Social Media: A Case Study

Connecting People, Ideas and Opportunity

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FITT
Let’s Get Social...

Today we’ll talk about:

• The context
• Why it’s important
• Who’s out there
• FITT – The questions we asked
• What we use, why, and how
• Evaluation, Negative Comments and Policies
DISCLAIMER!!!

The contents of this presentation are being delivered by a guy who’s almost 45, and therefore on the cusp of the baby boom age. He is neither an internet expert nor social media guru. In reality those two things don’t exist. He wasn’t born into technology; learned by trial and error…and there have been lots of errors. Your input, ideas, and experiences are as valuable as mine.
Mr. Splashy Pants

Alexis Ohanian – Co-founder of reddit
What’s Going On Out There?

– People are social beings. Their interactions have moved into a new communications space that is convenient, scalable, and cool.

– Most importantly, users are creating the content and it goes live immediately.

– Users can truly express themselves about anything.
Who is out there?

Persons Age: Q4 2010

- 2-17: 17%
- 18-24: 17%
- 25-34: 19%
- 35-44: 10%
- 45-54: 12%
- 55-64: 6%
- 65+: 6%

Social Media Growth Q4 2009 vs. Q4 2010

<table>
<thead>
<tr>
<th>Persons - Age</th>
<th>% Change Unique Visitors</th>
<th>% Change Total Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-17</td>
<td>-9%</td>
<td>-18%</td>
</tr>
<tr>
<td>18-24</td>
<td>-1%</td>
<td>-7%</td>
</tr>
<tr>
<td>25-34</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>35-44</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>45-54</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>55-64</td>
<td>36%</td>
<td>48%</td>
</tr>
<tr>
<td>65+</td>
<td>34%</td>
<td>45%</td>
</tr>
</tbody>
</table>
# On-line Landscape 2010

<table>
<thead>
<tr>
<th>Location</th>
<th>Total Unique Visitors (000)</th>
<th>Average Hours/Visitor</th>
<th>Average Pages/Visitor</th>
<th>Average Visits/Visitor</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Q4 2010</td>
<td>Q4 2009</td>
<td>Q4 2010</td>
<td>Q4 2009</td>
</tr>
<tr>
<td>Worldwide</td>
<td>1,314,031</td>
<td>1,206,146</td>
<td>23.1</td>
<td>23.7</td>
</tr>
<tr>
<td>China</td>
<td>287,451</td>
<td>232,037</td>
<td>13.5</td>
<td>15.6</td>
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<tr>
<td>U.S.</td>
<td>181,239</td>
<td>172,194</td>
<td>35.3</td>
<td>33.3</td>
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<tr>
<td>Japan</td>
<td>72,913</td>
<td>69,826</td>
<td>18.4</td>
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<td>45,216</td>
<td>24.1</td>
<td>22.0</td>
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<td>36,589</td>
<td>21.8</td>
<td>16.5</td>
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<td>41,827</td>
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<td>26.6</td>
<td>28.1</td>
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<td>India</td>
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<td>36,535</td>
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<td>12.1</td>
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<td>Brazil</td>
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<td>32,849</td>
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<td>UK</td>
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<td>South Korea</td>
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<td>27.7</td>
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<td>Canada</td>
<td>22,945</td>
<td>23,138</td>
<td>43.5</td>
<td>42.2</td>
</tr>
</tbody>
</table>

The FITT Case Study

• National, not-for-profit international trade training and professional certification authority
• Clients and partners include colleges/universities, government, private sector
• Staff of nine – three in BD, MEM, MKTG
The FITT Team
Is Social Media Right for Us?

- Is our audience there?
- Why would we want to do this and what are we trying to accomplish?
- Are we prepared to give up some control?
- Do we have the people to maintain this?
- Do we have the content to sustain this?
Is Our Audience There?

- They were there before us
  - Students and Businesses
Why would we want to do this and what are we trying to accomplish?

- Because our audience is there
- We have a message too
- Better yet, we have information, resources and networks to share
- Building that community of practice
- Be a leading destination for international trade knowledge sharing
Are we prepared to give up some control?

- We already had given up control, and you should not expect to have control of all communication
- You can control your side of the message
Do we have the people to maintain this?

• It doesn’t matter if you don’t do it...but somebody in your shop better be doing it.
• Accept change...if you haven’t learned that lesson yet, well never mind.
• Have the **RIGHT** people maintain it.
Do we have the content to sustain this?

- This is international trade...what doesn’t change?
- Input from 60+ colleges/universities
- Corporate and private sector partners
- Events, conferences, webinars
- Our Community!
Our Channels

Facebook
LinkedIn
Twitter
Flickr

FITT
The Professional Path to Global Markets
FITT
Non-Profit Organization

Wall

Share:  Post  Photo  Link  Video

Write something...

FITT

#FITTConference

16 minutes ago via twitterfeed · Like · Comment · Share this

FITT

#FITTConference
"I attended the FITT conference in 2010 in the hopes of furthering my professional development. Who knew that not only would I meet that goal but I would also make business contacts from the United States who could also further my business interests in the oil and gas industry. The contacts that I made have now become an integral part of my extended network."Ray Joyce, CITP, International Marketing Manager, Hyrotestors International http://bit.ly/FITTConference

23 minutes ago via twitterfeed · Like · Comment · Share this

Scott Ferris

Found an excellent Export Costing Worksheet: http://bit.ly/fWMneV Choose which Incoterm set applies, click the link and then the specific term...voila an excel spreadsheet that does all the work.

Export Costing Worksheets
bit.ly
Get short, timely messages from FITT.
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24 minutes ago via twitterfeed

#FITTConference: "I attended the FITT conference in 2010 in the hopes of furthering my professional development... http://bit.ly/f1IAm2
31 minutes ago via twitterfeed

#FITTConference: "I've been attending the FITT conferences for years and each time it keeps getting better and b... http://bit.ly/gz101k
33 minutes ago via twitterfeed
FITT equips individuals and businesses with the practical skills they need to succeed in today's competitive global marketplace. An international trade training and professional certification body – and the leading membership based organization of its kind in the world – FITT sets the standards and designs the training programs for the professional designation, Certified International Trade Professional (CITP®). Centred on international trade best practices and delivered by a broad network of educational partners, FITT's quality training programs impart knowledge and practical skills that trade practitioners can apply immediately – providing competitive advantage and elevating their position in world markets. FITT and CITP*: strengthening your hand in international trade.

* FITT's professional designation in the U.S. and E.U. is FIBP—FITT International Business Professional. For detailed information, please visit www.fitt.ca/fibp.
Evaluating Success

- Numbers mean nothing
- Who is talking to you or about you?
- What are they saying?
- How do you respond?
Responding to Negative Comments – When...

Reputation Management

- From *Outspoken Media by Lisa Barone*
  - When you genuinely need to make amends
  - They’re misstating the facts
  - When the review develops legs
  - The person is angry with you, not just life
  - When someone else reads it and is offended for you
Responding to Negative Comments – How...

- Listen, read, and re-read
  - Get someone else to read too
- Be Honest
- It’s not a disaster, keep your cool
- Don’t talk B.S., talk like a person
- Ask not, what they can do for you, ask what you can do for them – if appropriate (with all due respect to JFK)
Social Media Policy

• You must have a social media policy
  – Who can use it
  – How it can be used
  – What can be said
  – What are the consequences of inappropriate actions

• http://socialmedia.policytool.net/
Dispelling the myths

- It’s a waste of time
- It’s complicated
- The bubble will burst
- It’s Free
Remember...I’m not the expert

• It’s evolving
• Don’t be afraid to get engaged
• Listen and learn first
• Create tactics – not strategies
• Create a Policy – NPR’s is great
  http://www.npr.org/about/aboutnpr/ethics/social_media_guidelines.html

• Create content and engage
  – Speak like you would to normal people
If I can do it...

You can too!

Thanks for your participation.

Scott C. Ferris, CITP

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scott@fitt.ca
Skype – scottfitt
LinkedIn/Facebook – Look up my name!