

Fanning social media wildfires: What organizations do wrong (and right)

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Social media as we know it

How it is defined:¹

- Construct public/semi-public profile
- Articulate a list of users with whom a connection is shared
- View/traverse that list of connections and those made by others

¹Boyd & Ellison, 2007

Common types:²

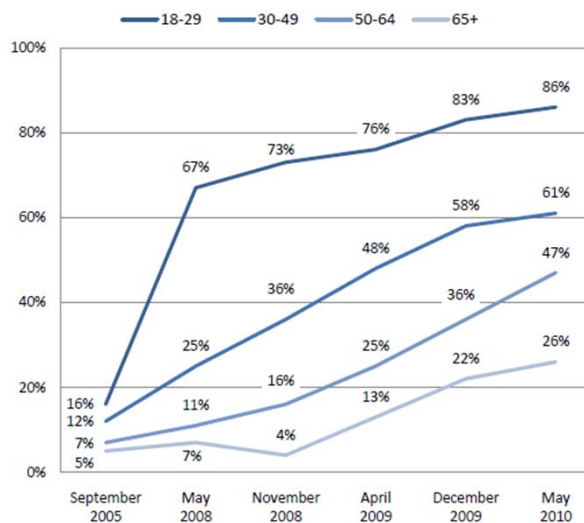
- Social networking platforms (FB, Myspace)
- Blogs
- Video & photo sharing communities (YT, Flickr)
- Microblogs (Twitter)
- Web forums (bulletin boards, user forums)

²Agichtein et al., 2008

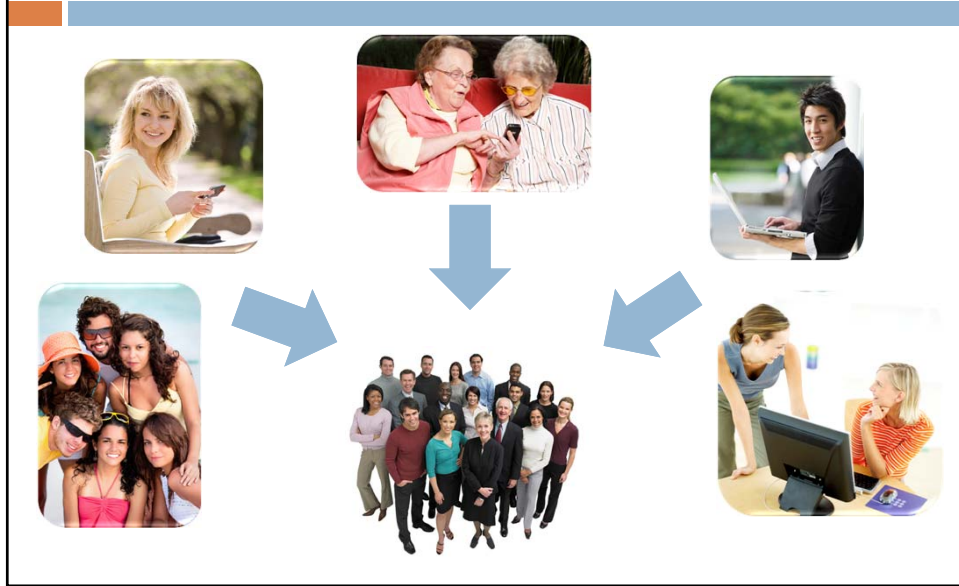
Who is online?

Source:

Pew Research Center's Internet & American Life Project Survey
Sept. 2005 to May 2010.



Online influence



(Hint: Don't do this!)

Source:

The Anti-Social
Media
(@TheAntiMedia)

This is your brand.

LOGO!

This is your brand on social media.

LOGO!

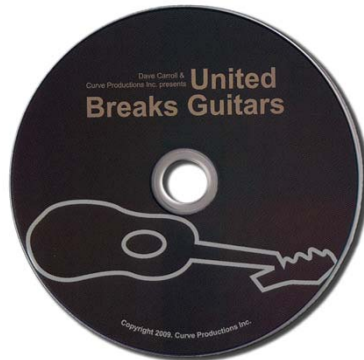
I'm
tweeting!

Before you join ...

- Have a plan:
 - Who is our audience? And does it make sense for us to join a social network given that audience?
 - What are our goals of getting on a social network?
 - Does this align with our brand / mission?
 - **What content will populate the sites?**
 - **Who is going to manage that content?**
 - How are we going to measure what we find?

United Breaks Guitars Song 1

United Breaks Guitars



- Canadian musician Dave Carroll has guitar broken on United Airlines (UA) flight
- After a nine-month span, UA refuses to pay him damages
- Carroll promises the last representative that he will write three songs to put on YouTube
- End result = UA is screwed

Good move

- Presence on social networks and did respond some on Twitter
- Did the right things (apologized, offered remuneration, responded) ... too late

Bad move

- Did not fully understand / use SM presences
- Waited too long to respond / reactive
- Had clues months in advance and did not prepare

The Ranger Station Fire

- Jim Oakes ran a 10-year-old fan site called “The Ranger Station”
- He received cease-and-desist letter from Ford Motor Company on 12.9.08
- He posted the news on his site; other Ford enthusiasts went nuts
- Word got to Scott Monty at Ford

@ScottMonty This is about as bad as PR gets for Ford right now! Very bad move thats going to cause loss of sales: <http://tinyurl.com/5o6jbs>

7:29 a.m. @JRegner Thanks for letting me know. I'm looking into that this morning.

11:31 a.m. For anyone asking about the Ford fan sites and legal action: I'm in active discussions with our legal dept. about resolving it. Pls retweet

1:07 p.m. Re the Ford fan site: I'm finding that there was counterfeit material being sold on it. Trying to get clarity on the URL issue. #ford

4:55 p.m. @KrisColvin We're not shutting the site down; we're asking that they stop selling counterfeit material. #ford

4:56 p.m. Here is Ford's official response to the fansite cease & desist debacle <http://is.gd/b3qd> #ford Please retweet

Good move

- Kept followers informed, even without a resolution
- Asked for retweets
- Communicated openly and replied to individuals
- Stayed vigilant

Bad move

- Ford's legal team sending out a cease-and-desist letter to established fansite without warning Scott Monty

Red Cross' Beer Summit

- ❑ Rogue tweet sent out on Red Cross' Twitter feed
- ❑ Turns out to be an employee blunder
- ❑ Tweet taken down after one hour in middle of night
- ❑ Clever responses from Red Cross, Dogfish



Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right [#gettngslizzerd](#)

HootSuite · 2/15/11 11:24 PM

@RedCross

We've deleted the rogue tweet but rest assured the Red Cross is sober and we've confiscated the keys.

about 11 hours ago via UberTwitter
Retweeted by 86 people



@dogfishbeer

RT @Michael_Hayek: #craftbeer @dogfishbeer fans, donate 2 @redcross 2day. Tweet with #gettngslizzerd. Donate here <http://tinyurl.com/5s72obb>

2 hours ago via TweetDeck ☆ Favorite ↻ Retweet ↩ Reply

Good move	Bad move
<ul style="list-style-type: none"> □ Took down tweet within an hour, in middle of the night □ Social media director responsive to media □ Addresses the incident with good humor on Twitter and in traditional channels 	<ul style="list-style-type: none"> □ Gave neophyte access to @RedCross feed

<u>Nikon and BlogHer</u> (mom bloggers)
<ul style="list-style-type: none"> □ Nikon hosts cocktail event at blogger's conference □ When asked by two female bloggers if their children could come, Nikon advised 'no' □ Blogger jokingly tweets #nikonhatesbabies, both blog about not being able to bring kids to event □ Nikon railed for insensitivity, being out of touch on Twitter and in blog comments □ Nikon immediately contacts bloggers, asks for online apology and explanation, which is given

Good move

- Nikon goes straight to the source and fast
- Asks for explanation via same methods of the initial message
- Influencers in attendance reported positive experiences

Bad move

- Nikon should have anticipated kids in attendance, given BlogHer audience
 - ▣ Considered alternate venue / child care?

McD's not lovin' it @Ragan

- Ragan communications conference in Vancouver
- McDonalds, among others, to present
- Shortly into presentation, protest – captured on video
- Hashtag hijacking & PETA's response
- Ragan's response
- McDonald's response



Good move	Bad move
<ul style="list-style-type: none">□ Regan doesn't give protesters what they want: a tussle□ On Regan's Facebook page, official blog immediately□ In this case McD's chooses not to respond	<ul style="list-style-type: none">□ Not screening attendees?

Take-away points
<ul style="list-style-type: none">• Timing<ul style="list-style-type: none">• Red Cross example• Medium<ul style="list-style-type: none">• Nikon example• Message<ul style="list-style-type: none">• Ranger Station/Ford example

Questions?

Feel free to contact me via email
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