

Enterprise Webinars

Social Command Center

The Emergence of the
Social Business Command Center

#SocialCC



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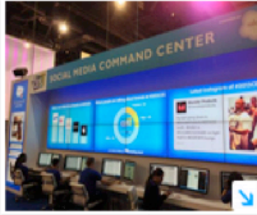
The Emergence of the Social Business Command Center

Social media 'command center' showcases CES chatter

TECHNOLOGY LIVE

Mary Nahorniak

9:54p.m. EST January 8, 2013



(Photo: Mary Nahorniak, USA TODAY)

TAGS

2013 Consumer Electronics Show

Las Vegas Las Vegas

The wall at the social media "command center" at the International CES is a revolving screen of key tweets, celebrity rankings and popular locations, all related to the electronics conference. On Tuesday, as the show floor opened, the wall illustrated what was clear from the crowds outside the booth: that the Las Vegas Convention Center was the most popular place to be.

The center is powered by the Salesforce Marketing Cloud, a combination of Salesforce, Radian6 and Buddy Media platforms to scan and filter the social web, and Salesforce and CES staff are actively monitoring the conversation surrounding the conference.

Tina Anthony, senior manager for social media for CES, manages the show's official social platforms and uses the center to observe and engage. She's part of a communications team that uses Twitter, Facebook, Google Plus, LinkedIn and Instagram to answer questions and provide information about the show.

She said that behind-the-scenes content had been particularly popular, including a "helmet cam" GoPro video of the show's setup. The show's official Twitter account, [@IntlCES](#), is a stream of live updates from events, photos and conversation, and it uses an engaging voice to connect with users.

Social Media Command Center at CES

A Command Center is a physical space where companies coordinate to listen and engage their market in social channels to achieve business use cases in marketing engagement, customer care, risk management, or operational efficiency of coordination and contact center deflection.

Jeremiah Owyang
Altimeter Group
@jowyang



What is a Social Media Command Center?

LISTEN



ENGAGE



COMMUNITY



BRAND ADVOCACY



CONTENT



INNOVATION



DOCUMENT



SUPPORT



Why a Social Business Command Center?

Examples of Command Centers in Action

The Oregon Ducks command center shares news and content from outlets including the @GoDucks and @QuackCave Twitter accounts.



Command Centers in Action: Oregon Ducks (QuackCave)

Cisco's Social Media Listening Center (SMLC) was developed to showcase their commitment to customers.



Command Centers in Action: Cisco Systems

The 2012 Republican National Convention (RNC) in Tampa Bay launched their Social Media Command Center.



Command Centers in Action: RNC in Tampa Bay

The American Red Cross Digital Operations Center is used to monitor and respond to 70,000 disasters every year and most recently used their command center to monitor and respond to victims of Hurricane Sandy.



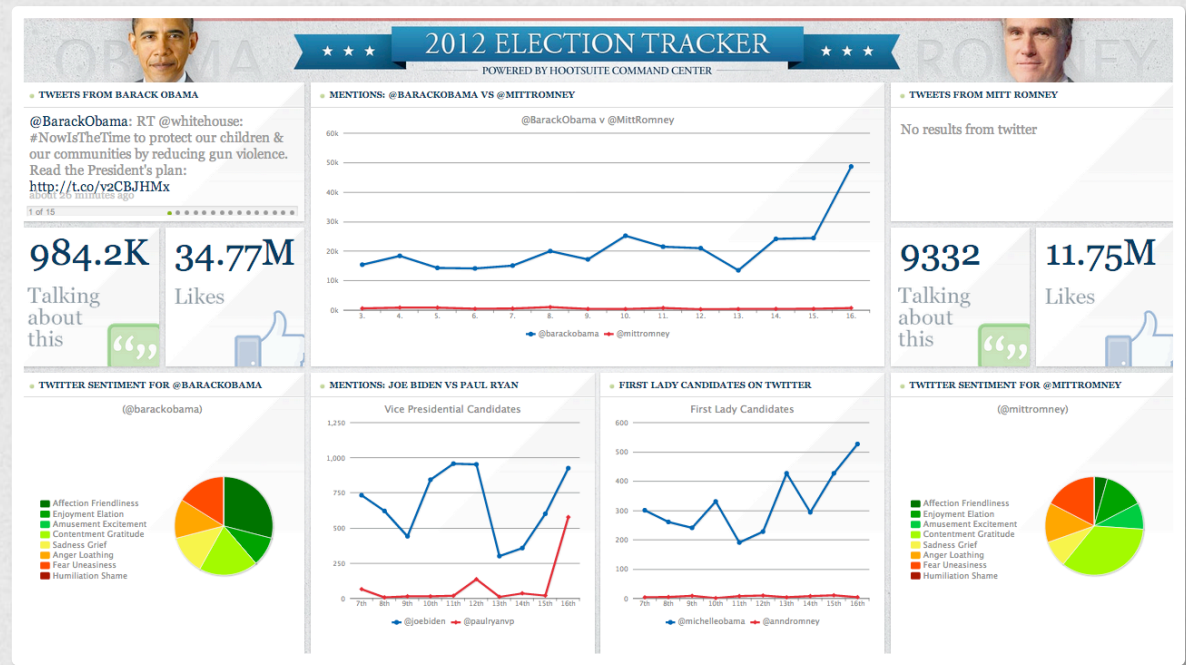
Command Centers in Action: American Red Cross

The Social Media Listening Center at Clemson University is an interdisciplinary research lab and teaching facility that opened in early 2012.



Command Centers in Action: Clemson University

HootSuite's 2012 Election Tracker provided live social media metrics such as the sentiment of social messaging, and the Mentions and Likes of both presidential candidates.

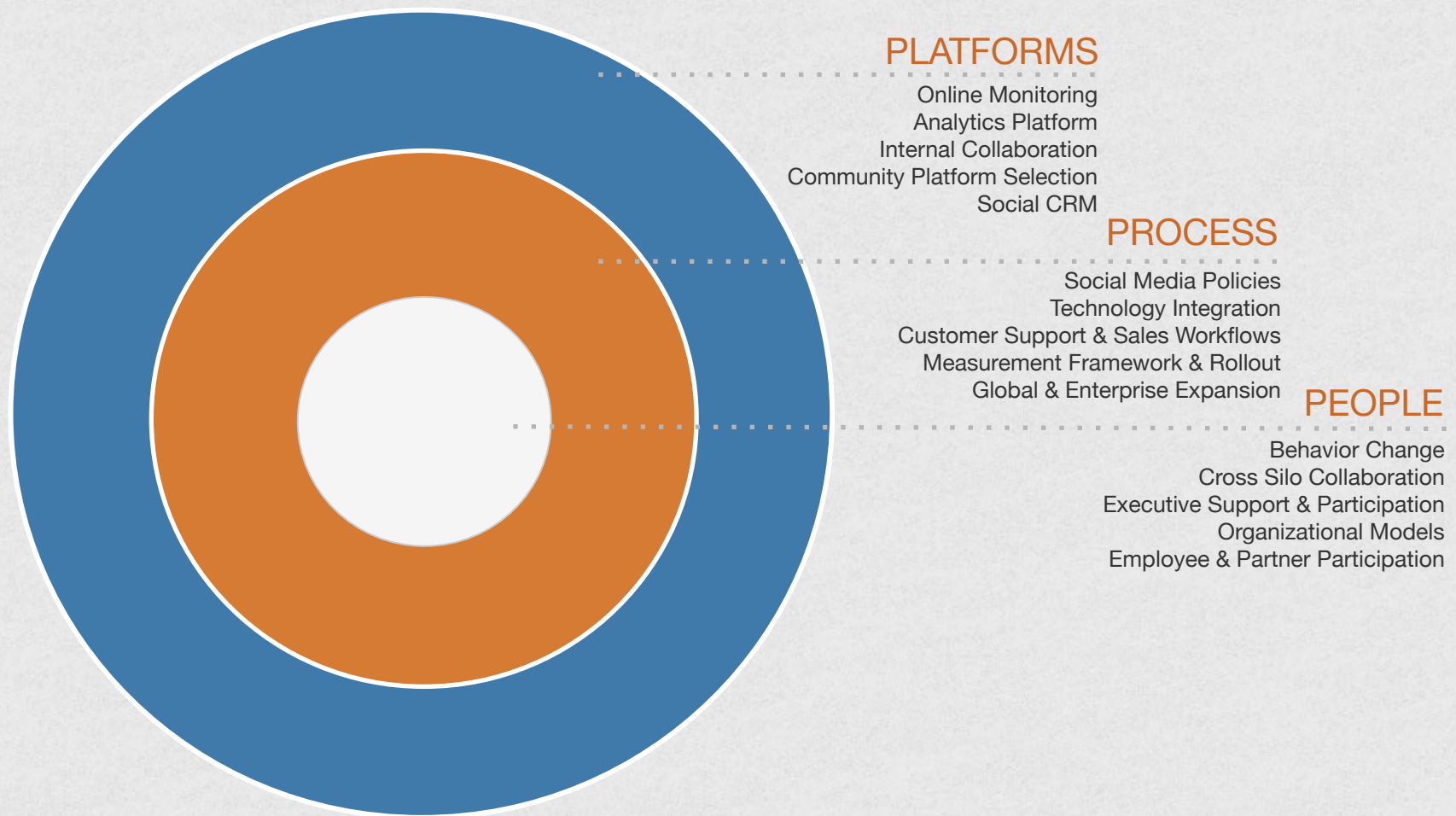


Command Centers in Action: Hootsuite Election Tracker

The Command Center Framework

STRATEGY	DASHBOARD VIEW(S)	STAKEHOLDERS	REQUIREMENTS
Brand, Competitive Monitoring	Share of Voice, Sentiment	CMO / C-Suite	Integration With Other Brand Monitoring Software
Competitive Analysis	Brand/Community Engagement, Community Growth	Marketing, Analytics	Integration With Facebook Insights, Competitive Integration, Historical Data
Solving Customer Issues	Brand & Product Mentions	Customer Support	Workflows, Ticketing System,
Crisis Communications	Negative Brand Mentions, Issues Monitoring	Corporate Communications & Crisis Teams	Email Alerts, Escalation Workflows
Community Management	Community Engagement (Likes, Comments, Shares, RTs), Web Traffic	Marketing, PR, Social Media, Customer Support	Integration With Facebook Insights, Web Analytics, Escalation Workflows

Define Strategy, Goals & Objectives, Technology Requirements



The 3 Pillars of Command Center Operations

Social Business Frameworks Requires Adaptation in People, Process & Technology

INFORMATION TECHNOLOGY

Technology deployment and integration

DIGITAL MARKETING

Campaign reporting & measurement

CUSTOMER SUPPORT

Solving real-time customer service issues

ANALYTICS

Command Center set up, operations

SOCIAL MEDIA

Community management and advocate identification



Building the Right Team to Manage Operations

Team Collaboration Is Fundamental To Success

CONSUMER ENGAGEMENT

General community management, influencer identification.

CUSTOMER SERVICE

Solving customer support issues quickly and efficiently.

CRISIS COMMUNICATIONS

Identifying crisis communications and issues before the escalate.

REAL TIME CONTENT CREATION:

Create real time content based on what's happening NOW.

PRODUCT INNOVATION

Innovating products based on what the community is saying



Sample Use Cases For Command Center Deployment

Team Collaboration Is Fundamental To Success



- Most comments and questions can be resolved through a manual ticketing system
- Private Messages will be used to attain additional information if needed



- Responses require direction from Social Media Team or Customer Support
- Questions may require follow up with various product groups



- Responses are operational and informative
- General community management

MAJOR CRISIS OR CUSTOMER SUPPORT ISSUE

Potential Crisis Issues

Key sensitive topics
Legal issues
Product recalls
Employees ranting

Customer Support Issues

Customer service complaints, major account issues (shipping, transaction)
Fraud or financial complaints
Angry customers posting

Flag to Social Media Team OR Customer Support

Potential Crisis Issues

Blogs/media mentioning brand
Mentions from influencers
Mentions from company employees
Product enhancements and/or feedback
Marketing program feedback

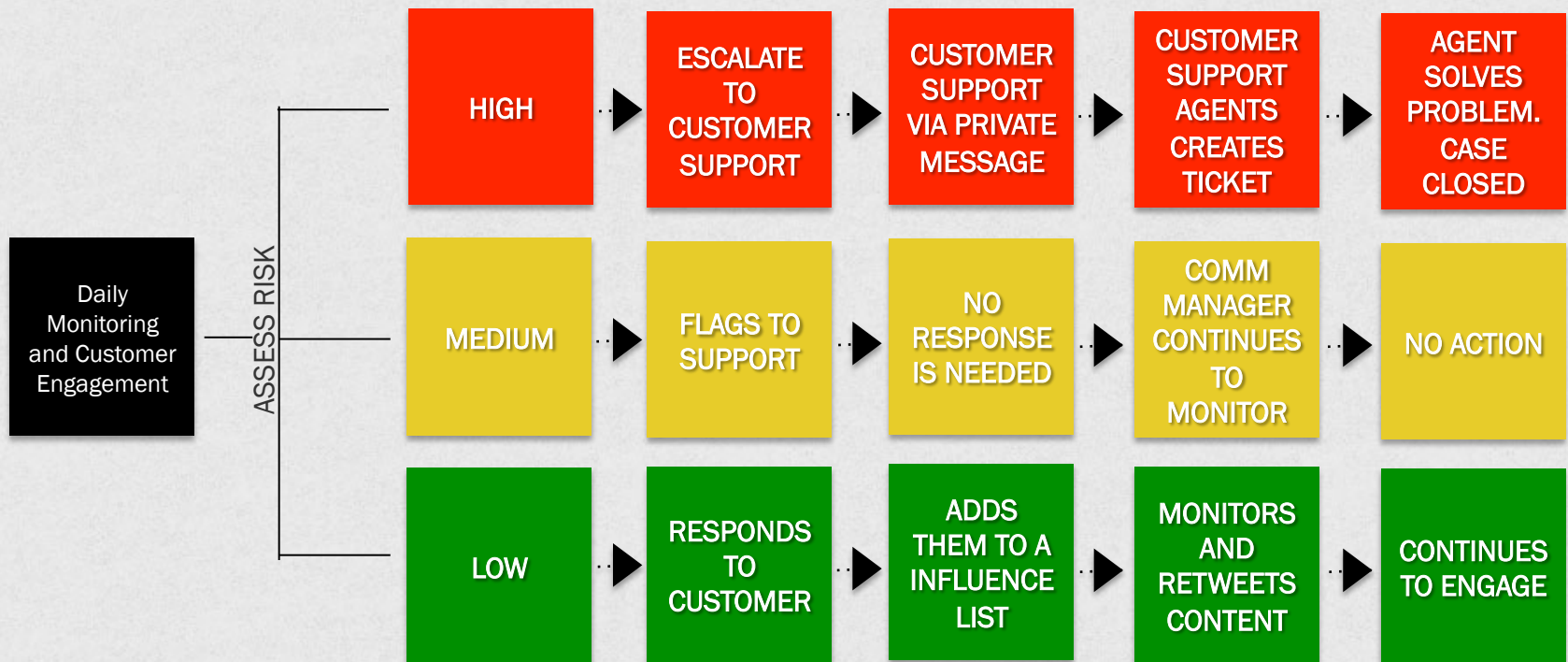
Customer Support Issues

Transaction requests
Dispute resolution
IT issues / website errors
General Customer Issues

Community Manager to Post Responses

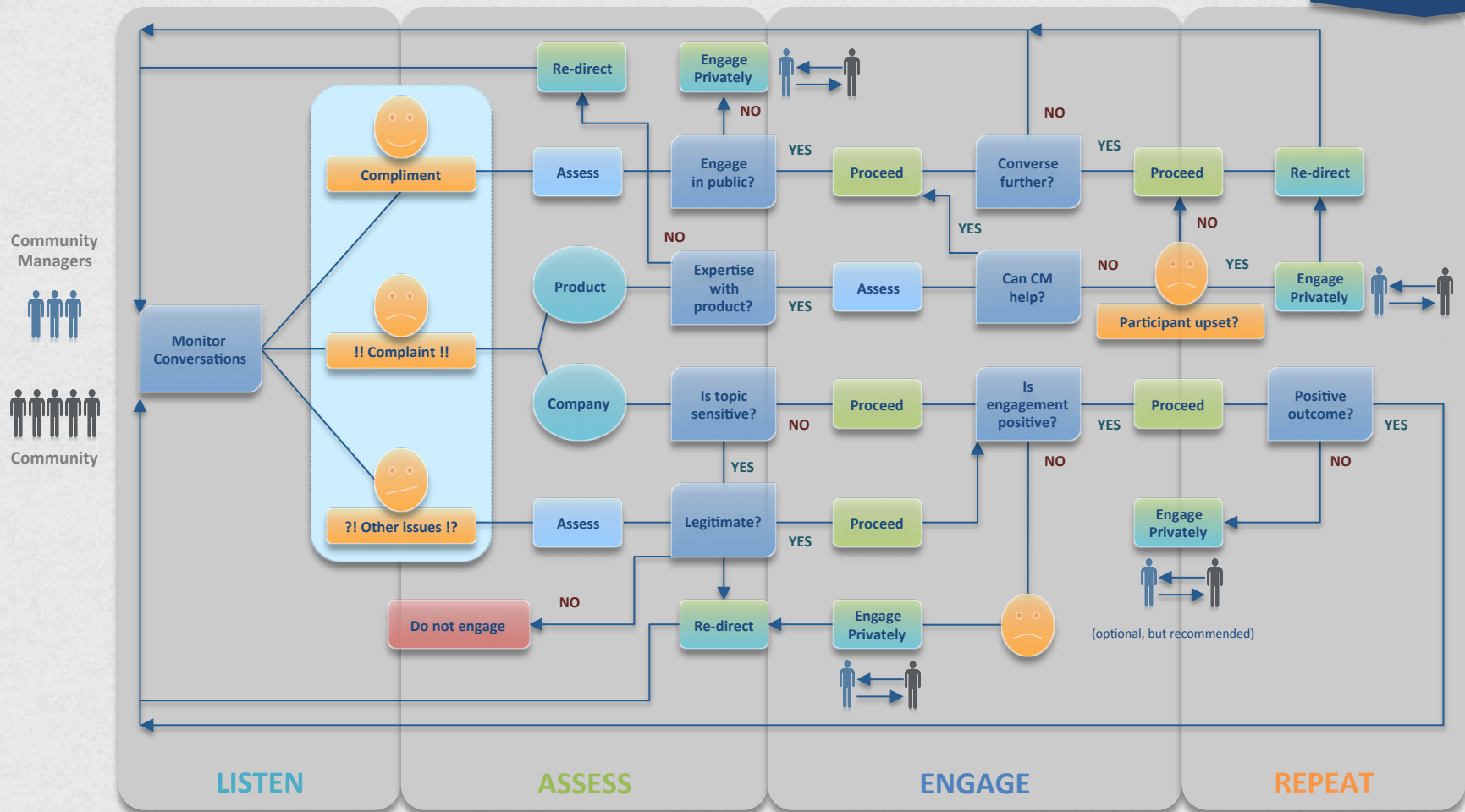
Account management
Positive brand experiences and praise
Career opportunities
Company information
Partner information
Innovation requests

Risk Assessment and Crisis Protocol



Customer Support & Risk Management Processes

An Example Of A Very Simple Community Manager Decision Tree



Customer Support & Risk Management Processes

A Very Complex Decision Tree Customized For Different Team Members

Using Command Centers to Create Real Time Content

 **Oreo Cookie** @Oreo 25 Sep
Ever bring your own Oreo cookies to the movie theater? #slicksnacker
Collapse Reply Retweet Favorite

50 RETWEETS 15 FAVORITES

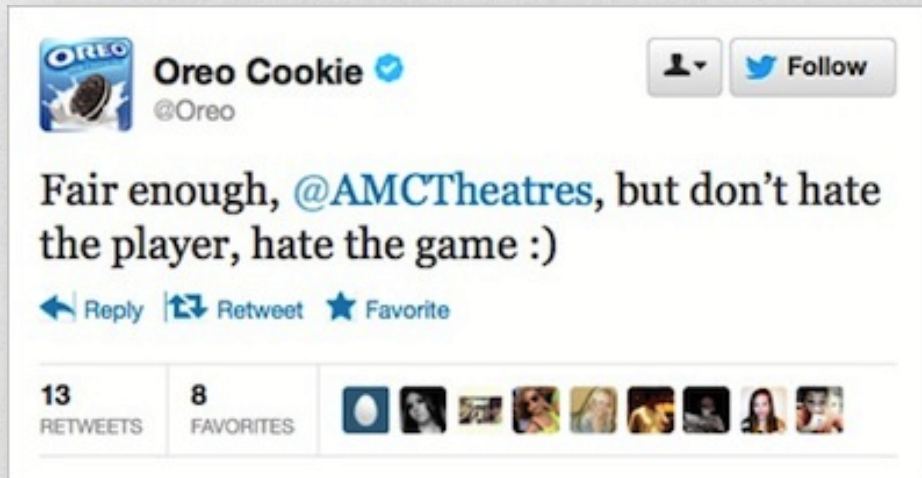
12:00 PM - 25 Sep 12 · Details

 **AMC Theatres** @AMCTheatres Follow

NOT COOL, COOKIE. RT @Oreo: Ever bring your own Oreo cookies to the movie theater? #slicksnacker

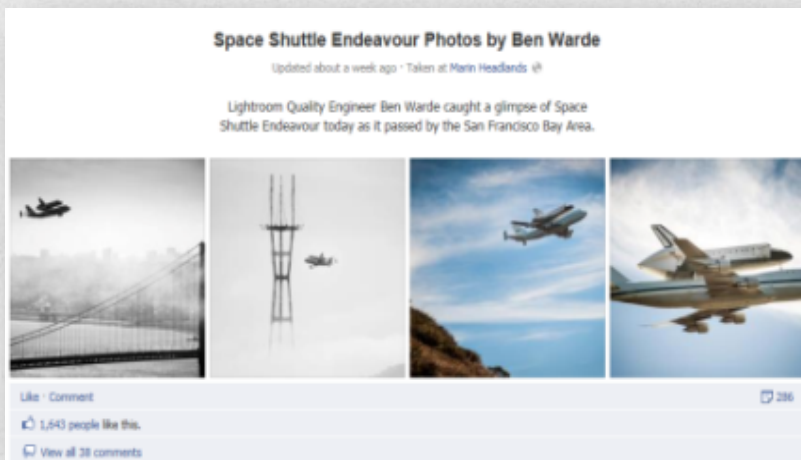
Reply Retweet Favorite

236 RETWEETS 66 FAVORITES





Space Shuttle Endeavour Lands in California

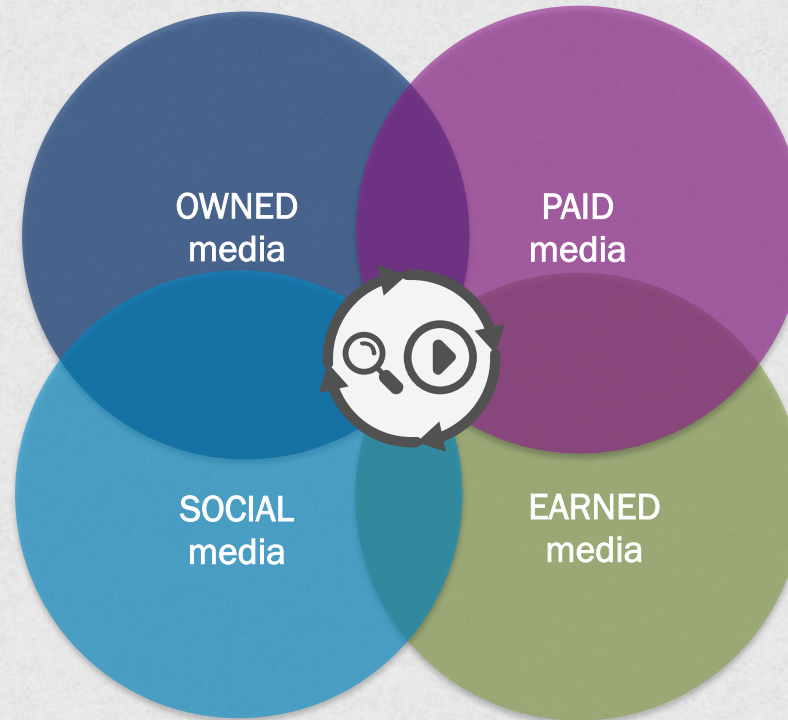


DIGITAL PROPERTIES

WEBSITES
CUSTOM BUILT PORTALS
INTERNAL/ENTERPRISE

SOCIAL MEDIA

WEBSITES
CUSTOM BUILT PORTALS
INTERNAL/ENTERPRISE

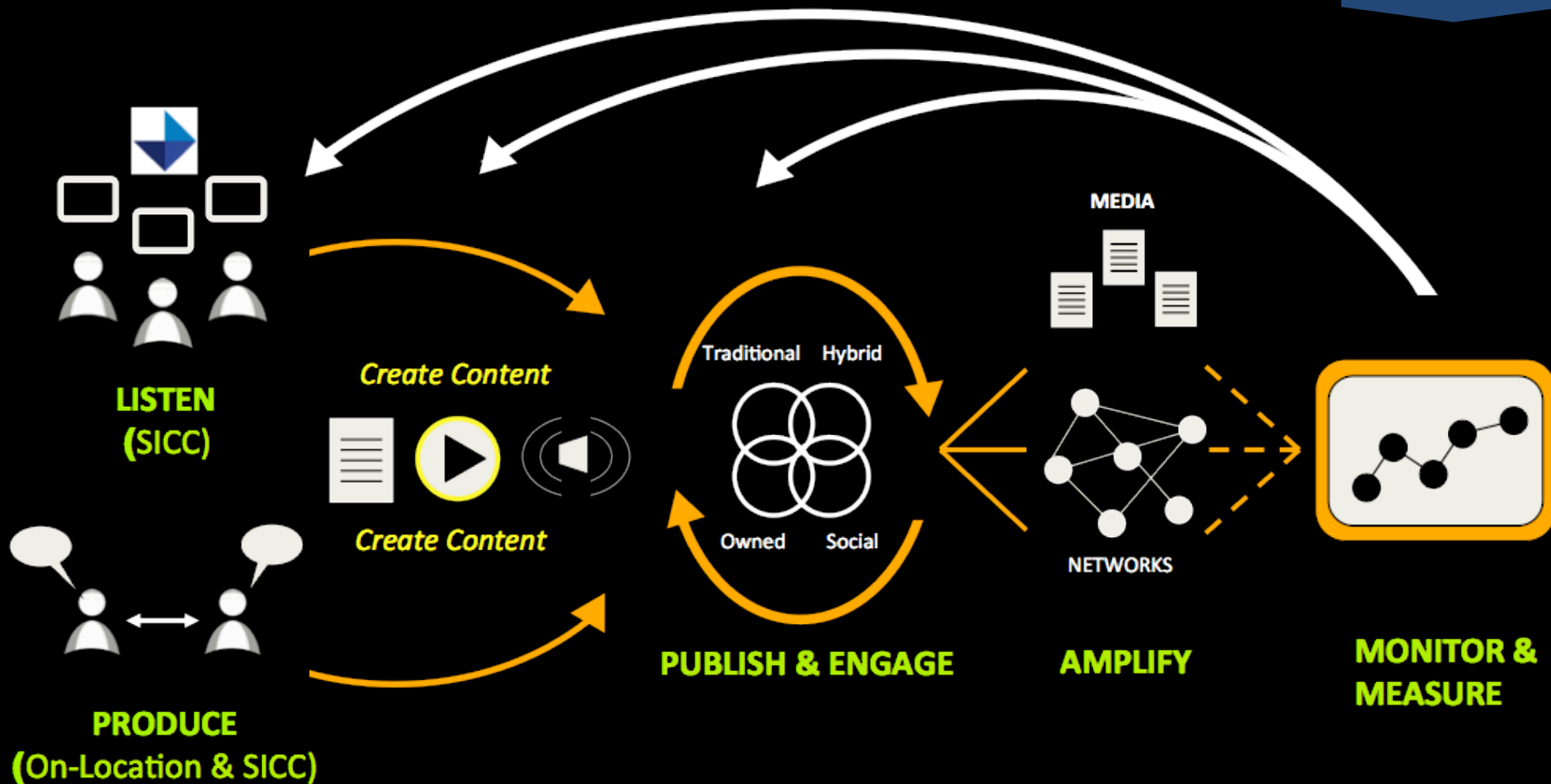
**ADVERTISING**

BANNERS
DISPLAY
PAID
ENDORSEMENTS

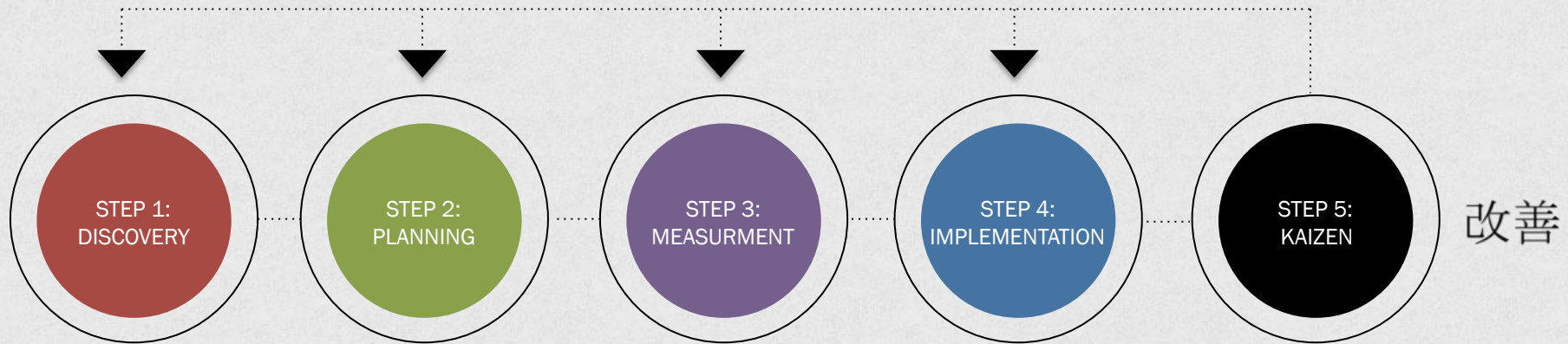
PARTNERSHIPS

INFLUENCER NETWORKS
BRANDED ENTERTAINMENT
NICHE PLATFORMS

A View of Transmedia Storytelling



Social Business Command Center Framework



5 Step Process for Command Center Deployment



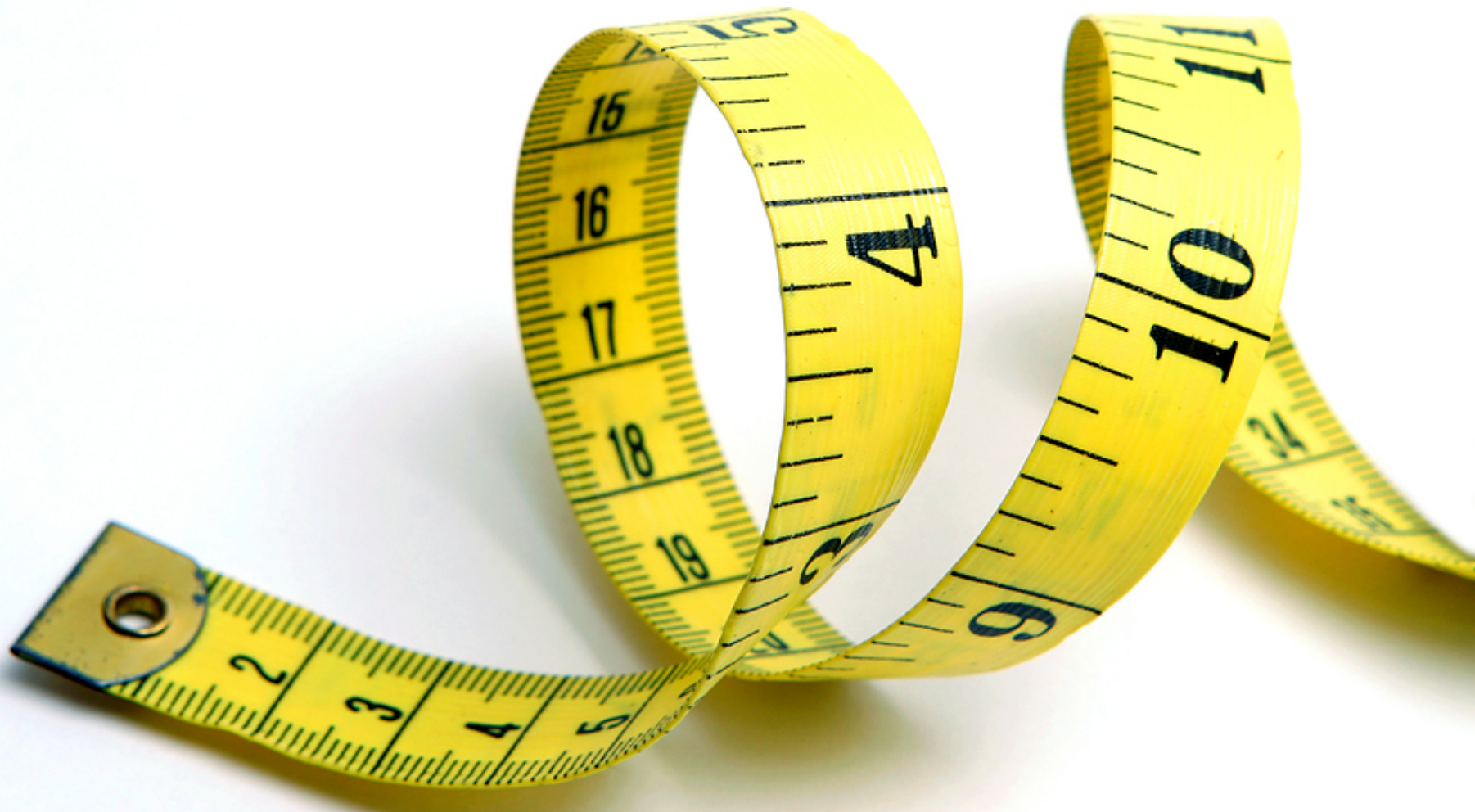
Step 1 : Discovery

Understanding the Who, What Where And Why?



Step 2 : Planning

Develop Framework, Processes, Response Protocols, and Measurement



Step 3 : Measurement

Ensure All Stakeholders Buy into Measurement Philosophy



Step 4 : Implementation

Launch Command Center, Engage, Solve Problems, and Escalate

Questions ?

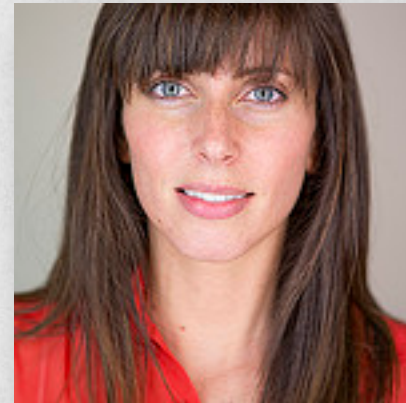
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Enterprise Webinars

Thank You



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