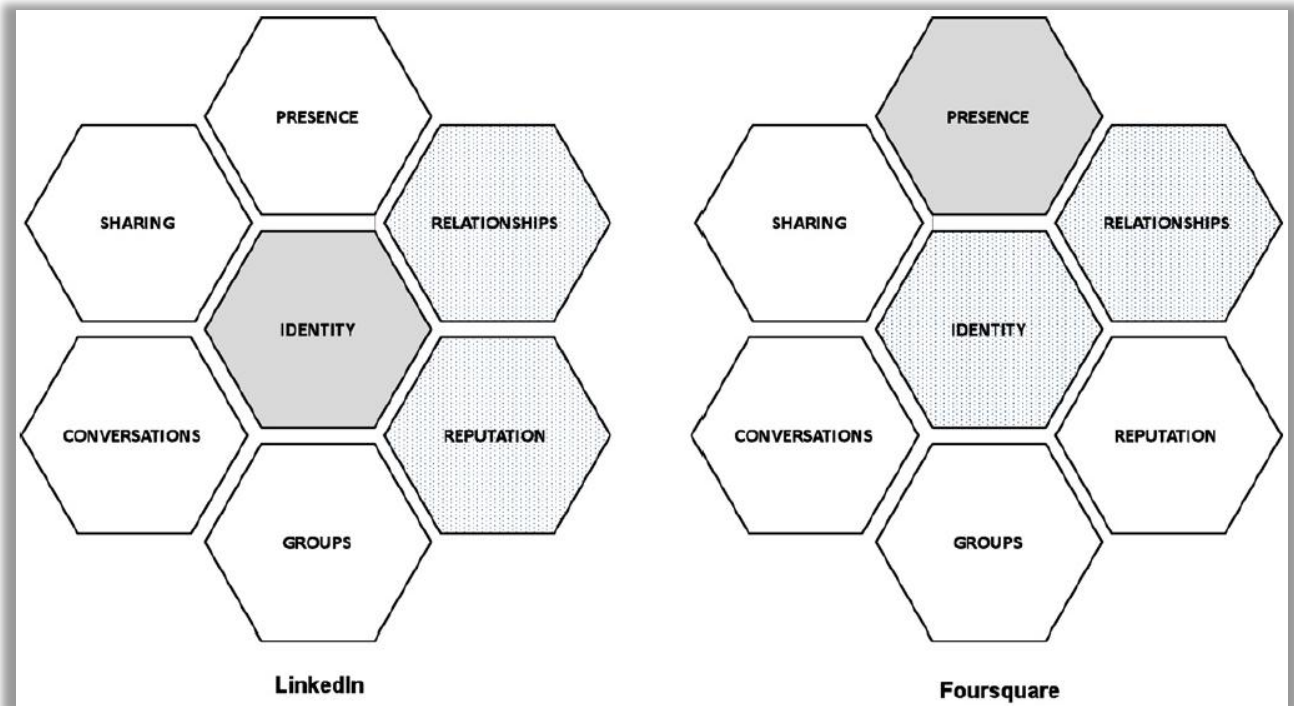
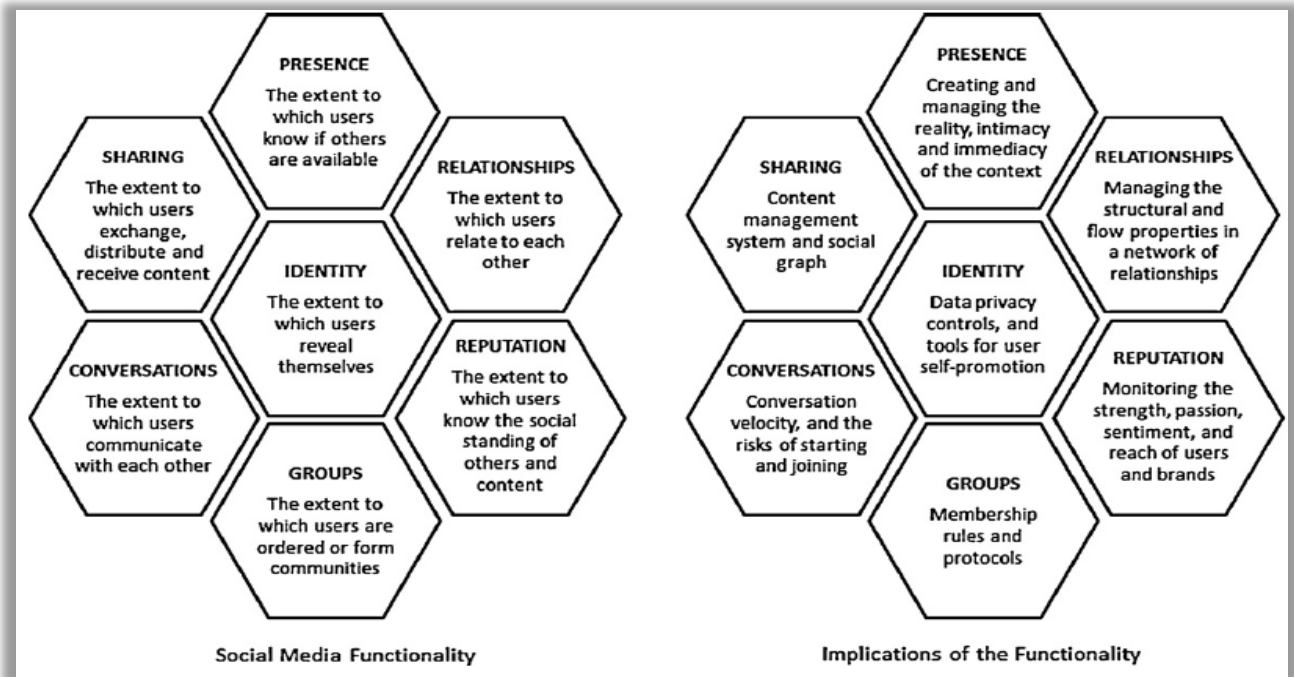
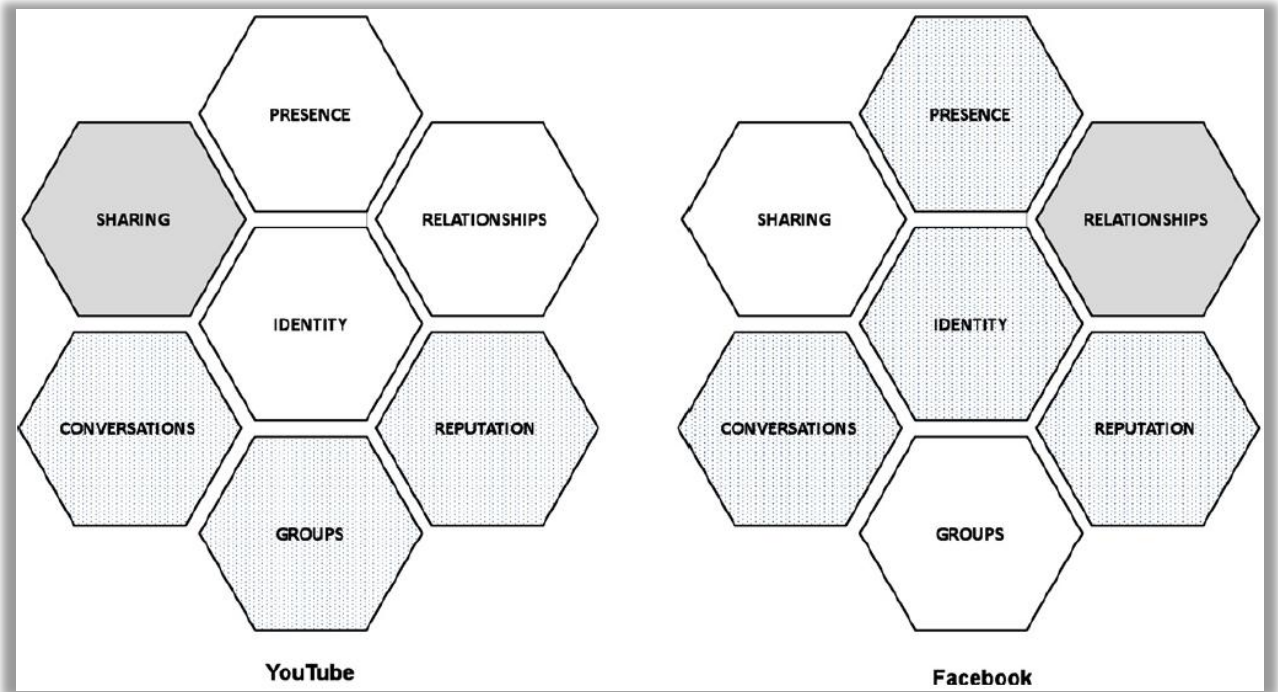


Social Media Typology/Ecology & Use-Cases

▣ Honeycomb of Social Media (Functionality & Implications) (*Kietzmann et al., 2011*)



Dark gray: primary reason Light gray: secondary reason



Twitter's Honeycomb: The primary reasons why people use Twitter:

- **Conversations**
- **Groups**
- **Sharing**

KLOUT: service that determines what your influence is online

- some jobs may ask you to put your KLOUT score on your résumé

Case Study 1: United Breaks Guitars

- ❑ How could UAL have handled this crisis better? What types of strategies and tactics are recommended for other companies?

- Respond through the same social channel
- React quick
- Issue an apology
- Put something on the company's website (a response/ apology)



- ❑ Why did Dave Carroll's song video go viral? What does it take for something to become successful viral content?

- RELATABILITY AND LIKEABILITY (catchy tune, funny video....) → these factors are the main reason why things go viral
- Novelty and creativity – think outside the box
- The properties of the media are also important
 - YouTube: gets viral faster
 - Twitter: retweet button makes it fast and easy to share
 - News channel online: it will take longer for something to go viral online
- 1)capture the imagination by being fun or intriguing,
- (2)are attached to a product that is easy to use or highly visible,
- (3)are well targeted,
- (4)are associated with a credible source, and
- (5) combine technologies.

Social Media Crisis Management: Introduction

- ❑ Social Media Crisis:

- a crises issue that arises in or is amplified by social media, and results in negative mainstream media coverage, a change in business process, or financial loss.

- ❑ Characteristics:

- Technology helps create a negative buzz around a brand, product, or service.
- Ground-up phenomenon that is largely out of the control of the business being affected.
- Powered through emergent events:
 - Small low-level events, such as the interactions between a few consumers, can give rise to higher-level intensity, such as the development of new disparaging multimedia content and negative campaigns.

Additional Facts about the Case

▣ Extensive & Deliberated Use of Social Media:

- Carroll's friend, Ryan Moore, posted the video to YouTube at about 10 p.m. on Monday, July 6.
 - A small team of friends used Twitter to introduce their followers to the video.
 - They also tweeted to those on Twitter who had themselves tweeted about bad experiences with United Airlines, and to members of the media including Jay Leno, Jimmy Fallon, and Perez Hilton.
 - They posted the story to Digg and other social news sites to which people could submit stories and vote them up or down

▣ What else worked in Dave's favor:

- Dave Carroll's video was immediately picked up by Consumerist.com, a website affiliated with Consumers Union, America's leading not-for-profit consumer advocacy organization and the publisher of *Consumer Reports* magazine.

▣ What the event did for Dave:

- *Became famous ... Increased sales... etc.*
- *The New York Times* labelled Dave Carroll as "the Everyman symbol of the aggrieved traveler".
- Dave Carroll formed many new business relationships with manufacturers like Taylor Guitars and Calton Cases, and service providers such as Mariner Partners and RightNow Technologies (customer experience software providers).

Response and Selected Tweets from UAL

▣ United's first tweets on July 7, 2009:

- “This has struck a chord w/us and we've contacted him directly to make it right.”
- “We have called him and the person who answered his phone scheduled a call for tomorrow morning.”
- On July 8th, United offered Dave an apology and \$1200 in repair costs and \$1200 in airline vouchers:
- The offer was declined, and United made a \$3000 donation to a music school.
- Public Taunting continues on July 8 with no response from United:
- “Why'd you guys have to go and break his guitar? <http://bit.ly/rI2ef> Stop being a bully and fess up!”
- “You can say creatively that this has struck a chord with you but lets be real how do you plan on changing?”
- “And since I'm on a roll, shame on you for taking over a year to bother . . . Too much truth in your baR?”

▣ July 8 Tweet from Ryan Moore:

- “I posted a video for a client of mine monday night and it's like the biggest vid on youtube canada now. <http://bit.ly>.”

▣ United Airlines replied:

- “Love your client's video. Not all r as honest as he. That is why policy asks for claims w/in 24 hours. No excuse; we're sorry.”

▣ Another tweet from afternoon on July 8th:

- “I love this song about @unitedAirlines Check it out! <http://bit.ly/8RDMI>”

▣ United Airlines replied:

- “It is excellent and that is why we would like to use it for training purposes so everyone receives better service from us.”
- July 10 tweet from United:
- “Wud like Dave 2 sing a happy tune—as asked we gave 3K to Thelonius Monk Institute of Jazz 4 music education 4 kids.”
- “Can't wait 2 make music w/Dave 2 improve service 4 all.”

Important Lesson:

- ▶ Social media give people power
- ▶ Customers have more to say
- ▶ Businesses have to be careful nowadays and they should **monitor** what people are saying – what are people's sentiments towards your Brand
- ▶ Connection and influence online give you power in the business world
- ▶ **Satisfy your customers!** Individuals have a say