Concurrent session 4-B

Keeping Up with Social Media

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- What is social media?

- What you can do with social media

- Managing your social media

Definition

- WIKIPEDIA: Social media are computer-mediated websites and mobile websites that allow people, companies, and other organizations, incl non-profit organizations & governments, to create, share, or exchange information, career interests, ideas, and pictures/videos in virtual communities and networks.

- MERIAM WEBSTER: Forms of electronic communication (such as web sites) through which people create online communities to share information, ideas, personal messages, etc.

- The Federal Financial Institutions Examination Council (FFIEC): form of interactive online communication in which users can generate and share content through text, images, audio, and/or video
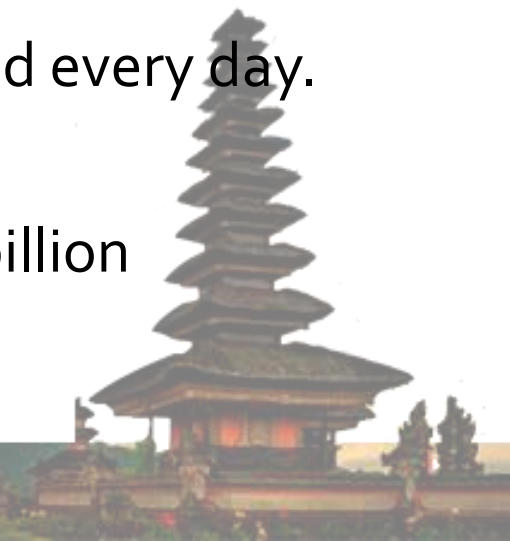
Common features

- Internet-based applications

- communication tends to be more interactive

- user-generated content (UGC)

- facilitate the development of online social networks and relationships by connecting a user's profile with those of other individuals and/or groups, or offering tools that enable the user to seek out other users with compatible interests
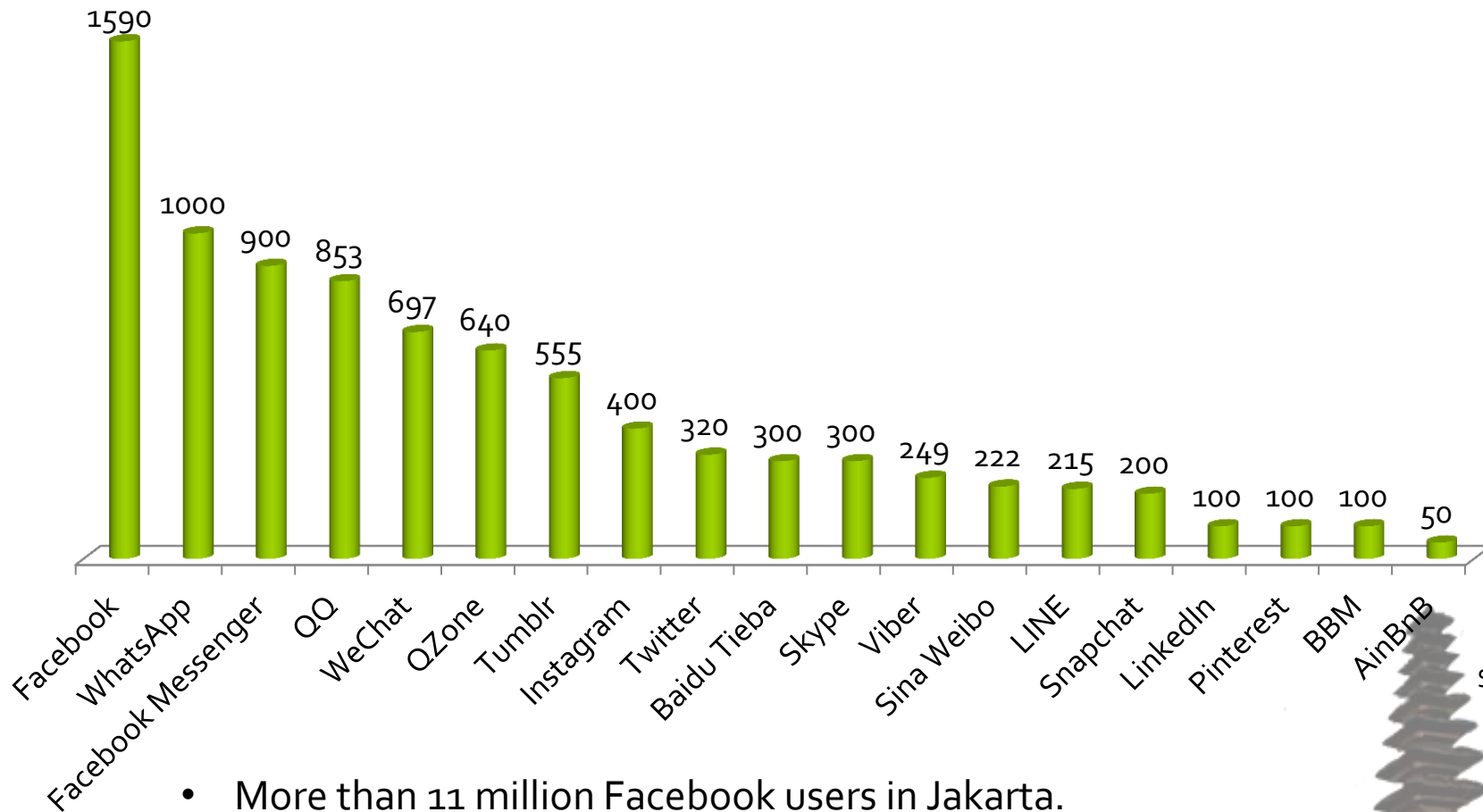
Source:
https://conversationprism.com

Social media statistics

- In 2015, total worldwide population is 7.3 billion

- The internet has 3.17 billion users

- There are 2.3 billion active social media users

- 91% of retail brands use 2 or more social media channels

- Internet users have an average of 5.54 social media accounts

- Social media users have risen by 176 million in the last year

- 1 million new active mobile social users are added every day. That's 12 each second

- Facebook Messenger and Whatsapp handle 60 billion messages a day

Leading social networks worldwide Apr'16, ranked by number of active users (in millions)

Network	Users
Facebook	1590
WhatsApp	1000
Facebook Messenger	900
QQ	853
WeChat	697
QZone	640
Tumblr	555
Instagram	400
Twitter	320
Baidu Tieba	300
Skype	300
Viber	249
Sina Weibo	222
LINE	215
Snapchat	200
LinkedIn	100
Pinterest	100
BBM	100
AinBnB	50

Source: Statista

- More than 11 million Facebook users in Jakarta.
- 29 million Indonesian users on Twitter, and Jakartian Twitter users post 2.4% of the 10.6 billion tweets worldwide.
- 1.3 million LinkedIn users from Indonesia.

What you can do with social media

- Communication channel

- Learning & development

- Promotion tool

- Sales channel

- Information source

- Keeping you update
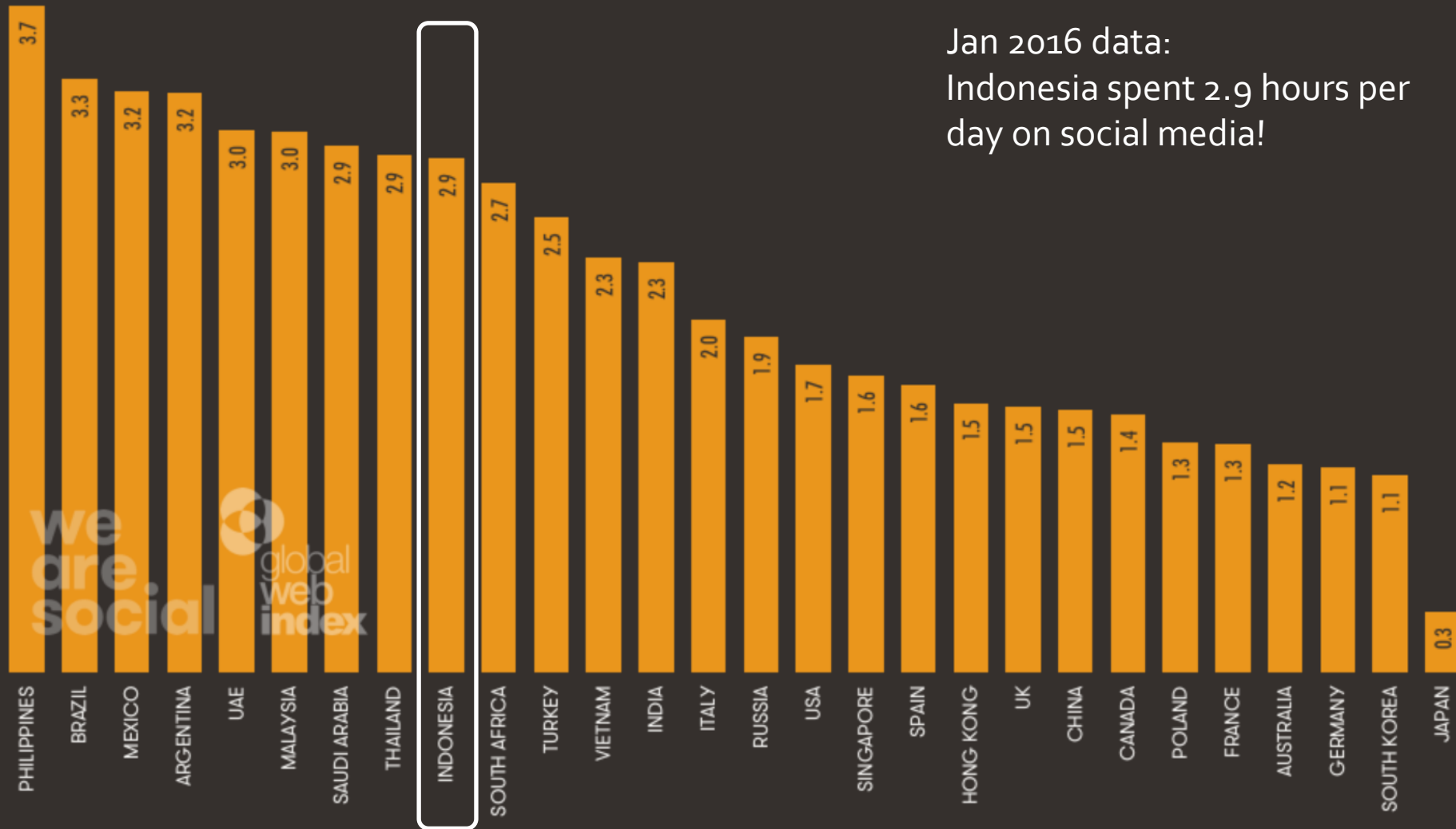
- Understanding emerging risks

Tool to generate new business and interact with consumers. Social media, as any new communication technology, has the potential to improve market efficiency. Social media may more broadly distribute information to users of services and may help users and providers find each other and match products and services to users' needs.
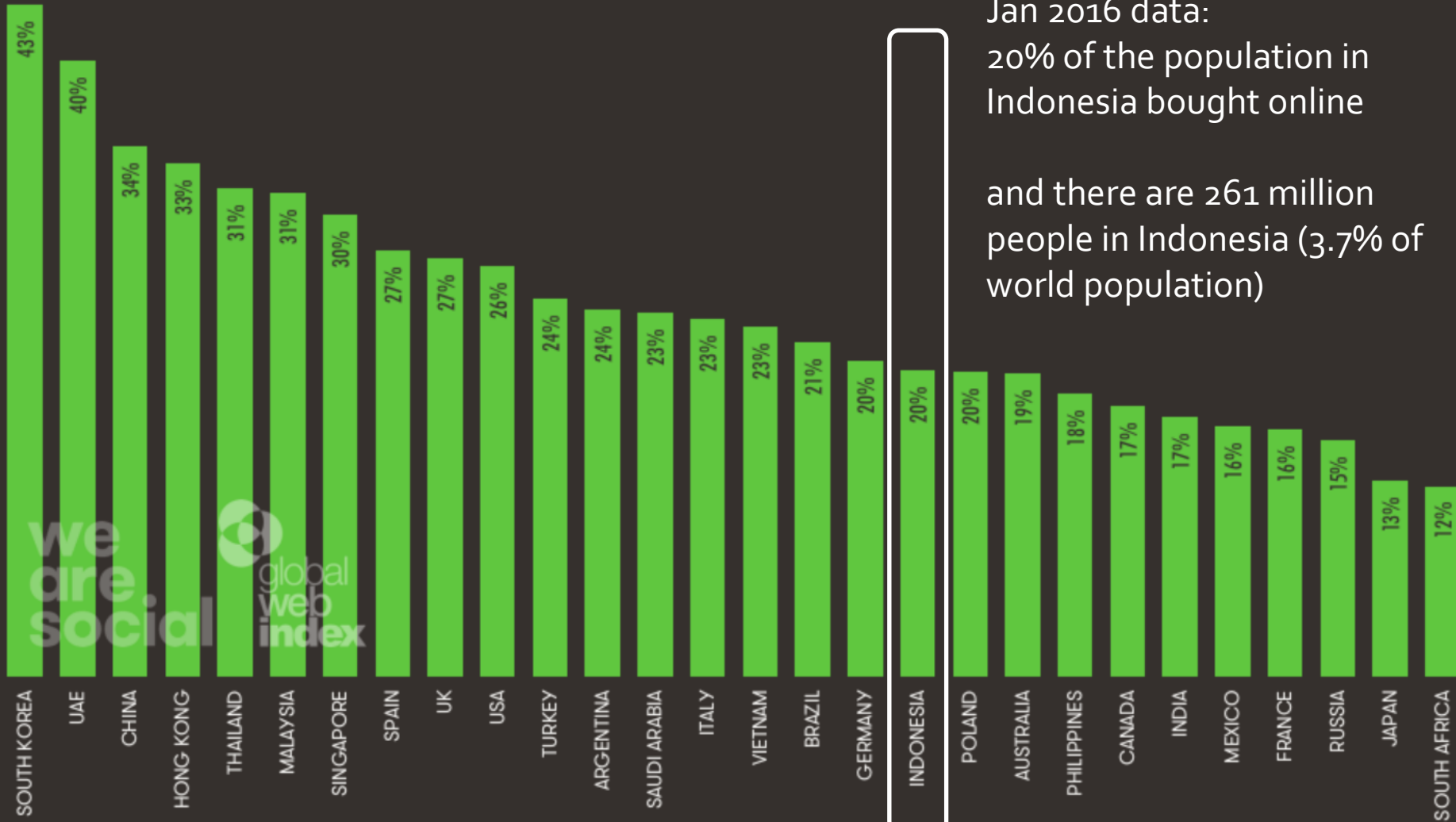
JAN 2016

TIME SPENT ON SOCIAL MEDIA

AVERAGE NUMBER OF HOURS THAT SOCIAL MEDIA USERS SPEND USING SOCIAL MEDIA EACH DAY

Jan 2016 data:
Indonesia spent 2.9 hours per day on social media!

Country	Hours
PHILIPPINES	3.7
BRAZIL	3.3
MEXICO	3.2
ARGENTINA	3.2
UAE	3.0
MALAYSIA	3.0
SAUDI ARABIA	2.9
THAILAND	2.9
INDONESIA	2.9
SOUTH AFRICA	2.7
TURKEY	2.5
VIETNAM	2.3
INDIA	2.3
ITALY	2.0
RUSSIA	1.9
USA	1.7
SINGAPORE	1.6
SPAIN	1.6
HONG KONG	1.5
UK	1.5
CHINA	1.5
CANADA	1.4
POLAND	1.3
FRANCE	1.3
AUSTRALIA	1.2
GERMANY	1.1
SOUTH KOREA	1.1
JAPAN	0.3

we are social

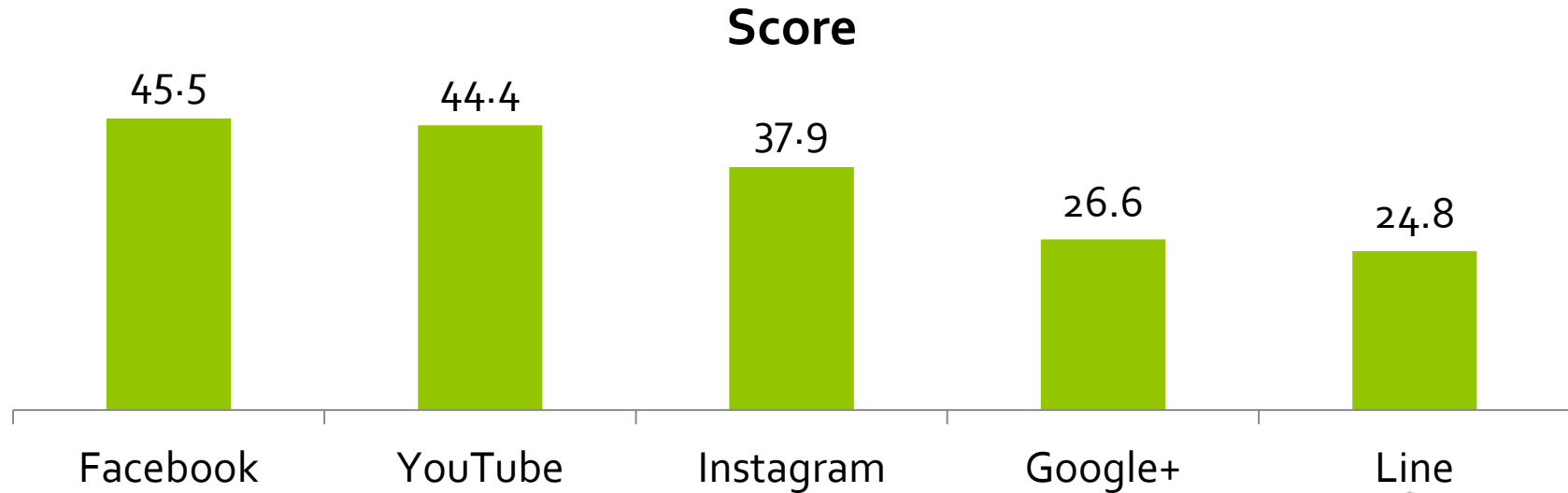# What to consider in choosing the social media platform?

- Age of your targeted market profile

- Product that you want to market

- Platform of operating system your target market use
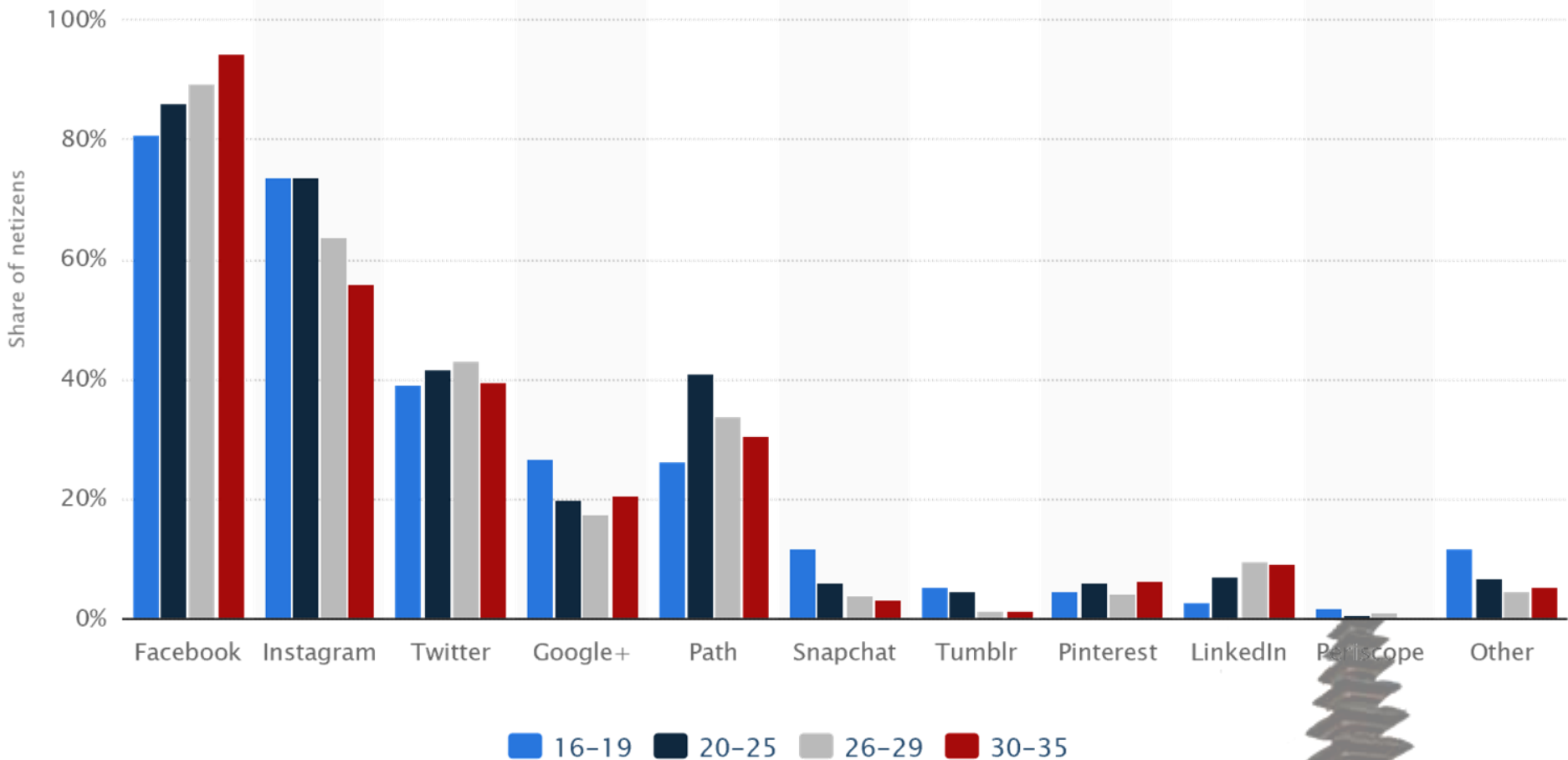
Which social media to use in Indonesia?

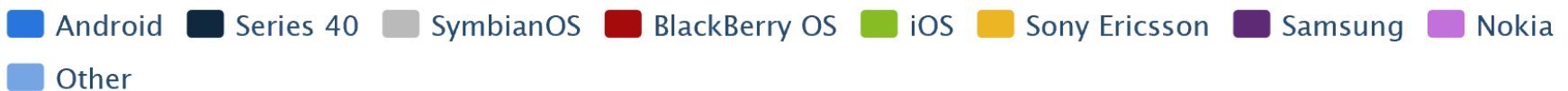## 2016 mid-year review on Social Media Ranking in Indonesia

Score

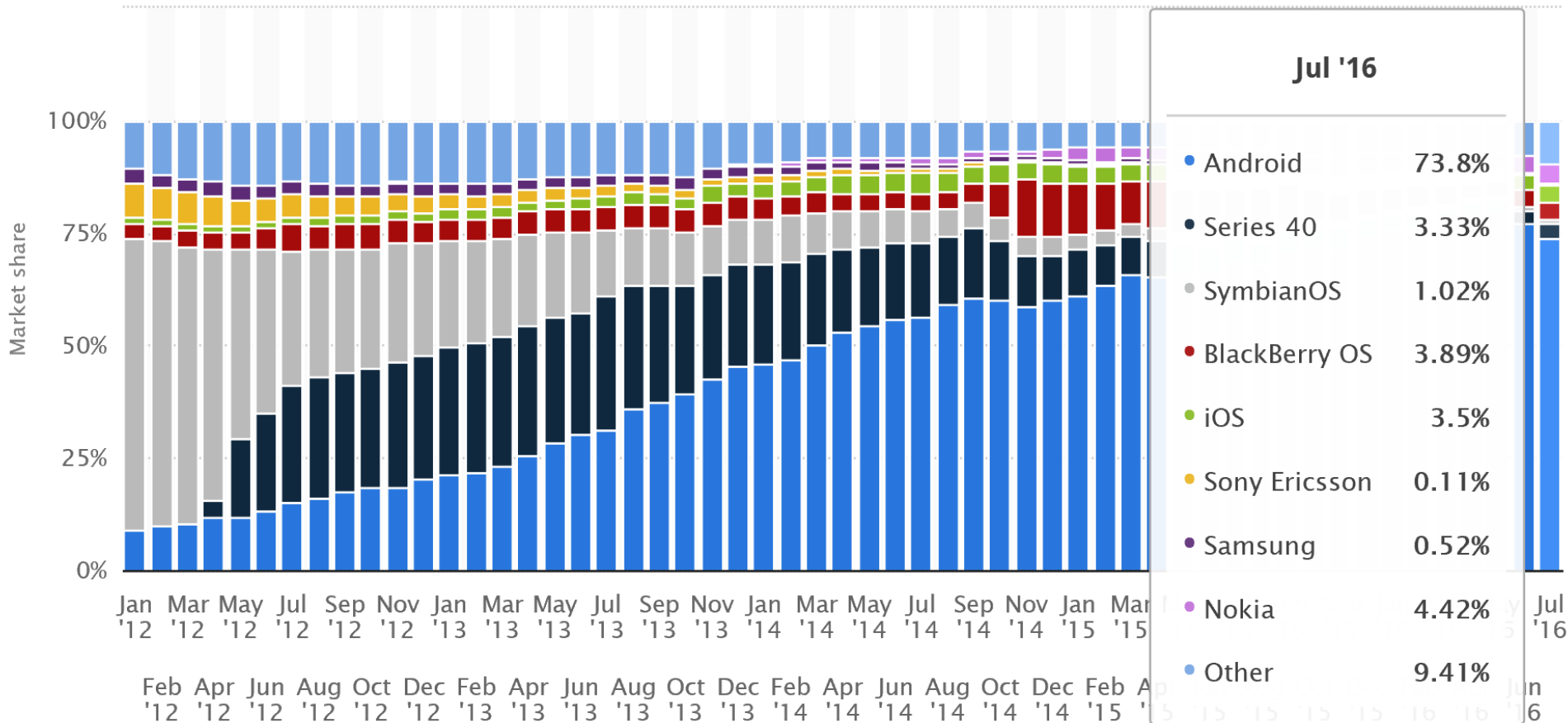| Facebook	YouTube	Instagram	Google+	Line
45·5	44·4	37·9	26.6	24.8

Source: YouGovBrandIndex
These brands were rated using YouGov BrandIndex's Buzz score which asks respondents, "If you've heard anything about the brand in the last two weeks, through advertising, news or word of mouth, was it positive or negative?" Buzz scores can range from 100 to -100 and are compiled by subtracting negative feedback from positive. A zero score means equal positive and negative feedback. The Buzz Rankings chart shows the brands with the highest average Buzz scores between January and June 2016.

# Market share held by mobile operating systems in Indonesia Jan 2012 to Jul 2016

Market share chart (stacked bar):

Jul '16	
● Android	73.8%
● Series 40	3.33%
● SymbianOS	1.02%
● BlackBerry OS	3.89%
● iOS	3.5%
● Sony Ericsson	0.11%
● Samsung	0.52%
● Nokia	4.42%
● Other	9.41%

Legend: Android, Series 40, SymbianOS, BlackBerry OS, iOS, Sony Ericsson, Samsung, Nokia, Other

Y-axis: Market share (0% – 100%)

X-axis months: Jan '12, Feb '12, Mar '12, Apr '12, May '12, Jun '12, Jul '12, Aug '12, Sep '12, Oct '12, Nov '12, Dec '12, Jan '13, Feb '13, Mar '13, Apr '13, May '13, Jun '13, Jul '13, Aug '13, Sep '13, Oct '13, Nov '13, Dec '13, Jan '14, Feb '14, Mar '14, Apr '14, May '14, Jun '14, Jul '14, Aug '14, Sep '14, Oct '14, Nov '14, Dec '14, Jan '15, Feb '15, Mar '15, Apr '15, ... Jun '16, Jul '16

Interested in Social Media...
Understand the risks!

The use of social media to attract and interact with customers can impact risk profile, including risk of harm to consumers, compliance and legal risks, operational risks, and reputation risks.

Increased risk can arise from poor due diligence, oversight, or control.

Legal

Operation

Reputation
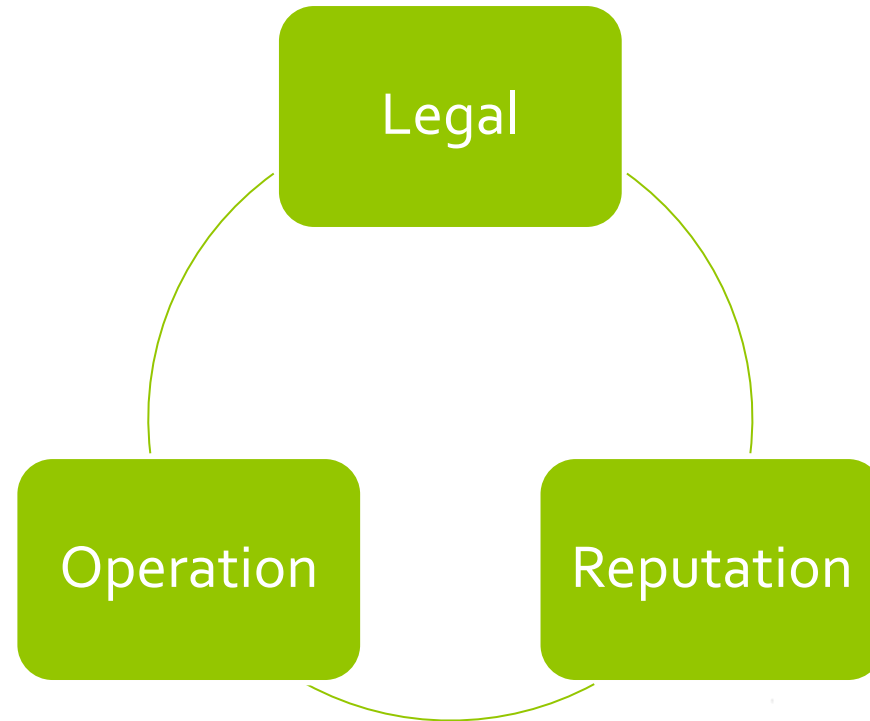
Compliance and Legal Risks

- Arise from the potential for violations of, or nonconformance with, laws, rules, regulations, prescribed practices, internal policies and procedures, or ethical standards. These risks also arise in situations in which your policies and procedures governing certain products or activities may not have kept pace with changes in the marketplace.

- Failure to adequately address these risks can expose an institution to enforcement actions and/or civil lawsuits.

- Organisation should remain aware of developments involving such laws and regulations.

Reputation Risk

- Arising from negative public opinion.

- Activities that result in dissatisfied consumers and/or negative publicity could harm the reputation and standing of the organisation, even if you has not violated any law.

- Privacy and transparency issues, as well as other consumer protection concerns, arise in social media environments.

- Therefore, an organisation engaged in social media activities is expected to be sensitive to, and properly manage, the reputation risks that arise from those activities.

Fraud and Brand Identity

Third Party Concerns

Privacy Concerns

Consumer Complaints and Inquiries

Employee Use of Social Media Sites

Operational Risk

- Risk of loss resulting from inadequate or failed processes, people, or systems. Root cause can be either internal/external.

- Operational risk includes the risks posed use of information technology (IT), which encompasses social media.

- Social media is one of several platforms vulnerable to account takeover and the distribution of malware.

- Ensure that the controls it implements to protect its systems and safeguard customer information from malicious software adequately address social media usage.

- Incident response protocol re a security event, such as a data breach or account takeover, should include social media, as appropriate.

- Jetblue:
  2 million followers

1:24 AM - 29 May 2016

Juan Abel Echeverria @jaea74 · 50m
First tweet ever at 34000 ft thanks @JetBlue #Quito

JetBlue Airways @JetBlue   Follow

@jaea74 Thank you, Juan! Have a great trip!

1:30 AM - 29 May 2016

Airlines often come under a lot of scrutiny and criticism.
People are frequently tired, stressed or nervous when flying, so we can be a little on edge. This means that if a flight is delayed or cancelled or there's subpar customer service, it's easy to see why they get a lot of grief.
Jetblue makes sure that they engage their customer base in a fun and friendly way, that they deal with complaints as patiently as possible and they do it all in a timely manner.
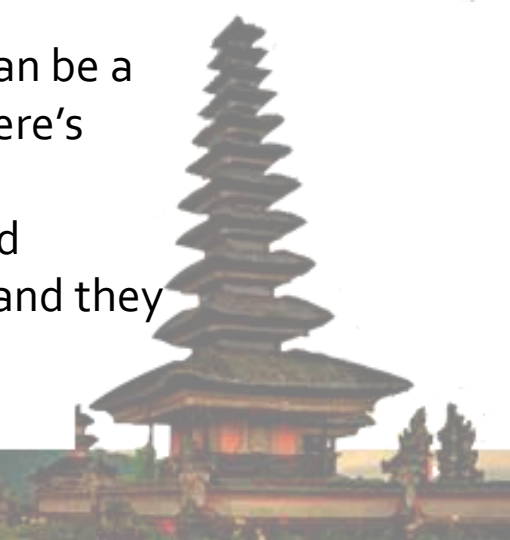
2016 IIA INDONESIA
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• Xbox: 841K followers

Product knowledge →

Working to solve issues

Engaging customers →

Xbox hold the Guinness World Record for "Most Responsive Brand on Twitter".

Their hours are 6am – 12am PT Monday to Sunday, which is more than reasonable for a tech support team, but they also advertise this very clearly on their Twitter bio.

This customer support that is fast to respond, fun and engaging with customers, asking the right questions and trying their best to solve any issues while also keeping their fans up-to-date with the latest releases, tech and games.

The not so good example

@HVSVN

Don't fly @BritishAirways. Their customer service is horrendous.

↗ Promoted by
9/2/13, 7:57 PM

British Airways ✔ @British_Airways   03 Sept
@HVSVN Sorry for the delay in responding, our twitter feed is open
0900-1700 GMT. Please DM your baggage ref and we'll look into this.

@HVSVN   Suivre

@British_Airways how does a billion dollar corp only
have 9-5 social media support for a business that operates
24/7? DM me yourselves.

10:00 AM - 3 Sept 2013

47 RETWEETS 31 FAVORIS

The tweet was seen by 76,000 users.

To make things worse, BA failed to respond to the promoted tweet for eight hours.

Deploy good governance & risk management

- Think before you hit the sign up button

- Do risk assessment

- Institute social media policies

- Establish social media goals, create strategy

- Use social media monitoring tools

- Archive social media activities

- Train employees on social media

- Interns shouldn't run the show

- Security of your network & accounts

- Periodically evaluates and controls use of social media to ensure compliance with all laws and regulations

To manage potential risks, you should ensure that risk management programs provide oversight and controls commensurate with the risks presented by the types of social media engaged.

Thank you

For further information, contact:

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