

# Making Sense of Social Media

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What Your Company Needs to Know

November 12, 2009

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Sarah Needleman

Reporter, Wall Street Journal

Kathy Ewing

Assistant General Counsel  
Benjamin Moore, Inc.

Douglas Wood

Partner, Reed Smith



<http://www.youtube.com/watch?v=fVXKI506w-E>

# Agenda

- Defining Social Media
- Understanding Social Media
  - Consumer Power
  - Case Studies
    - Starbucks
    - United Airlines
    - Best Buy
  - Social Media in Action - Employment
  - The Regulatory Side
  - The Business Side
    - Benjamin Moore's Migration to Social Media
    - What's Making the News
- What You Need to Do
- Q&A



# Social Media

"...activities, practices and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media."



# Social Media

"...activities, practices and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media."

175,000 New Blogs are created every day (WSJ, July 16, 2008)



hulu

ZooTr



SmugMug

photobucket

radar

KickApps

twitter

delicious  
social bookmarking



friendster



LinkedIn

myspace.com  
a place for friends

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Joomla!

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FeedBurner





## New Media

- User Generated Content
- Podcasts and Webcasts
- Advercasting
- Blogs, Vlogs, RSS Feeds
- Key Words and Metatags
- Social Networking
- Virtual Communities and Reality
- Streaming Music and Video
- Interactive Gaming
- Pre-Roll/Post Roll, Interstitial Advertising
- Search Engine and Optimization Revenue Model
- Viral and Buzz Marketing
- Twitterjacking
- Cybersmearing
- Embedded Players, Gadgets and Widgets
- Opt In and Opt Out
- Promercials
- Microsodes, Mobisodes
- Digital Downloads
- CGI and Video FX
- DVRs/On-Demand Programming
- Satellite, Wired, Unwired, WiFi
- Favorites and Bookmarks
- SMS, WAP
- Advergaming
- Astroturfing
- Typosquatting
- e-[fill in the blank]

# INTERNET USAGE STATISTICS

## The Internet Big Picture

### World Internet Users and Population Stats

WORLD INTERNET USAGE AND POPULATION STATISTICS						
World Regions	Population (2009 Est.)	Internet Users Dec. 31, 2000	Internet Users Latest Data	Penetration (% Population)	Growth 2000-2009	Users % of Table
<a href="#">Africa</a>	991,002,342	4,514,400	<b>65,903,900</b>	6.7 %	1,359.9 %	3.9 %
<a href="#">Asia</a>	3,808,070,503	114,304,000	<b>704,213,930</b>	18.5 %	516.1 %	42.2 %
<a href="#">Europe</a>	803,860,858	105,096,093	<b>402,380,474</b>	50.1 %	282.9 %	24.2 %
<a href="#">Middle East</a>	202,687,005	3,284,800	<b>47,964,146</b>	23.7 %	1,360.2 %	2.9 %
<a href="#">North America</a>	340,831,831	108,096,800	<b>251,735,500</b>	73.9 %	132.9 %	15.1 %
<a href="#">Latin America/Caribbean</a>	586,662,468	18,068,919	<b>175,834,439</b>	30.0 %	873.1 %	10.5 %
<a href="#">Oceania / Australia</a>	34,700,201	7,620,480	<b>20,838,019</b>	60.1 %	173.4 %	1.2 %
<b>WORLD TOTAL</b>	6,767,805,208	360,985,492	<b>1,668,870,408</b>	<b>24.7 %</b>	362.3 %	100.0 %





## Second Life's First Millionaire

Posted by: Rob Hof on November 26

Anshe Chung, the virtual land baroness that I highlighted in my cover story earlier this year, [My Virtual Life](#), has apparently become the [first millionaire in Second Life](#). That's millionaire in real U.S. dollars. Her real-world persona, Ailin Graef, figures her net worth based on her substantial in-world land holdings, cash in "Linden dollars," which can be converted to real cash, as well as virtual shopping malls, store chains, and even virtual stock-market investments in Second Life businesses. As the release explains:

Anshe Chung's achievement is all the more remarkable because the fortune was developed over a period of two and a half years from an initial investment of \$9.95 for a Second Life account by Anshe's creator, Ailin Graef. Anshe/Ailin achieved her fortune by beginning with small scale purchases of virtual real estate which she then subdivided and developed with landscaping and themed architectural builds for rental and resale. Her operations have since grown to include the development and sale of properties for



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- Science
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HOME > NEWS > NEWS TOPICS > HOW ABOUT THAT?



## Woman arrested after virtual murder

A woman in Japan has been arrested after she murdered her virtual husband in a computer game.

By Ben Leach

Published: 9:23AM BST 25 Oct 2008

The 43-year-old piano teacher became so angry about a divorce from her online husband that she logged on to the MapleStory computer game with his password and deleted his digital persona.

 Text Size 

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**Digg**



# Rules of Engagement for Social Media

## The New Legal Perspective



What are the basics of  
social media  
engagement?



Where in the process do  
the legal risks lie?






# The Marketplace Dynamic

- Enable Conversations
- Influence Conversations
- Monitor Conversations
- React to Conversations
- Monetize Conversations





One last rule for lawyers  
(The Social Media Bible)

PARANOIA  
HAS A PURPOSE



But can you  
control it?

Do lawyers need to  
rethink their approach?



# Case Studies



facebook Home Profile Friends Inbox Douglas J. Wood

Starbucks Coffee Company [Become a Fan](#)

Wall Info Video Events Discussions Boxes >>

Starbucks Coffee Company Just Fans

**Starbucks Coffee Company** About to pass 3 million fans here on Facebook. Wow! We are honored and humbled by this. Question for you all: what else would you like to see us do on this site? By that I mean content, discussion or offers regarding Starbucks would you like to see on this page?  
Yesterday at 2:19pm ·

11,488 people like this.  
View 5,254 comments

**Starbucks Coffee Company** Here is Cara's morning ritual...what's yours?  
**Cara | Italian Roast and passion**  
Source: www.youtube.com  
This is a series of lifestyle vignettes, each brought to life by a different Starbucks coffee. Each story will document the creative process be they a singer or a seamstress









Follow Starbucks on Twitter:  
<http://twitter.com/Starbucks>

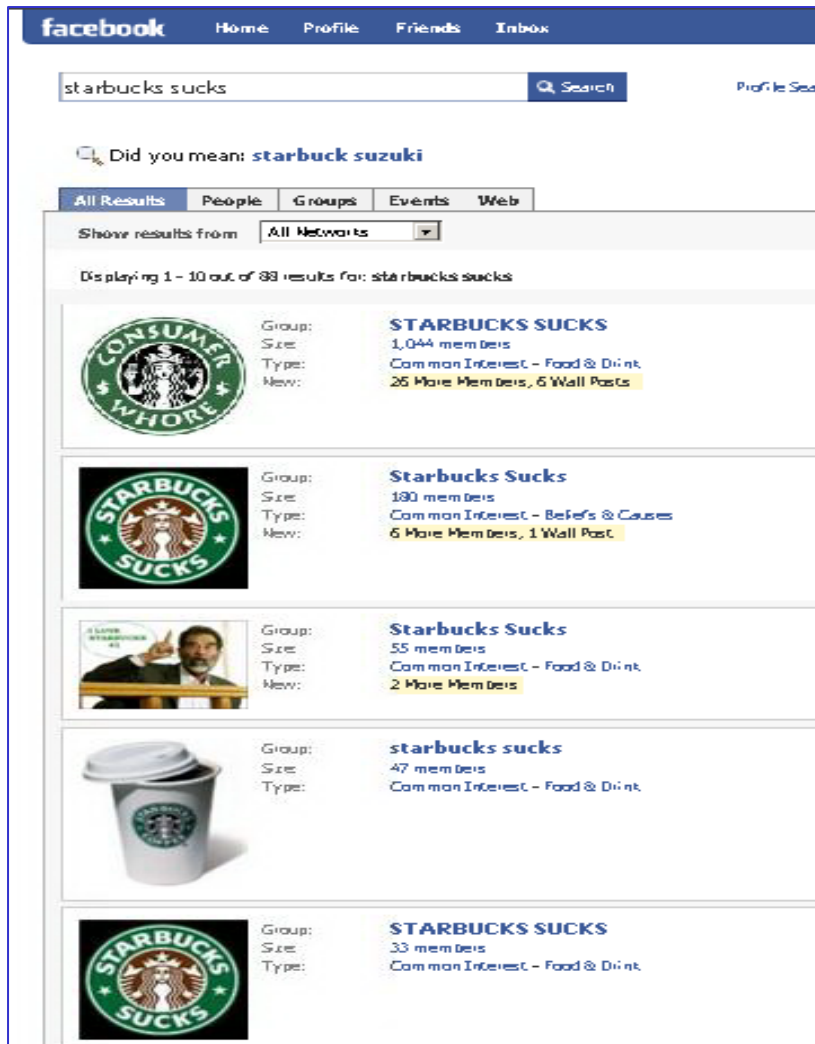
**Information**  
Founded:  
1971 in Seattle's Pike Place Market

# The Official Starbucks Page

## +4,700,000 Fans

But  
exactly  
who  
are  
these  
people ??  
  
(over 500 sites)

		
	Application: Developer: Description: Users: Matches:	<b>Starbucks drinks</b> Ben Yoder Send drinks and pumps of syrups to your friends 170,766 monthly active users <a href="#">Application Name</a>
	Application: Developer: Description: Users: Matches:	<b>Starbucks Drinks</b> Craig Tietbahn send friends mouthwatering Starbucks drinks 121,354 monthly active users <a href="#">Application Name</a>
	Group: Size: Type: New:	<b>Addicted to Starbucks</b> 141,602 members Common Interest - Food & Drink 333 More Members, 6 Board Topics, 21 Wall Posts, 7 Photos
	Page: Type: Size:	<b>starbucks''''''</b> Other Business 47,978 fans
	Application: Developer: Description: Users: Matches:	<b>Starbucks</b> Loraine Short Send your friend a coffee and brighten up their day 38,911 monthly active users <a href="#">Application Name</a>
	Application: Developer: Description: Users: Matches:	<b>Starbucks</b> M. A. S. N Send starbuck coffes to your friends!!! Dont drink too much :) 9,844 monthly active users <a href="#">Application Name</a>
	Page: Type: Size:	<b>*Starbucks Coffee*</b> Other Business 43,507 fans



Or  
these  
people ??

(711 sites)





- Starbucks' YouTube Channel: nearly 3,500 subscribers and 46 videos;
- Starbucks' Flickr group: 4,370 members and over 14,000 photos, with a search yielding over 246,000 results;
- Nearly 300,000 people are following Starbucks on Twitter;
- On MySpace, a Starbucks search yields only 500 results.
- And Employees? Be careful what you ask for.

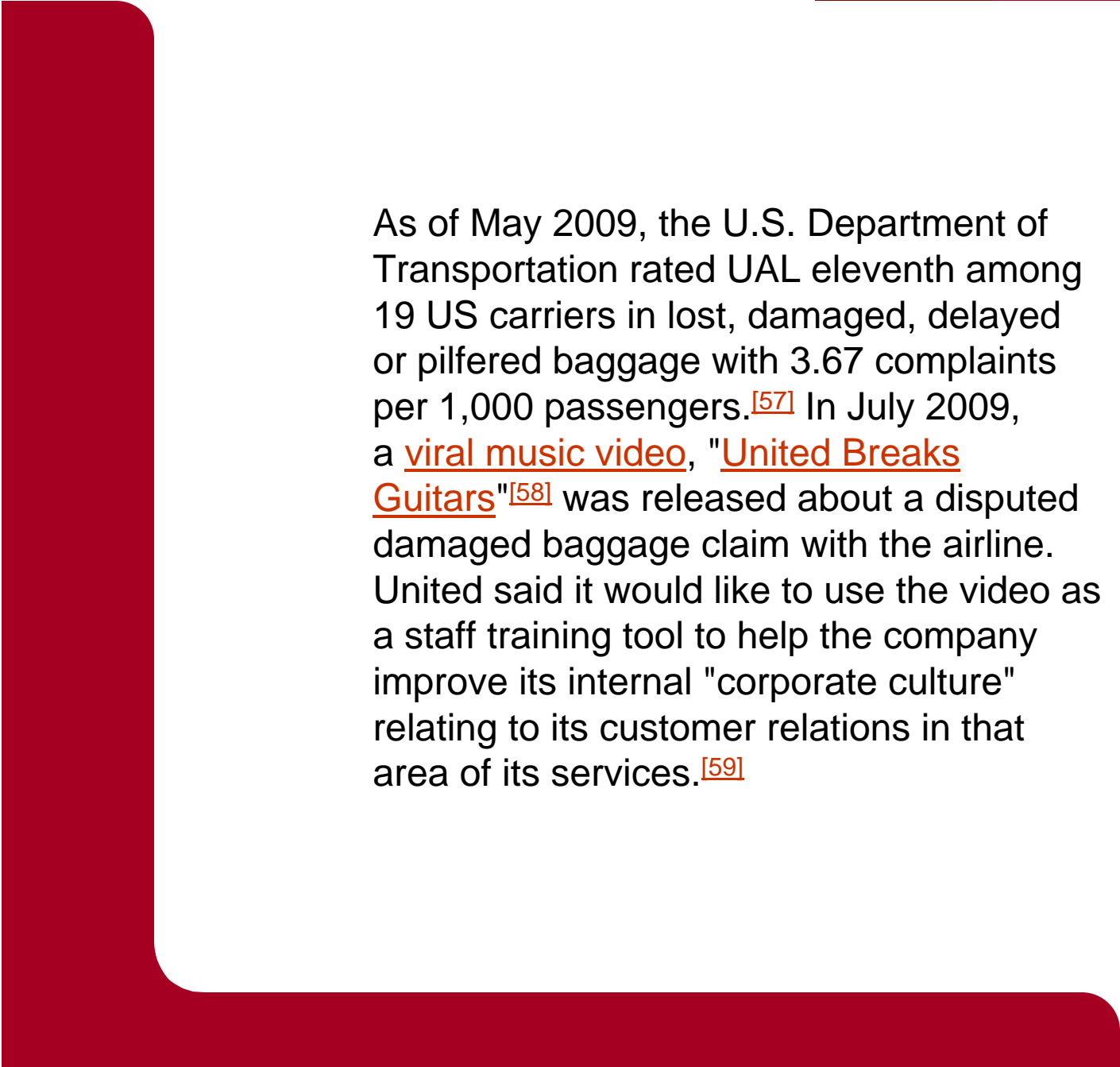



**UNITED**



[www.davecarrollmusic.com](http://www.davecarrollmusic.com)

5,595,622 Views



As of May 2009, the U.S. Department of Transportation rated UAL eleventh among 19 US carriers in lost, damaged, delayed or pilfered baggage with 3.67 complaints per 1,000 passengers.<sup>[57]</sup> In July 2009, a [viral music video](#), "[United Breaks Guitars](#)"<sup>[58]</sup> was released about a disputed damaged baggage claim with the airline. United said it would like to use the video as a staff training tool to help the company improve its internal "corporate culture" relating to its customer relations in that area of its services.<sup>[59]</sup>



[http://www.youtube.com/watch?v=-QDkR-Z-69Y&feature=Playlist&p=5E51A2ADFE943B73&playnext=1&playnext\\_from=PL&index=31](http://www.youtube.com/watch?v=-QDkR-Z-69Y&feature=Playlist&p=5E51A2ADFE943B73&playnext=1&playnext_from=PL&index=31)



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“united breaks guitars” results 1 - 20 of about 696

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### United Breaks Guitars

SONG 2 is posted. Click here! [www.youtube.com](http://www.youtube.com) There is now a video response: [www.youtube.com](http://www.youtube.com) Full Story: [www.davecarrollmusic.com](http://www.davecarrollmusic.com) - In the spring ...

★★★★★ 4 months ago 5,967,701 views [sonsofmaxwell](#)



### United Breaks Guitars Song 2 HD

[www.davecarrollmusic.com](http://www.davecarrollmusic.com) and the saga continues On Tuesday August 5 we reconvened at the field behind the Station 41 fire department in Waverley ...

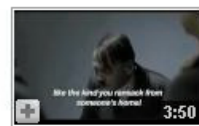
★★★★★ 2 months ago 525,610 views [sonsofmaxwell](#)



### STATEMENT

on: [davecarrollmusic.com](http://davecarrollmusic.com) [curveproductionsinc.com](http://curveproductionsinc.com) ... **"United Breaks Guitars"** **United Guitars** "Dave Carroll" "Sons of Maxwell" "Lara Cassidy" " ...

★★★★★ 4 months ago 405,810 views [sonsofmaxwell](#)



### Hitler Finds Out United Breaks Guitars

[www.johnennis.tv](http://www.johnennis.tv) — Dave Carroll is not the only music fan upset at **United** Airlines. (See his saga here: [www.youtube.com](http://www.youtube.com))

★★★★★ 3 months ago 37,078 views [ShootFirstInc](#)



### Taylor Guitars Responds to "United Breaks Guitars"

Bob Taylor lends his support to Dave Carroll and **guitar** players everywhere. Taylor has had an artist relationship with Dave for several years now ...

★★★★★ 4 months ago 216,436 views [TaylorQualityGuitars](#)



### United Breaks Guitars, Corporate Response Parody

At **United** We Love **Guitars!** **United** Airlines hires Dave Carroll to write and produce a finale for their new "**Guitar** Friendly" carriage policy (spoof ...



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# SOFTPEDIA™

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## United Airlines Breaks Guitars, Loses \$180 Million

By **Elena Gorgan**, Life & Style Editor  
 24th of July 2009, 19:31 GMT

Adjust text size: A- A+

After Canadian singer Dave Carroll takes his story to YouTube

#### Ads by Google

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Bass Guitars UK

United Airlines

Solid Body Guitars

Chet Atkins Guitars



ENLARGE

Luggage mishaps are known to happen on airplanes, be it at the airport, or because of the way the packages are stored and transported. Either way, the flight company eventually owns up to them and finds some form of compensation for the respective passenger. This did not happen to Canadian singer Dave Carroll, who had his Taylor acoustic damaged on United Airlines and who took his plight to YouTube. United stock fell by ten percent because of it, amounting to a loss of \$180 million, the Daily Mail informs.

The incident occurred in 2008, when Carroll saw his guitar being thrown around by airport personnel before being loaded. As he arrived in Chicago, he saw that, indeed, his Taylor was broken, so he took his complaint to United Airlines. The company, in its



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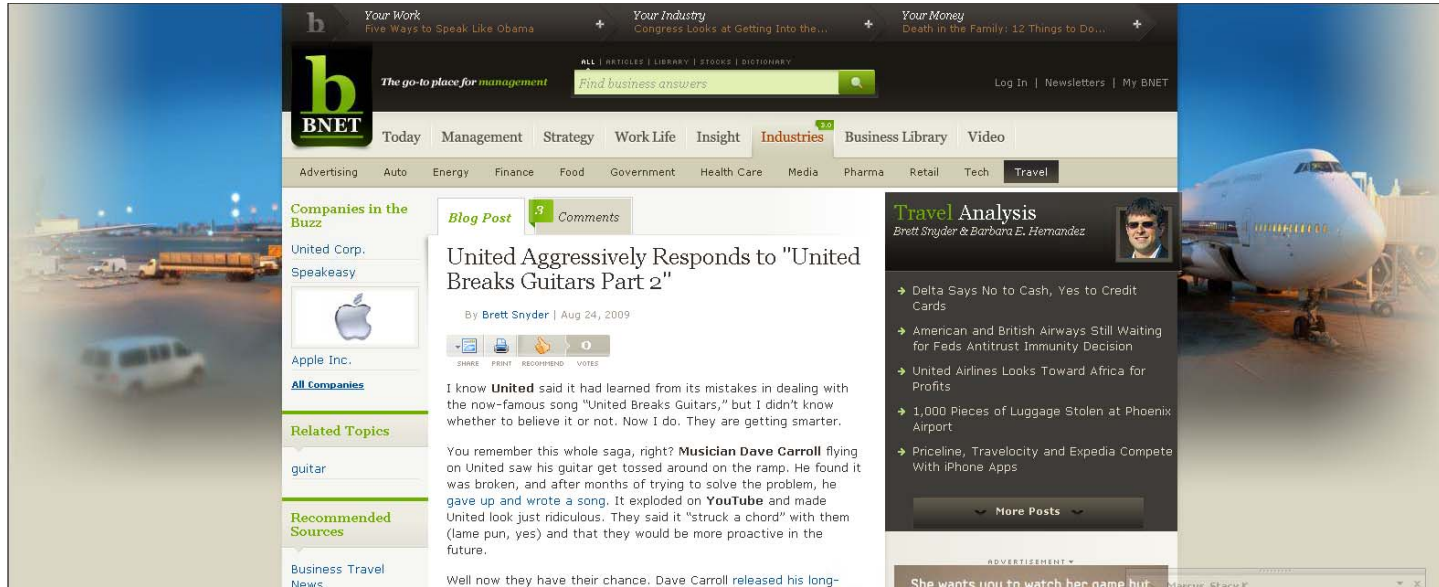


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★★★★★ 2 months ago 525,610 views [sonsofmaxwell](#)





# United Aggressively Responds to "United Breaks Guitars Part 2"





Yes, these videos have struck a chord with all of us here.

The second video is suggesting we do something that we've already done — and that is to provide our agents with a better way to escalate and respond to special situations.

While his anecdotal experience is unfortunate, the fact is that 99.95 percent of our customers' bags are delivered on-time and without incident, including instruments that belong to many Grammy award-winning musicians.

**United spokesperson Robin Urbanski**



I'm sure this was a form letter that was sent out to everyone who commented, but that's ok. ... Still, the personalized effort to respond to tweets with this was the key. It not only responds to the issues in Dave's second video, but it also throws out some cold hard facts on the number of lost bags to help change the focus of the message. It probably has altered the conversation to some extent, and I don't think United will see anything like the backlash they saw after Dave's first effort.

Brett Snyder, Blogger

# Barbara Boxer

United States Senator from California





[Travel](#) » [Columns & Blogs](#)

## Passenger rights debate on glide path to Congress

Updated 9/30/2009 11:18 AM | Comments [12](#) | Recommend [5](#)



**On the Road with**  
Bill McGee

By Bill McGee, special for USA TODAY

You may not have read much about airline passenger rights recently, but there's little doubt the topic will be garnering more attention. Despite its busy legislative calendar, Congress may soon end years of debate by making an Airline Passenger Bill of Rights into law.

Last week I was among a group of proponents and opponents of such legislation who gathered for a Passenger Rights Stakeholder Hearing in the Rayburn House Office Building in Washington. The event, which was sponsored by [FlyersRights.org](#) and the Business Travel Coalition (BTC), had an air of certainty about it—for many, such a law is now all but certain since being approved as a provision in the latest [Federal Aviation Administration](#) reauthorization bill. Three out of five members

on the expert witness panel stated they thought some form of passenger rights legislation is now inevitable.

**RELATED:** [Fliers on delayed planes get more support](#)

### Testimony unplugged

It was a dynamic morning, highlighted by testimony from passengers who suffered through abysmal treatment by airlines during irregular flight operations in recent years. This included Kate Hanni, the executive director of [FlyersRights.org](#), who has become the face of this movement. The airline industry's primary trade organization, the Air Transport Association of America, was invited but choose not to participate. However, cautionary words about the unintended consequences of legislating airline service were heard from industry and academic critics.

The keynote address was delivered by Sen. [Barbara Boxer](#) (D-Calif.), who declared the battle for Passenger Rights won, and asserted the bill would soon become law: "It will happen." We were even entertained by Dave Carroll and his band, who offered an unplugged version of [United Breaks Guitars](#), the mishandled baggage anthem that has generated 5.6 million views on [YouTube](#).

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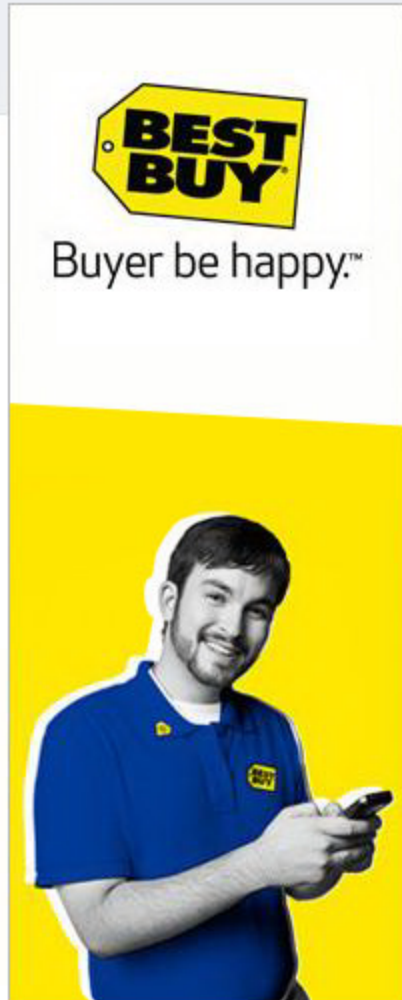
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# S-213 Airline Passenger Bill of Rights Act of 2009





Best Buy [Become a Fan](#)

Wall Info Shop + Share Gift Ideas Home Theater Events >>

Best Buy Just Fans

Best Buy wants to know what animated movies do you own or want to buy?



**Best Buy Weekly Ad**

Source: bestbuy.srm.vitruve.com

Get your copy of Monsters vs. Aliens the movie or game at Best Buy starting 9/29/09 and see the Weekly Ad appearing in your local Sunday newspaper.

4 hours ago via Social Publisher · Share

357 people like this.

View all 298 comments

Best Buy wants you to know there is an easy way to transform your old photos & films into a digital format. What favorite photo moment do you wish was digitized so you could share it online?




**Digitize your images with iMemories**

Source: bestbuy.srm.vitruve.com

Let our iMemories service convert your family's films & photos from any decade into digital form, so you can watch them on your TV and share them online.


iMemories™



"What do you think about offering Bestbuy.com in Spanish?"

- Tracy Benson, Senior Director, Interactive Marketing and Emerging Media: "It was a landmine. There were hundreds of negative responses flowing in, people posting racist, rude comments. Our contact center was monitoring this, and they were crying, waiting for a positive comment to come in."
- Positive comments didn't come.

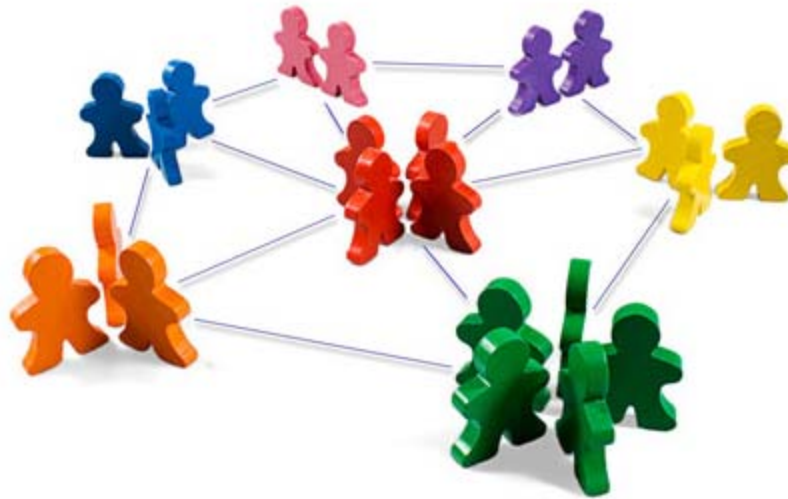




"What do you think about offering Bestbuy.com in Spanish?"

- Benson: "For right or wrong, we decided to take it down and see if the [the commenters] went away-- and they did."
- Benson: "We have to learn how to respond when negative comments are coming in."

# Social Media in Action



## Employment Law



# Employment Considerations

- How, and if, to use social media in the hiring process
  - Job Postings
  - Background checks
  - References



# Employment Considerations

- Employee Use Of Social Media At Work
  - Disclosure of confidential information
  - Copyright violations
  - Harassment
  - Defamation
  - Time-waster

# Employment Considerations

- Employee Use Of Social Media Off Duty
  - General rule: At-will employment; exceptions unlawful discrimination and public policy
  - \*\*\*But remember: some states have laws protecting lawful off-duty conduct
  - What about whistleblowers? NLRA?

# Employment Considerations

- Blogging: What can happen and what to do?
  - How to have a post removed
  - Identifying an anonymous poster

# Employment Considerations



- What's an employer to do?
  - Re-visit and revise your policies
  - Ensure consistent discipline for infractions
  - Confidentiality and Non-Disclosure Agreements
  - Monitor and be aware



This isn't just about IP and Privacy.  
It's multi-disciplinary.  
Think holistically.

- IP Protection and Litigation
- Data Privacy and Protection
- Global Regulatory
- Advertising & Marketing
- Corporate & Securities
- Insurance Recovery
- International Regulation
- Tort Claims
- Attorney Client Privilege
- Employment
- Products Liability
- Life Sciences
- Commercial Litigation
- HIPPA





# Enter the Regulators...

## Word Of Mouth Advertising Online Gets Gagged

By Dianne See Morrison - Mon 28 Apr 2008 03:23 AM PST

Brands hoping to promote their products online through word of mouth are being gagged by UK consumer-rights restrictions that go into effect May 26. [AdAge reports](#) that brands are being forced to disclose they are being paid to do so. **ambassadors or seed viral ads, while "falsely representing c**

A number of campaigns from high profile brands purporting to be from real life fans. When it was revealed that the characters in the video were created by real life fans. When it was revealed that its very real agency Ziaptoni, the electronics giant was forced to apologise for the possibility of fines and prison times for those caught breaking the rules.

Still, the damage may already be done, with consumers aware that social media sites like YouTube are among the most popular. YouGov survey, social nets including Facebook and YouTube are among the most popular.

Moreover, as much as brands may be trying to put a positive spin on the situation, a recent study shows that **online communities, blogs and message boards are** the most popular. [Mad.co.uk](#) reports that the study—looking at the influence online and offline—found that people who had used online communities, contacts and blogs said the opinions from family and friends (29 percent) and independent reviews



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## SEC To Recognize Corporate Blogs as Public Disclosure. Can We Now Kill the Press Release?

by [Brian Solis](#) on July 31, 2008

80 Comments 2 [retweet](#)



For several years, Sun CEO, [Jonathan Schwartz](#) has lobbied the SEC to allow disclosure of financial information through corporate blogs. In a landmark [announcement](#) , it seems that Mr. Schwartz may indeed get his wish, and with it, a historical decision that could break the age-old shackles that bound businesses to traditional media and distribution channels in order to satisfy full disclosure.

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# FDA U.S. Food and Drug Administration

- Scheduling public hearing on the use of the Internet and social media tools by the manufacturers of prescription drugs, medical devices, and prescription animal drugs.
- Seeks input on the use of the Internet and interactive social media tools — such as blogs, wikis, and social networking sites — in the promotion of regulated products and in the reporting of adverse event information.
- Opened a docket on this issue, where comments may be posted until February 28, 2010.



## FEDERAL TRADE COMMISSION

*PROTECTING AMERICA'S CONSUMERS*

- FTC Workshop, December 1-2, 2009: "Can the News Media Survive the Internet Age? Competition, Consumer Protection, and First Amendment Perspectives."
- FTC Workshop, December 7, 2009: "Privacy challenges posed by the vast array of 21st century technology and business practices that collect and use consumer data."



# FEDERAL TRADE COMMISSION

*PROTECTING AMERICA'S CONSUMERS*

- Social Networking
- Cloud Computing
- Online Behavioral Advertising
- Mobile Marketing
- Collection and Use of Information by Retailers, Data Brokers, Third-Party Application
- Behavioral advertising
- Privacy
- Direct marketing



# FEDERAL TRADE COMMISSION

## PROTECTING AMERICA'S CONSUMERS

An incisivemedia website

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### FTC Ready to Cut 'Astroturfing'

By Tresa Baldas  
[The National Law Journal](#)  
September 21, 2009

Post a Comment

The controversial promotional practice of "astroturfing" -- flooding the Internet with bogus product reviews -- is about to hit the dirt.

The Federal Trade Commission is apparently on the brink of updating its 29-year-old guidelines on product endorsements. While that threat has been looming for more than a year now, advertising lawyers say final rules are expected to be announced before the year is up.

And the FTC, lawyers warn, will be making one thing clear: Phony online reviews will not be tolerated.

The revised guidelines, who go beyond astroturfing to address other product endorsement issues, have everyone from mommy bloggers to health care product promoters in a tizzy, all fearing that what they say about an item

twitter

Login Join Twitter!

## Hey there! FCC is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving **FCC's** tweets.

Join today!

Already using Twitter from your phone? [Click here.](#)



FCC PSHSB & Br  
host Cyber Security  
30 from 9:00am-1  
[www.broadband.g](http://www.broadband.g)

about 12 hours ago from web

Comments posted to Blogband v  
the National Broadband Plan: ht  
1:13 PM Sep 23rd from web

Verified Account



twitter

Login Join Twitter!

## Hey there! OnSafety is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? **Join today** to start receiving **OnSafety's** tweets.

Join today!

Already using Twitter from your phone? [Click here.](#)



OnSafety

#CPSC on White House blog at <http://bit.ly/9EKn>. Administration reinforces agency's safety message.

2:17 PM Sep 24th from web

#CPSC recalls Big Lots Bunk Beds that can collapse. Check your kids' bed so they can sleep safe tonight. <http://bit.ly/H7oRI>

Name CPSC  
Web <http://www.cpsc.g...>  
Bio Welcome to CPSC's Twitter site.

0 following 304 followers

Tweets 4

Favorites

Following

RSS feed of OnSafety's tweets

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Matrix of federal government social media profiles and accounts

Government Agency	Facebook	YouTube	Twitter	Blog
Agriculture (Food Safety) USDA	No Facebook	USDA	FoodSafety, FSWGListens	No blog
AIDS	AIDSgov	AIDSgov	AIDSgov	blog.aids.gov
Air Force, US	No Facebook		US_Air_Force	No blog
America	No Facebook	AmericaGOV	No Twitter	No blog
Americorps	No Facebook	No YouTube channel	Americorps	No blog
Army	No Facebook	SoldiersMediaCenter	USArmy	No blog
Census	No Facebook	USCensusBureau	No Twitter	No blog
Center for Disease Control – CDC	No Facebook	CDCStreamingHealth	No Twitter	No blog
Central Intelligence Agency CIA	CIA	No YouTube channel	No Twitter	No blog
Citizenship and Immigration Services	No Facebook	No YouTube channel	USCIS	No blog
Coast Guard	No Facebook	USCGimagery	USCoastGuard	USCG
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Central Intelligence Agency [Join](#)

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**John Paul Llenaresas** can i be a CIA agent?  
November 3 at 9:53pm · Report



**Spherical Sun** Try brushing up on your informant skills.  
Sat at 8:26pm · Report

Information

Category:  
Organizations - Volunteer Organizations

Description:  
Organisasi para Agent yg dapat memecahkan sebuah misteri dengan cepat & tepat. Lebih Cepat Lebih Baik!!!!!!

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Stevano William Kakisina



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Mirsie Krasniqi



**Soim Press** Alert in Romania: STS or RNC, at Romanian President command, has banned www.traianbasescu.org for all the computers from our country during our election campaign for Romanian Presidency.  
November 3 at 2:56pm · Report



**Soim Press** Now you can read in english, spanish, french, russian, chinese, etc all the main news from Romania, 24/7 updated thanks to SOIM Press on <http://soim.ro> ...just click the icons from the website  
October 29 at 12:50pm · Report



**Soim Press** Romanian Intelligence Service - Party bodies directly subordinated Romanian President Traian Basescu.

Yesterday, Deputy Intelligence, Florin Coldea, changed according to General John Stephen, head of the General Directorate for Prevention and Combating of Terrorism Intelligence, show, blog, Sorin Rosca Stanescu. A "very s...[Read More](#) v  
October 27 at 3:09am · Report



**Lupert Trepul** I'd like to set up some coup d'etats in poor countries with lots of recources. So how do I go about this, I mean where do I start?  
October 19 at 6:25am · Report



**Дмитрий Сантович Мардѐенов** May I join it?



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Trackur - Windows Internet Explorer

http://www.trackur.com/track/index.php


File Edit View Favorites Tools Help

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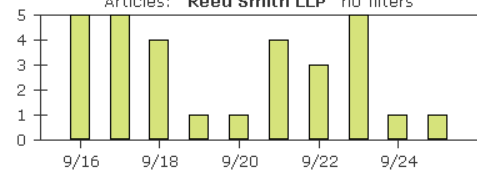
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- [News]One language, two cultures separate us, uk - pittsburgh business times One language, two cultures sep... September 21st, 2009
- [News]Movers and shakers (san francisco chronicle) - saas directory Movers and Shakers (San Francisco Chron... September 21st, 2009
- [News]John feldman is now connected to drew boortz (associate at reed... John Feldman is now connected to D... September 21st, 2009

Done, but with errors on page.

Citrix Access ... Inbox - Micr... Social Media ... Stats on SM ... Trackur - Wi... Social Media ... Microsoft Po... 10:40 AM





# Benjamin Moore & Co. steps into the Social Media Space



Benjamin Moore & Co.

Boyden  
global executive search

ReedSmith  
The business of relationships.

# Benjamin Moore & Co. is:

- "Benjamin Moore's prime objective: first-class paint at all times. Better tomorrow than yesterday."
  - Warren Buffett
- Manufacturer of premium architectural paints
  - Aura®
  - Natura®
  - Regal®
  - ben®
- Sold through a network of over 4000 independent retailers
- More than 125 years of product innovation
  - Working smart and green. We're committed to developing products that minimize our impact on the environment.
- Eight research and development labs

# Traditional web presence

- BenjaminMoore.com
  - Informational site targeted at three audiences
    - Home Owners
    - Contractors
    - Architects and Designers
- MyBenjaminMoore.com
  - Portal for authorized retailers featuring
    - Advertising materials
    - Order Color Chips, Color System Information
    - Invoice information

# Why Social Media?

- 2009 Business Climate
  - Housing Market Decline (New home construction down, existing sales at record lows, home improvement spending down)
  - Financial crisis
  - Advertising dollars decline
- Why Social Media?
  - Looking for ways to reach new, techno-savvy, demographic
  - Talk to people where they are
  - Build brand awareness, loyalty, and trust



# April 2009 - Social Media Marketing Tactics

- Social Media sites
  - Facebook
  - Twitter
  - YouTube
- Blogs
  - Paint Guy
  - Living in Color with Sonu
- iPhone application
- Other
  - Text coupons
  - Viral games
  - Contests

# Steps Undertaken Prior To Launch

- Updated dot-com Terms and Conditions and Privacy Policy
- Issued Corporate Social Media Policy
- Developed Social Media Response Procedures
- Designed Facebook & Twitter Pages
- Customized a branded YouTube channel
- Launch! July 2009

facebook Home Profile Friends Inbox Settings Logout Search

**Benjamin Moore** [Become a Fan](#)

Wall Info Photos Boxes Events Links

**Benjamin Moore** Just Fans

**Benjamin Moore** What color do you most associate with your childhood? Do you have that color in your home now?  
5 hours ago

[View all 12 comments](#)

**Kelli Cole Ladwig** rust orange - my favorite bedroom had rust and ivory wallpaper printed to look like lace  
2 hours ago · Report

**Annie Elliott** Dark red and medium blue - and I have neither of those in my house! My brother actually just stumbled upon the drapes we had in our LR in NY - heavy linen with a really traditional English floral...I love them! I'll have to figure out a way to use them. The ones that aren't totally beyond repair, that is...  
about an hour ago · Report

**Benjamin Moore** Don't forget to vote for your favorite photos in the Natura Your World contest. Every vote counts!

**Natura Your World**  
Source: [www.naturayourworld.com](http://www.naturayourworld.com)  
Submit a picture of your design dilemma and you could win a \$5,000 room makeover from Benjamin Moore's Natura. To get started, click

**Information**  
Founded: 1883

**Fans**  
6 of 3,243 fans See All

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[http://twitter.com/Benjamin\\_Moore](http://twitter.com/Benjamin_Moore)

Sign up to receive emails from Benjamin Moore with special offers and product info:  
<http://www.benjaminmoore.com/facebookemail>

Create an Ad

**25% Discount for Alums**

**eCornell**

Get a 2nd chance to choose the right major, eCornell has certificates in leadership, HR, hospitality and more, 25% discount for alums.  
[Like](#)

**Need a Catalog in Minutes**

[www.web2catalog.com](http://www.web2catalog.com)

Need a catalog in minutes, not months? Sign up to beta test

Applications Chat (2)

# YouTube - The ben® Color Capture™ app for iPhone®



ben®  
ColorCapture

**twitter** Home Profile Find People Settings Help Sign out

What are you doing? 140

**Latest:** @teruterubouzu Sorry you're having trouble. Send us your info to benmoore@benjaminmoore.com and we'll get that info to ... 31 minutes ago update

**Home**

**ben** **PaintWithBen** Love, Chic lime: a new home means a new life for me and my love - love is the story of a lifetime for me and my babes. i cant wait to be...  
7 minutes ago from www.paintwithben.com

**ben** **PaintWithBen** Art, Yellow highlighter: dark berry red living room haystack dining room kitchen is bamboo  
7 minutes ago from www.paintwithben.com

**ben** **PaintWithBen** Heaven, Inspired: Very calming.....  
7 minutes ago from www.paintwithben.com

**THE KITCHEN DESIGNER** **SusanSerraCKD** Come along and take a look at my own dream kitchen and tell me about YOURS! <http://bit.ly/HE3Mp> While there, be a fan!  
18 minutes ago from TweetDeck

**Benjamin Moore Paints** **Benjamin\_Moore** @teruterubouzu Sorry you're having trouble. Send us your info to benmoore@benjaminmoore.com and we'll get that info to you ASAP.  
31 minutes ago from TweetDeck in reply to teruterubouzu

**bossycolor** Office drapes are up, and I think they look fantastic! Tips on working w/ Aura paint, too - <http://tinyurl.com/yaxrxew>  
42 minutes ago from web

**Benjamin Moore** 117 tweets  
42 following 839 followers 21 listed

**Trend-is-tic**  
n. an app to dive into trends on Twitter.

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Benjamin moore

Aura paint

Natura paint

Sherwin williams

Personal color viewer

Lists

Lists are timelines you build yourself, consisting of friends, family, co-workers, sports teams, you name it.

New list

Trending Topics



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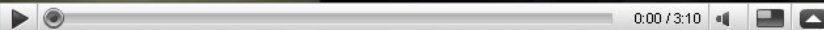
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BenjaminMoorePaints's Channel

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### Benjamin Moore and O, the Oprah Magazine

0 ratings ★★★★★








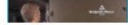
From: BenjaminMoorePaints | October 05, 2009 | 432 views

Benjamin Moore and O, the Oprah Magazine team up to give a Westchester, NY women's shelter a fresh look with Natura.

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# Living in C O L O R with *Sonu*

November 09, 2009

## Home Coming at Benjamin Moore

I'm hooome! For those of you who've found my blog through Benjamin Moore, **WELCOME** to Living In Color! Let's get this party started! Over the lifetime of the blog, I've been creating a path of colorful stories. I'm thrilled to say that [Benjamin Moore](#) was excited enough about our colorful conversations to link over to the blog!



Make your own Lime Sherbet Party Punch with Paula Deen's [recipe](#).

Check out the videos on the right, search for anything colorful using the search box on the left, and make sure to browse through our blog friends for even more inspiration.

If you have specific questions or ideas about color, please drop me a line and let me know. Color is everywhere, so every question counts! In the meantime, take a look around, make yourself at home, and let me know what you think. Here are a few of my favorites to get you started.

[Fall Color Take Away](#)



My world is colorful, in more ways than one. It's intense, vibrant, saturated, and ....  
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view video:  
[A Color-Filled Perspective](#)



**take-away color**  
my favorite new color combinations

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### VIDEO ARCHIVES



[the character of color: black](#)



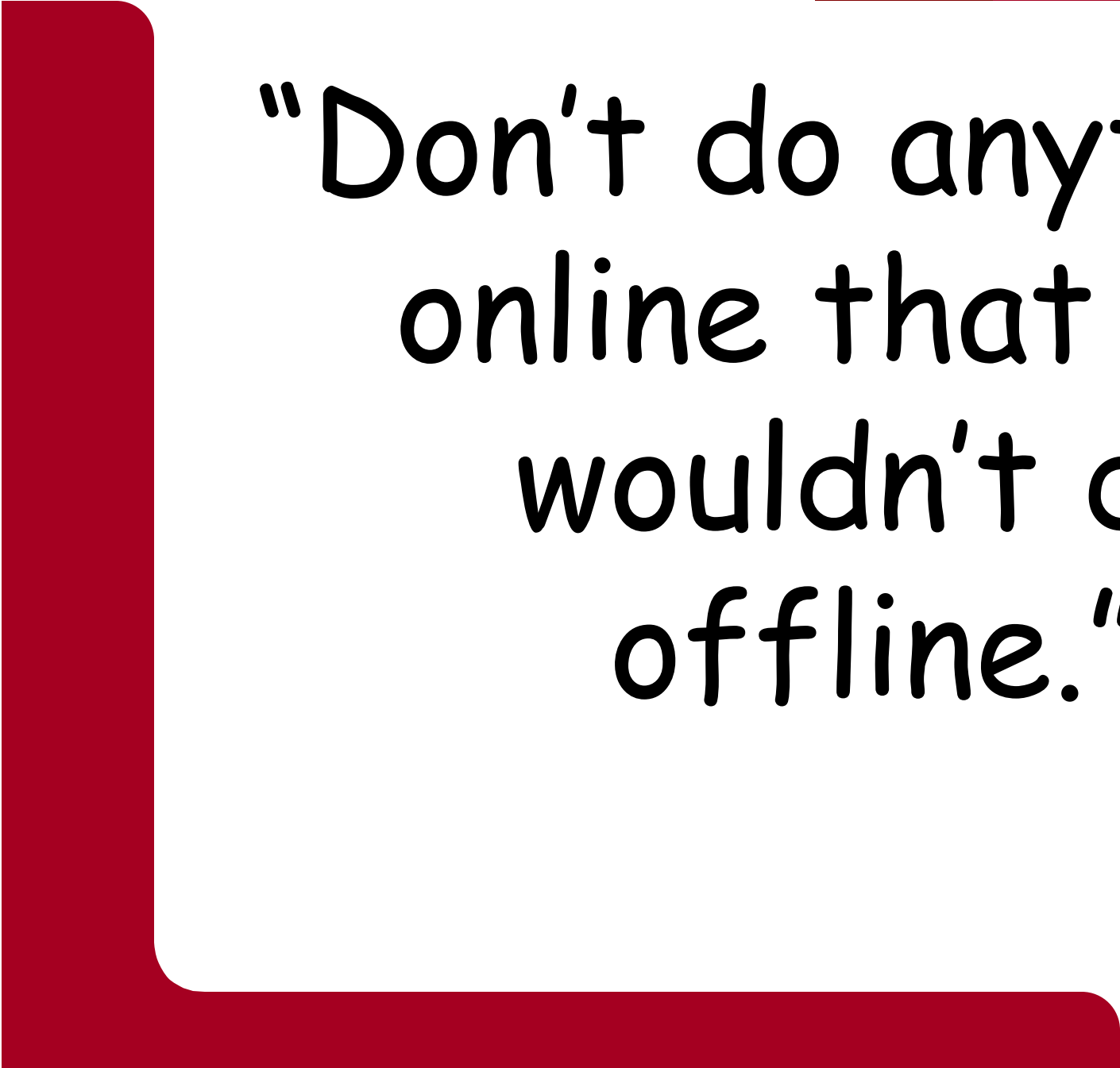

[urban archaeology reveals colorful new tiles](#)



[the character of color:green](#)



[architecture and the city festival--San Francisco](#)



"Don't do anything  
online that you  
wouldn't do  
offline."



# Lessons Learned

- You can't control the online conversation
- People trust each other much more than they trust advertisers and this trend is increasing
- Social Media is effective at building trust
- Our customers are passionate about color and our products
- Our customers can be our Brand Evangelists
- We are able to implement this plan with limited resources



## So What Do You Need to Do Now?

- Learn the platforms
  - Surf the sites
  - Join Facebook and LinkedIn
  - Review each sites terms and conditions

# So What Do You Need to Do Now?

- Audit your company's social media programs

- What are you doing?
- Do you have any customized pages? If so, do you have special contracts with the site?
- What are your employees doing?
- What are your competitors doing?
- What are your customers doing?

## So What Do You Need to Do Now?

- Consider adopting a social media policy for both internal and external communications

- Be careful to keep on strategy
- Don't ban what you can't stop
- Engage, participate, influence

## So What Do You Need to Do Now?

- Monitor legal developments
  - Reed Smith's *White Paper on Managing Legal Liabilities in Social Media*
- *Adlaw by Request* ([www.adlawbyrequest.com](http://www.adlawbyrequest.com))
- *Legal Bytes* ([www.legalbytes.com](http://www.legalbytes.com))



So What Do You Need to Do Now?

Engage  
in the  
Conversation



# Social Media Blues

<http://www.youtube.com/watch?v=9T37q9Lx6sw>





# Questions