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Public Relations & Marketing Communications

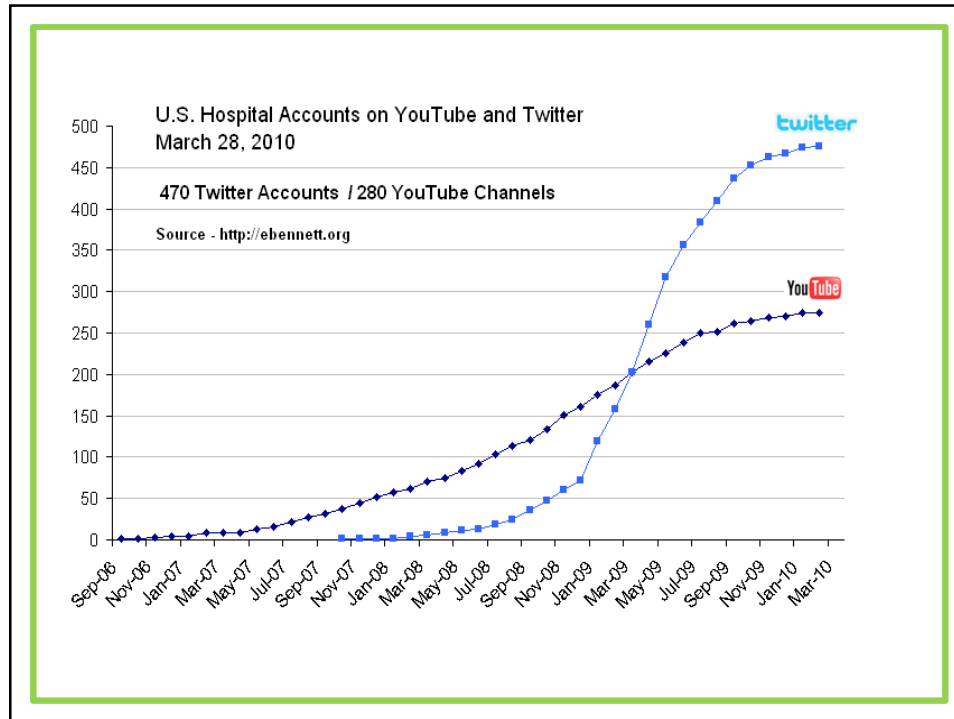
Social Media: Gaining Value; Mitigating Risk



Social Media Popularity



- **Facebook** - 800 million users/mo, Dec 2011
- 50% adults – on social networks
- Power users-Women 18-29
- 32% Boomers-daily users, fastest growing segment



Getting Started

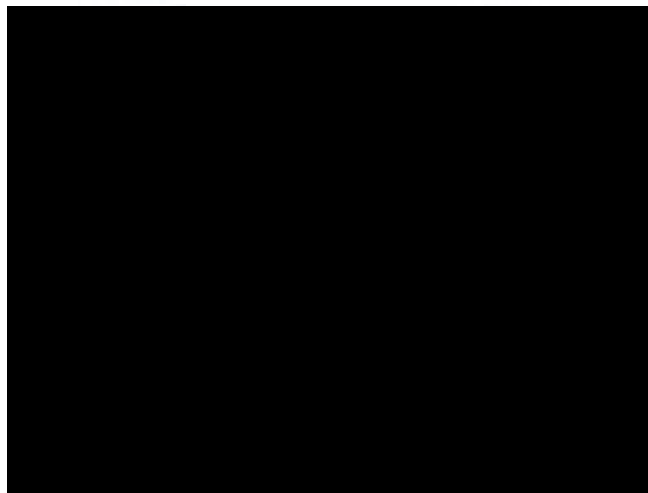
- Strategy is key
- Establish policies-Mktg, HR, Legal, IT
- Transparency
- Consistency
- Fresh content
- 1/3 Rule - 1/3 about you/sharing/
conversation



Best Practices

- [Mayo Clinic](#)
 - Goal - category leadership
 - Team of 9 full-time
 - Healthcare Social Network
 - FB-54K “likes,” Twitter-180K

Know Your Numbers



Why care about Mayo?

- Advertising for patients in DFW
- TV and print
- Opening regional clinics
- Signing corporate contracts

Achievable Tactics

- Willis.com blog

January 12, 2012, 3:00 PM



WillisWire

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Achievable Tactics Cont.

- Centennial Medical Center Positive Feedback



Achievable Tactics Cont.

- Riveron Consulting response to Entrepreneur.com's "Six Business Trends to Watch This Year"



R Riveron Consulting

As far as predictions directly related to PE activity, at Riveron Consulting our professionals predict a fairly dramatic acceleration in trends we have seen in 2011. Fund-to-fund activity, strategic acquisitions and acceleration of activity due to capital overhang are three trends we expect to dominate. PE funds trading with each other has been robust and we do not see that changing in the coming year. Many funds are nearing the end of their investment life cycle and will have to actively seek new investments to utilize expiring capital. Strategic buyers have a lot of cash on balance sheets, and those actively looking to grow may seek acquisition opportunities to accelerate anticipated organic growth.

A trend related to PE and strategic buying activity that we expect to continue seeing in 2012 is that buyers will continue working harder to understand and narrow valuations as well as to identify prospective risks and opportunities underlying the acquisition. Sellers, too, will do much more work upfront to defend the valuations they claim. If 2012 shapes up to be a better forecast year than anyone thinks, by default we will see a lot of strategic activity, as the private equity activity has been baked into most forecasts. Riveron's perspective comes from our work as a financial consulting firm that provides buy-side due diligence for middle-market private equity and investment funds and also helps businesses prepare themselves for optimum valuation in certain circumstances, such as when they want to be acquired.

2 days ago

Like Reply

Why care? THE VALUE

- Impact & monitor patient/customer experience
- Reach & engage stakeholders
- Build brand and reputation
- Aggregate information, expertise
- Leverage collaboration



Getting Started

- Forget newest, changing technology
- Pick a 1st year strategy
- Stick with it

What Will Cause Biggest Impact?

- Meeting new prospects
- Demonstrating expertise
- Improving customer experience
- Leveraging customer testimonials

Potential Risks

- Data/system security
- Loss of sensitive information/IP
- Legal /regulatory infractions – HIPAA, Non-disclosure issues
- Data retention-records management/e-discovery

More Risks

- Reputation – negative online comments; hijacking brand
- Misinformation
- Personal safety – employee activities/travel



Barriers to Digital Strategy

- Most Boomers don't embrace interactive tools
- Requires messy, cross-functional collaboration
- Sacred cows get exposed
- Source of new conflicts
- Ignore at the risk of dire outcomes – Borders, Blockbuster

Where to Place Digital Strategy?

- Where are your digital initiatives? IT, mktg, R&D, HR?
- Rarely found in IT function now
- May fit best in CMO
- Most likely – responsibility has informally transitioned to mktg with little thought
- SCRM – future like Peoplesoft, Salesforce?

Reputational Aspects of Social Media

- Listen consistently
- Create community of loyal collaborators-good will
- Humanize people and audiences
- Focus on what really matters
- Know how and when to respond

Gain Value, Mitigate Risk

- Take strategic & disciplined approach
- Listen – consistently, critically
- Keep updated crisis mgt plan
- Focus 90% on tactics that have greatest impact on your business
- Treat communities as a valuable asset

Cowan piano video

