



# The use of social networking in a business context

Jon Fell and Victoria Diggines

# Key issues



- What are we talking about?
- Why does it matter?
- How do you manage it?
- Just another communications channel

# Some key platforms



# Some other platforms



# Notes



# Notes



# The Government



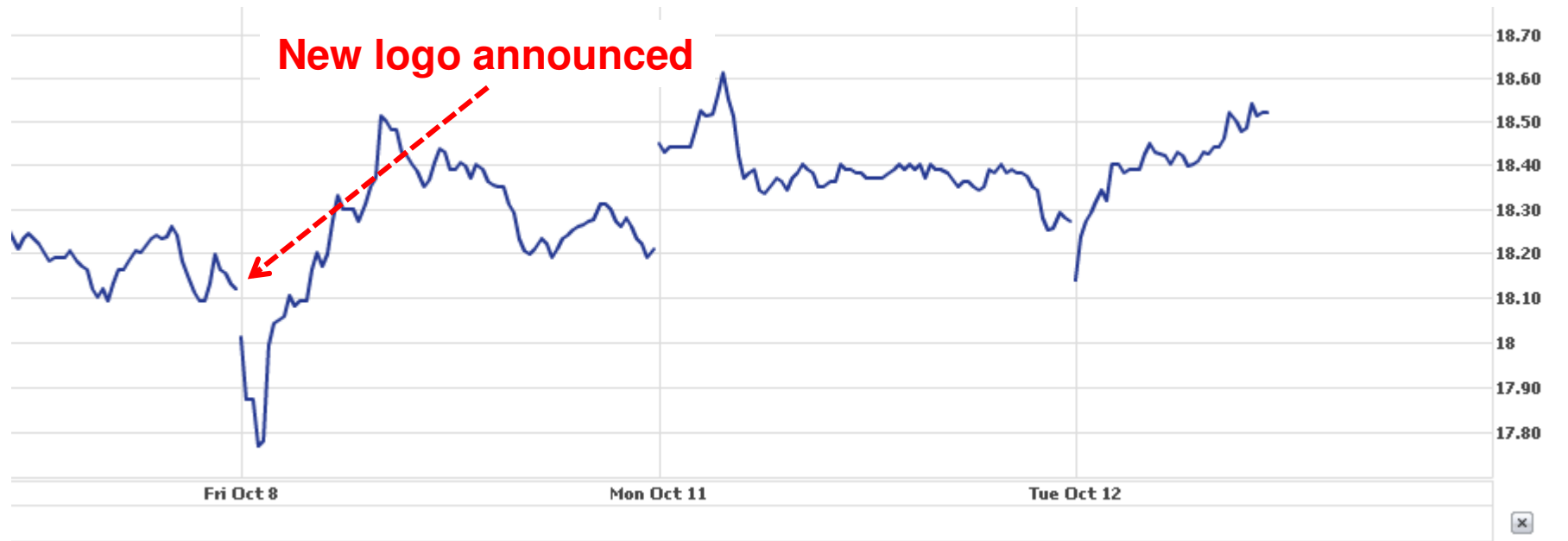
- <http://www.number10.gov.uk/>
- Facebook
- Twitter
- Flickr
- Youtube
- Social media policy

# Gap's new logo





# The Gap Inc. (Public, NYSE:GPS)



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## Press Release

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GAP LISTENS TO CUSTOMERS AND WILL KEEP CLASSIC BLUE BOX LOGO

STATEMENT FROM MARKA HANSEN PRESIDENT OF GAP BRAND NORTH AMERICA

“We’ve learned a lot in this process. And we are clear that we did not go about this in the right way. We recognize that we missed the opportunity to engage with the online community. This wasn’t the right project at the right time for crowd sourcing.”

# Data Protection



- US designed and located services
- Not built with privacy in mind?
- User expectations

# Accessibility



- Equality Act 2010
  - Prohibits discrimination by providers of services, goods and facilities
- Statutory Code of Practice published by Equality and Human Rights Commission
- Duty to make “reasonable adjustments”
- World Wide Consortium (W3C)
  - Web Content Accessibility Guidelines 2.0

# Consumer Protection



- The same rules apply:
- Consumer Protection (Distance Selling) Regulations 2000
- Electronic Commerce (EC Directive) Regulations 2002
- Privacy and Electronic Communications Regulations (EC Directive) 2003

# CAP Code: General principles



- legal, decent, honest and truthful
- responsibility to consumers and society
- spirit of the Code
- principles of fair competition
- avoid bringing advertising into disrepute
- respond to the ASA's enquiries

# What do the rules cover?



- Non-broadcast - ads, sales promotions & direct marketing (“marketing communications”)
  - Print advertisements (inc posters etc)
  - Sales promotions
  - Paid-for online advertising (paid-for listings, banners and pop-up ads)
  - Own website and in other non-paid-for online space

# Changes to CAP Code



“Advertisements and other marketing communications by or from companies, organisations or sole traders on their own websites, or in other non-paid-for space online under their control, that are directly connected with the supply or transfer of goods, services, opportunities and gifts, or which consist of direct solicitations of donations as part of their own fund-raising activities”.

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# CAP Code – Getting it wrong?



- No force of law
- No fines
- Sanctions:
  - Withhold services or deny access to space
  - Trading privileges withdrawn or revoked
  - Pre-publication vetting
  - OFT referral (but this is rare!)
- Consequences:
  - Negative publicity
  - Remove advert or not use the same infringing marketing communication again

# What does all this mean?



- Learn the rules – they are the **same**
- Review web content
- Educate colleagues
- Review/implement policies and procedures
- If in doubt, get a second opinion

# Riots



- Use of social media – good or bad?
- Provider's responses
- Government response

# How do you manage it?



- Understanding
- Strategy
- Policy

# Governance



- Empowering the workforce
  - Best Buy's experience
  - Finding your brand ambassadors
  - Make training a prerequisite

# Governance



- Workplace policies for staff
  - Were they written for Web 1.0?
  - Buddy system
- Risk policy

“Be conscious when mixing your business and personal lives. Online, your personal and business personas are likely to intersect. The Company respects the free speech rights of all of its associates, but you must remember that customers, colleagues and supervisors often have access to the online content you post. Keep this in mind when publishing information online that can be seen by more than friends and family, and know that information originally intended just for friends and family can be forwarded on.”

*Coca-Cola's Social Media Principles*

# Conclusion



- Social media is not a panacea – it is just another communication channel used by business.
- Manage expectations, internally and externally



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