

The Increasing Importance of Social Media in Everything We Do

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Public Relations Leadership Forum
May 6, 2014

Where are we?

Social Trends

73%

of online adults use social media¹

31%

of Adult internet users have uploaded or posted videos²

34%

of survey respondents said they have a way to financially determine ROI on social media efforts³

46%

of PR practitioners said their organization has analyzed social⁴

57%

of users will NOT recommend a business with a poorly designed mobile website⁵

200 million

monthly actives are on Instagram⁶



¹ Pew Research Internet Project, Sept. 2013

² Pew Research Internet Project, Oct. 2013

³ Nora Barnes, "500 Settles in," nationwide telephone survey, Inc. 2012

⁴ Wright and Hinson, 2014, IPRRC

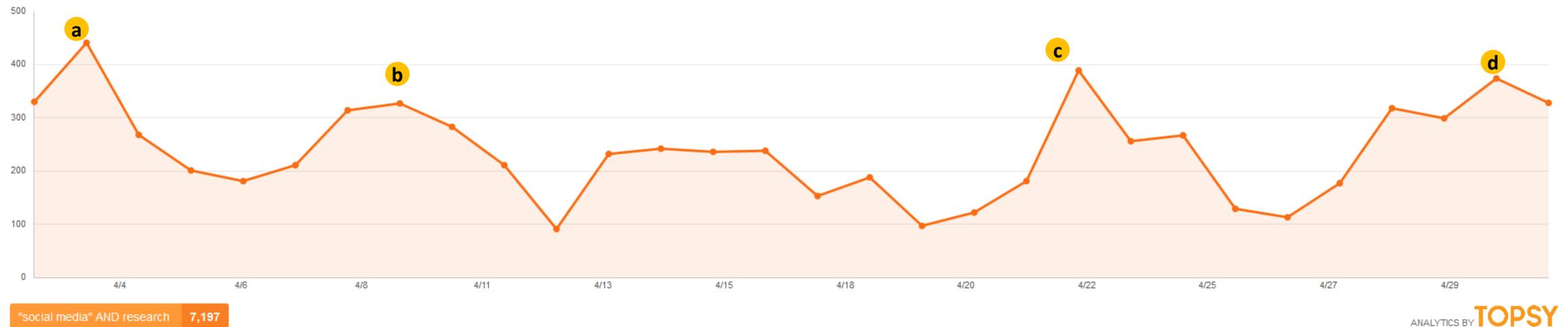
⁵ Compuware, "What users want from mobile," 2011

⁶ Instagram, 2014

How we talk about social media research

Tweets per day: "social media" AND research
April 2nd — May 2nd

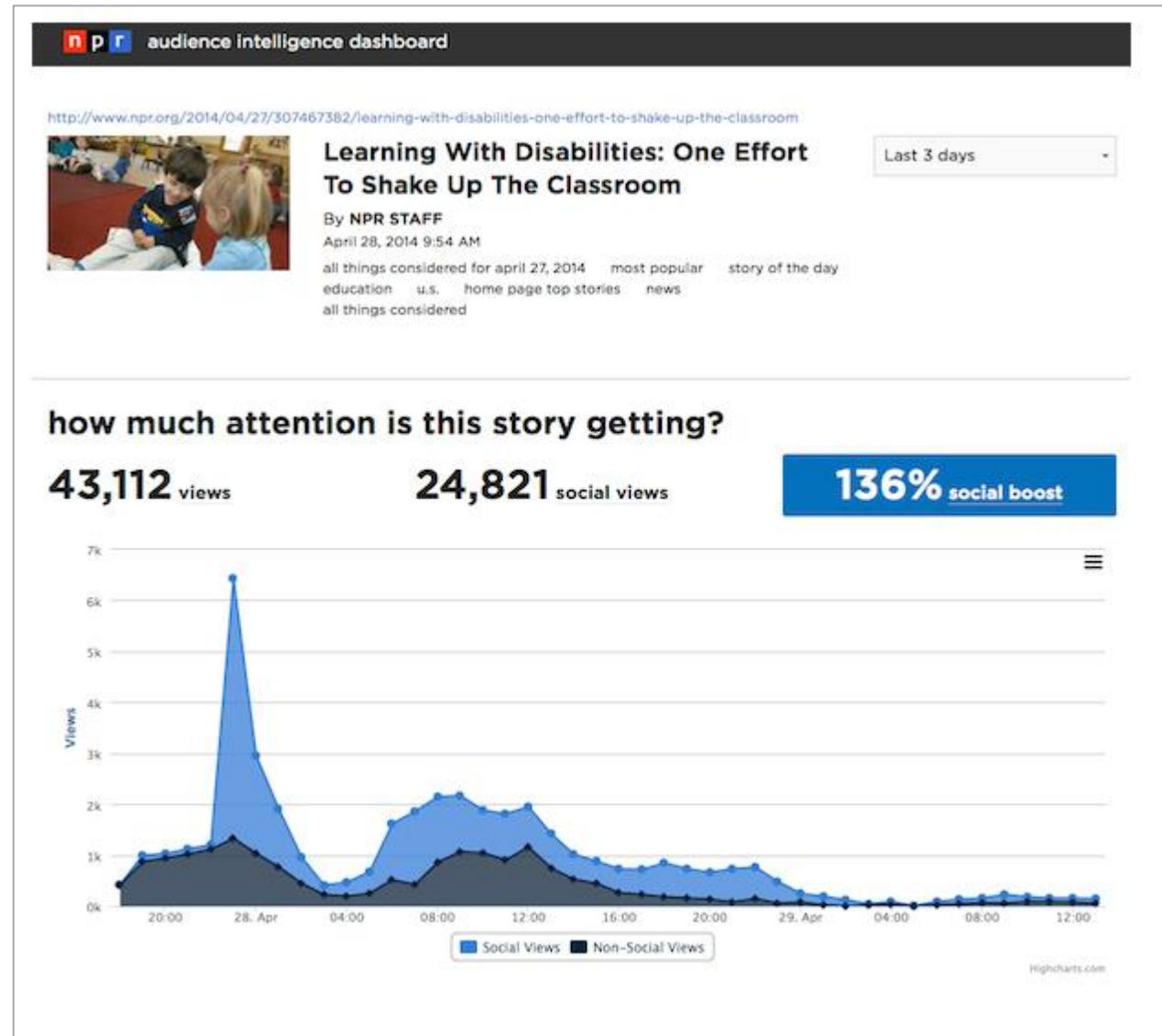
Total posts: 7,197



Timeline of Most Popular Tweets

- a** 4/4: RT@RealTonyRocha: #socialmedia Global Retail Baking and Social Media 2020 Foresight [link]
- b** 4/9: Social Media relationships Do they work? Good question right? So here's a quote from an online #NHBI
- c** 4/28: 80% of US bank customers use social media. 75% for research Social media could be the next big sales platforms for banks.
- d** 4/30: @niemanlab: Catch up right now: Here's the very best new social media research we saw in April: [link]

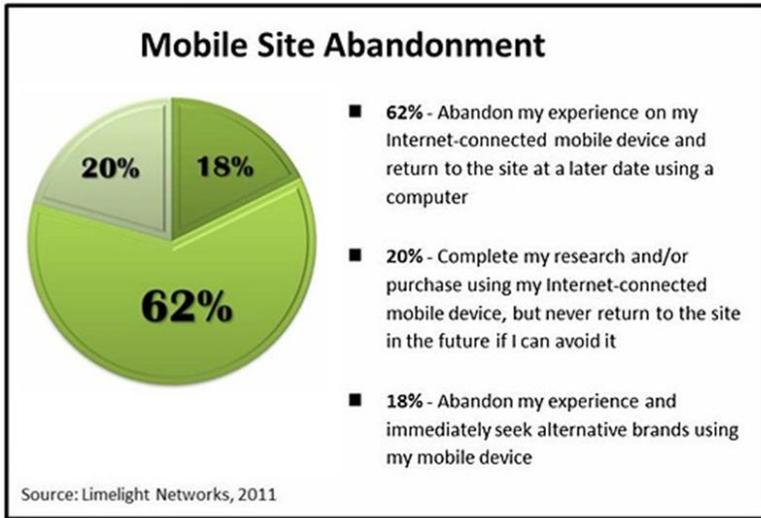
NPR's Audience Intelligence Dashboard





*Deep Dive Into Mobile:
Why Should We Care?*

Why is this important?



63%
of adult cell users
use their phones to
go online¹

34%
of cell phone users
do most of their
online browsing on
their phone¹



¹ - Pew Research Internet Mobile Technology Fact Sheet

Mobile Considerations



“One size fits all”
approach does not
work

Most only geared
toward customer
service

Functionality and
aesthetics are
important



Differences between traditional and mobile websites

Traditional Desktop Website	Optimized Mobile Website
Sand Grain Text	Easily Readable Text
Non-Flexible	Flexible Layout
Must Zoom-in & Scroll in All Directions	Only Need to Scroll Up & Down
Too Much Information for Mobile Users	Content is Reduced to Essential Elements
File Size too Large Loads Slow	Smaller File Size Load Fast



An analysis of the mobile readiness
and dialogic principles on *Fortune*
500 mobile websites

Tina McCorkindale & Meredith Morgoch
Public Relations Review, 2013

Findings

24%
had mobile-ready
sites

26%
of sites with video
failed to play

 **Mark Adams** @SmadaWKram · May 2
@ritholtz why does your website often have blank content when I view it on my iPhone? Am I doing something wrong? pic.twitter.com/NH975vLFLp
Details Reply Retweet Favorite More

 **Barry Ritholtz** ✓
@ritholtz  [Follow](#)

@SmadaWKram Yes, Flash Video displays as blank on iPhone
Reply Retweet Favorite More
11:46 AM - 2 May 2014

 **Alex Corrado**
@chknoftescene  [Follow](#)

I can't decide what pisses me off more.. that screencast.com only serves video as flash or that my iPhone can't play flash
Reply Retweet Favorite More

FAVORITE
1 

11:00 PM - 2 May 2013

Findings

- Non-mobile sites were more likely to cater to a wide variety of stakeholders. They rated higher in terms of:
 - **Media access**
 - **Dialogic loop**
 - **Ease of interface**
 - **Conservation of visitors**

But, non-mobile websites were **frustrating!**

The image shows a vertical stack of three tweets from Twitter. Each tweet includes a profile picture, name, handle, and a 'Follow' button. The first tweet is from Shady Samir (@shadysamir) dated 5:55 AM - 1 May 2014, asking @elmenus about mobile site responsiveness. The second tweet is from Will Pruett (@itswilltime) dated 4:04 PM - 27 Apr 2014, discussing website redirects to mobile versions. The third tweet is from F (@DoubleEph) dated 3:54 PM - 22 Apr 2014, asking @reuters to optimize their website for mobile. Each tweet also shows interaction options like Reply, Retweet, Favorite, and More.

Shady Samir @shadysamir Follow
@elmenus wth? Not responsive? Do you know that most of the times that we actually need your site we're on our phones?
Reply Retweet Favorite More
5:55 AM - 1 May 2014

Will Pruett @itswilltime Follow
If your website redirects to a cell phone version with giant text on my iPad, I will likely not buy anything from you. It's 2014.
Reply Retweet Favorite More
RETWEETS 1 FAVORITES 2
4:04 PM - 27 Apr 2014

F @DoubleEph Follow
Hey @reuters evolution has made it difficult to read websites not optimised for mobile on a phone. Fix your blog website for mobiles please
Reply Retweet Favorite More
RETWEETS 2
3:54 PM - 22 Apr 2014

Findings

- Mobile-ready websites typically had **limited information**, and only targeted consumers.
- Mobile offerings must be **simple, functional, and attractive**.
- Mobile websites **lost opportunities**.

LET'S DO MORE ON THE GO.

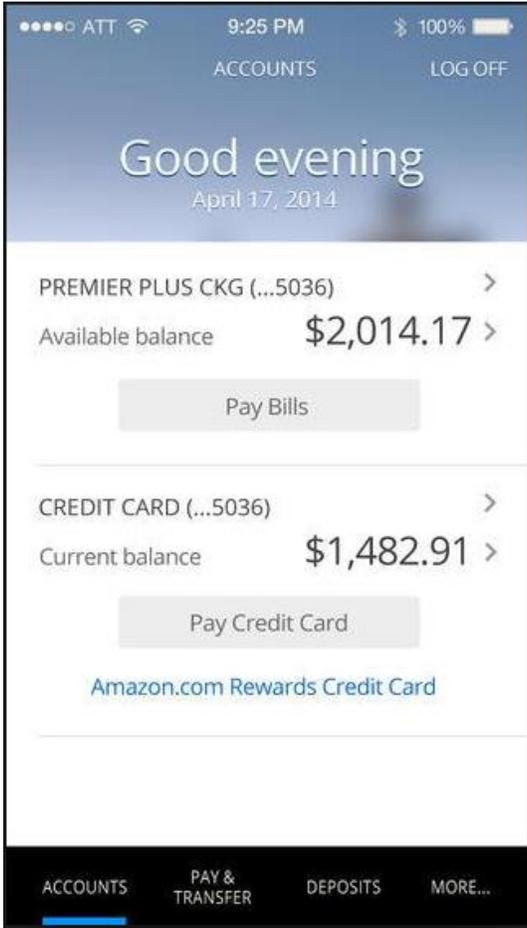
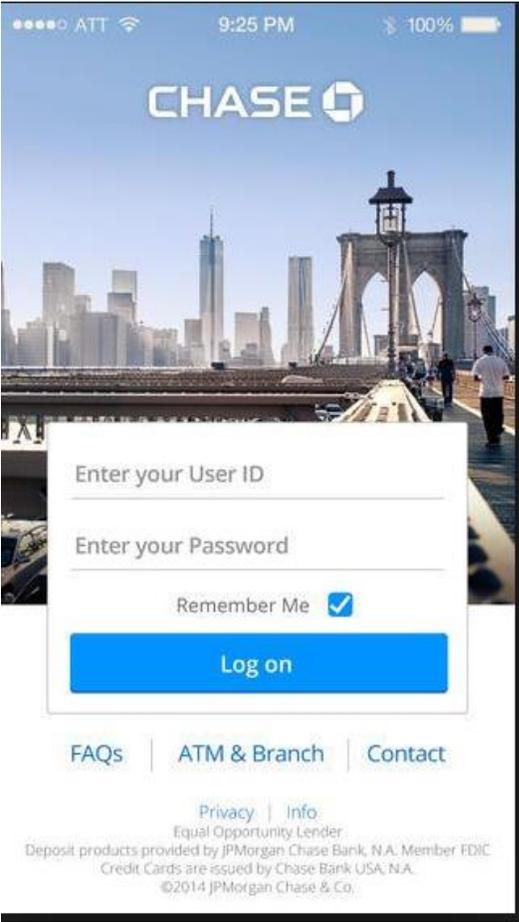
Access more than 500,000 products with our apps and mobile website.

- ✓ Locate products by aisle
- ✓ Read product reviews
- ✓ Use augmented reality in our app to visualize products in your space
- ✓ Use our app calculators and tools for your projects

New Chase app “humanizes” mobile experience for iOS7

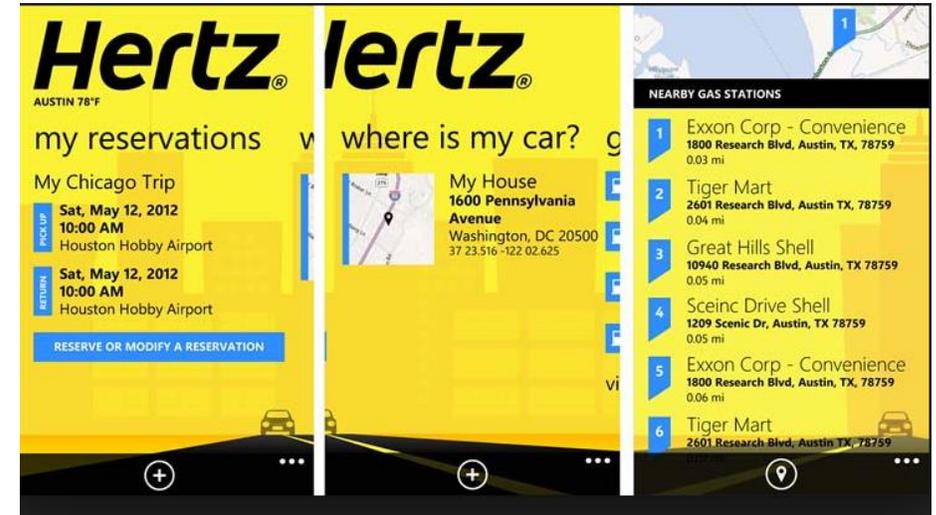
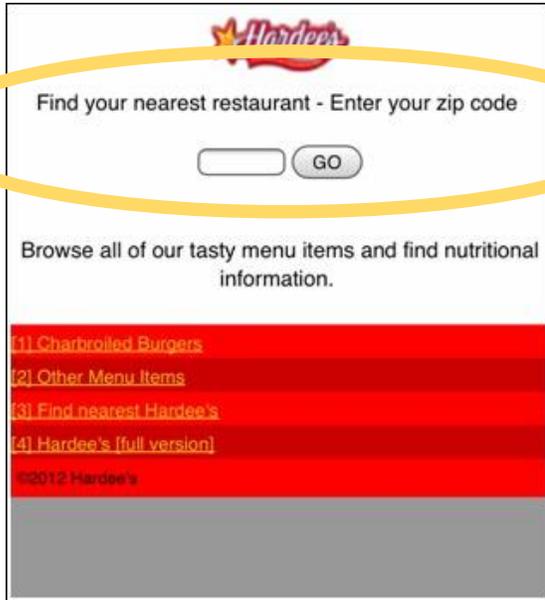


2011



2014

Poor Design = Frustration!!



Functional =



Thought Starters

Make forms
easy-to-use



Ensure
security

Reach out to
other stakeholders

Turn on
location-sniffing

Thought Starters

Encourage dialogue
and engagement

Remember people
have thumbs!

Think about touchpoints
with geofencing



Institute for PR

Social Science for Social Media
Research Center

What we do

- Serve as a comprehensive source for information about the social science of social media, best practices, measures and benchmarking.
- Offers a database of research articles and information in a user-friendly format.
- Allows visitors to engage in conversations with others who share an interest in and passion for research and social media.

More about the SSSM Research Center

- [Definition of Social Media](#)
- [Why Social Media is so Important](#)
- [Benefits of Studying Social Media](#)
- [Research in Social Media](#)
- [Demographics of Social Media Users](#)
- [How IPR Manages the Research Center](#)
- [IPR Social Media Research Steering Committee](#)
- [The SSSM Research Team](#)

Is Ghost Blogging Like Speechwriting? A Survey of Practitioners About the Ethics of Ghost Blogging

By: Tiffany Gallicano, Kevin Brettand Toby Hopp on Monday, January 20th, 2014 at 12:30 pm

Gallicano, Tiffany D., Brett, Kevin, & Hopp, Toby (2013). Is ghost blogging like speechwriting? A survey of practitioners about the ethics of ghost blogging. *Public Relations Journal*, 7(3), 1-41.

Summary

Although online practices such as astroturfing have been established as unethical, considerable debate exists in the public relations community about whether organizational ghost blogging is ethical. This study explored public relations professionals' views of ghost blogging acceptability to discover whether the public relations industry has crystallized behind a set of disclosure and transparency standards and whether there are distinctions in positions on this issue based on work setting or demographic characteristics.

This study also explores reasons to support undisclosed organizational ghost blogging and reasons to reject it, so professionals can make an informed decision until more research can be conducted to determine whether audience deception is occurring and to determine whether radical transparency provides a strategic advantage with regard to ghost blogging disclosure.

Method

An online survey was conducted with a random sample of PRSA members (excluding members identifying as educators or students) from Sept. 20 to Oct. 1, 2011 with a total of 291 respondents.

Key Findings

- 1) Based on the support of the large majority of participants, there seems to be a general industry consensus in favor of undisclosed organizational ghost blogging, provided that the content comes from the executive and the executive provides content approval, although a substantial minority disagrees with this practice.
- 2) Slightly more than half of the participants agreed or strongly agreed that ghostwritten comments on the stated author's blog are acceptable (provided that the content comes from the stated author and the stated author gives final approval), compared with approximately one-third who disagreed or strongly disagreed with this practice.
- 3) Slightly more than half of the respondents who had blogs (53.7%, $n=65$) indicated that their blogs were not written by the stated authors. Most of these blogs received content approval from their stated authors. Due to the low number of respondents with blogs, these findings are reported with caution.
- 4) Professionals' opinions about this issue did not vary across simple demographic categories; however, people who engage in ghost blogging or who work for an organization that does are much more likely to find the practice to be acceptable, and people who think the practice is common are more likely to find it acceptable.

Implications for Practice

Despite the general consensus in favor of undisclosed ghost blogging (provided that the content comes from the stated author and the stated author provides content approval), the question of whether the practice is ethical hinges upon whether readers find the practice to be acceptable and whether they expect an executive organizational blog to be ghostwritten. If they do expect this practice, no deception is occurring. Until more research can be conducted, professionals can weigh the arguments for and against undisclosed ghost blogging that can be found in this study.

One argument in favor of undisclosed ghost blogging was that it could seem similar to the practice of ghostwriting speeches; however, this comparison breaks down if content approval does not happen with each blog post. With speeches, an executive has reviewed the content by virtue of at least delivering it. The same control is not in place for ghost blogging, so it is up to professionals to ensure that content approval always takes place.

Article Location

The full article is available for free at http://www.prsa.org/intelligence/prjournal/documents/2013_gallicano.pdf

Tags: Blog, disclosure, Ethics, ghost blogging, ghostwriting, Policies, social media, transparency

First Annual Case Study

OBJECTIVES

- To explore the use, effects, and importance of social media in corporate, organizational and agency settings regarding the field of public relations.
- To contribute to the profession's body of knowledge by encouraging and challenging participants to research and create case studies of social media.



Deadline:
June 15

Top 10 Research Articles and Blog Series

The Maturing of Social Media into Social Business

Altimeter

Brian Solis and Charlene Li with Jessica Groopman, Jaimy Szymanski,
and Christine Tran

Why this research is important: Survey results show social media is expanding in organizations and strategies are maturing. The research reveals how social media is evolving within enterprise organizations, including year-to-year comparisons to illustrate growing and declining trends.

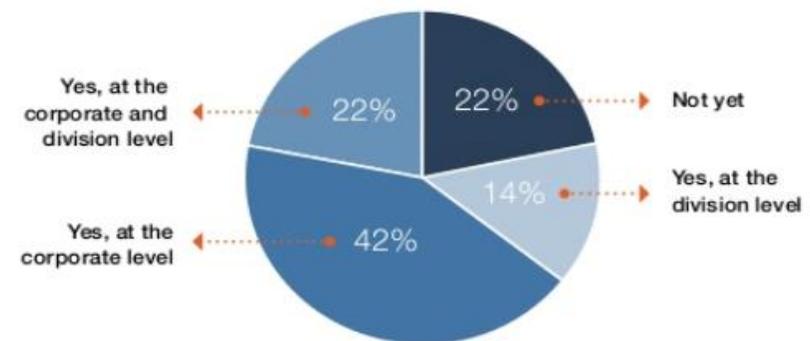
Method: Altimeter Group conducted an online survey of social media strategists and executives from companies with more than 500 employees in the year of 2013 and 1,000 employees in the past years of 2010 to 2012.

Key findings:

- Most organizations were “intermediate” in social business maturity, with only 17 percent that are strategic in executing social strategies.
- Most social media teams continue to report to Marketing (40%) or Corporate Communications/PR (26%), but more departments within organizations had dedicated staff to work on social initiatives.
- Measurement of the organization’s social media efforts was maturing, as over 50 percent of companies reported having the ability to track the influence of social efforts.

Figure 4: Three-Quarters of Companies Have a Dedicated Social Media Team

Q. Does your company have a dedicated social media team that serves the entire company or division as a shared resource? (Q3 2013)



Link: <http://www.slideshare.net/Altimeter/report-the-state-of-social-business-2013-the-maturing-of-social-media-into-social-business>

Highlighted Article

Marcia DiStaso, 2013, "Perceptions of Wikipedia by Public Relations Professionals: A comparison of 2012 and 2013 surveys." *Public Relations Journal*, 7(3), 1-23.

28%

Claimed their article had at least one potentially reputation-damaging error

38%

stated an error in a Wikipedia article has damaged their company or client's reputation

59%

familiar with their company or client's Wikipedia article indicated it currently has one or more factual errors

Highlighted Article

Hyunmin Lee & Hyojung Park, 2013, “Testing the impact of message interactivity on relationship management and organizational reputation.” *Journal of Public Relations Research*, 24, 188-206.

When organizations **engaged** in dialogue, participants generally reported **more favorable relationship outcomes** with a company.

The **more actively** the company **responds** to viewers' comments, the more likely people were to perceive it as having a **good reputation**.

Questions?