

POSITIVE CONTENT VS. NEGATIVE TWEETS

When it comes to making sense of the good and bad of social media communications, the business-to-business sector leads the way.

By Imogen Lee



On the train into work this morning I took out my iPad and updated my status on Facebook, then checked my Twitter feed (@imogenlee) and retweeted a couple of interesting tweets about topical business and legal issues before checking our firm account (@eversheds). I remembered to check YouTube to see how many views our latest Eversheds video had before posting a link to it from my LinkedIn account. In the space of five minutes I had connected with, and marketed my firm to, thousands of people, the vast majority of whom I do not know. Welcome to the new world of social media. The past 10 years have seen the emergence of social media into our day-to-day lives. Initially viewed by most of us

in Generation X outside the technology industries as the preserve of schoolchildren and students, this is a phenomenon that is now permeating our lives on every level, including, increasingly, at a business level. Like it or not, it is impossible to ignore.

SOCIAL MEDIA IN B2B So what is social media? It is nothing more or less than another form of communication with key audiences. The relevant social media for these purposes tend to be:

- Collaborative content generation sites (YouTube)
- Blogs (including Twitter)
- Social networking sites (Facebook, LinkedIn,

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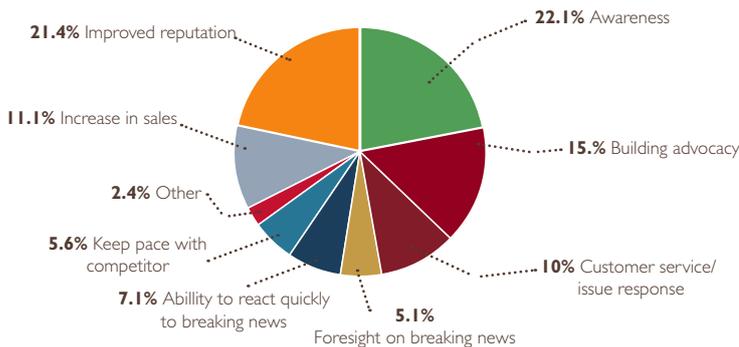
FACTS & FIGURES

Launched earlier this year, Grayling Pulse is one of the newer additions to the line-up of communications industry barometers. The report tracks important changes in public relations spend against key metrics, such as geography and sector, investment in digital and corporate social reputation communications and the changing level of visibility and perceived value of public relations and communications, at a board level, in some of the world's leading organisations. The second edition of the report is out now, backed up with insightful commentaries by a panel of diverse experts – their thoughtfulness really does help Grayling Pulse stand out from the crowded market of jargon-heavy reports, blog posts and other on-line think-pieces. Broadly speaking, this edition reflects the success of the digital revolution: in all regions surveyed, the majority of companies have a digital strategy in place. Western Europe does slightly better than other regions in this respect: 78.4 per cent of companies have a digital strategy

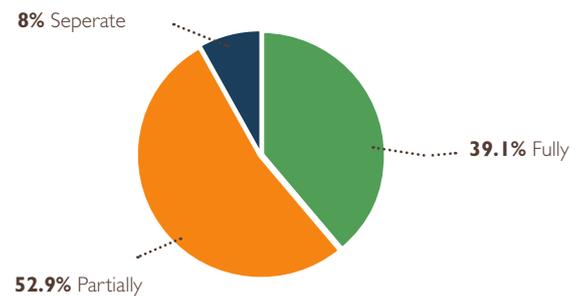
in place, a whisker ahead of North America's 78.3 per cent, and Central/South Eastern Europe and Eurasia at 61.7 per cent. However, only 39 per cent of organisations have integrated their digital strategy with a broader communications strategy (see below right). Clearly, still room for improvement for many companies in this digital age. Perhaps a clue to the overall slow pick-up rate can be found in another of the report's results: just 23 per cent of chief executive officers participate personally in their companies' social media, and 44 per cent have no involvement at all. Top-level buy-in, as the experts constantly remind us, is a key factor in the successful alignment of strategy and tools. Another graph of interest that we've extracted for you here shows that 'Improved Reputation' and 'Awareness' are the two most common reasons for engaging in social media; the least common are 'Increase in Sales' and 'Customer Service' (below left). *Taken from Grayling Pulse Report*

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Most common objective for social media activity



Integration of digital strategy with overall communications strategy



Editors
Dafydd Phillips, Melanie Schröder,
Mike West

Publishers
Rudolf Hetzel, Marc-Oliver Voigt

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PERSONNEL



Christine Graeff
(Director General)

DG Communications and Language,
ECB

Start: January 01 2013



EU: Christine Graeff to take on new role at the ECB

The Executive Board of the European Central Bank (ECB) has appointed CHRISTINE GRAEFF, currently partner and managing director in the Brunswick Group, as director general of the newly created Directorate General Communications and Language Services at the European Central Bank. Elisabeth Ardaillon-Poirier, currently director of the Directorate Communications, will become adviser to the executive board, with specific assignments in the area of communications.



Catherine May
(Director, Corporate Affairs)

SABMiller

Start: October 15



GB: Senior management change at SABMiller

SABMiller has appointed CATHERINE MAY as its new director of corporate affairs. In this role, she assumes responsibility for media, investor relations, political affairs, corporate affairs, corporate social responsibility and internal communications. She will be a member of SABMiller's executive committee, reporting to executive chairman Graham Mackay. May joins SABMiller from Centrica plc, where she served as corporate affairs director from 2006 until December 2011.



Helena Aatinen
(SVP, Communications)

Fortum

Start: November 01



FI: Changes in Fortum management team

HELENA AATINEN has been appointed as senior vice president, corporate communications and a member of the management team at Finnish electric utilities company, Fortum Corporation. She will report to president and chief executive officer Tapio Kuula. Anne Brunila, who joined Fortum Corporation as Executive Vice President and member of the management team in September 2009, will leave her position on her own request.



Nick Hindle
(VP, Corporate Communications)

McDonald's UK

Start: November 01



GB: McDonalds promotes Nick Hindle

McDonald's UK vice-president of communications NICK HINDLE has been promoted to become senior vice-president corporate affairs. The promotion will see Hindle take on responsibility for the company's environment department adding to his existing media relations, public affairs and internal communications remit. After joining McDonald's in 2002 as head of corporate affairs, Nick was appointed to the UK Executive in 2007 after leading the company's communications through the most turbulent time in its UK history.



Achim Schneider
(Head of Communications)

Porsche AG

Start: January 01 2013



DE: New head of corporate communications at Porsche

ACHIM SCHNEIDER is set to become the new head of corporate communications at Porsche AG. In his new role, Schneider will be reporting to the director of communications Hans-Gerd Bode as deputy. Schneider is joining Porsche from Robert Bosch GmbH, where he is responsible for media and public relations as deputy head for central corporate communications.



Gaby Tschofen
(Head, Corporate Communications)

Barry Callebaut

Start: January 01 2013



CH: Tschofen returns to Barry Callebaut

Chocolate manufacturer BARRY CALLEBAUT has appointed Gaby Tschofen as new head of corporate communications. She will be reporting directly to chief executive officer Juergen Steinemann and will succeed Joern Wagenbach, who has decided to pursue other career opportunities. Tschofen held the same function from 2001 until 2010. For the past two years she has worked successfully as a self-employed communications consultant for customers from various industries.

PERSONNEL



Mary Beth Henson
(Director,
PR & Communications)
Viadeo
Start: October 01



FR: Viadeo welcomes new communications executive

Viadeo, the professional social network with 45 million members worldwide, has announced Mary Beth Henson is its new director of public relations and communications. She heads the communications department at Viadeo and is in charge of developing the Viadeo brand worldwide through media relations, events, and increased presence on social media. Previously, she was director of corporate media relations at Ubisoft, the video game publisher.



Ingmar de Gooijer
(Director of Communications)
MedTech Europe/EDMA/Eucomed
Start: October 01



EU: New communication role for de Gooijer

Ingmar de Gooijer is director of communications of MedTech Europe (the Alliance of European medical technology industry associations), EDMA (the European in vitro diagnostics industry association) and Eucomed (the European medical devices industry association). De Gooijer was previously responsible for the communications of Eucomed; before that, he worked for Burson-Marsteller and held various leadership positions in Japan, Singapore and the Netherlands.



Andrea Koepfer
(VP, Corporate Communications)
Media-Saturn Holding
Start: November 01



DE: New communications VP at Media Saturn

ANDREA KOEPFER has been named the new vice president of corporate communications at German corporate group Media-Saturn Holding in Ingolstadt. She reports to Horst Norberg, chief executive officer of the holding. In her new position, Koepfer assumes responsibility for all corporate communications involving the consumer electronics chains Media Markt and Saturn as well as all the group's foreign subsidiaries and shareholdings in close cooperation with the respective management boards.

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EVENTS



28.11.2012 Social Media Results For PR & Comms

31 engaging brands including Audi, Asda, American Express, Sony Europe and Twitter will share how to keep content fresh and innovative and how to respond to negativity wisely for social media which delivers real return on engagement for PR and comms.

► Grand Connaught Rooms, London

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04-06.12.2012 LeWeb' 12 Paris

By 2020, an estimated 50 billion devices will be connected to the Internet. This hyperconnected world is fueling the creation of an "Internet of Things" that will bring devices, systems and people closer together. It's about a melding of the physical world and the virtual world.

► Eurosites, LesDocks, Paris

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05.12.2012 Building The Bridge Between Brand And Reputation

Paul Argenti will be among the speakers at this seminar, which is designed for senior executives who bear the responsibility for corporate branding, marketing, communications, or investor relations.

► Università della Svizzera italiana/Tuck School of Business at Dartmouth, Lugano

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06.12.2012 European Excellence Awards 2012

European companies, consultancies, associations and NGOs have submitted their communications work for evaluation by a jury of experts: the gala ceremony announcing the winners in over 30 categories takes place in the legendary Roundhouse in Camden, London.

► Camden Roundhouse, London

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