

SOCIAL MEDIA STRATEGIES AND PRACTICES: MITIGATING RISKS WITHOUT LOSING SIGHT OF OPPORTUNITIES

Presented on: November 16, 2011
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OUTLINE

- Part One Overview
- Part Two Opportunities
- Part Three Risks / Mitigation
- Part Four Developments

OVERVIEW



OVERVIEW

– Social Media in General

The primary focus of social media is interaction.

OVERVIEW

– Online Identities

By sharing information and participating in conversations, one creates an online identity that is supplemented by what others post about you.

OVERVIEW

– Top Three

800,000,000
FACEBOOK
350,000,000

48 HOURS
YOUTUBE
3,000,000,000

1,000,000,000
TWITTER
1 WEEK

OPPORTUNITIES

OPPORTUNITIES

– In General

- Public relations and promotion of brand
- Fundraising
- Outreach
- Education
- Recruitment
- Customer service
- Almost anything that involves communicating with someone

OPPORTUNITIES

– YouTube

- <http://www.youtube.com/user/mayoclinic>
- <http://www.youtube.com/user/UCLAHealth>
- <http://www.youtube.com/user/UMMCVideos>
- <http://www.youtube.com/user/MountSinaiFoundation>
- <http://www.youtube.com/user/esclhin#p/u>

OPPORTUNITIES

– Facebook

- <http://www.facebook.com/MayoClinic/>
- <http://www.facebook.com/VeteransHealth/>
- <http://www.facebook.com/ClevelandClinic/>
- <http://www.facebook.com/pages/North-East-Local-Health-Integration-Network-LHIN/153302774696969?sk=wall>

OPPORTUNITIES

– Twitter

- <http://twitter.com/#!/mayoclinic>
- <http://twitter.com/#!/ummc/>
- <http://twitter.com/#!/sickkids>

OPPORTUNITIES

– Foursquare

- <https://foursquare.com/v/st-michaels-hospital/4ad4c064f964a5206ff820e3>
- <https://foursquare.com/v/toronto-western-hospital/4af2fb96f964a52086e921e3>
- <https://foursquare.com/v/cheo-ottawa/4c15b14fa5eb76b05ecac3b7>

RISKS / MITIGATION

RISKS / MITIGATION

– Overview

SELF-INFLICTED HARM

- Losing track of one's online identity
- Contract breach
- Content
- Record retention
- Friending and liking
- Personal information

HARM INFLICTED BY OTHERS

- Content-related
- Criticism and defamation
- Hacking
- Impersonation

RISKS/MITIGATION (SELF-INFLICTED HARM)

– Losing Track of One's Online Identity

- Failing to add to your online identity
- Poor choices for social media tools
- Communicating mixed or inconsistent messages
- Failing to engage with others



RISKS/MITIGATION (SELF-INFLICTED HARM)

– Contract Breach

- Losing access to social media platforms
- Losing access to network



RISKS/MITIGATION (SELF-INFLICTED HARM)

– Content

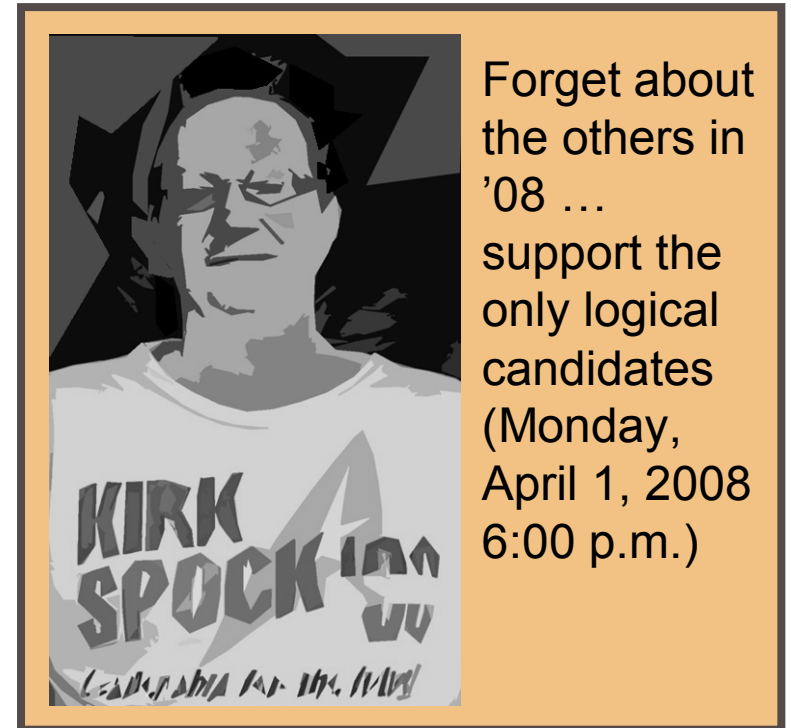
- Unlawful or illegal content
- Improper
- Without permission or consent
- Specialized content
- Aged content



RISKS/MITIGATION (SELF-INFLICTED HARM)

– Friending and Liking

- “... by the company you keep.”
- Blurring boundaries
- Risks heighten when a recommendation is given
- Over emphasizing the numbers



RISKS/MITIGATION (SELF-INFLICTED HARM)

– Personal Information

- Self
- Colleagues
- Clients or patients



RISKS/MITIGATION (INFLICTED BY OTHERS)

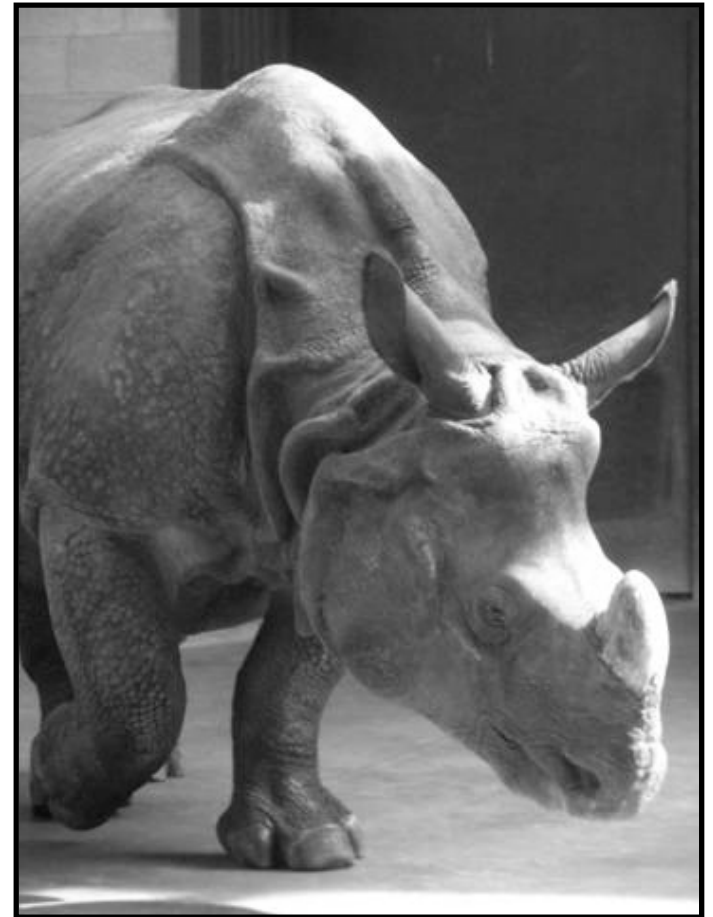
– Content

- Unauthorized use of your content
 - Reproduction
 - Linking issues
 - Scraping issues
- User-generated or contributed content



RISKS/MITIGATION (INFLICTED BY OTHERS)– Criticism and Defamation

- Constructive
- Harsh but legal
- Defamatory



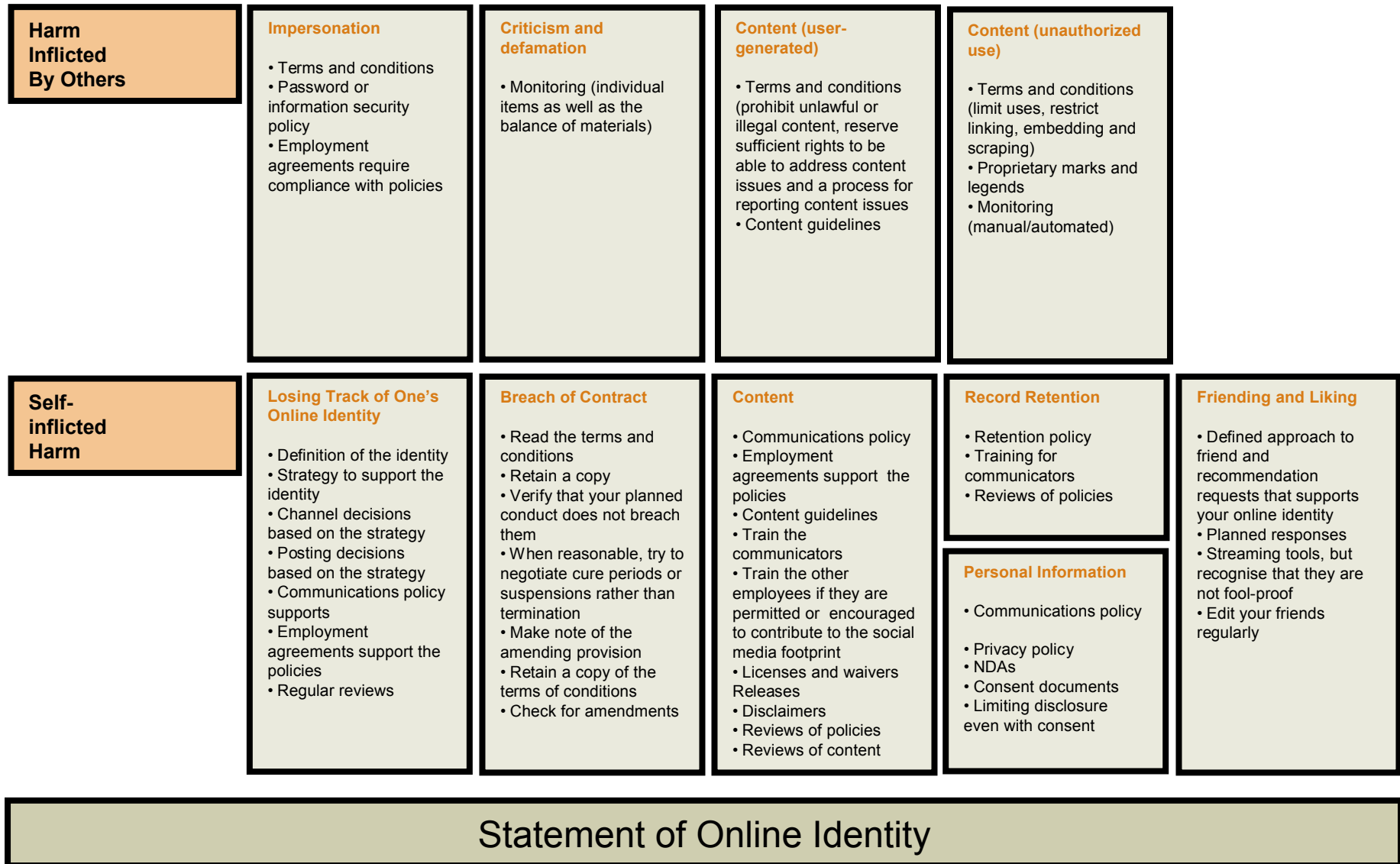
RISKS/MITIGATION (INFLICTED BY OTHERS)

– Impersonation

- False account
- Hacked account



MITIGATION/RISK – Prevention Recap



DEVELOPMENTS

DEVELOPMENTS

– Overview

- Analytics
- Real time
- Location-focused social media
- Gamification
- Augmented reality
- Fragmentation and technology refusal
- Fatigue

DEVELOPMENTS

– Analytics

- Basic tools (per channel and provide simple statistics such as number of friends, followers, likes dislikes and re-posts)
- Complex tools
 - Per channel
 - Across multiple channels
- Desire for measurements

Google Analytics

Twitter Analytics

Klout.com

DEVELOPMENTS

– Real Time

- Users can communicate at the same time or with very little lag time
- Potential
 - Collaboration
 - Customer support



DEVELOPMENTS

– Location-focused Social Media

- Share information about where one is located
- Potential
 - Ability to track certain customer's behaviours
 - Ability to reward loyal customers or entice new ones
 - Customer evangelists
- Combined with RFID

Foursquare
Vale
Coca-cola Village

DEVELOPMENTS

– Gamification

- Social media elements into games
- Game-playing elements into social media experiences
- Extending the interaction
 - Reward as a stimulus
 - Varying the interaction

Vale
Coca-cola Village
Kobo

DEVELOPMENTS

– Augmented Reality

- A layer of information (including images and sounds) over top of a portion of the physical world (i.e. a place, a thing or a person)
- Draw attention to existing content by creating an opportunity to interact with it
- Allowing those who are interacting with the content to interact with each other by adding to the augmentation
- Physical world becoming part of the interface

Walking Tour
110 Stories
Lightspace

DEVELOPMENTS

– Fragmentation Refusal and Fatigue

- Audience fatigue
- Fragmentation
 - Interest-specific
 - Local or private
- Choosing not to participate or limiting their participation

I Hate Facebook
Song
Antisocial.cc

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