

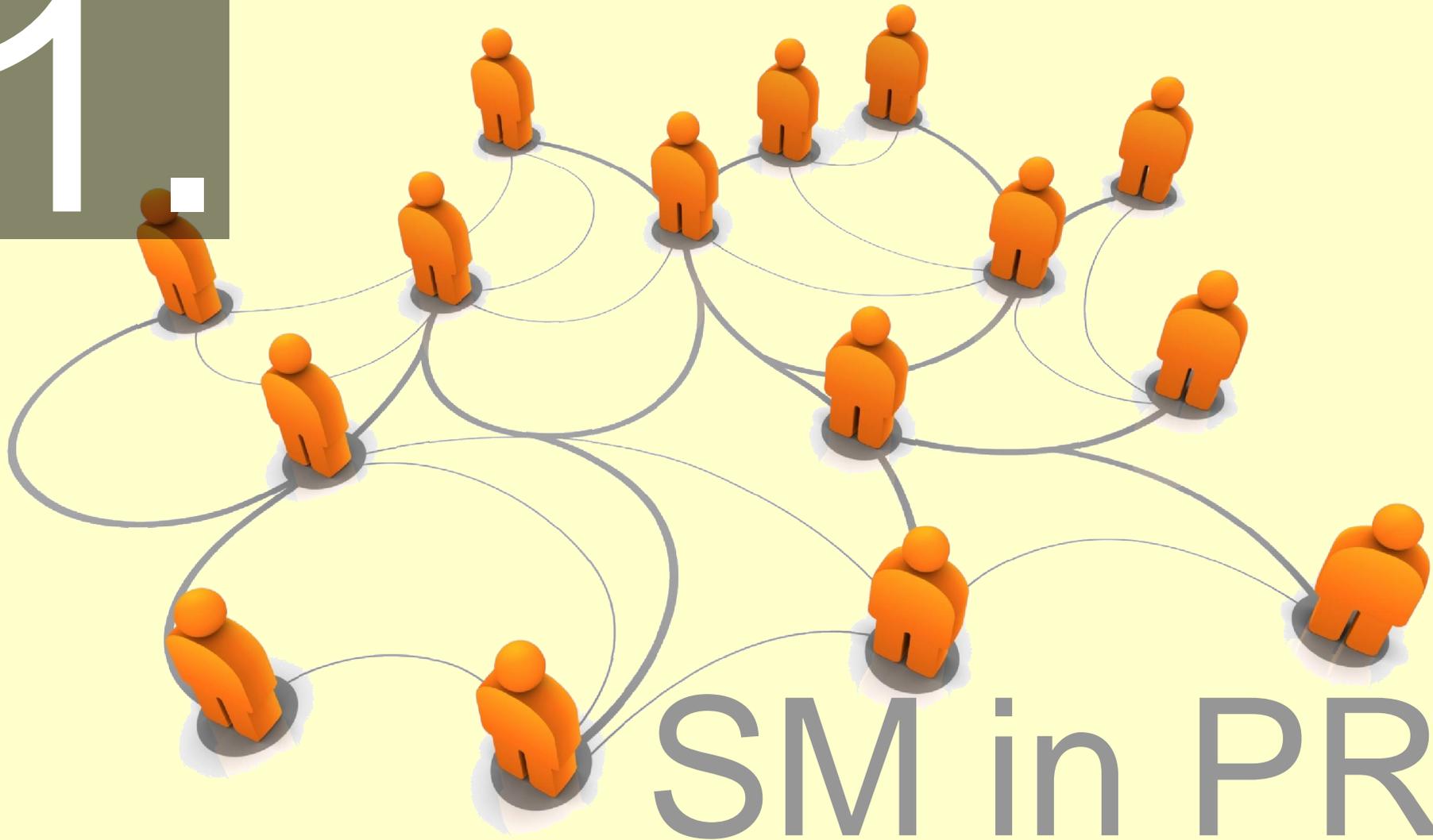
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# **ΕΔΕΕ** Digital Training : The Rise of Social Media

*Αθήνα 27 Απριλίου 2011*

Στάθης Χαϊκάλης – Μαρία Λαζαρίμου

1.



SM in PR

INTRODUCTION

## Social Media Check-up for Greek Companies

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- One third (34%) of the 100 member of the Hellenic Advertisers' Association are using at least one of the studied social media platforms (Twitter, Facebook, YouTube or corporate blogs)
- Facebook is the most popular platform with 76% of social media active companies using it – it's followed by YouTube (53%) and Twitter (41%)
- More than half of companies with activity on Facebook (55%) have less than 5,000 total likes on their pages – only 26% of them actually respond to their fans
- Companies on Twitter do not have great numbers of followers and they do not follow users back
- Companies are not engaging in dialogue with their audiences
- 66% of companies have less than 10 subscribers on their YouTube channels

Full text of the report will be available at <http://advocate-bm.gr/> and <http://www.ioc.gr/>

Στάθης Χαϊκάλης – Μαρία Λαζαρίμου



**Are you part of the conversation?**



# KOTSOVOLOS case study



**Tails Fox The-Irish**

Na rwthsw dyo pragmata?

08 Απριλίου στις 11:39 π.μ. · Μου αρέσει! · Σχολιάστε

👍 Αρέσει στο χρήστη Tails Fox The-Irish.

💬 Δείτε και τα 6 σχόλια

**ΚΟΤΣΟΒΟΛΟΣ**

Μέσω του kotsovolos.gr μπορείς να δεις αν τα games που σε ενδιαφέρουν είναι διαθέσιμα και είτε να τα παραγγείλεις για να έρθουν στο σπίτι σου, είτε να βρείς σε ποιά κατάσταση υπάρχουν, να τα δεσμεύσεις και να περάσεις να τα πάρεις απο εκεί (collect @ store). Δες τον οδηγό αγορών μας εδώ >>

08 Απριλίου στις 2:53 μ.μ. · Δεν μου αρέσει · 👤 1 άτομο



**Tails Fox The-Irish** Wow thanx guys!

08 Απριλίου στις 3:55 μ.μ. · Δεν μου αρέσει · 👤 1 άτομο

Γράψτε ένα σχόλιο...



**Katerina Paulidou** Kai emeis pou eimaste ekτος απο tin simprwteuousa kai makria απο tin prwteyousa tha paroume....de to lew!!!! kali epitychia sta agoria,orws panta!!

15 ώρες πριν · Μου αρέσει!



**Kotsovolos** Μην το πεις Κατερίνα!!! Θα μας κόψουν! Άλλωστε σε όλο το δίκτυο της Κωτσόβολος το PES θα είναι διαθέσιμο απο την Πέμπτη ενώ ήδη μπορούν οι φίλοι σε όλη την Ελλάδα να το προπαραγγείλουν! :-)

14 ώρες πριν · Μου αρέσει!



**Kotsovolos** Δεν είναι κακή ιδέα πάντως να σχεδιάσουμε κάη ειδικά για γυναίκες. Επιφυλασσάμαστε στο κονινό μέλλον!

14 ώρες πριν · Μου αρέσει! · 👤 1 άτομο



**Katerina Paulidou** Me kalipsate!!!! na eiste kala! etsi kai alliws panta mas kanete uperoxes profores kai times kai sas eimaste pelates xronia!!!

12 ώρες πριν · Μου αρέσει!

Γράψτε ένα σχόλιο...



**Pandelis Anastasopoulos** Καλημέρα, διαθέτετε το Ipod Schuffle?

Αν ναι τότε πείτε μου τιμη

Χθες στις 12:39 μ.μ. · Μου αρέσει! · Σχολιάστε

**ΚΟΤΣΟΒΟΛΟΣ**

Γιά σου φίλε μας Παντελή! Ρίξε μια ματιά στα iPod Shuffle εδώ <http://www.kotsovolos.gr/site/search.jsp?sf=iPod+shuffle> και βρες αυτό που σου ταιριάζει. Θα βρείς επίσης μια μεγάλη ποικιλία απο Mp3 & Mp4 players στην αντίστοιχη κατηγορία!

Χθες στις 12:47 μ.μ. · Μου αρέσει!

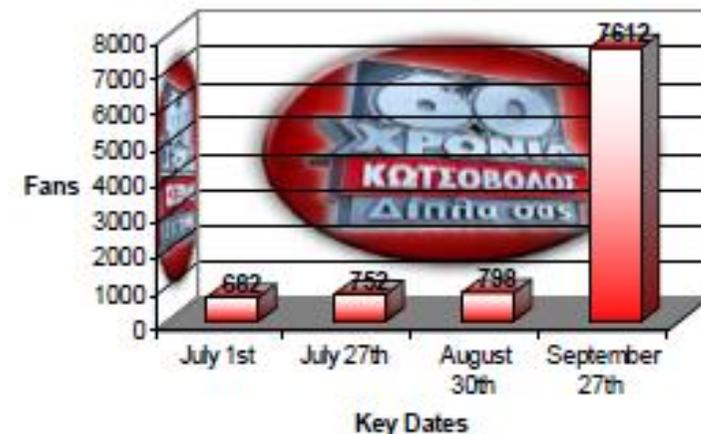


**Pandelis Anastasopoulos** Τελεια! Να 'στε καλά

Χθες στις 1:31 μ.μ. · Μου αρέσει! · Αναφορά

Γράψτε ένα σχόλιο...

**Kotsovolos Fan Base**



2.

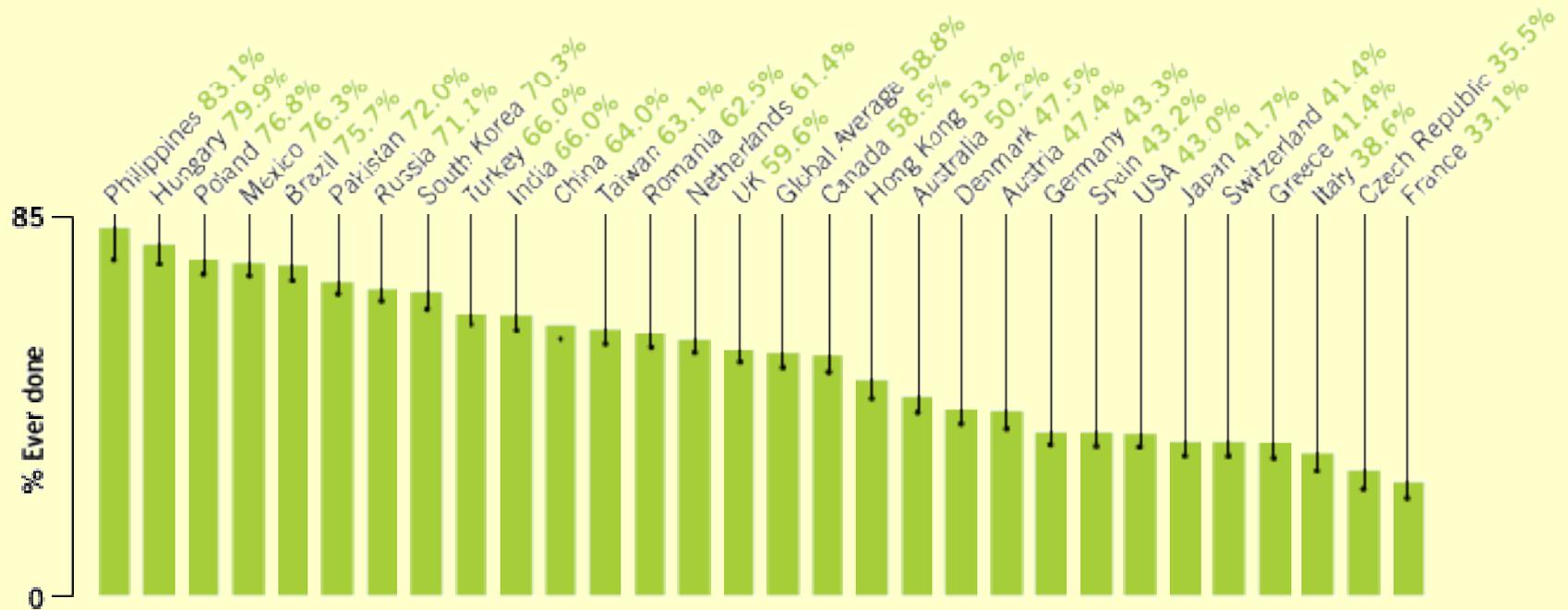
SM

DEMYSTIFIED

# Social Media is Mainstream

## Belong to a Social Network Wave3

"Thinking about using the Internet, which of the following have you ever done?" – "Create a profile on a new social network" Active Internet Universe



<http://www.slideshare.net/Tomuniversal/wave-3-social-media-tracker-presentation>

## Europe is Facebook Land

---

### List of continents on Facebook

	Countries	Continents	
#	Continent	Users	Penetration
1.	<a href="#">North America</a>	201 073 360	64.44%
2.	<a href="#">Europe</a>	109 174 240	39.05%
3.	<a href="#">Asia</a>	145 557 820	17.10%
4.	<a href="#">South America</a>	54 515 400	41.20%
5.	<a href="#">Africa</a>	25 005 040	24.05%
6.	<a href="#">Australia and Oceania</a>	11 960 520	57.03%

## Europe is Facebook Land

#	Country	Users	Growth		Pen.
1.	<a href="#">United States</a>	151 820 460	+3 604 260	+2.43% 📈	48.94%
2.	<a href="#">Indonesia</a>	34 999 080	+680 040	+1.98% 📈	14.40%
3.	<a href="#">United Kingdom</a>	28 841 840	+924 080	+3.31% 📈	46.26%
4.	<a href="#">Turkey</a>	26 198 200	+1 070 500	+4.26% 📈	33.67%
5.	<a href="#">Philippines</a>	22 515 820	+756 540	+3.48% 📈	22.54%
6.	<a href="#">India</a>	21 726 960	+1 831 540	+9.21% 📈	1.85%
7.	<a href="#">Mexico</a>	21 560 720	+1 816 520	+9.20% 📈	19.17%
8.	<a href="#">France</a>	20 957 320	+578 700	+2.84% 📈	32.36%
9.	<a href="#">Italy</a>	18 355 680	+563 100	+3.16% 📈	31.60%
10.	<a href="#">Canada</a>	17 357 660	+470 340	+2.79% 📈	51.42%
11.	<a href="#">Germany</a>	15 947 500	+1 226 660	+8.33% 📈	19.38%
12.	<a href="#">Argentina</a>	13 154 840	+505 080	+3.99% 📈	31.82%
13.	<a href="#">Brazil</a>	13 012 220	+2 136 880	+19.65% 📈	6.47%
14.	<a href="#">Spain</a>	12 768 000	+656 580	+5.42% 📈	27.45%
15.	<a href="#">Colombia</a>	12 572 340	+686 560	+5.78% 📈	28.44%
37.	<a href="#">Greece</a>	3 294 580	+174 100	+5.58% 📈	30.65%

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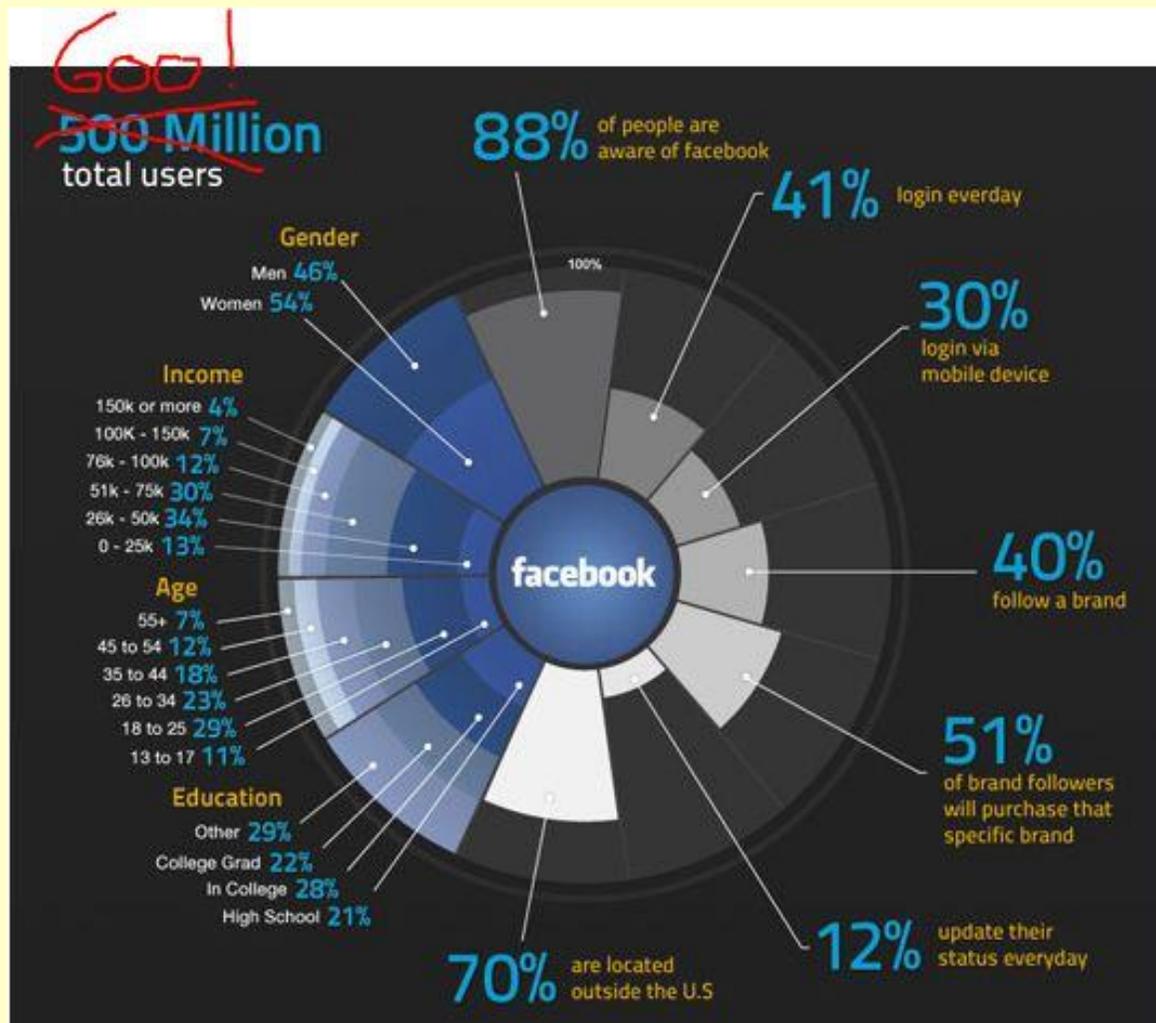
# Social Media = Mass Media



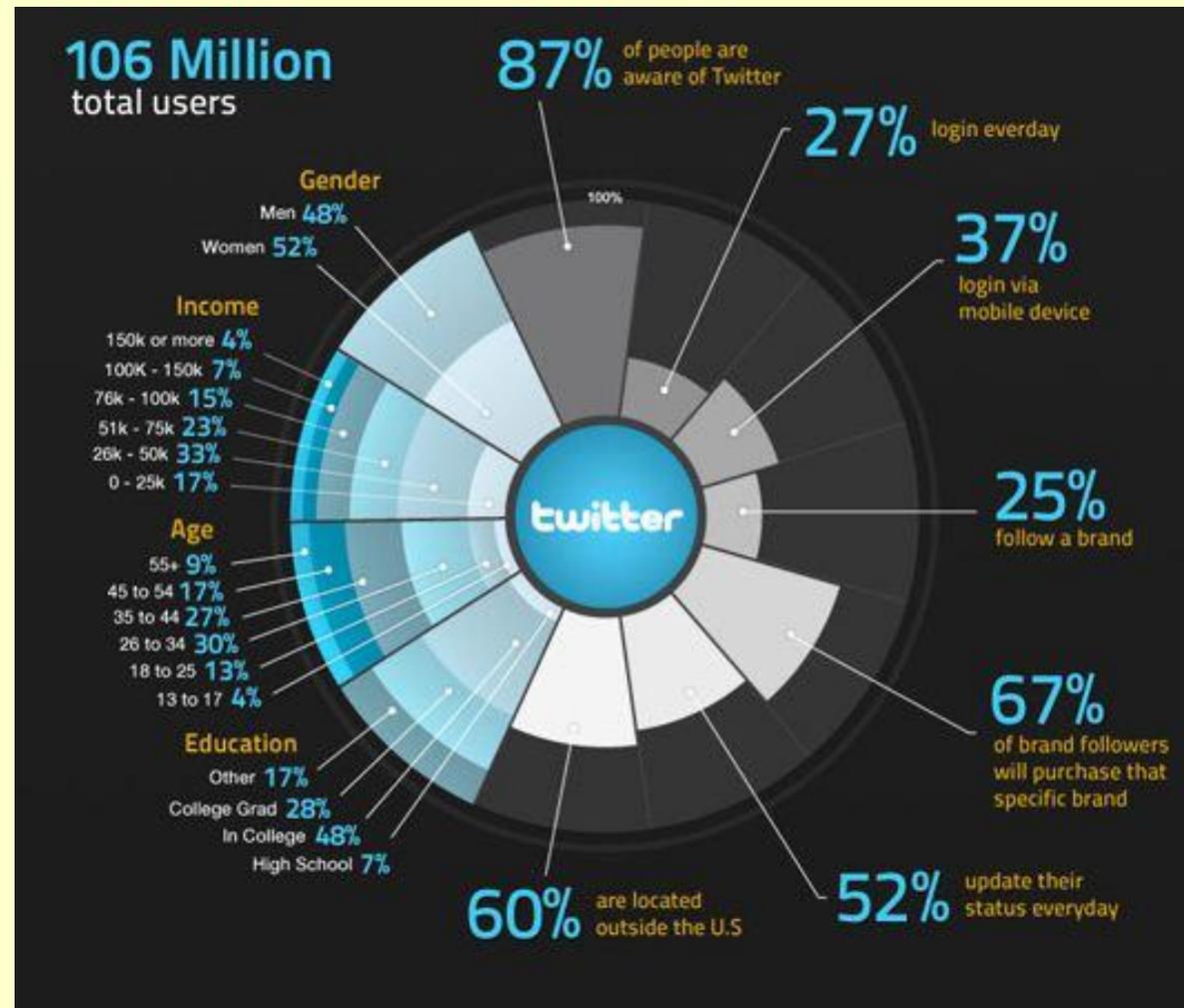
2.773.000



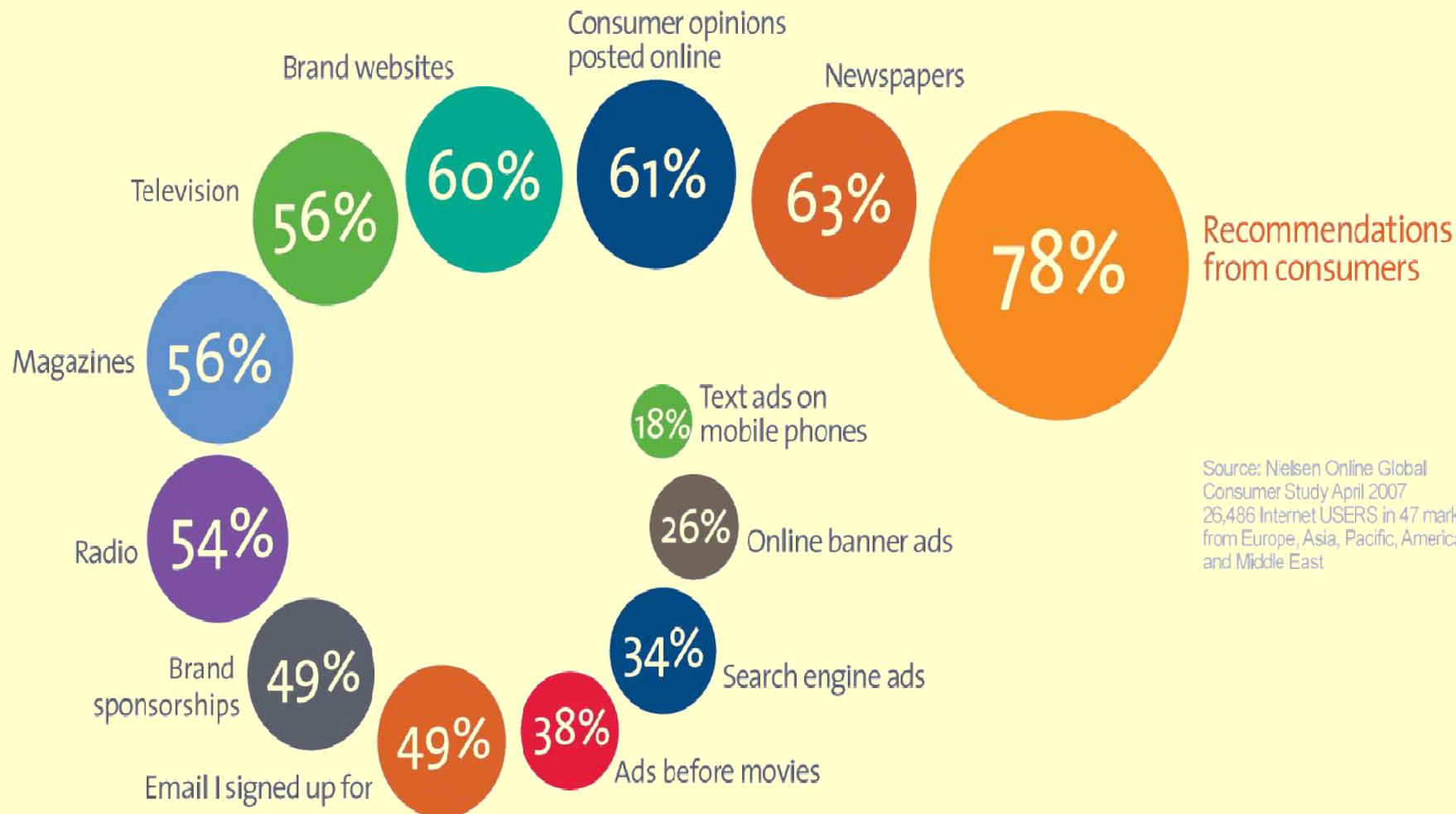
3.294.580



# twitter Demographics



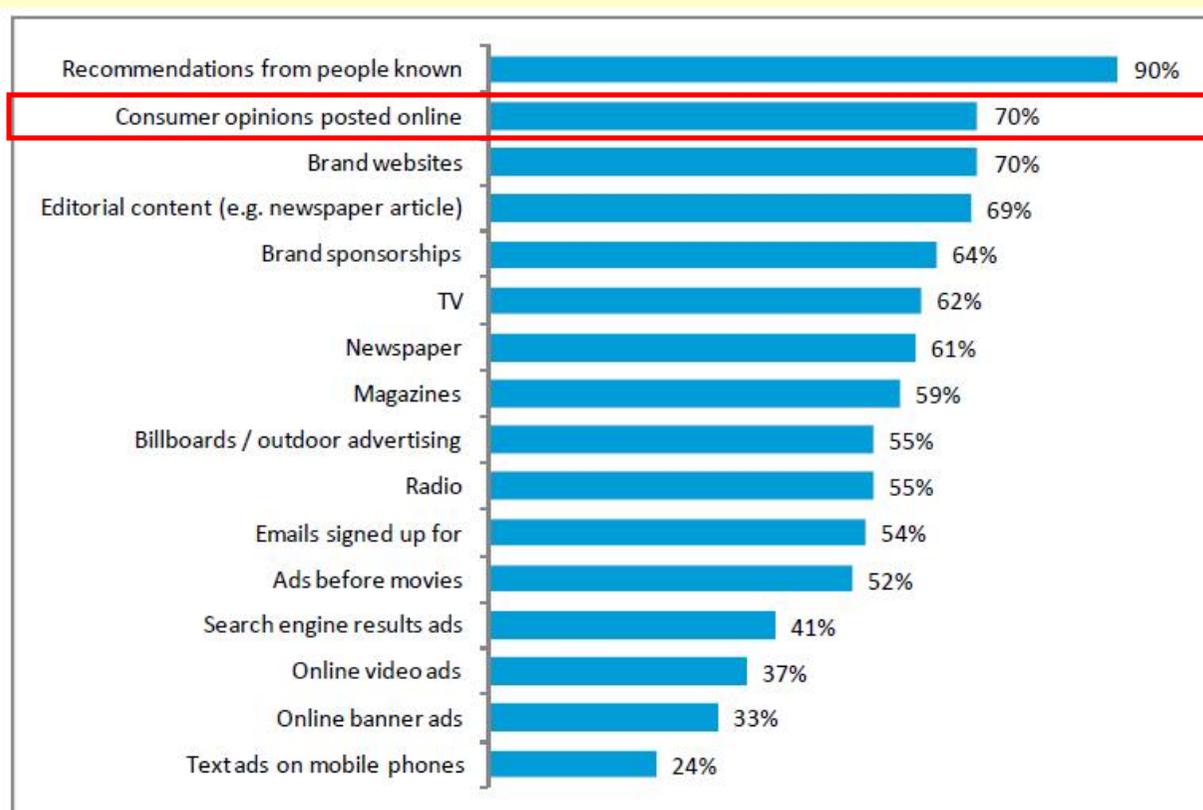
# Where Consumers get their information 2007



Source: Nielsen Online Global Consumer Study April 2007  
26,486 Internet USERS in 47 markets from Europe, Asia, Pacific, Americas and Middle East

## New trusted sources for purchase recommendations 2009

- Recommendations from personal acquaintances or opinions posted by consumers online are the most trusted recommendations



Source: Nielsen Global Online Consumer Survey April 2009 / Base: All Respondents  
\*E.g. 90 percent of respondents trusted "completely" or "somewhat" recommendations from people they know

## The New Journalists

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*“I routinely track down potential interviews by sending out a Tweet. Most recently, we came across a number of Toyota car owners who fell under the recent recalls.”*

(Chris O’Connell – ABC News Anchor / Reporter)

Source:

[toprankblog.com](http://toprankblog.com)

# Where it all comes together

Web Images Videos Maps News Shopping Gmail more ▾



sony ericsson



Search

About 255,000,000 results (0.14 seconds)

Advanced search

Everything

Images

Videos

News

Shopping

Realtime

Blogs

Books

Places

Discussions

Fewer

Any time

Latest

Past 24 hours

Past week

Past month

Past year

Custom range...

All results

Sites with images

**Sony Ericsson - Sony Ericsson**

Sony Ericsson is one of the top, global, mobile phone manufacturers which serves the worldwide communications market with innovative and feature-rich mobile ...

[www.sonyericsson.com/](#) - Cached - Similar

Products

Xperia™ X10

Support - Phones

New software updates

Common

Sony Ericsson - Home

Xperia™ X10 mini pro

Sign up

Search sonyericsson.com

**Sony Ericsson - Products - Mobile phones**

Android™; Sony Ericsson; Symbian™; Windows Mobile®. -; Features. Camera (8MP or more); Xenon flash; HD video recording; TrackID™ music recognition ...

[www.sonyericsson.com/cws/products/mobilephones](#) - Cached - Similar

**Sony Ericsson - Home**

Welcome to Sony Ericsson! You'll find product and support information for our mobile phones and accessories, Fun & downloads and information about our ...

[www.sonyericsson.com/cws/home](#) - Cached - Similar

News for **sony ericsson**



TechRadar UK

[Xperia Play and LG Optimus 3D on Play.com pre-order](#)

4 hours ago

By Asavin Wattananantra THE UK RETAILER Play.com has got in early with two of the most eagerly awaited smartphones of 2011 so far, the Sony Ericsson Xperia ...

Inquirer - 116 related articles

[Sony Ericsson has tools and vision to become dominant Android player](#)

## The New Journalists

---

*“I begin every day at search engine. It doesn't matter what story I'm working on, it always starts with a search.”*  
(Jason DeRusha, CBS TV News Reporter)

Source:

[toprankblog.com](http://toprankblog.com)

3.

PR  
& SOCIAL MEDIA



## PR & Social Media

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- 10 Key Social Media Principles
- On-line Reputation & Issues Management
- 10 Key Crisis Principles
- CSR Engagement
- Cause Related campaigns
- It's all about Integration

# 10 Key Social Media principles

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- #1 Listen Actively
- #2 Be Focused
- #3 Get Management Buy-In
- #4 Integrate Across The Organization
- #5 Integrate Across Channels
- #6 Participate
- #7 Add Real Value
- #8 Be Responsive
- #9 Be Authentic
- #10 Tell Stories

# Corporate Achilles' Heels

---

## Not-so-new

- Product quality
- Health & safety
- Lay-offs/closures
- Environment
- Human rights
- Equal employment
- Nationalism
- Monopolisation

## New, and growing

- Customer service
- Supply chain management
- Whistleblowers
- Marketing conduct
- Greenwashing

## Role of the Internet

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**AMPLIFIES**

**ESCALATES**

**DISTRIBUTES**



Truth, Half Truth, Untruth

# On line reputation and issues management

- Delta Case Study

ΔΕΥΤΕΡΑ, 9 ΜΑΡΤΙΟΣ 2009

➤ ΠΡΟΣΟΧΗ : ΜΟΛΥΣΜΕΝΟ ΓΑΛΑ ΑΠΟ ΔΥΟ ΜΕΓΑΛΕΣ ΕΤΑΙΡΕΙΕΣ !!!



Η επικίνδυνη καρκινογόνος ουσία αφλατοξίνη βρέθηκε

Τρίτη, 3 Μάρτιος 2009

ΚΟΨΤΕ ΤΟ ΓΑΛΑ ΑΠΟ ΤΙΣ ΕΤΑΙΡΕΙΕΣ ΑΥΤΕΣ



23.10.08

ΜΟΛΥΣΜΕΝΟ ΓΑΛΑ ΣΕ ΔΕΛΤΑ ΚΑΙ ΦΑΓΕ!



ΑΡΟ "CAPTAIN JOHN"

Τετάρτη, 18 Μάρτιος 2009

Δεν υπάρχει κανένα θέμα με την ποιότητα του φρέσκου γάλακτος ΔΕΛΤΑ διαβεβαιώνει η εταιρεία! Διευκρινίζει ότι τα στοιχεία είναι ΠΛΑΣΤΟΓΡΑΦΗΜΕΝΑ!



Ο Νίκος Διονυσόπουλος, εκπρόσωπος της ΔΕΛΤΑ επικοινωνήσει μαζί μας με αφορμή email που αναρτήσαμε σχετικά με την ποιότητα του φρέσκου γάλακτος Δέλτα

City press-gr.blog

ΚΑΘΗΜΕΡΙΝΗ ΗΛΕΚΤΡΟΝΙΚΗ ΕΦΗΜΕΡΙΔΑ  
Τιμή 0 euro | Έτος 2ο | Email: citypress.gr

Citypress-gr.blog-Καθημερινή

Θύμα εγκληματικής ηλεκτρονικής επίθεσης το φρέσκο γάλα Δέλτα

ΤΕΤΑΡΤΗ, 18 ΜΑΡΤΙΟΣ 2009



Κλάδος Γαλακτοκομικών & Ποτών

Την υπόθεση μετά τις έντονες διαμαρτυρίες της VIVARTIA, Βερολίνου, με εντολή της Εισαγγελέως η Σηρονομία Δίνης Ηλεκτρονικού Εγκλήματος Απεικονίσαμε έκκληση στους bloggers να μας βοηθήσουν να αποκαταστήσουμε την αλήθεια. Παρόλο το αποδεκτικό στοιχείο, η κακόβουλη παραπλανητική επίθεση ενάντια στο φρέσκο γάλα ΔΕΛΤΑ, μέσα chair milk με πλαστογραφημένα στοιχεία

## Σχετικά με το γάλα Δέλτα

Στο post μου στις 13/02/09 σχετικά με δημοσίευμα της εφημερίδας "Παρόν" ανέφερα για το γάλα Δέλτα και Φάγε και την περιεκτικότητά τους σε αφλατοξίνη M1. Κατόπιν αυτού, έλαβα ηλεκτρονική ενημέρωση από τον Κο Νίκο Διονυσόπουλο Client Executive Advocate/Burson- Marsteller στέλεχος της Vivartia ότι το γάλα Δέλτα υπήρξε θύμα ηλεκτρονικής επίθεσης και δεν περιέχει αφλατοξίνη M1 και το θέμα ερευνά η Υπηρεσία δίωξης ηλεκτρονικού εγκλήματος. Παρακάτω παραθέτω το Link στο οποίο μπορεί όποιος επιθυμεί να ενημερωθεί περαιτέρω

Τετάρτη, 18 Μάρτιος 2009

Τυπώστε αυτή την ανάρτηση

Θύμα εγκληματικής ηλεκτρονικής επίθεσης το φρέσκο γάλα Δέλτα



άβαμε και παραθέτουμε όπως αφείλουμε σχόλιο του κ.Νίκου Διονυσόπουλου στην παλαιότερη ανάρτηση μας "Ποσότητες μολυσμένου γάλακτος σε ΔΕΛΤΑ-ΦΑΓΕ;" την οποία και αποσύρουμε.

Πέμπτη, 19 Μάρτιος 2009

ΗΛΕΚΤΡΟΝΙΚΟΣ ΠΟΛΕΜΟΣ ΚΑΤΑ ΤΗΣ VIVARTIA

<http://pressmme.blogspot.com/?zx=96b1091c7ad35a1d>



Κλάδος Γαλακτοκομικών & Ποτών

Μια πολύ περίεργη ιστορία εξετάζει, σύμφωνα με πληροφορίες, η Υπηρεσία Δίωξης Ηλεκτρονικού Εγκλήματος και ο

# 10 Key Crisis Principles

---

- #1 Monitor Continuously
- #2 Move Fast
- #3 Be Patient
- #4 Be Accurate
- #5 Be Transparent
- #6 Be Sincere
- #7 Don't Get Into Fights
- #8 Don't be Heavy-Handed
- #9 Be Human
- #10 Be Consistent

## #4 – Be accurate



Like Comment Add to Share Embed

7,179

PROTECTOR1973REBORN | May 18, 2010

The chief executive of BP has told Sky News he believes the massive Gulf of Mexico oil spill will end up having only a "very, very modest" environmental impact.

Experts had feared the Deepwater Horizon disaster could have led to one of the worst environmental catastrophes in US history.

### Suggestions



BP Oil Official Public Apology (SPOOF)

by bobjenz  
75,760 views  
Featured Video



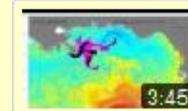
Cute new BP ad

by lkm1523  
301,375 views



Exclusive: Satellite Zoom of Oil Spill from the...

by landofthemarvelous  
70,818 views



Oil spill trajectory 20100504

by ForgottenGulf  
211,628 views



Oil Removal - It's As Simple As Hay

by NorthwestFlorida.com  
273,614 views



BP CEO Hayward Predicts "Very Modest" Impact From...

by dimatebrad  
14,351 views



Tony Hayward - Top BP exec visits his spilled o...

by CheneyWatch1  
1,009 views

## #5 – Be transparent



**ScottMonty**



10:54 a.m. @pblackshaw I was made aware of it this morning and I'm tracking down our trademark counsel to weigh in on it. Not good.

10:55 a.m. @bulgergyrology I'm on it. Getting our legal team's perspective and trying to stop a PR nightmare.

11:15 a.m. @JoeTram @clavdiannan @Energy\_Cook @peterdavis @insideins.com I'm personally looking into it. Hope to have an answer soon.

11:23 a.m. @ContractorTalk I'm in discussions with our Chief Trademark Counsel about it right now. I'm none too pleased. #ford

11:31 a.m. For anyone asking about the Ford fan sites and legal action: I'm in active discussions with our legal dept. about resolving it. Pls retweet

12:17 p.m. @anderson @vallygiblog I'm finding it's a much different story from our legal department...

12:29 p.m. @peterdavis It means we didn't get the full story from the site owners. There's a deeper issue in question. #ford

1:07 p.m. Re the Ford fan site: I'm finding that there was counterfeit material being sold on it. Trying to get clarity on the URL issue. #ford

4:32 p.m. How do you repay your online evangelists? Well if you're Ford Motor Company, you step on their necks & demand \$5,000 <http://ward.com/7r12q>

4:34 p.m. @BertTrout Please correct that. We've since removed it <http://tinyurl.com/6b7rjd>

4:44 p.m. @gymchick @NickI says @digitalside @jamesyincan @designmeme Ford's response can be found at the bottom of <http://is.gd/4310>

## #7 – Don't get into fights

---



**Nestle** Thanks for the lesson in manners. Consider yourself embraced. But it's our page, we set the rules, it was ever thus.  
8 hours ago · Report



**Darren Smith** Freedom of speech and expression  
8 hours ago · Report



**Nestle** you have freedom of speech and expression. Here, there are some rules we set. As in almost any other forum. It's to keep things clear.  
8 hours ago · Report



**Paul Griffin** Your page, your rules, true, and you just lost a customer, won the battle and lost the war! Happy?  
8 hours ago · Report



**Nestle** Oh please .. it's like we're censoring everything to allow only positive comments.  
8 hours ago · Report

## #8 – Don't be heavy-handed

The screenshot shows the news.com.au website interface. At the top, there are navigation links for various services like FOXSPORTS, Newspapers, CareerOne, Carsguide, TrueLocal, RealEstate, and MySpace AU. The main header features the news.com.au logo, a 'CITYINDEX' button, and a 'Truth #14' banner with the text 'Choose an obvious provider,'. Below the header is a navigation menu with categories like News, Business, Money, Entertainment, Travel, Technology, Blogs, and Video. A search bar is located in the top right of the main content area.

### Business

# Nestlé accused of pulling Greenpeace 'orang-utan finger Kit Kat ad' from YouTube

By staff writers | news.com.au | March 18, 2010 12:58pm

GREENPEACE has accused the world's leading food and drinks company, Nestlé, of having an ad featuring an office worker eating orang-utan fingers removed from YouTube.

The video, which was launched overnight, parodies Nestlé's KitKat ads and shows an unwitting office worker taking a break to enjoy a KitKat but instead bites into an orang-utan's finger, causing blood to stream down his face.

The video can be viewed at [www.greenpeace.org/kitkat](http://www.greenpeace.org/kitkat).

"Nestlé today admitted that they have been using palm oil from the destroyed rainforest homes of the last orang-utans in some of their products, but having our video removed proves they are still trying to hide that fact," Greenpeace Head of Campaigns, Steve Campbell, said.

"This is an apparent attempt to silence the truth that some of its most popular brands use palm oil from destroyed rainforests and peatlands.

Advertisement

Singapore Arts Festival 2010  
between you and me  
14 MAY - 13 JUNE  
Find out more

Stock Quotes Aegis Independent Equities Research

Search ASX code or Name Search

## #9 – Be human

**TOYOTA**  
moving forward

CARS TRUCKS SUVs & VAN HYBRIDS

BUILD YOUR TOYOTA FIND A DEALER

Search

### Videos

Recall Home >

#### In The News

Read what these respected news sources are reporting about us:

In The News >

#### Is your vehicle involved?

Below are the vehicles involved in the recent recalls. Click on your vehicle for more information:

- 2005-2010 Avalon
- 2007-2010 Camry
- 2009-2010 Corolla
- 2008-2010 Highlander
- 2009-2010 Matrix

Ronny Malone  
Master Diagnostic Technician

Subtitles On

# CSR Engagement

HOME | NEWS | OPINION | BLOGS | ANALYSIS | CMO STRATEGY | TRENDS | BRANDS | EVENTS | DIRECTORY | KNOWLEDGE BANK | PITCH | JOBS

**MarketingWeek**  
**engage** 2011 AWARDS  
YouGov  
What the world thinks

## H&M should note that actions speak louder than words

Tue, 12 Jan 2010 | By [Rosie Baker](#)

Print | Email | Share | Comments (2) | [Μου αρέσει!](#) | Save

**Sectors**

- Agencies
- Automotives
- Consumer Goods
- FMCG
- Financial
- Food & Drink
- Industry
- Media
- Retail
- Sport
- Sustainability
- Telecoms and IT
- Travel & Leisure
- Not for Profit
- Utilities
- YouGov

**Disciplines**

High street fashion retailer H&M has found itself in hot water in New York, after allegedly dumping sackfuls of hacked-up unsold clothes.

The bags of destroyed clothing were found by a student behind a Manhattan store, and after she received no response from the company, she contacted the New York Times with the story.

Unsurprisingly, New Yorkers and people around the



pepsi refresh project | Funded Ideas | Refresh Blog | January Finalists | SEARCH

# REFRESH THE WORLD. AGAIN.

Your ideas are helping communities everywhere. This year, what will you refresh?

**IN 2010 WE GAVE MILLIONS TO REFRESH AMERICA**

This is how you change the world. Watch now.

Like Pepsi on Facebook to show your support and get updates.

Get the latest on the Pepsi Refresh Project.

FOLLOW US ON [Twitter](#)

**A Year of Doing Good**  
Your votes and support made it happen.

**This April, It Begins Again**  
Pepsi is funding even more of your ideas, and together

## Cause Related Campaigns

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- 2 Minute Silence : *Ensuring The Royal British Legion is relevant to the “digital generation”*

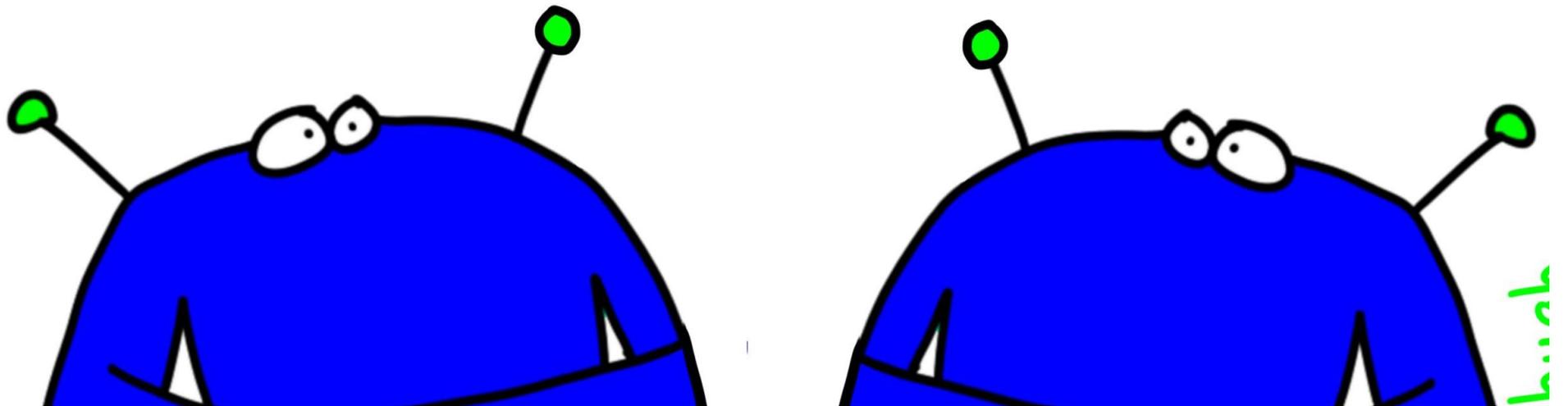


## Campaign Success

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- 2 Minute Silence charted in the UK Top 20 on Remembrance Sunday 2010
- Over 20 leading celebrities secured to appear pro bono
- Over 260 pieces of media coverage
- Over 35,000 Facebook likes in just 3 weeks
- Over 200,000 views of video trailer on YouTube
- Over 16million reached through celebrity social media support from the likes of David Beckham, Coldplay and Radiohead.
- Over 23,000 singles sold
- Advertising value equivalent of media over £940,000

YOU'RE A SOCIAL  
MEDIA SPECIALIST?  
WOW, I'M A SOCIAL  
MEDIA SPECIALIST TOO!



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Thank You!