Social Media @Dell

Gøril Mathisen
Social Media Ground Control

@GorilatDell

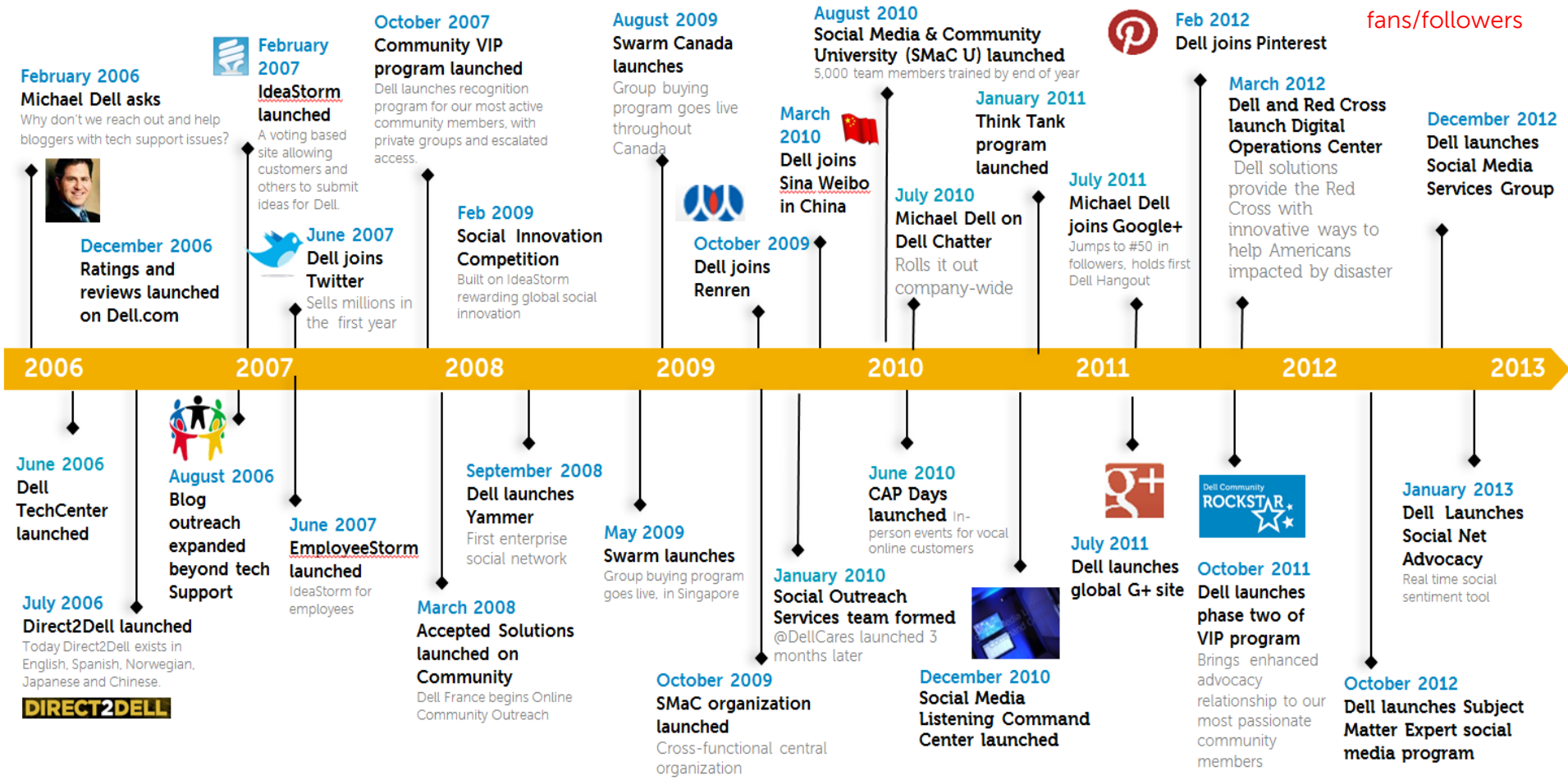Conversations are happening...

...whether you are listening or not

More than seven years of social media experience

20M fans/followers

February 2006
Michael Dell asks
Why don't we reach out and help bloggers with tech support issues?

December 2006
Ratings and reviews launched on Dell.com

February 2007
IdeaStorm launched
A voting based site allowing customers and others to submit ideas for Dell.

June 2007
Dell joins Twitter
Sells millions in the first year

October 2007
Community VIP program launched
Dell launches recognition program for our most active community members, with private groups and escalated access.

Feb 2009
Social Innovation Competition
Built on IdeaStorm rewarding global social innovation

August 2009
Swarm Canada launches
Group buying program goes live throughout Canada

October 2009
Dell joins Renren

March 2010
Dell joins Sina Weibo in China

July 2010
Michael Dell on Dell Chatter
Rolls it out company-wide

August 2010
Social Media & Community University (SMaC U) launched
5,000 team members trained by end of year

January 2011
Think Tank program launched

July 2011
Michael Dell joins Google+
Jumps to #50 in followers, holds first Dell Hangout

Feb 2012
Dell joins Pinterest

March 2012
Dell and Red Cross launch Digital Operations Center
Dell solutions provide the Red Cross with innovative ways to help Americans impacted by disaster

December 2012
Dell launches Social Media Services Group

2006   **2007**   **2008**   **2009**   **2010**   **2011**   **2012**   **2013**

June 2006
Dell TechCenter launched

July 2006
Direct2Dell launched
Today Direct2Dell exists in English, Spanish, Norwegian, Japanese and Chinese.

August 2006
Blog outreach expanded beyond tech Support

June 2007
EmployeeStorm launched
IdeaStorm for employees

March 2008
Accepted Solutions launched on Community
Dell France begins Online Community Outreach

September 2008
Dell launches Yammer
First enterprise social network

May 2009
Swarm launches
Group buying program goes live, in Singapore

October 2009
SMaC organization launched
Cross-functional central organization

January 2010
Social Outreach Services team formed
@DellCares launched 3 months later

June 2010
CAP Days launched In-person events for vocal online customers

December 2010
Social Media Listening Command Center launched

July 2011
Dell launches global G+ site

October 2011
Dell launches phase two of VIP program
Brings enhanced advocacy relationship to our most passionate community members

October 2012
Dell launches Subject Matter Expert social media program

January 2013
Dell Launches Social Net Advocacy
Real time social sentiment tool

Global Marketing

We are engaging in 1.5 billion customer conversations each year.

"Engaging in **honest, direct conversations** with customers and stakeholders is a part of who we are, who we've always been. The social web amplifies our opportunity to **listen and learn** and invest ourselves in two-way dialogue, enabling us to become a better company with more to offer the people who depend on us."
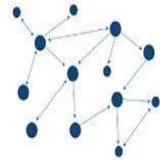
-Michael Dell

We asked 140 Corporate Social Strategists:
Which of these models best describes how your social strategy program is organized?

10.8%	28.8%	41%	18%	1.4%
Decentralized	Centralized	Hub and Spoke	Multiple Hub and Spoke ("Dandelion")	Holistic
No one department manages or coordinates; efforts bubble up from the edges of the company.	One department (like Corp Communications) manages all social activities.	A cross-functional team sits in a centralized position and helps various nodes such as business units.	Similar to Hub and Spoke but applicable to multinational companies where "companies within companies" act nearly autonomously from each other under a common brand.	Everyone in the company uses social media safely and consistently across all organizations.
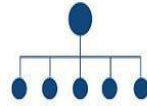
ALTIMETER

Product Development

Communication

Online Presence

Customer Service

Marketing

Sales

SOS

Command Center

IdeaStorm

SMaC U

Global Marketing

DELL

Foundation of social strategy:
Focus on Value Drivers

Value to Customers

Online communities meet variety of needs across customer segments, enabling customers to …

1. Make meaningful connections based on shared interests

2. Express themselves

3. Receive exclusive rewards and recognition

4. Get advice, validation, and assurance about decisions

5. Solve a specific problem (their own or someone else's)

Value For Dell

Online communities create potential for tangible impact against Dell's key value drivers:

Marketing Spend Efficiency
- Brand awareness
- Lead generation
- Net Promoter Score

Traffic
- Unique visitors
- Visits/page views

Conversion Rate
- Leaks in purchase path

Basket Size
- Average order value

Customer Lifetime Value
- Retention
- Profitability

Cost Savings
- Support
- Sales and marketing

Customer Insights to Drive Innovation
- Indirect R&D savings

Listen, Learn, Engage & Act

Dell's Social Media Listening Command Center

Social Media Listening Command Center:
Monitor conversation volume & sentiment

Training is critical for both risk mitigation & scaling engagement

Transparency in company affiliation

Eddie Okubo Interesting design. I would get this car in a heartbeat. I may be the older crowd with my kids out of the house and still need some space and performance. Don't need anything big.

8 minutes ago · Report

John Wilk sounds like you are trying to save your job at Honda ?

6 minutes ago · Report

Akitomo Sugawara Maybe you like it Eddie because you're the MANAGER OF PRODUCT PLANNING at Honda (light trucks in particular)? Lol!

http://www.linkedin.com/pub/eddie-okubo/14/8a3/4b4

http://www.trucktrend.com/features/consumer/163_0901_truck_trends_2009_power_list/photo_09.html

about a minute ago · Report

Global Marketing   DELL

Empowering employees: Social Media & Community University

Policy

Principles

Governance

Training & tools

Our social media principles

Five core principles to help direct team member participation in the social media space

Certified Social Media & Community Professional

Dell Social Media & Community University certifies that

First Lastname

has successfully completed the Social Media & Community Professional certification training to qualify in engagement in Social Media and Community activities on behalf of Dell.

Manish Mehta
Vice President Social Media & Community
Dell

Our social media principles

1. Protect Information
2. Be transparent and disclose associations
3. Follow the law, follow the Code
4. Be Responsible
5. Be nice, have fun and connect

Visit **dell.com/socialmedia** or send questions to **social@dell.com**

Empower team members through certification

(3) Mandatory Classes + (1) Platform of choice

1	**Mktg2002:** SMaC Principles	Team members will learn the five core principles for proper engagement within the Social Media and Community space.
2	**Mktg2003:** Get Started SMaCing	Team members will learn how to strategically approach engaging in social media, plus all the social media tactics and tools available to them.
3	**Mktg2005:** Building Brand on SMaC	Team members will learn how to support the Dell Brand on Social Media and Community platforms through content, voice and actions.

A	**Mktg2006:** Building Relationships via Facebook	Team members will learn basics for managing and contributing to a Dell Facebook page, including communication strategy and best practices.
B	**Mktg2007:** Building Relationships via Twitter	Team members will learn basics for managing and contributing to a Dell Twitter page, including communication strategy and best practices.
C	**Mktg2008:** Building Relationships via Community	Team members will learn basics for managing and contributing to our Dell communities, including communication strategy and best practices.
D	**Mktg2016:** Building Relationships via LinkedIn	Team members will learn basics for managing and contributing to our professional communities, including communication strategy and best practices.
E	**Mktg2020:** Building Relationships via Google+	With over 25 million members in just over a month, Google+ has made its presence known as a strong contender in the social media space. Join us as we roll out Dell's official strategy around how to use Google+ for Business. Team members will learn basics for contributing to Google+ on an individual level as well as how businesses can and can't participate in this space.

FORRESTER® **"Best in class training"**

"Consider Dell, which has two types of defined training models: a guideline-focused course for everyone and a series of in-depth courses that are required for anyone representing the company in social media..."

Roles team members play

Personal	SMaC Enthusiast	SMaC Professional	SMaC Spokesperson
Fan	Cheerleader	Player	Sports broadcaster

One of 110K Dell Employees

SMaC Team – Coach
Here to provide training, the playbook, etc.   but you are responsible for scoring

Customer Experience Through Social Media

Social Outreach team formed in 2006

- Tech support experts were then hand-selected for their tech problem-solving expertise and superior interpersonal skills

- On average team addresses **4,000 posts** a week in **14 languages**
  - 98% resolution rate
  - 50% ranters to ravers conversion
  - Team proactively developing helpful content based listening and engagements
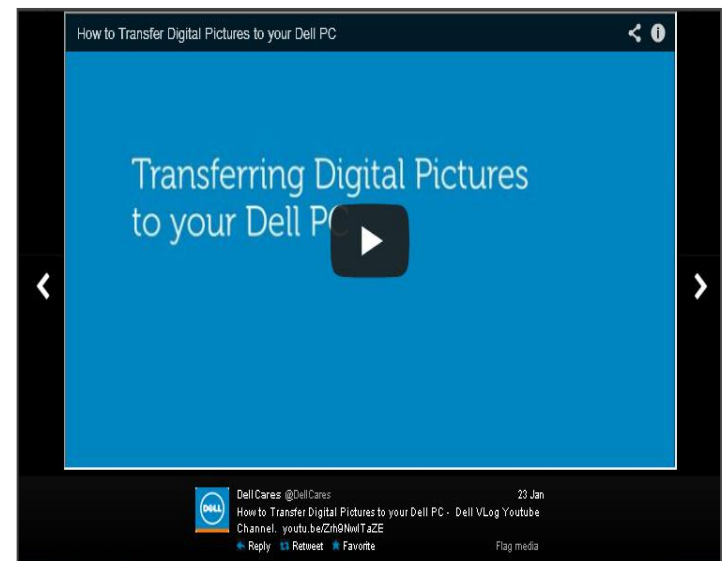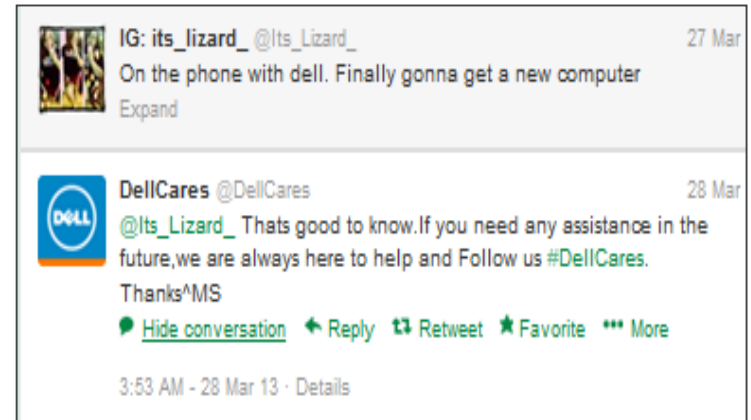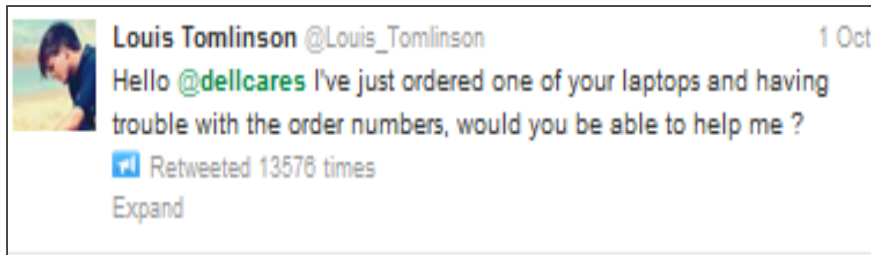
Continuing the conversation & riding the bike...

Chatter › Groups › **SMaC U**

Help for this Page

Post   **File**   **Link**   **Poll**

Share with SMaC U

Share

Member

Watch a short video

Learn more about how Chatter can help you do your job better.

Skip >

Sort by: Most Recent Activity ▼

Andre Piazza (originally posted by Andre Piazza)

Since last week, my Twitter account runs on desktop using mobile.twitter.com which limits the experience. Reading Twitter's help pages, one learns that's the default for IE6 and IE7, but I'm running IE8. Opened a trouble ticket with twitter to get a response.

Any ideas on how to fix it?

BETTER YET: when do we get IE9?
Several websites flagging how our browsers are outdated since a couple of weeks ago.

Comment · Like · Share · Yesterday at 2:09 PM

Show All 8 Comments

Luigi Lenguito

Andre, you should aspire higher ... IE10 is part of Win8, and a Win8 Corporate Image is available.

You can get it by enrolling on this beta program :
http://desktop.us.dell.com/Win8/SitePages/Home.aspx

Like · 👍 1 person · Today at 4:41 AM

Members   Show All (10,054)

Group Files   Show All (130)

📄 Expert Product Review...
🖼 WizardWorld
🖼 xps12
🖼 LinkedIN blog share fro...
📄 NEXT GENERATION M...

✉ Email Me... ▼

NEW at SMaC U

Foundation Classes now ON DEMAND

It's even easier to get certified now. Our core foundation classes can be taken on-demand through MyLearning. Click below to enter MyLearning and launch the class!

- MKTG2002 SMaC Principles
- MKTG2003 Get Started SMaCing
- Building Brand on SMaC

Review our certification report to view your certification status and

Dell News

As the largest company, in terms of revenue, to go from public to private, Michael Dell is now referring to the organization as the "world's largest start-up." - Forbes,   One Dell Way,   One Dell Way (Q&A)

Share: f   y   in

Mega trends such as cloud computing and IT consumerization are complicating the work environment and making security far more complex than ever before. Barrie Sheers, vice president, Dell Software Group, APJ, has outlined the four "A"s that chief information security officers (CISOs) should pay attention to when considering identity and access management: authentication, authorization, administration and audit. - Networks Asia

Share: f   y   in

While much attention is paid to data breaches originating from external sources, breaches from internal sources, whether deliberate or accidental, cost businesses millions of dollars per year. Tim Sedlack, senior product manager, Dell, has offered guidance on implementing compliance practices to help deal with the threat of internal data breaches. - Computer Technology Review

Share: f   y   in

Customer connected employees are your companies rock stars...

What Dell did for the American Red Cross

Thank You!

Q&A

@GorilatDell

Global Marketing

Our top ten SMaC University learning's:

 # 1: Ground training in **strategy and vision** for team's role in social media

 # 2: Make **certification** a requirement

 # 3: Goal to have **employees activated**

 # 4: Determine the required information that employees **MUST KNOW** in order to be activated

 # 5: Mixed teaching style with lecture, dialogue, exercises and **scenarios**

Global Marketing

Our top ten SMaC University learning's:

 # 6: Launch **Training Ambassadors** for global scale and regional relevance

 # 7: Launch with in-person to "**be the social face**" & address questions

 # 8: Evolve your training curriculum to include real time mistakes

 # 9:Myriad of tools to **continue the conversation**: SMaC U Chatter group, Videos, Adobe Connect

 # 10: Identify and reward the small **courageous** steps