The Social Opportunity

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GSK
Together Forever

- THE END! -
WARNING!
INTERACTIVE MOMENT
Q1 - Who has heard of Twitter?
Q2 - Who has a Twitter account?
Q3 - Who is active on Twitter?
Q4 - Who is live tweeting now?
Social Penetration by Region

Based on active users of the largest active social network in each country

North America: 56%
Central America: 34%
South America: 44%
Western Europe: 44%
Central & Eastern Europe: 33%
Central Asia: 5%
Middle East: 24%
South Asia: 7%
East Asia: 43%
Southeast Asia: 26%
Oceania: 44%

Sources: US Census Bureau, Facebook, Tencent, VKontakte
If only Bradley's arm was longer. Best photo ever. #oscars
pic.twitter.com/C9U5NOtGap
ANATOMY OF A TWEET
The reach of the @TheEllenShow’s #Oscars selfie Tweet. Data recorded March 2, 5 p.m. ET to March 3, 5 a.m. ET.

32.8m TOTAL VIEWS

8.1m PEOPLE WHO SAW IT

2.4m RETWEETS

13,711 EMBEDS

1 TWEET

ELLEN’S RECORD-BREAKING TWEET
Different Types Of Social Media Users (CLAMRL)

**Conversationalists**
Focussed on:
connecting and talking with like-minded souls whilst sharing all aspects of their lives / thoughts etc

**Learners**
Focussed on:
connecting & applying ideas: the bloggers, bookmarkers, developers of skills / understanding.

**Aggregators**
Focussed on:
scrapbooking the web: Tumbling / Pinning / posting / RTing the hell out of anything & everything.

**Marketeers**
Focussed on:
filling streams with mainly content designed to sell services / products: social is just a route to market.

**Researchers**
Focussed on:
scraping content / actions into spreadsheets to quantify / dissect: hunters of numbers / case studies.

**Lurkers**
Focussed on:
visiting during lunch or bus rides: rarely contribute and when they do it’s an afterthought.
Digital risk

Same as any other channels but spreads more quickly and pervasively

- Fraud, defamation & libel
- Loss of IP
- Trade mark infringement
- Inappropriate use of PII
- Adverse event reporting
- Inaction & perception of not caring
- Activist activity
- Denial of service attack
- Identity theft & phishing
REGULATIONS

No alcohol
No fires
No bikes on sidewalk
No skateboards
No dogs
Do not feed
Timeline: social media’s twists and turns

- 2003: Myspace
- 2003: LinkedIn
- 2003: Friends Reunited
- 2004: Facebook
- 2004: Flickr
- 2005: Bebo
- 2006: Twitter
- 2007: Instagram
- 2009: Chatroulette
- 2010: Pinterest
- 2010: Ask.fm
- 2010: Amazon Collections
- 2011: Snapchat
- 2011: Wanelo
- 2012: Facebook Collections
- 2013: Vine
LEARNING
CUSTOMER SERVICE
Interaction with patients

I have a person that I am trying to assist with getting her Albuterol Inhalers. She is no longer able to hold down a job due to her Asthma problems and breathing. Her husband refuses to pay for her medications or medical in anyway! She constantly has to go through the ER's to get any help to breathe, she has been denied Medicaid in Florida and has no resources of own. Who can she contact for help? Thank you,

GSK
Hi

To find out what help is available please call our Customer Response Center on 1-888-825-5249 Monday through Friday, 8:00AM - 6:00PM Eastern Time.

Kind regards,

Luke

@GSK WHERE has your Macleans fresh mint toothpaste gone?! Will you be bringing it back any time soon?
12:10pm · 16 Mar 14 · web

@francesmarsh1 Hi Frances, we have a stock issue but we're working hard to get it back on the shelves. Call 0800 783 8881 for more info.
9h

@GSK Hi Frances Marsh, great, glad to hear it's not been pulled altogether!
ENGAGEMENT
Keep Watching

Meningitis: Keep Watching

Spread the word that children are not protected against all types of meningitis and encourage others to stay vigilant.
Winning hearts & minds in Facebook

You are an evil, horrible company that only cares about money. You torture animals and I’ve read the article in the paper about how if a medicine goes wrong you won’t tell the doctors. You disgust me. I’m 15 and yet I know all your secrets. Sadly, it’s against the law to threaten you, but I swear to god I’m telling EVERYONE about your dirty lies. I HATE YOU.

24 September

oh haven’t replied yet I see? and you know why? BECAUSE YOU KNOW I’M RIGHT. perhaps I could CONSIDER re-evaluating, but seeing as you’re too CHICKEN to reply, you will forever be dirty liars.

28 September

GlaxoSmithKline

We are sorry that you feel this way about us. Your view of the company certainly isn’t how we want people to view us. We believe that business success is firmly linked to operating responsibly, and we have been making great efforts over the past four years to create a company that does the right thing.
It is very difficult to address by email the many complicated ethical issues that your messages raise. It is fair to say that there are aspects of our research that can raise questions with many different groups. We aim to be open about these aspects and what we are doing.
Every year we publish a report that explains what we do and how we are seeking to meet the expectations of patients and members of the public just like you. That report is available on our website if you’d like to read it http://www.gsk.com/responsibility/index.htm. It has lots of detailed information on many topics, including animal research and our approach to making public information about our medicines.
Please do read this information, if only to get a different perspective.

Responsibility - GlaxoSmithKline
www.gsk.com
For information on the corporate responsibility of GlaxoSmithKline including business ethics, policy and values go to GSK.com

2 October

Wow thank you for this message. I honestly thought that you weren’t going to reply and so that’s why I was harsh. I have heard rumours about your company and they seriously worried me, but I have read the report. Thank you for showing me that because it’s cleared up A LOT. I understand that some animal testing is necessary, and that you are in fact actually trying to reduce it. All I can ask is that you keep on trying, and to give the animals a good environment to live in. It pleases me that you are trying to reduce your carbon footprint, and the amount of waste and water you use. As you probably know, I am very sceptical of big companies like you and will do anything to protect the the animals and the environment. But seeing as you have replied and given me some very useful information, I won’t bother you until another issue comes up. Once again, thanks for replying and showing me that you do care about the young generation and what we have to say.
CRISIS
On the same day British Gas announces that energy bills will rise by 10%, it launches a Q&A campaign for its customers on Twitter.

Michael Shanks @mgshanks
@BritishGas If it is because of wholesale price rises, can you give examples of when bills have gone down when prices go down? #AskBG

British Gas @BritishGas
@mgshanks We have cut prices four times in the past five years but the general wholesale energy trend is upwards. #AskBG
A coordinated social media campaign by animal activists.

Messages have been posted today regarding animal research at GSK and alleged activity that is occurring in Italy. The information that has been posted has no basis in fact. We have no R&D facilities in Verona, we are not doing any studies there with dogs and have none planned for 2013.

EMOTION
HATE
<table>
<thead>
<tr>
<th>Channel</th>
<th>Uses</th>
<th>Advantages</th>
<th>Disadvantages</th>
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| Wikipedia | Comprehensive online encyclopedia Editor-moderated content from user consensus | Trusted by patients and many physicians  
Comprehensive and free online information source  
Emphasis on self-regulation resulting in higher quality control than other social networks | Vulnerable to misinformation, though most content is to a high standard  
The combination of trust in Wikipedia and its vulnerability to both mistakes and author bias has caused concern within the academic and medical community\(^{13}\) |
| Twitter  | 140 character user-generated comments or ‘tweets’  
Following other users  
Sharing links  
Commenting on personal and corporate accounts | Effective broadcasting platform, high viral possibilities  
Strong for news and live events such as conferences  
Small message size is easily digestible | Character limit makes it difficult to have any depth  
Hard to generate meaningful engagement  
Requires regular updating  
Very small window for meaningful engagement  
No central content control |
| Facebook | Add friends to create a peer network  
A plethora of services including groups, events, games and personal messaging  
Sharing links | The largest social network based on numbers of monthly active users  
The most diverse social network  
Capable of detailed and engaging interactions  
Enhanced word-of-mouth effect from friends’ activity | Regulatory adherence is more difficult and varies according to geographic region  
Small window for meaningful engagement  
Privacy concerns  
Very little central content control |
| YouTube  | Sharing video content  
Commenting on videos  
Following content creators | Favored by physicians for highly informative, detail-orientated videos  
Engagement correlates to emotive patient focused content  
Can be linked to other social networks | Videos often require a large time investment  
Capability to share videos within the social network is limited  
Filming and editing video to a suitable standard is expensive and requires specialist skills |
Doctors based in a Northeastern U.S. community who have prescribed, or are potential customers for, an oncology drug.

Each circle represents one doctor.

**RELEVANT SPECIALISTS**

- Has not prescribed the drug being surveyed
- Has prescribed the drug being surveyed

**FREASING VOLUME FOR ANY ONCOLOGY DRUG**

- Low
- Medium
- High

**POSITIONING**

Although currently a low-volume prescriber, this doctor is in a key central position to sway others. Marketers would be likely to single him out.

**CONNECTIONS**

Connections mean that doctors share more than a certain number of relevant patients in common—patients whose condition could make them potential users of the drug being surveyed.

**PRIORITYING**

In a complex cluster like this one, there are many interrelated physicians, all at similar prescribing levels. A marketer may decide it would be inefficient to prioritize all of them, instead pinpointing only a few.

**INFLUENCE INDEX**

The software can assign each doctor an “influence index” based on his or her connectedness to others. This gives marketers a simple way to prioritize their potential targets, but critics argue that it puts too much emphasis on social connections, while ignoring more important values like proper prescribing practice.

**SPECIALISTS**

The software allows users to highlight relevant specialists with color. In this example, none of the specialists have yet prescribed the featured drug, so marketers may try to sway them.

**BRIDGES**

Certain physicians seem to form key links between clusters. That could make them good targets for marketers.
Traditional KOL model:

Hierarchy based on seniority, experience and publications

Emerging DOL model:

Collaborative ‘flattened’ relationships, not ordinarily common in real-world

http://www.creationpinpoint.com/understanding-influence-among-healthcare-professionals-online/
What is the risk of not being social?

Containing a crisis in a digital age

More than one-quarter of crises spread to international media within an hour and over two-thirds within 24 hours. Despite six out of 10 cases providing days if not months of notice, it still takes an average of 21 hours for companies to respond, leaving them open to ‘trial by Twitter’.

Social media plays a significant role in spreading the story

28% of crises spread internationally within 1 hour

On average it takes 21 hours before companies are able to issue meaningful external communications to defend themselves

...and more than 48 hours in 18% of incidents

69% of crises spread internationally within 24 hours and on average reach 11 countries

1 year later

53% of companies had not seen share prices regain pre-crisis levels

50% of communications advisers surveyed believe organisations are not adequately prepared to handle a crisis

Freshfields Bruckhaus Deringer: Containing a crisis: Dealing with corporate disasters in a digital age
Social media triage

Positive

Do you want to respond?

Assess the message

Evaluate the purpose

Unhappy Customer?

Are the facts correct?

Yes

Yes

Take reasonable action to fix issue and let customer know action taken

Yes

Does customer need/deserve more info?

Yes

Gently correct the facts

No

No

Dedicated Complainer?

Are the facts correct?

Yes

Are the facts correct?

Yes

Explain what is being done to correct the issue.

No

No

Comedian Want-to-Be?

Is the problem being fixed?

Yes

Let post stand and monitor.

No

Thank the person

No

Can you add value?

Respond in kind & share

No

No Response
CORPORATE TWITTER

THE BRAND® MAY OR MAY NOT BE BRAND® SNACK CHIPS
WE'RE SAMPLING AT THE CONCERT TOMORROW
FIRST COME, FIRST SERVED
MAY CONTAIN NUTS. THE VIEWS OF THE CONCERT MAY NOT REFLECT THE VIEWS OF THE BRAND®

AFTER A THOROUGH LEGAL REVIEW, WE HAVE SOME REVISIONS TO YOUR "TWEET"
NOT ONLY IS IT WORDIER THAN THE LIMIT, BUT WE'VE NOW MISSED THE EVENT BY A WEEK

WE SHOULD HAVE CORPORATE SAFETY REVIEW IT TOO

BETTER SAFE THAN SORRY