The Increasing Importance of Social Media in Everything We Do

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Where are we?
Social Trends

73% of online adults use social media\(^1\)

31% of Adult internet users have uploaded or posted videos\(^2\)

34% of survey respondents said they have a way to financially determine ROI on social media efforts\(^3\)

46% of PR practitioners said their organization has analyzed social\(^4\)

57% of users will NOT recommend a business with a poorly designed mobile website\(^5\)

200 million monthly actives are on Instagram\(^6\)

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\(^1\) Pew Research Internet Project, Sept. 2013
\(^2\) Pew Research Internet Project, Oct. 2013
\(^3\) Nora Barnes, “500 Settles in,” nationwide telephone survey, Inc. 2012
\(^4\) Wright and Hinson, 2014, IPRRC
\(^5\) Compuware, “What users want from mobile,” 2011
\(^6\) Instagram, 2014
Timeline of Most Popular Tweets

a. 4/4: RT@RealTonyRocha: #socialmedia Global Retail Baking and Social Media 2020 Foresight [link]

b. 4/9: Social Media relationships Do they work? Good question right? So here’s a quote from an online #NHBI

c. 4/28: 80% of US bank customers use social media. 75% for research Social media could the next big sales platforms for banks.

d. 4/30: @niemanlab: Catch up right now: Here’s the very best new social media research we saw in April: [link]
NPR’s Audience Intelligence Dashboard

Source: Nieman Journalism Lab
Deep Dive Into Mobile: Why Should We Care?
Why is this important?

63% of adult cell users use their phones to go online¹

34% of cell phone users do most of their online browsing on their phone¹

¹ Pew Research Internet Mobile Technology Fact Sheet
Mobile Considerations

“One size fits all” approach does not work

Most only geared toward customer service

Functionality and aesthetics are important
Differences between traditional and mobile websites

Source: usamobilemarketing
An analysis of the mobile readiness and dialogic principles on *Fortune 500* mobile websites

Tina McCorkindale & Meredith Morgoch

*Public Relations Review*, 2013
Findings

24% had mobile-ready sites

26% of sites with video failed to play
Findings

• Non-mobile sites were more likely to cater to a wide variety of stakeholders. They rated higher in terms of:
  
  • Media access
  
  • Dialogic loop
  
  • Ease of interface
  
  • Conservation of visitors

But, non-mobile websites were frustrating!
Findings

• Mobile-ready websites typically had limited information, and only targeted consumers.

• Mobile offerings must be simple, functional, and attractive.

• Mobile websites lost opportunities.
New Chase app “humanizes” mobile experience for iOS7
Poor Design = **Frustration!!**

Source: Eric Anderson, 2012

**Functional =**
Thought Starters

- Make forms easy-to-use
- Reach out to other stakeholders
- Ensure security
- Turn on location-sniffing
Thought Starters

Encourage dialogue and engagement

Remember people have thumbs!

Think about touchpoints with geofencing
Institute for PR
Social Science for Social Media
Research Center
What we do

• Serve as a comprehensive source for information about the social science of social media, best practices, measures and benchmarking.

• Offers a database of research articles and information in a user-friendly format.

• Allows visitors to engage in conversations with others who share an interest in and passion for research and social media.
Is Ghost Blogging Like Speechwriting? A Survey of Practitioners About the Ethics of Ghost Blogging

By: Tiffany Gallicano, Kevin Brett and Toby Hopp on Monday, January 20th, 2014 at 12:30 pm


Summary
Although online practices such as astroturfing have been established as unethical, considerable debate exists in the public relations community about whether organizational ghost blogging is ethical. This study explored public relations professionals' views of ghost blogging acceptability to discover whether the public relations industry has crystallized behind a set of disclosure and transparency standards and whether there are distinctions in positions on this issue based on work setting or demographic characteristics.

This study also explores reasons to support undisclosed organizational ghost blogging and reasons to reject it, so professionals can make an informed decision until more research can be conducted to determine whether audience deception is occurring and to determine whether radical transparency provides a strategic advantage with regard to ghost blogging disclosure.

Method
An online survey was conducted with a random sample of PRSA members (excluding members identifying as educators or students) from Sept. 20 to Oct. 1, 2011 with a total of 201 respondents.

Key Findings
1) Based on the support of the large majority of participants, there seems to be a general industry consensus in favor of undisclosed organizational ghost blogging, provided that the content comes from the executive and the executive provides content approval, although a substantial minority disagrees with this practice.
2) Slightly more than half of the participants agreed or strongly agreed that ghostwritten comments on the stated author's blog are acceptable (provided that the content comes from the stated author and the stated author gives final approval), compared with approximately one-third who disagreed or strongly disagreed with this practice.
3) Slightly more than half of the respondents who had blogs (53.7%, n=85) indicated that their blogs were not written by the stated authors. Most of these blogs received content approval from their stated authors. Due to the low number of respondents with blogs, these findings are reported with caution.
4) Professionals' opinions about this issue did not vary across simple demographic categories; however, people who engage in ghost blogging or who work for an organization that does are much more likely to find the practice to be acceptable, and people who think the practice is common are more likely to find it acceptable.

Implications for Practice
Despite the general consensus in favor of undisclosed ghost blogging (provided that the content comes from the stated author and the stated author provides content approval), the question of whether the practice is ethical hinges upon whether readers find the practice to be acceptable and whether they expect an executive organizational blog to be ghostwritten. If they do expect this practice, no deception is occurring. Until more research can be conducted, professionals can weigh the arguments for and against undisclosed ghost blogging that can be found in this study.

One argument in favor of undisclosed ghost blogging was that it could seem similar to the practice of ghostwriting speeches; however, this comparison breaks down if content approval does not happen with each blog post. With speeches, an executive has reviewed the content by virtue of at least delivering it. The same control is not in place for ghost blogging, so it is up to professionals to ensure that content approval always takes place.

Article Location
The full article is available for free at http://www.prsa.org/intelligence/prjournal/documents/2013_gallicano.pdf

Tags: Blog, disclosure, Ethics, ghost blogging, ghostwriting, Policies, social media, transparency
First Annual Case Study

OBJECTIVES

• To explore the use, effects, and importance of social media in corporate, organizational and agency settings regarding the field of public relations.

• To contribute to the profession’s body of knowledge by encouraging and challenging participants to research and create case studies of social media.

Deadline: June 15
Top 10 Research Articles and Blog Series

The Maturing of Social Media into Social Business
Altimeter
Brian Solis and Charlene Li with Jessica Groopman, Jaimy Szymanski, and Christine Tran

Why this research is important: Survey results show social media is expanding in organizations and strategies are maturing. The research reveals how social media is evolving within enterprise organizations, including year-to-year comparisons to illustrate growing and declining trends.

Method: Altimeter Group conducted an online survey of social media strategists and executives from companies with more than 500 employees in the year of 2013 and 1,000 employees in the past years of 2010 to 2012.

Key findings:
- Most organizations were “intermediate” in social business maturity, with only 17 percent that are strategic in executing social strategies.
- Most social media teams continue to report to Marketing (40%) or Corporate Communications/PR (26%), but more departments within organizations had dedicated staff to work on social initiatives.
- Measurement of the organization’s social media efforts was maturing, as over 50 percent of companies reported having the ability to track the influence of social efforts.


- **28%**
  - Claimed their article had at least one potentially reputation-damaging error

- **38%**
  - Stated an error in a Wikipedia article has damaged their company or client’s reputation

- **59%**
  - Familiar with their company or client’s Wikipedia article indicated it currently has one or more factual errors

When organizations engaged in dialogue, participants generally reported more favorable relationship outcomes with a company.

The more actively the company responds to viewers' comments, the more likely people were to perceive it as having a good reputation.
Questions?