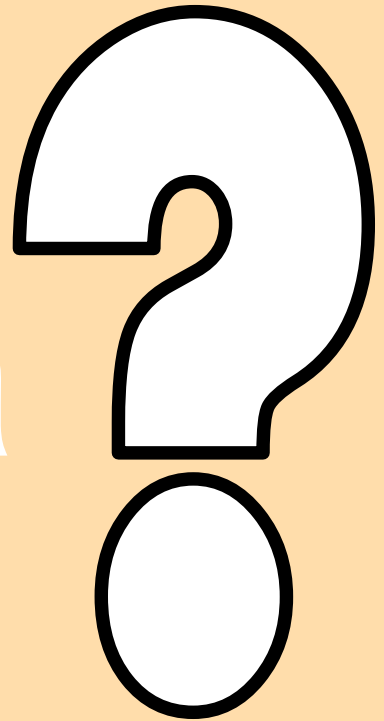


What is Social Media?

Saad Al-Saraf
Mediareach Advertising





BECAUSE TIME SPENT ON
SOCIAL NETWORKS IS GROWING
AT 3X THE OVERALL INTERNET RATE,
ACCOUNTING FOR 10% OF ALL INTERNET TIME

Nielsen, Global Faces & Networked Places, 2009



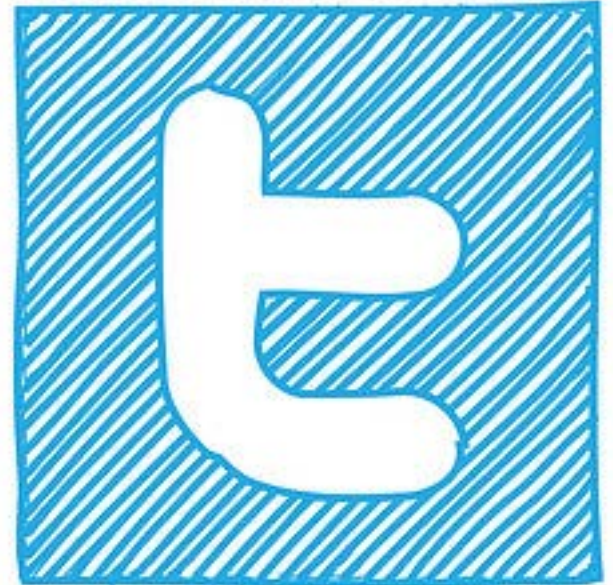


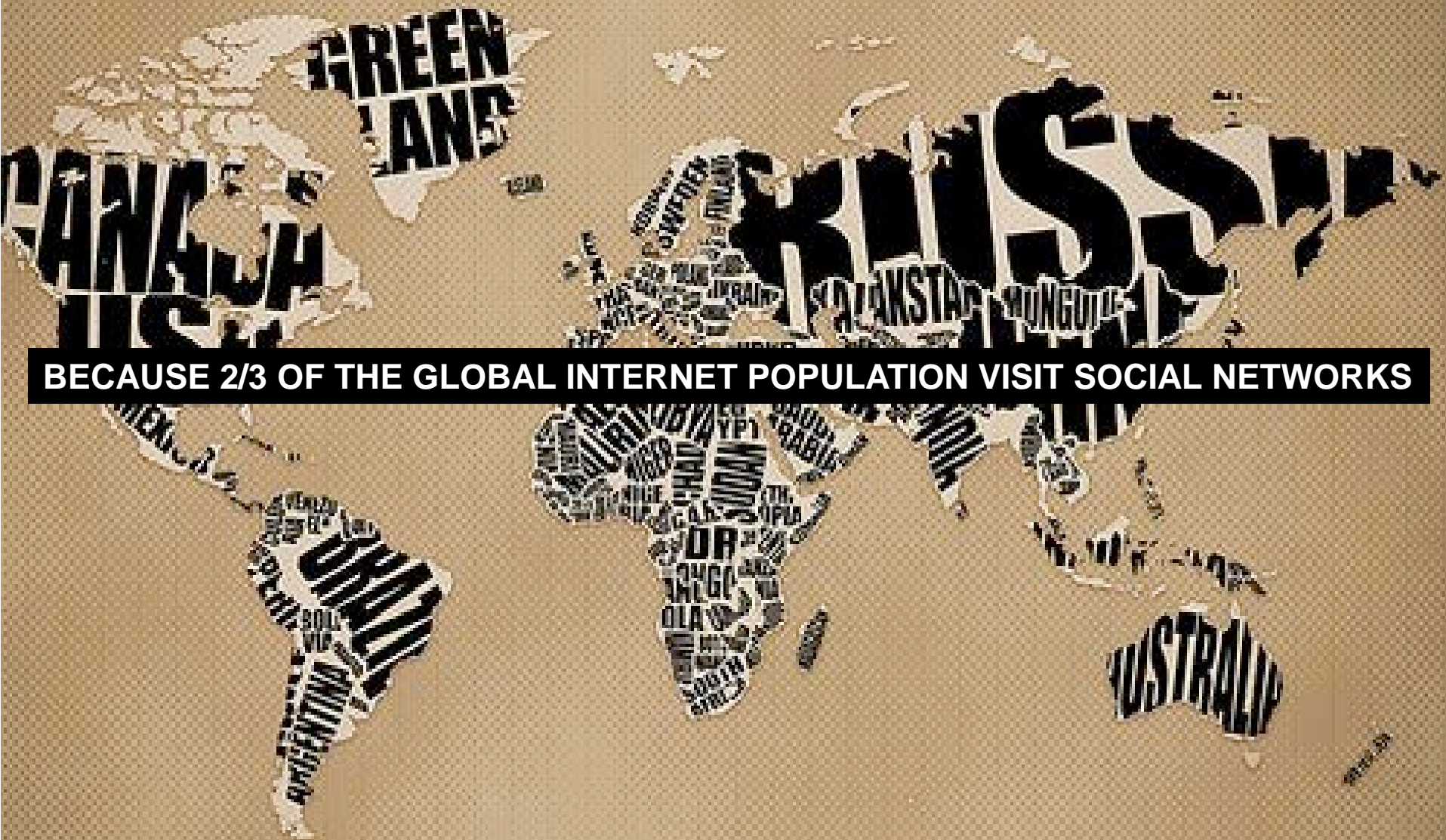
100,000,000 - the number of YouTube videos viewed per day|

Search

175,000,000 Twitter users

155 million tweets per day





BECAUSE 2/3 OF THE GLOBAL INTERNET POPULATION VISIT SOCIAL NETWORKS

Over 600,000,000 users



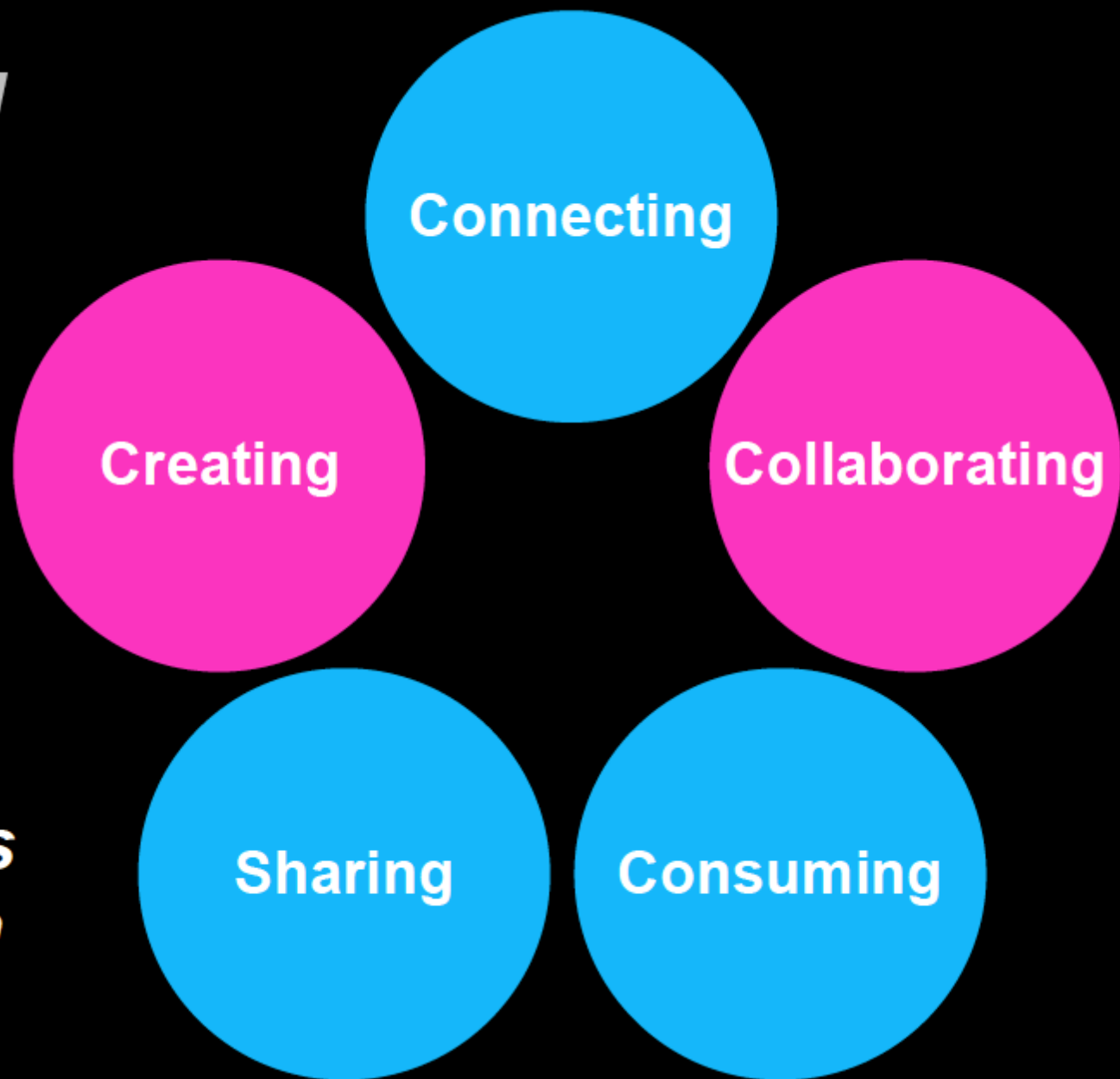


**Shared
Values**

**Shared
Interests**

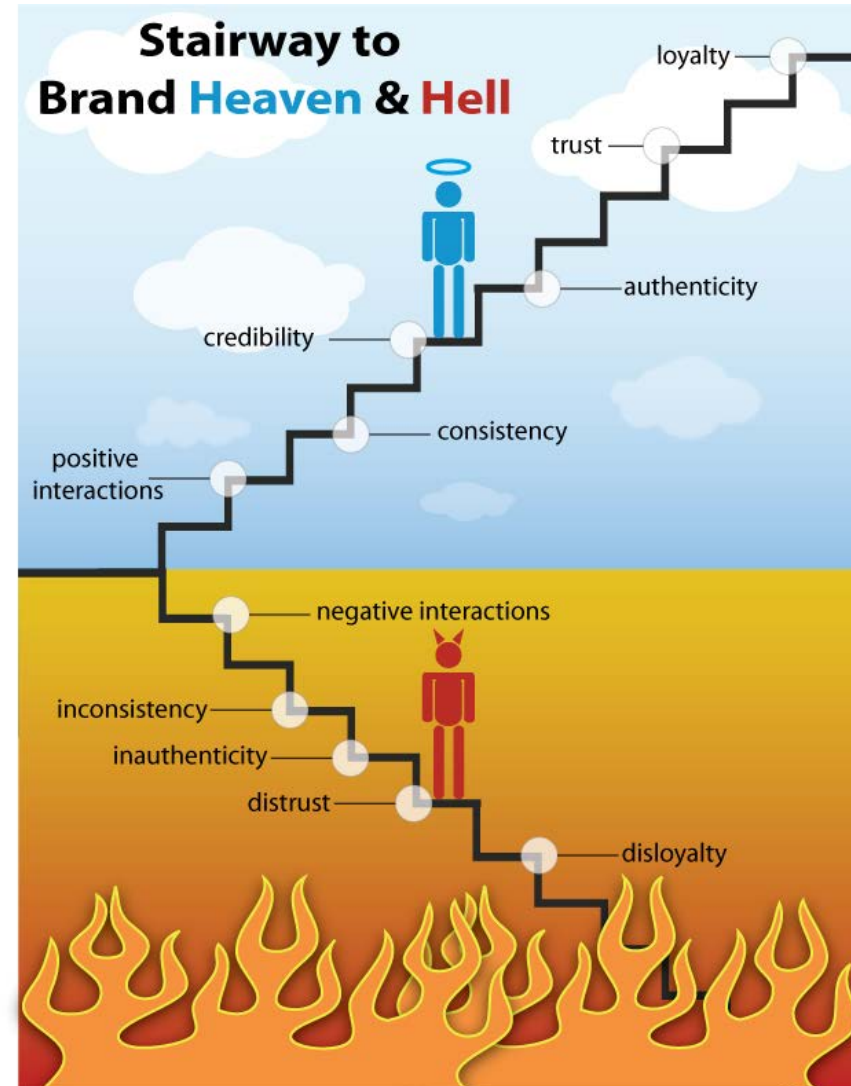
**Shared
Beliefs**

The **5**
***Main Behaviors
in Social Media***



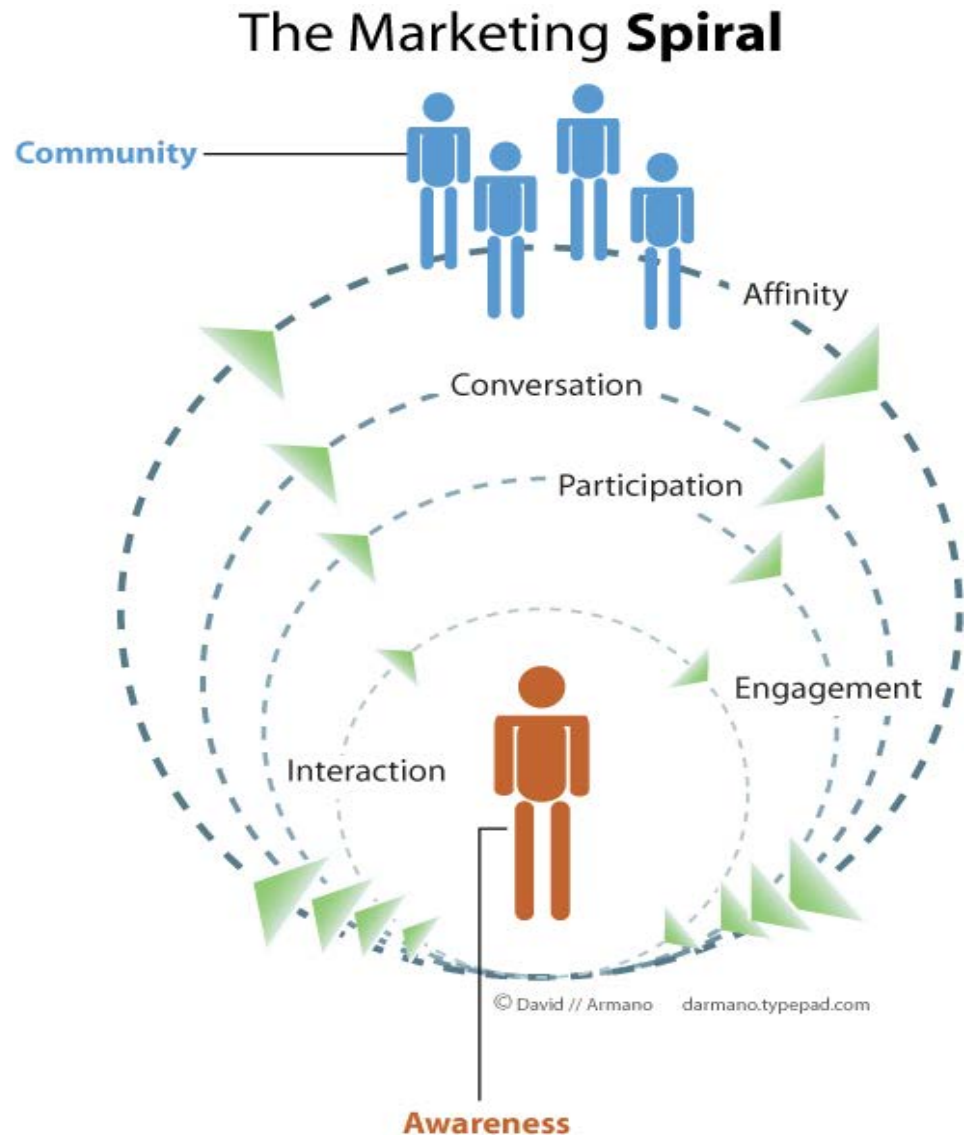
The Main Goals For Any Social Media Campaign Are:

- Increased Brand Awareness
- To Build Authority
- To Learn More About Target Audience
- To Educate and Inform Customers
- To Improve Customer Service
- Monitor Brand Reputation
- Improve Sales



Groundswell is about

1. Listening to customers
2. Talking to customers
3. Energizing customers
4. Helping support customers
5. Embracing customers



Social Media Best Practice

Start with a plan, not tactics.

“Give to get” New Paradigm - Giving value before expecting anything in return.

Commit resources & time to be successful or you may very well fail.

Be transparent with intentions & your identity or you may alienate the very audiences you’re trying to connect with.

Understand, you do not control the message. What happens in Vegas...ends up on Google

Welcome participation, feedback and co-creation. [Encourage participation](#) with communications, especially with brand evangelists.

Metrics should roll up to objectives and objectives should be relevant to the channel.

Social Media Worst Practice

Being FAKE in any way

Not listening

Being oblivious to formal social rules

Being pushy in messaging

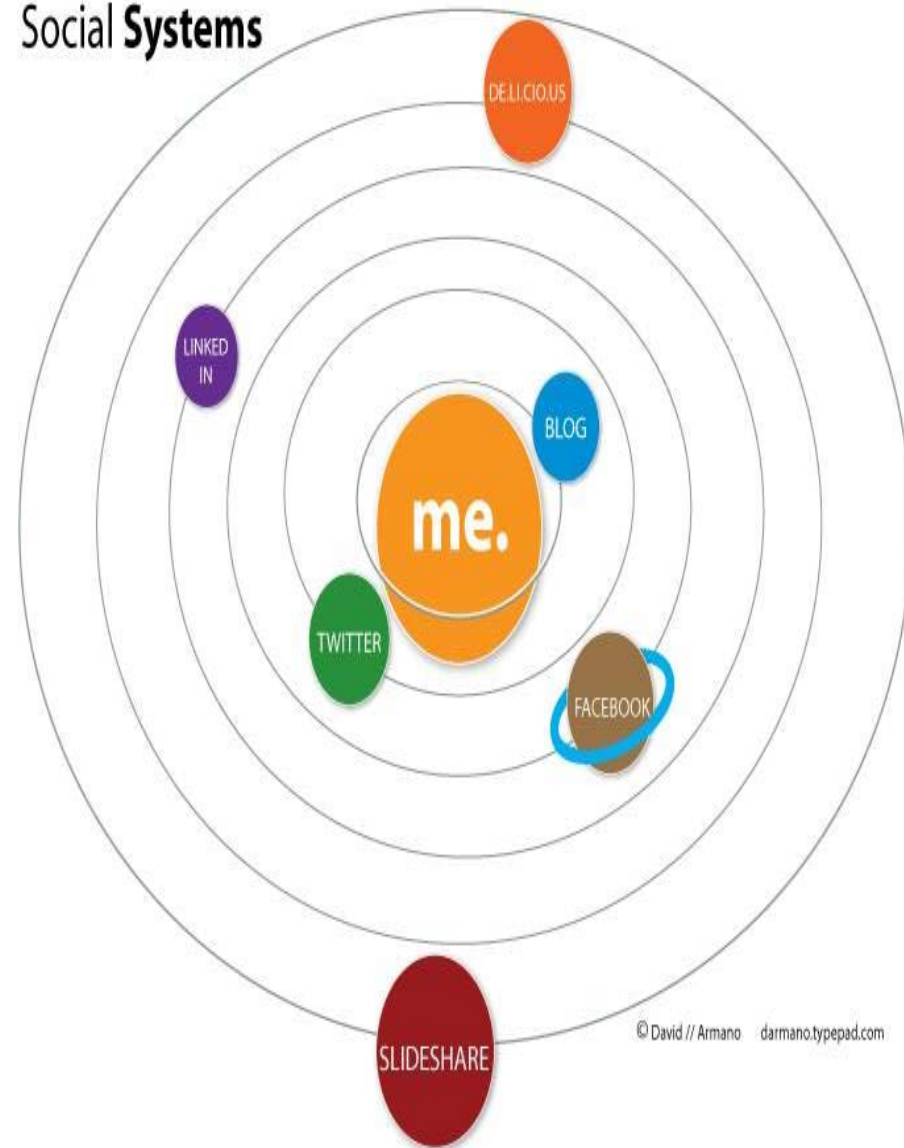
Approaching social media channels as SILOS

Lack of personalisation

Inconsistent Participation

Digitally unsavvy team

Social **Systems**



Define your success metric

Assessed by number of:

people who filled in the “get more info” form

influential people tweet something about us

influential blogs that linked to us

repeating, unique visitors

new customers / sales

people used a specific coupon associated with this campaign

features suggested by users that we actually implement

people in a specific location who follow us on twitter



Characteristics of Highly Effective Social Media Campaigns

- 1) They spread like wildfire.
- 2) They are not spammy.
-
- 3) They don't 'sell'.
- 4) They build relationships.
- 5) They are innovative.
- 6) They have ears.
- 7) They have humor.
- 8) They are measured.
- 9) They use photos and videos.
- 10) They have a call to action.



How can
social
media
go wrong



- Start a twitter account
- Use # tag for unrelated topics – sales based tweets to spam trending topics
- Negative outcome – backlash
- Anger twitter followers



HabitatUK: [#mms](#) Our totally desirable Spring collection now has 20% off! www.habitat.co.uk/pws/Home.ice
2 days ago from web · [Reply](#) · [View Tweet](#)



HabitatUK: [#Apple](#) Our totally desirable Spring collection now has 20% off! www.habitat.co.uk/pws/Home.ice
2 days ago from web · [Reply](#) · [View Tweet](#)



HabitatUK: [#Poh](#) Our totally desirable Spring collection now has 20% off! www.habitat.co.uk/pws/Home.ice
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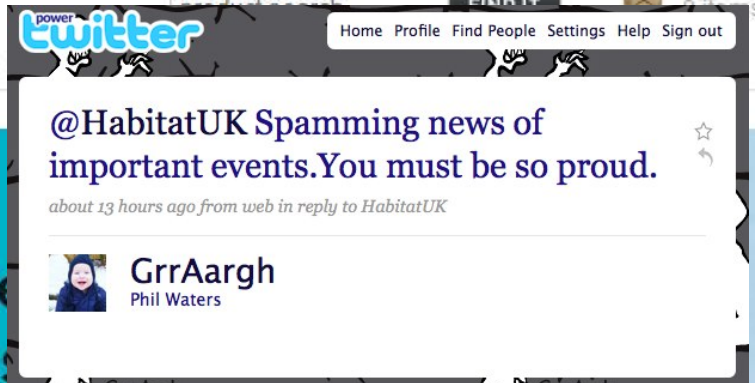
HabitatUK: [#iPhone](#) Our totally desirable Spring collection now has 20% off! www.habitat.co.uk/pws/Home.ice
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How you can **#SupportJapan** -
<http://binged.it/fEh7iT>. For every
retweet, **@bing** will give \$1 to Japan
quake victims, up to \$100K.

about 7 hours ago via CoTweet

Retweeted by 100+ people



bing
Bing

- Twitter backlash
- PR disaster



@freneticfloetry

Courtney

For every RT, **@bing** will Google the
meaning of "donation." **#fuckyoubing**

12 Mar via web ☆ Favorite ↻ Retweet ↩ Reply

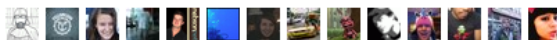
Mentioned in this Tweet



bing Bing · Follow

Try Bing. A new way to search, explore, & decide

Retweeted by **darthkamran** and 32 others



@peterbyrnes

Peter-John Byrnes

To be fair, **@bing** is seeing the Japan
quake as a branding opportunity because
they're both considered horrible disasters.
#fuckyoubing

12 Mar via TweetDeck ☆ Favorite ↻ Retweet ↩ Reply

Mentioned in this Tweet



bing Bing · Follow

Try Bing. A new way to search, explore, & decide

Retweeted by **CilindroX** and 46 others





- _2010 Gap launched their new logo. After launching the logo they asked for feedback from their customers via social media sites.

- The response was negative.

- At the end Gap reverted back to their original logo.

- “We recognise that we missed the opportunity to engage with online community”, said Marka Hansen, president of Gap in the US





- Fashion designer Kenneth Cole's (Chairman and Chief Creative Officer) tweeted

"Millions are in uproar in #Cairo. Rumor is they heard our new spring collection is now available online at <http://bit.ly/KCairo> -KC"

- The tweet led to a huge uproar and backlash, with him quickly deleting the tweet and apologising.





twitter

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We apologize the tweet was negatively perceived. Intent was to provide an easy way for people to help Japan. We have donated \$100K.

11:24 PM Mar 12th via CoTweet
Retweeted by 100+ people



[Ryan Babel]



- Fined £10,000
- Received a warning



Case Studies



South Asian website

NHS choices

Hepatitis C

The more you know, the better.

For confidential advice in your own language 0800 181 4016 Email us

- Home
- What is hepatitis C?
- How do you get it?
- Get tested
- Protecting yourself and others
- Living with it
- Worried about someone?
- Hepatitis C awareness

Could you have it?

- Take the quick questionnaire

Caring for someone with hepatitis C

- What is hepatitis C?
- How do you get it?
- Get tested
- Protecting yourself and others
- Living with it
- Worried about someone?
- Hepatitis C awareness

Could you have it?

- Take the quick questionnaire

leaflet in your language:

Select

Hepatitis C The more you know, the better.

For confidential advice in your own language 0800 181 4016 Email us

Ways of getting hepatitis C

Could you have it?

Shabana's story (English)
The latest advert tells the story of Shabana who has been treated for the virus.

Shabana's story (Urdu)
The latest advert tells the story of Shabana who has been treated for the virus.

Shabana's interview
Watch Shabana's interview about her experience of being treated for hepatitis C.

There are a number of ways you can get hepatitis C, take our quick questionnaire to find out what they are.

Take our questionnaire

Please remember, this self-assessment questionnaire is for information only. If you're worried, talk to a health professional.

Digital banners

Unless the needle was sterile, you may have been exposed to **Hepatitis C.**

Salaam News online

Mon 16 March 2009 10:16 AM EDT 1430 AH

Canada Should Bar or Prosecute Bhatti Judges

Friday 13th March 2009

The ascendancy of Likhudic neoprons in Canada has had a deeply troubling impact on the country's liberal pretensions. Canada's participation in torture, renditions and a myriad of inhuman acts has been exposed. No, as George W. Bush's St. Patrick's Day visit to Calgary draws near, the federal government is facing pressure from activists and human rights lawyers to bar the former U.S. president from the country or prosecute him for war crimes and crimes against humanity once he steps on Canadian soil.

Related Links
A Falcon of Peace

Israel's War Crimes

Friday 13th March 2009

That a credible war crimes case against Zionists and their ethnic cleansing in Palestine has been mounted in the court of global public opinion is seen as a final check to Israel's western-backed murderous policies. Formal prosecution will probably have to await a further humbling of its main protector, Uncle Sam, on the global scene.

Related Links
The Israeli lobby's Legislation and Concord
CIA report: Israel will fall in 20 years

US and Britain seek deal to end Islamabad's deepening crisis

Friday 13th March 2009

Washington and her allies were quite happy to usher in Asif Zardari and let him continue the Chief Justice. One of the Chief Justice's job was to preside on trials of corrupt and disappeared people. Now the chickens are coming home to roost. Pakistan may finally become inhabitable for powers seeking its armed forces as cannon fodder for their sinister designs.

The Nation on Web

Monday, March 16, 2009

Politics Sports Entertainment Business International Regional

Log In Register

Unless the needle was sterile, you may have been exposed to **Hepatitis C.**

Justice restored

Submitted 9 hrs 10 mins ago

HQ HAWAZ & Ahar SaadILAMADAD- Following series of negotiations, Prime Minister Syed Yusuf Raza Gilani announced early this morning (Monday), to resolute Justice (Rukar Mohammed Chaudhary as Chief Justice of Pakistan to avert political crisis. Announcing the decision, the Prime Minister told the nation in a televised address that he restored Justice (Rukar Mohammed Chaudhary as CJ Supreme Court of Pakistan along

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- Lawyers' movement has achieved its free judiciary target, Ahmed
- Hollands hopes Justice (Rukar Mohammed Chaudhary) restore order entire constitution
- At least 40 cops killed, 16 other people injured in Afghan blasts: police
- US welcomes restoration of Justice (Rukar Mohammed Chaudhary
- Nawaz calls off bond match
- Festivity outside CJ house
- One year, 4 months and 12 days

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Editorial
Edge or precipice

GOING against the current of public opinion is hardly the recipe that a government elected through the ballot can adopt and get away with,

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My Profile
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Bollywood Superstar, Hrithik Roshan, Unveils his Wax Figure at Madame Tussauds, London



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Images **Video** **Audio**

Bollywood Superstar, Hrithik Roshan, Unveils his Wax Figure at Madame Tussauds, London
High resolution image available for download: Please login or register for access.

One of Bollywood's most talented stars, Hrithik Roshan, came face-to-face with his wax figure at Madame Tussauds, London on 28th January. Fans were delighted when the award-winning actor was revealed. On meeting his double for the first time the superstar commented: "I can't believe he has his Madame Tussauds unveiling a wax figure of myself! It's incredible just how detailed the figure is - they've really captured my look. It's truly honoured to be included and hope my fans will like seeing the figure".

The screen icon worked closely with the world famous attraction to ensure the pose, which was kept tightly under wraps until the day of its unveiling, was spot on. In homage to one of his most famous roles, he is portrayed in a short-sleeved shirt left wide open to reveal his toned and sculpted physique. Hrithik was completely involved in the creation of the figure - attending two sittings in Mumbai and London where sculptors captured a catalogue of reference photographs and hundreds of precise measurements. Hrithik also donated the real shirt and dark blue jeans to the figure's wearing.

The star of the hit films including Kaho Na... Pyar Hai, Dhoom 2, Krrish and Joshua Akter, Hrithik Roshan is the youngest male actor from India to be honoured by Madame Tussauds. The figure took four months to make at a cost of £150,000 and joins fellow Indian film stars Amitabh Bachchan, Aishwarya Rai, Shah Rukh Khan and Salman Khan in the attraction's special Bollywood area.

Posted on 27/01/2011

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Hrithik Roshan makes it in Wax

Hrithik Roshan was unveiled in wax to his fans at Madame Tussauds, London on the 28th January 2011. The wax figure of the actor is the first of its kind in a wax museum and is a tribute to his talent and success in the Indian film industry. The figure is a tribute to his talent and success in the Indian film industry. The figure is a tribute to his talent and success in the Indian film industry.

He's got very distinctive eyes

A tribute to his talent and success in the Indian film industry. The figure is a tribute to his talent and success in the Indian film industry. The figure is a tribute to his talent and success in the Indian film industry.

His family were there to support him and to address their own curiosity of how he was made.

His family were there to support him and to address their own curiosity of how he was made. His family were there to support him and to address their own curiosity of how he was made.

Images **Video** **Audio**

Hrithik Roshan was unveiled last year for his internationally, when millions of the superstar's fans were delighted when the award-winning actor was revealed. On meeting his double for the first time the superstar commented: "I can't believe he has his Madame Tussauds unveiling a wax figure of myself! It's incredible just how detailed the figure is - they've really captured my look. It's truly honoured to be included and hope my fans will like seeing the figure".

The screen icon worked closely with the world famous attraction to ensure the pose, which was kept tightly under wraps until the day of its unveiling, was spot on. In homage to one of his most famous roles, he is portrayed in a short-sleeved shirt left wide open to reveal his toned and sculpted physique. Hrithik was completely involved in the creation of the figure - attending two sittings in Mumbai and London where sculptors captured a catalogue of reference photographs and hundreds of precise measurements. Hrithik also donated the real shirt and dark blue jeans to the figure's wearing.

The star of the hit films including Kaho Na... Pyar Hai, Dhoom 2, Krrish and Joshua Akter, Hrithik Roshan is the youngest male actor from India to be honoured by Madame Tussauds. The figure took four months to make at a cost of £150,000 and joins fellow Indian film stars Amitabh Bachchan, Aishwarya Rai, Shah Rukh Khan and Salman Khan in the attraction's special Bollywood area.

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Here are DESIblitz photos from this special Hrithik Roshan event at Madame Tussauds.

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Scoops & News
Hrithik unveils Hrithik at Madame Tussauds
January 21, 2011 04:53:02 PM IST
Glamsham Editorial

Bollywood heartthrob Hrithik Roshan came face-to-face with his wax figure at Madame Tussauds London. The star worked closely with the world famous attraction to ensure the pose, which was kept tightly under wraps until today, was spot on. Fans were delighted when the award winning actor was revealed "Dhoom" style. In homage to one of his most famous roles, he is portrayed in a short sleeved shirt left wide open to reveal his toned and taut body to full effect.

On meeting his double for the first time Hrithik Roshan commented: "I can't believe I'm here in Madame Tussauds unveiling a wax figure of myself. It's incredible just how detailed the figure is - they've really captured my look. I'm truly honoured to be included and hope my fans will like seeing the figure."

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January 21, 2011

Bollywood Superstar, Hrithik Roshan, unveils his Wax Figure at Madame Tussauds, London

One of Bollywood's most idolised stars, Hrithik Roshan, came face-to-face with his wax figure at Madame Tussauds, London on 20th January. Fans were delighted when the award winning actor was revealed Dhoom 2 style. On meeting his double for the first time the superstar commented: "I can't believe I'm here in Madame Tussauds unveiling a wax figure of myself. It's incredible just how detailed the figure is - they've really captured my look. I'm truly honoured to be included and hope my fans will like seeing the figure."

The screen icon worked closely with the world famous attraction to ensure the pose, which was kept tightly under wraps until the day of its unveiling, was spot on, in homage to one of his most famous roles. He is portrayed in a short sleeved shirt left wide open to reveal his toned and taut body to full effect. Hrithik was completely involved in the creation of the figure - attending two sittings in Mumbai and London where sculptors captured a catalogue of reference photographs and hundreds of precise measurements. Hrithik also donated the red shirt and dark blue jeans his figure is wearing.

The star of his films including Kaho Naa... Pyaar Hai, Dhoom-2, Krrish and Jodha Akbar, Hrithik Roshan is the youngest male actor from India to be honoured by Madame Tussauds. The figure took four months to make at a cost of £150,000 and joins fellow Indian film stars Amitabh Bachchan, Aishwarya Rai, Shah Rukh Khan and Salman Khan in the attraction's special Bollywood area.

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Movie Talkies Hrithik Roshan unveils his wax statue at Madame
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**Hrithik Roshan unveils his wax figure at
Madame Tussauds**
by HRITHIK ROSHAN on Thursday, 20 January 2011 at 14:43

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(source:desi-box.com)

On the 25th Anniversary of Madame Tussauds brought Bollywood heartthrob Hrithik Roshan today face to face with his wax figure. June, the star worked closely with the team at Madame Tussauds London, to ensure the pose, the frame and those biceps to die for. Fans and members of the press were eager to see the spot on. This wonderful piece of art. The actor walked into a line up of songs, from Kaho Na Pyaar Hai, Kabhi Khushi Kabhi Gham and He was 'bopping' along to the songs as he walked in.

His family, once upon time actor Rakesh Roshan, his mother Pir Roshan, his beautiful wife Sushmita Sinha, sister Sunaina Roshan, his maternal grandfather producer, director J. Om Prakash present, constantly adorning a smile.

On meeting his double Hrithik Roshan commented I can't believe here in Madame Tussauds amongst all these legends. I came to Tussauds 25 years ago with my grand-father and I remember I excited, I was misbehaving in the line to enter the attraction. A my grand-father told me how excited he is to see me amidst of legends. I think I will need to articulate a new word for the Oxi Dictionary to say how I feel today.

The star of notable films including Kaho Na Pyaar Hai, Kabhi Khushi Kabhi Gham, Dhoom 2, Krishna, Jodhaa Akbar and Guzaarish is the youngest male actor from India to be bestowed with this honour Madame Tussauds.

The wax figure of Hrithik Roshan was wearing a pink glittery waste jacket with denim. As the curtain was raised Hrithik walked around the wax figure shocked to see how amazing it looked. He said he was very impressed with his double and is a fan of the artists who put together the statue.

Liz Edwards, PR Manager at Madame Tussauds London commented: We're delighted to welcome Hrithik and his family here today and to be including his figure in our Bollywood area. It is one of our most popular areas in the entire attraction and we know its going to be even more with Hrithik now featured in the line up. The pose is so striking it is sure to wow fans and get ladies hearts a flutter.

Sushmita Sinha (Hrithik's wife) was equally over-joyed I am so delighted, our whole family is and today is a day that will always be etched in my memory. This is something I am sure my kids will remember and a story that I would share with my grand-children one day.

<http://desi-box.com/media/bollywood/hrithik-roshan-unveils-his-wax-figure-at-madame-tussauds.html>

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