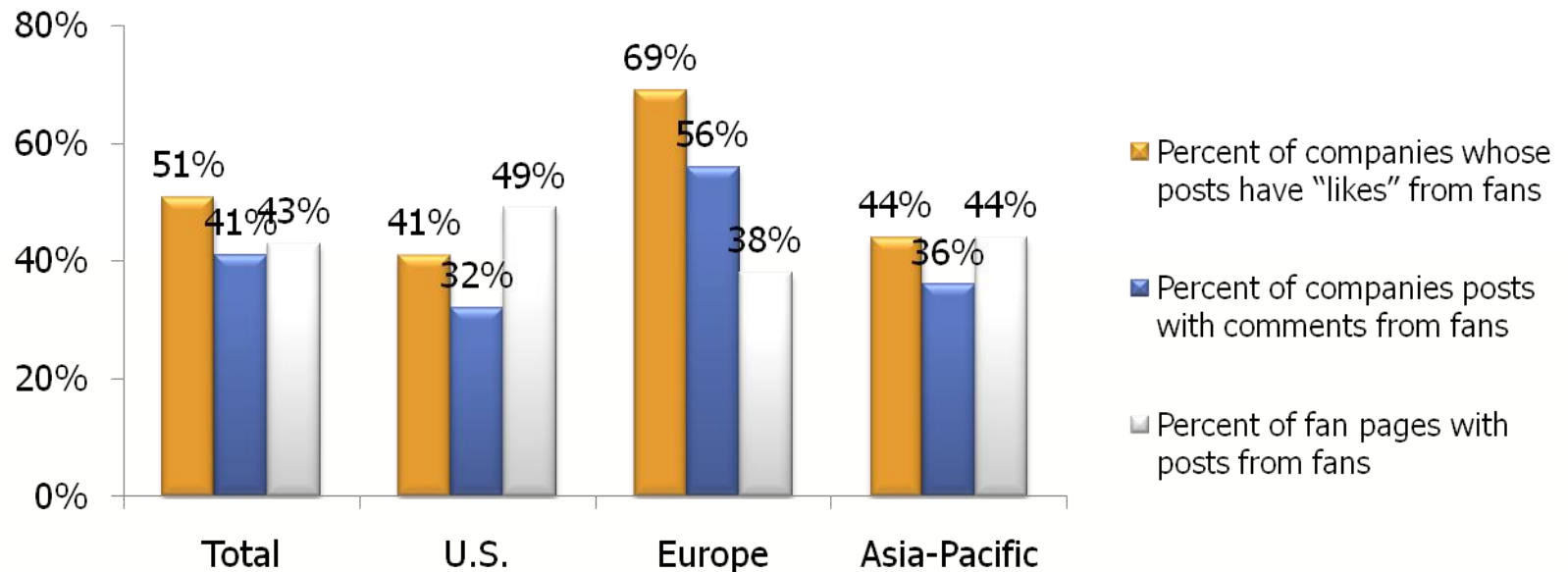
The vast number of fans per page (average 40,884) demonstrates that people do want to engage with companies on Facebook.



Fan Pages Provide Venues for Fans to Voice Opinions

Many of the fans are active on the company pages, with 51% of the pages having “likes” from fans in the past week and 43% having fan-initiated posts. Facebook fan pages have a unique ability for allowing company stakeholders to initiate comments and present opinions in a single location for both the company and other stakeholders to see. Many comments are positive (i.e., “Love this!”) and some are specific complaints about products (many with company responses).

Facebook Fan Activity on Corporate Fan Pages



Fan Pages Provide Venues for Fans to Voice Opinions



Target has 879,613 fans who like to interact and post on the company's page.

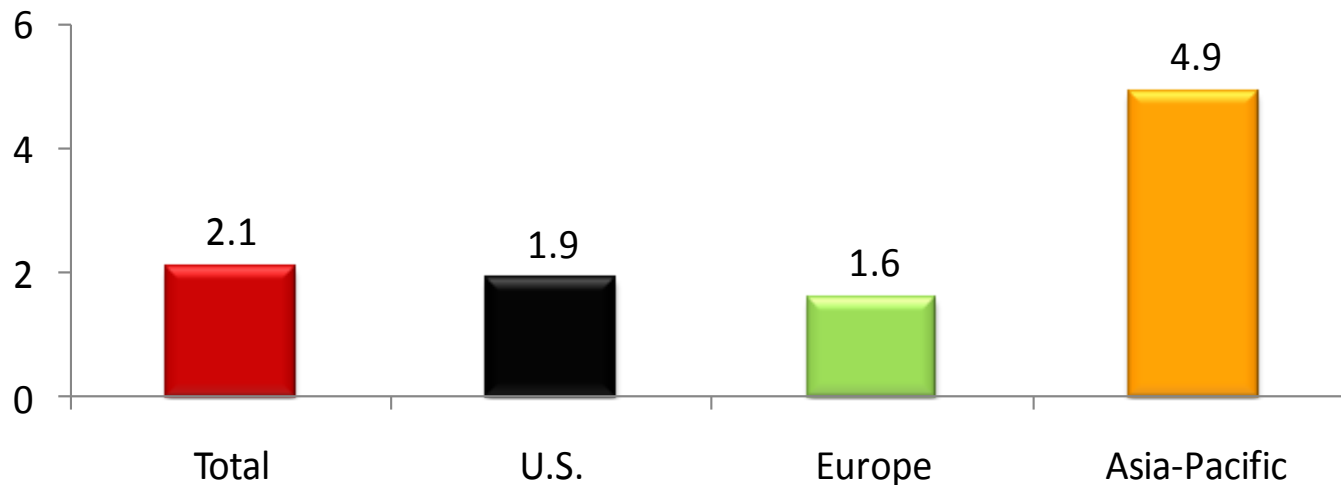
Vodafone UK's 183,532 fans "like" and comment on posts.



Companies Have Multiple Fan Pages

As with Twitter accounts, some companies have multiple fan pages. Within one company there may be fan pages managed by different parts of the company, such as a regional division, a product division, or a research division. Asia's average is driven up by Sony which has at least 15 fan pages.

Number of Facebook Fan Pages per Company



Companies Have Multiple Fan Pages

Sony has different fan pages for different products and divisions.

The image displays four overlapping Facebook fan pages for Sony-related entities:

- Sony CES 2009:** Features a green header with the Sony logo and 'CES 2009 in Las Vegas'. It includes options to 'Add to My Page's Favorites' and 'Suggest to Friends', an 'Information' section with the founding date (May 7, 1946), and a 'Fans' section with 6 of 5,310 fans.
- Sony Pictures Spotlight:** Features a colorful vertical bar logo and the text 'SONY PICTURES'. It includes options to 'Add to My Page's Favorites' and 'Suggest to Friends', social media links for Twitter, YouTube, and FriendFeed, an 'Information' section with the studio name 'Sony Pictures', and a 'Fans' section with 6 of 24,946 fans.
- Sony Software:** Features a black header with the Sony logo and 'SOFTWARE'. It includes options to 'Add to My Page's Favorites' and 'Suggest to Friends', a description of Sony Creative Software as a leading provider of video and audio editing software, an 'Information' section with the founding year (2003), and a 'Fans' section with 6 of 3,316 fans.
- Sony Ericsson World:** Features a purple liquid splash graphic and the text 'Sony Ericsson World' and 'make.believe'. It includes options to 'Add to My Page's Favorites' and 'Suggest to Friends', the website 'www.sonyericsson.com', and a 'Fans' section with 6 of 434,626 fans. The page also shows recent activity and a post about the 'Aspen - Grow a greener business' event.

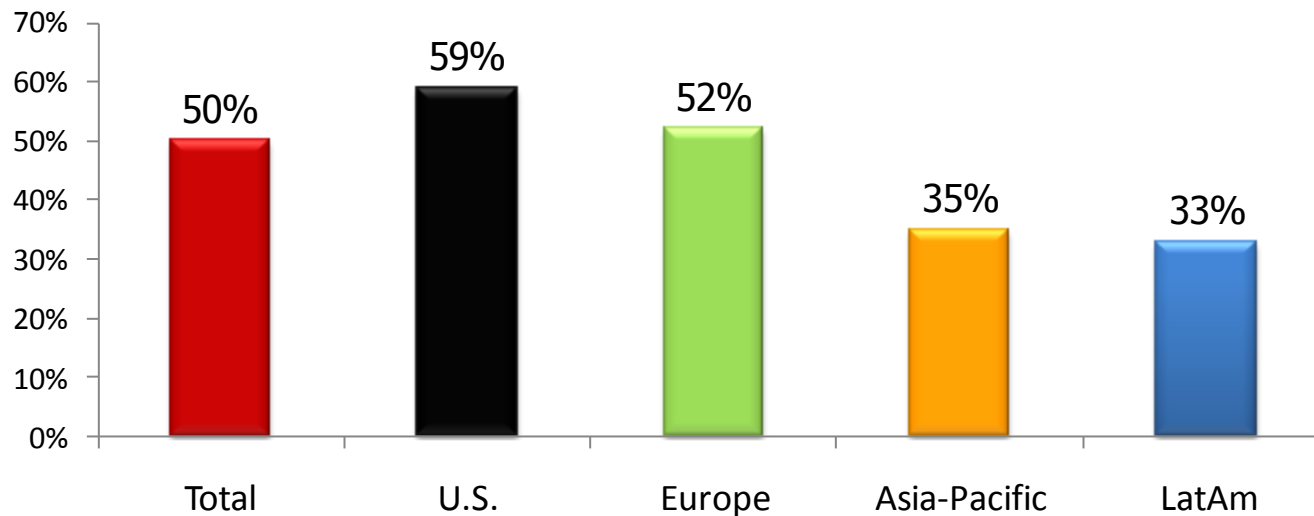




U.S. Companies are Most Likely to Have YouTube Channels

Fifty-nine percent of U.S. companies in the *Fortune* Global 100 have YouTube channels compared with 52% in Europe, 35% in Asia-Pacific and 33% in Latin America. Entertainment/electronics and auto companies are most likely to have YouTube channels.

Proportion of Companies with YouTube Channels





Companies are Actively Adding Videos to Their Channels

The majority of companies (68%) with YouTube channels have added videos in the past month.

YouTube Activity in the Past Month

	Total	U.S.	Europe	Asia-Pacific
Percentage of Channels with Posts	68%	77%	62%	71%
Average Number of Videos Posted	10	12	10	5



Viewers Want to See Videos from Companies

Viewers are actively watching corporate videos. There was an average of 38,958 views per video channel. Many viewers also maintain a relationship with the company via YouTube, with an average of 452 subscribers per channel and 54% of the channels boasting comments from viewers.

Viewer Activity on YouTube

	Total	U.S.	Europe	Asia-Pacific
Subscribers Per Channel*	452	576	389	383
Video Views Per Channel*	38,958	49,027	19,912	73,456
Percentage of Channels with Comments from Viewers	54%	50%	52%	71%

*outliers have been removed



Global 100 Companies on YouTube

The new BMW TV.
Now online.

BMW
BMW's Channel

Subscribe All Uploads Playlists

Search

Date Added | Most Viewed | Top Rated

- BMW R 1200 RT. Scotland-tour. 16,315 views - 1 week ago
- BMW X6 M, X5 M Snow Action, Part 3. 25,896 views - 2 weeks ago
- BMW X6 M, X5 M Snow Action, Part 2. 33,429 views - 2 weeks ago
- BMW X6 M, X5 M Snow Action, Part 1. 79,696 views - 3 weeks ago
- BMW @ NAIAS 2010. BMW Concept ActiveE.

Companies like BMW are frequently uploading videos to keep consumers entertained.

BMW's videos elicit comments and engagement from fans.

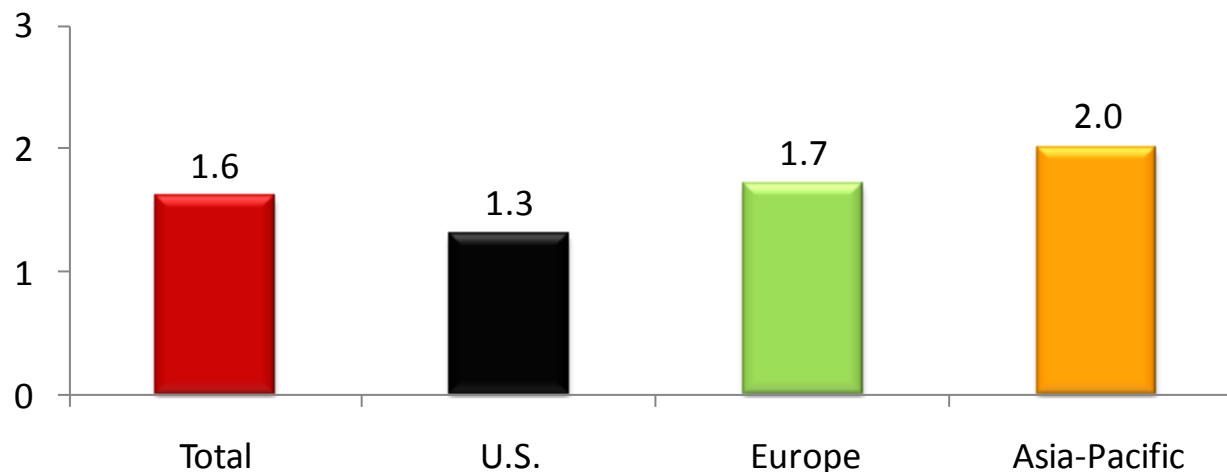
Channel Comments (599)

- bmwmaster11** (2 days ago)
beste BMW!
- DriftTv1** (3 days ago)
hy BMW sub me pls
- TheDallasRecords** (3 days ago)
Fantastic vehicles, always amazing to see your logo in every corner of the world
- IlluminatiAngels1** (3 days ago)
GREETINGS & ALL THE BEST!
- apexxxx10** (4 days ago)
BMW TV or BMW web TV is so cool!
Good comment . Good content (real content) - better than cable TV. Automotive history.
BMW = Das Auto oder was?
Thanks BMW and YouTube

Companies Have Multiple YouTube Channels

Companies with YouTube channels have more than one. While Asia-Pacific companies in the *Fortune* 100 are least likely to have a YouTube channel, those that do (i.e., LG, Sony and Hyundai) have more than one.

Number of YouTube Channels per Company

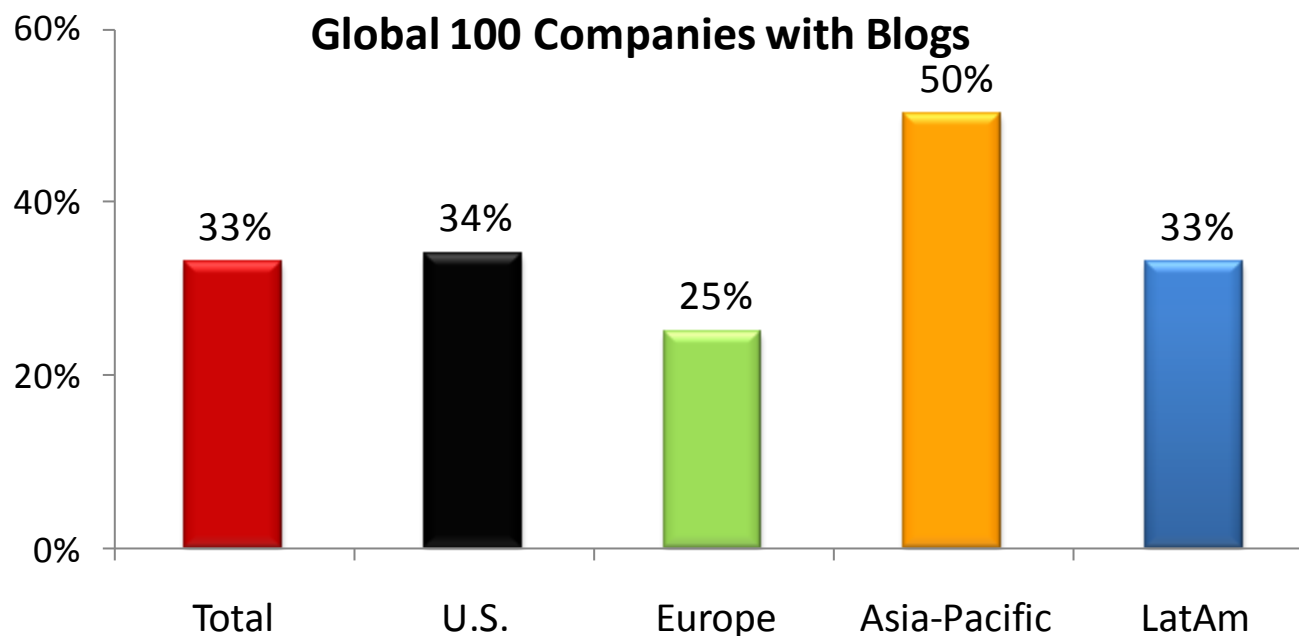






Blogs Are More Popular In Asia-Pacific

One-third of the *Fortune* Global 100 companies have active blogs. Corporate blogs are even more popular in Asia-Pacific, partly because Asian corporations are still more comfortable with online communications where they can closely manage the conversation.





Frequency of Blog Posts Varies Greatly

Companies with blogs publish updates with a variety of frequencies. Only 11% of active U.S. company blogs had posts in the past three months as compared to 83% of European blogs and 77% of Asia-Pacific blogs. The U.S. blogs also had fewer blog posts. However, 90% of the U.S. blogs had responses from readers demonstrating that they found the blog content engaging, even if it was relatively infrequent.

Blog Activity in The Past Month

	Total	U.S.	Europe	Asia-Pacific
Percentage of Blogs with Posts*	36%	11%	83%	77%
Average Number of Blog Posts	7	3	10	14
Percentage of Blogs with Comments to Posts	76%	90%	73%	71%

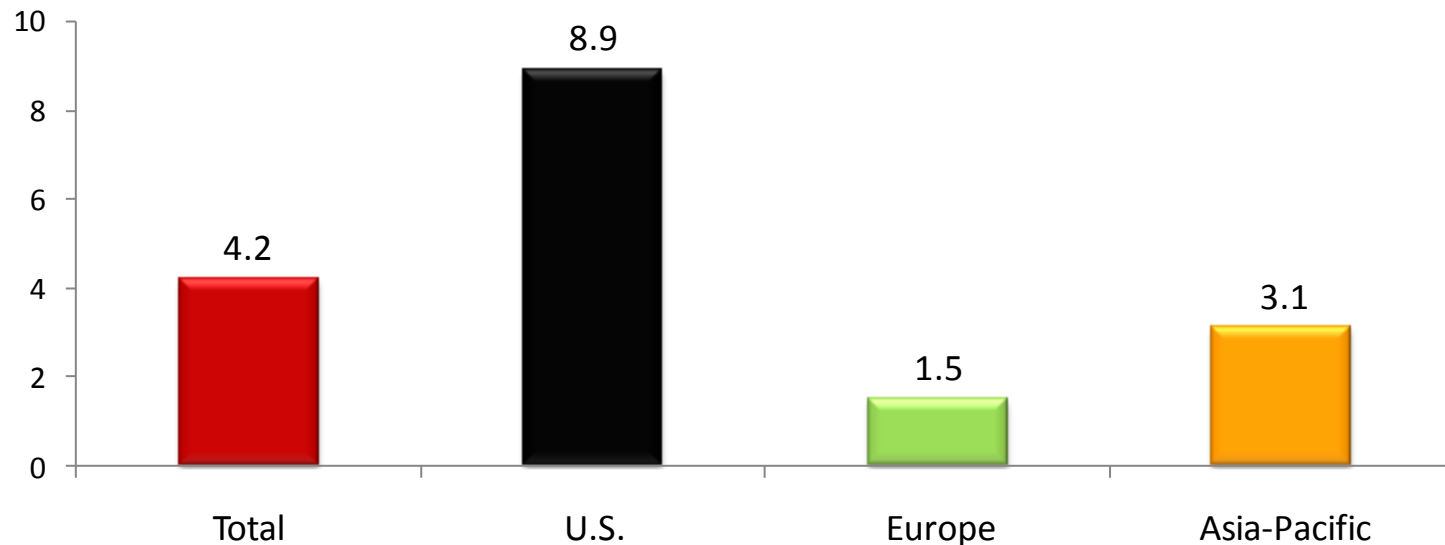
*An active blog was defined as one with at least one post in the past 3 months.



Those With Blogs Have Multiple Blogs

As with other forms of social media, companies that have blogs tend to have multiple blogs. Multiple blogs allow multiple voices from the company to demonstrate expertise in their specialty area.

Number of Corporate Blogs Per Company





An Evidence-Based Approach to Social Media

1. Monitor Your Own – And Competitors - Social Media Presence

- There are software platforms available that allow you to not only monitor content but also track influence and sentiment.
- Conduct frequent searches on Twitter, Facebook, YouTube and via online search to see what your stakeholders are saying about you – and also what stakeholders find when they seek you out.
- Analyze the chatter about your company. It is valuable data that can serve as a focus group of thousands to help you define your messaging moving forward.
- Also, monitor what is being said about your competitors. Recognize that this information is critical to managing the company's reputation online.
- If you find corporate accounts developed by your employees, brands or business units identify the source and ensure that the account is aligned with your overall Corporate Social Media Strategy



2. Get Top Management “Buy In”

- Encourage senior management to be aware of – and, optimally, participate in social media - to foster appropriate participation by employees on behalf of the company. Setting a positive example is the best method of social media leadership.

3. Develop a Social Media Strategy

- Base the strategy on overarching business objectives.
- Ensure a cohesive brand voice and corporate message.
- Establish the strategy on continuous social media involvement, not just “campaigns.” The social media dialogue is on-going and your presence must be constant also.
- Include resourcing and budget into the strategy that reflect a commitment to continuous engagement in and measurement of social media.
- Conduct a Social Media Check-up to validate the organization’s current online positioning. From there, it becomes more intuitive to develop a strategy that meets business goals and is measurable.



4. Define and Publish a Social Media Policy

- Acknowledge that the company realizes social media is becoming a critical part of the way people communicate.
- Provide parameters for employees to engage in social media on behalf of the business and define the implications around their participation.
- Allow for flexibility and creativity within a framework to give employees critical guidance to leverage social media on behalf of the company.
- Ensure that employees understand both the policy and the strategy and have resources available if and when they have questions



5. Develop an Internal Structure

- Ensure your employees understand both the policy and the strategy and have resources to turn to if and when they have questions.
- Have a well defined structure around social media management within the organization. For some organizations that may involve one employee in the communications function who is the known manager of your social media strategy. In others it may involve a task-force approach with several employees taking responsibility for different areas.
- Avoid an onerous process for your organization's social media involvement, but have simple guidelines that are flexible within the established framework can prevent a chaotic social media presence.



6. Contribute to the Community

- Take your cues from what stakeholders seem to be asking for and let them influence your presence. For example, if consumers are asking about product specifications online, create a Twitter account with updates about new products and product hints and tips. If stakeholders are complaining about product and service issues, develop a social media channel to receive and respond to these issues.
- Use an authentic personal tone and provide content that is of value to users. This involves creating content that contributes to the community and helps them meet their needs as opposed to always providing content that is marketing or promotional in nature. If your social media presence is organized and consistent, stakeholders will find you and turn to you as a resource.

7. Participate in Good Times and in Bad

- Leverage negative feedback from stakeholders as an opportunity to share the company's point of view or set the record straight. While there may be instances where a company should refrain from commenting, in general stakeholders will be more impressed to know the company is listening to complaints and trying to rectify problems.
- Develop a process in advance that defines how and when to respond to negative content or misinformation posted in social media. This may involve assessing influence of the social media site, the reach of the content, the authority of the author, or the tone of the dialogue and then deciding whether or not to proceed.
- Do not leave incorrect information unchallenged. Social media content is highly searchable and can live forever. More often than not, responding provides a mechanism to “be on the record” and ensures that others who access the content also learn your point of view.



8. Be Prepared to Respond in Real Time

- Be prepared to respond to a social media crisis immediately. The social media conversation takes place in real time, and even 24 hours may be too long to address a viral chain of negative dialogue about your brand. Responding immediately can stave off reputation damage that may take months to repair.
- Consider running a social media crisis simulation to put your crisis response strategy to the test.



9. Measure the Impact of Your Social Media Engagement

- Determine key metrics to track, such as numbers of followers, types of comments from stakeholders, tone of comments, in order to gauge how well your social media strategy is working.
- Conduct research with stakeholders to determine how your message is coming across and if stakeholders are finding the company responsive via social media channels.
- Consider social media engagement as another part of the marketing and communications mix and incorporate social media measurement in the organization's broader measurement of overall brand reputation and sales.

Contacts

United States:

Erin Byrne

Chief Digital Strategist

212.614.4824

erin.byrne@proofdigitalmedia.com

www.twitter.com/erinbyrne

Unites States:

B.L. Ochman

Managing Director of Emerging Media

Proof Integrated Media

b.l.ochman@proofdigitalmedia.com

www.twitter.com/whatsnext

Latin America:

Felix Leander

Digital Strategist

(305) 347-4392

Felix.Leander@BM.com

www.Twitter.com/fleander

Asia Pacific:

Charles Pownall

Digital Strategist

65 6829 9350

Digital Strategist

Charles.Pownall@bm.com

www.twitter.com/cpownall

EMEA:

Daniel Jorg

EMEA Digital Practice Lead

+41313567362

Daniel.Jorg@bm.com

www.twitter.com/danieljoerg