

Importance of Social Media Platforms

William Rand

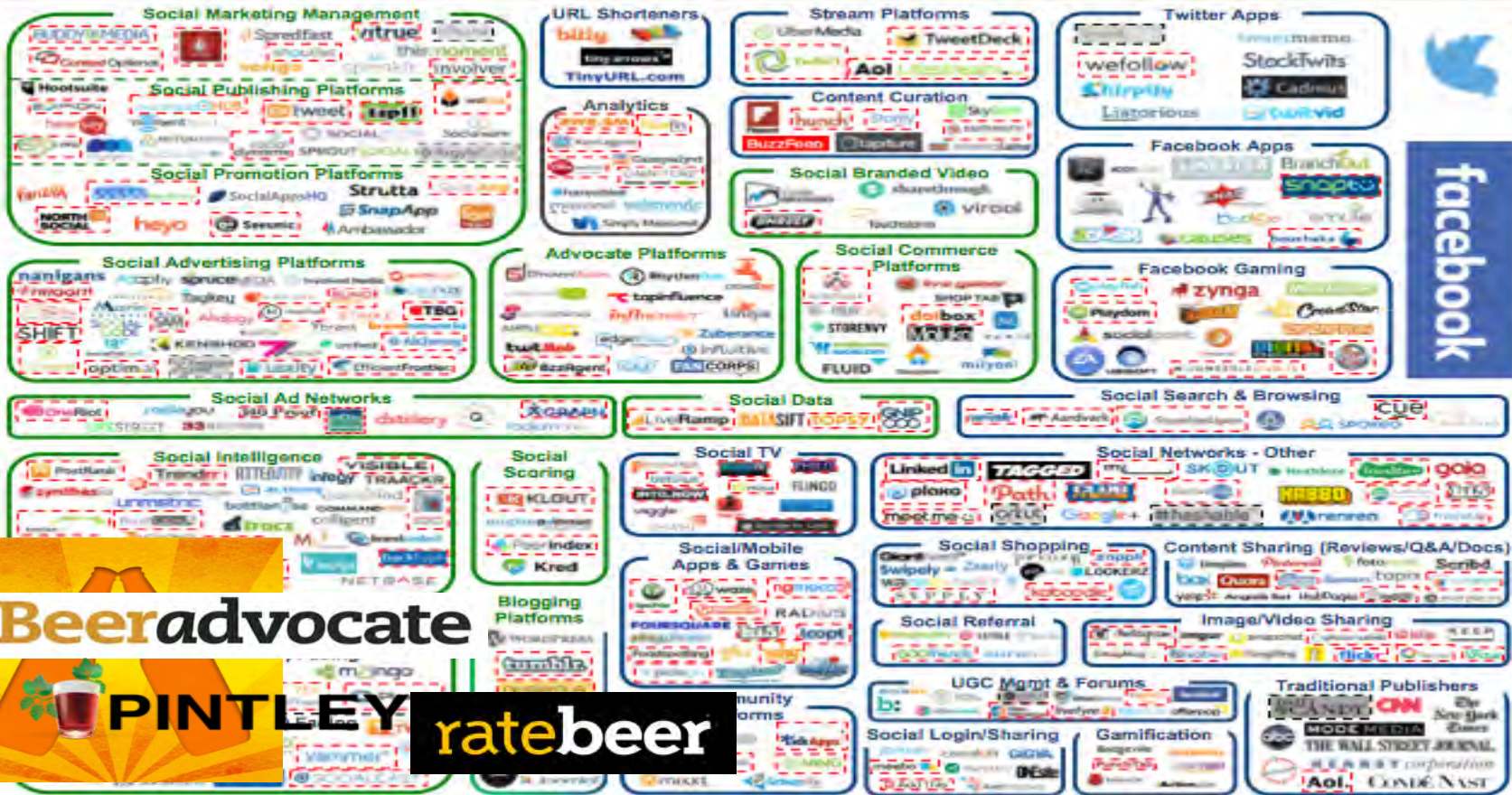
NC STATE

Poole College of
Management

SOCIAL LUMAscape

MARKETER

PEOPLE



facebook

Beeradvocate
PINTLEY
ratebeer



Denotes acquired company

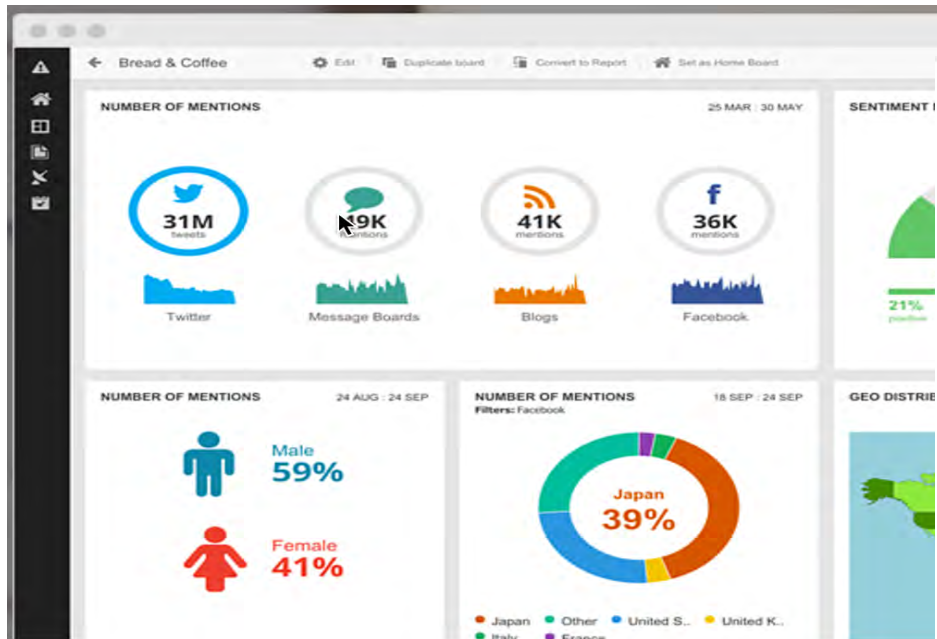
Denotes shuttered company

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Uses of Social Media

1. Community Building
- 2. Research**
3. Sales
- 4. Brand Awareness**
5. Customer Service
6. Informational
- 7. Reputation Management**
8. SEO

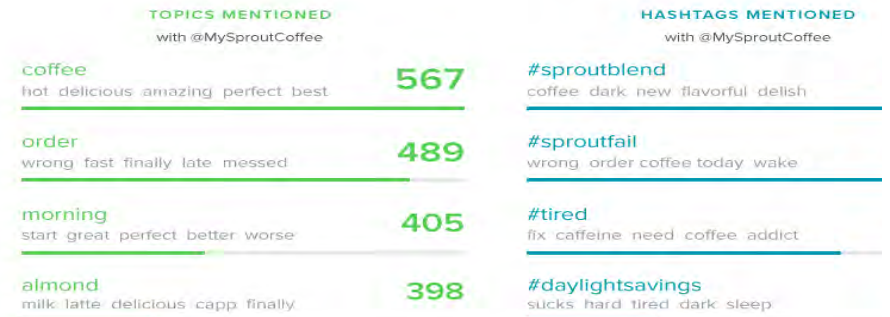
Research and Insights



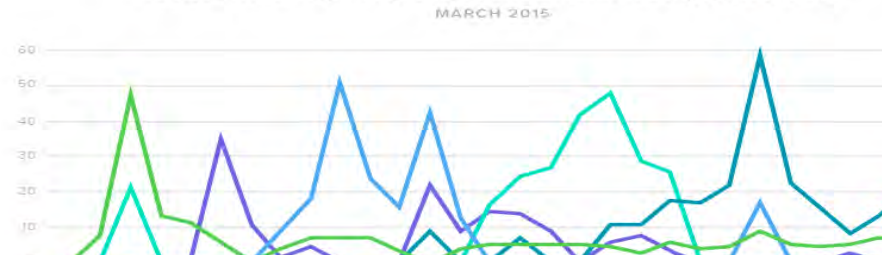
HootSuite

Sprout

Trends Report



Topics & Hashtags Frequently Mentioned with @MySproutCoffee



Brand Awareness

First step: **#NYC!** Add **#BallotBriefcase** on **@Snapchat** to follow the journey to the Oscars pic.twitter.com/LxAu3nDOIB

— PwC LLP (@PwC_LL) **January 25, 2016**



198 likes

pwc_llp That's right, ev was excited to meet the #pwcredcarpet

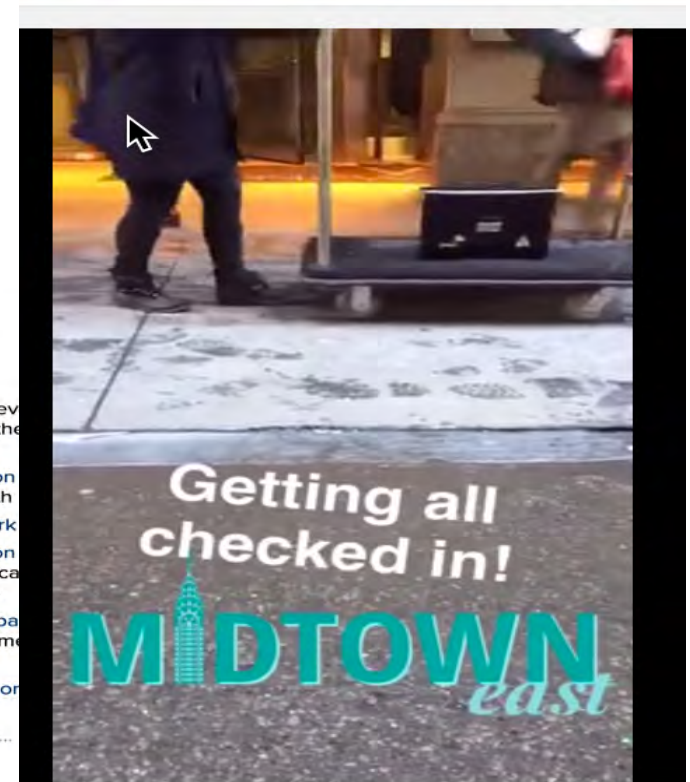
_julespark @nicwilson to count ballots togeth
nicjwilson @_julespark

_julespark @nicwilson tried to take the briefca like omg take me too


marikopond @_julespa maybe they can hire me last inventory count!

_julespark @marikopor

♡ Add a comment...



Reputation Management



"United Breaks Guitars" is now a BOOK! Go to www.UnitedBreaksGuitarsBook.com



United Breaks Guitars

 **sonsofmaxwell**

 **Subscribe** 13,260

16,186,137 views

 95,220  1,949

 Add to  Share  More

So that you may not have to suffer like we have: **DO NOT EVER BUY A MAYTAG. I repeat: OUR MAYTAG EXPERIENCE HAS BEEN A NIGHTMARE.**

1:19 PM Aug 26th from Tweetie



dooce
Heather B. Armstrong

And then I wrote this one:

Have I mentioned what a nightmare our experience was with Maytag? No? A TOTAL NIGHTMARE.

1:22 PM Aug 26th from Tweetie



dooce
Heather B. Armstrong

And then another:

That brand new washing machine from MAYTAG? That someone has been out to fix three times? STILL BROKEN. DO NOT BUY MAYTAG.

1:29 PM Aug 26th from Tweetie



dooce
Heather B. Armstrong

THE WALL STREET JOURNAL.

Home World U.S. Politics Economy Business Tech Markets Opinion Arts Life

Bank Sorry for Taking Parrot

BofA Believed Woman's Home Was Vacant, Padlocked It and Kept Bird Over a Week



Angela Iannelli came home from work to find her home padlocked and her 11-year-old Blue and Gold Macaw, Luke, missing. Bank of America had erroneously told a contractor to enter the house and change the locks. *JEFF SWENSEN FOR THE WALL STREET JOURNAL*

By JAMES R. HAGERTY

Updated March 11, 2010 12:01 a.m. ET

PITTSBURGH— [Bank of America](#) Corp. apologized after its local contractor entered the home of a mortgage borrower when she was away, cut off utilities, padlocked the door and confiscated her pet parrot, Luke.

Angela Iannelli, 46 years old, alleged in a lawsuit Monday that the October incident—which separated her from her 11-year-old parrot for more than a week—caused so much “emotional distress” that she needed a prescription medication for anxiety.

“Brand Buzz in the Echoverse”
with Kelly Hewett, Roland Rust,
and Harald van Heerde
Journal of Marketing, 2016

NEWS

Bank of America Will Steal Your Parrot And Then Make *You* Look Like The Crazy One

By BESS LEVIN

21 Comments / Mar 10, 2010 at 6:15 PM



No friends of Ken Lewis In its storied history, Bank of America foreclosed on a few hundred thousand of deadbeats out there and really no good central bank. The homes are supposed to padlock and whose are really something we can hold against them. What, however, is, for instance, foreclosing on someone who has a pet parrot. Except that Bank of America really did that.

The Telegraph

HOME » NEWS » NEWS TOPICS » HOW ABOUT THAT?

Bank of America apologises for repossessing parrot

Bank of America apologised to a woman after one of its contractors trashed her house and took her parrot while wrongly repossessing

166 0 0 166 Email



Photo: REUTERS

4:37AM GMT 10 Mar 2010

Forty-six-year-old Angela Iannelli sued the bank on Monday.

She claims her mortgage was up-to-date when one of the banking giant's contractors damaged furniture, took her pet parrot, Luke, and padlocked her door in October.

In a statement, the bank said it "sincerely apologises" and has tried for months to resolve the issue.



Troy McComas troy48 @tim1948 · 28 Nov 2012

Woman loses parrot, has house ransacked by Bank of America in mortgage foreclosure mix-up: lawsuit - Bank of... tumblr.co/Z9AIVxYGUJrh

Expand



Daily Legal News @DailyLegalNews · 12 Mar 2010

Bank of America faces 50K lawsuit after stealing woman's parrot, causing other damage, in mistaken foreclosure raid <http://uslaw.com/-/r6Cto>

Expand



Alpha Dog @Alpha_Dog2001 · 12 Mar 2010

www.nydailynews.com/news/national/2010/03/11/2010-03-11_womans_parrot_taken_house_ransacked_by_bank_of_america_in_foreclosure_mixup.html

Expand



New York Daily News @NYDailyNews · 11 Mar 2010

Woman's parrot taken, house ransacked by Bank of America: lawsuit - A bird in the hands of a foreclosure business... <http://su.pr/2wzR90>

Expand



Eric Milgram @EricMilgram · 11 Mar 2010

"Bank of America Steals Pet Parrot from Wrongly Foreclosed Home - #Gawker" (<http://bit.ly/9Ou6ph>) #BoA #Foreclosure

Expand

Managers' perspectives



*“Media is an **echo chamber** . . . you have **advertising** that is perceived one way, **news** perceived another way, and **social media** perceived yet another way and they are different durations.”*

Marketing executive in a Fortune 50 FSI

The “echoverse”



**Firm
Actions**



**Consumer
Sentiment**

**Social Media
Word of
Mouth**



**Business
Performance**



News Media



What we observed

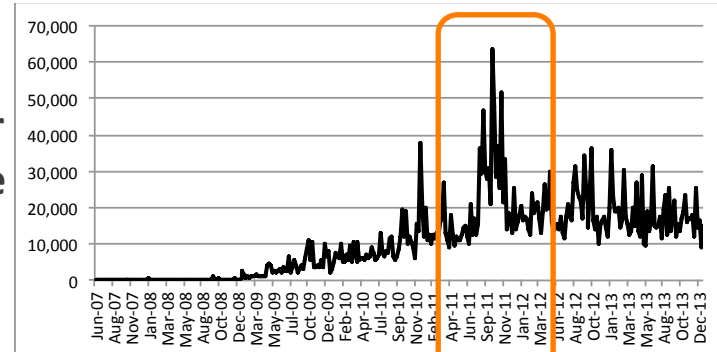
The echoverse at work

The case of **Bank of America**

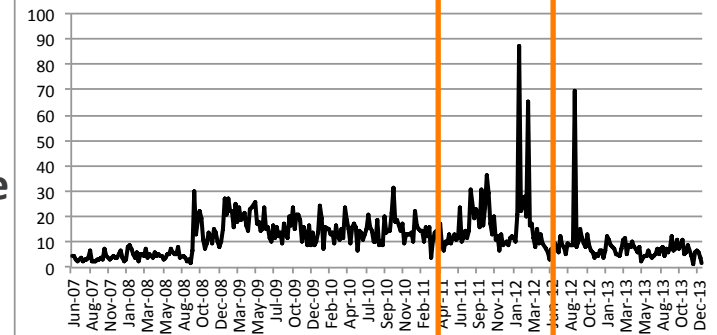


June 2007 – December 2013

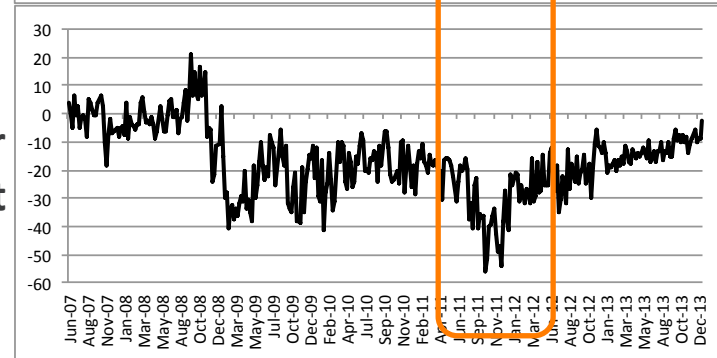
Twitter
volume



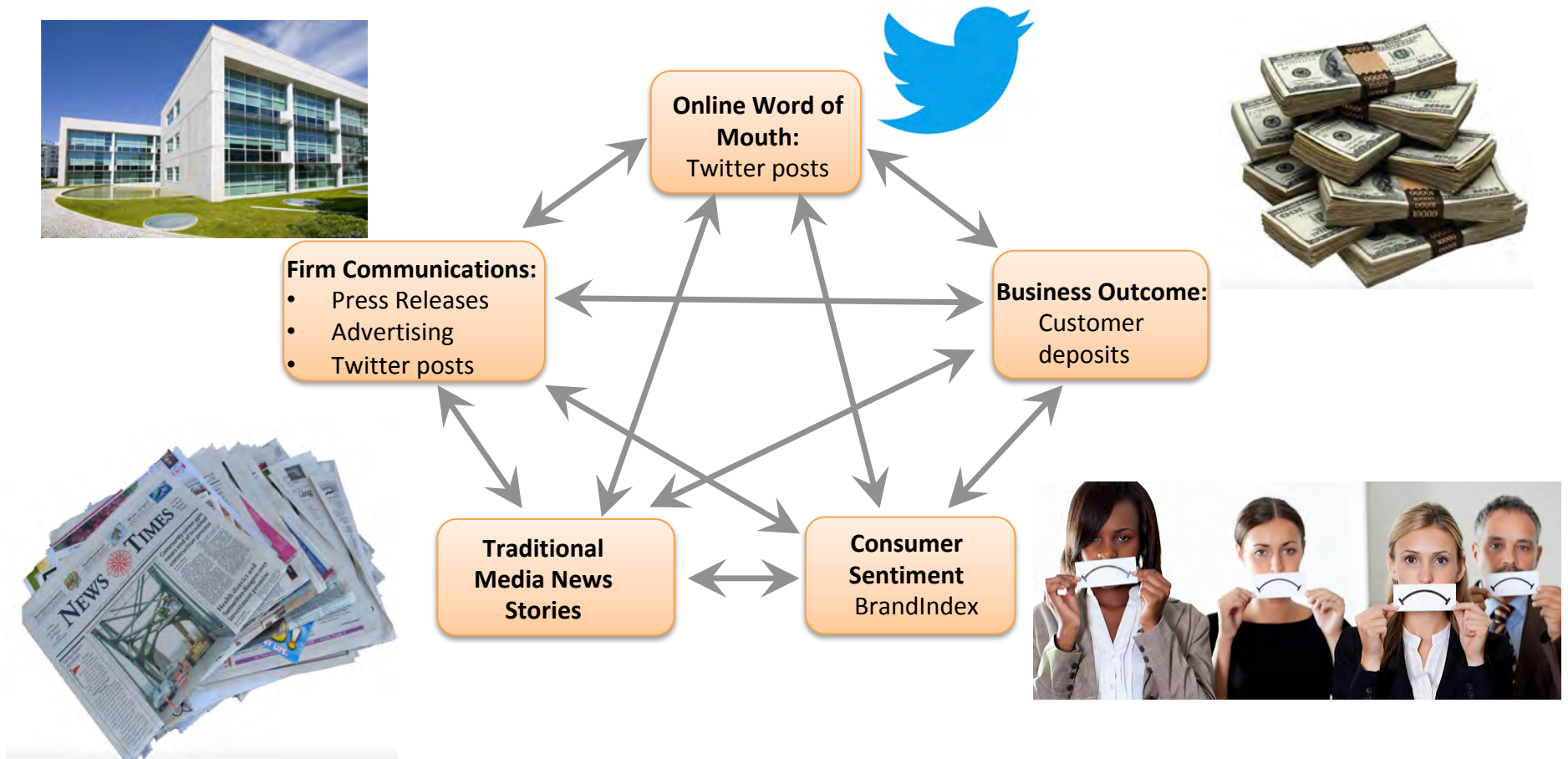
News
article
volume



Consumer
sentiment



The brand echoverse



Industry setting: Top 4 US financial services firms

June 2007 – December 2013



Bank of America



**WELLS
FARGO**

First, the bad news



- 1) Bad news spreads fast and wide



- 2) Online word of mouth hurts firm performance (customer deposits)

1) Bad news spreads fast and wide.

THE WALL STREET JOURNAL | REAL ESTATE

Bank Sorry for Taking Parrot

BofA Believed Woman's Home Was Vacant, Padlocked It and Kept Bird Over a Week

DEALBREAKER

Bank of America Will Steal Your Parrot And *You* Look Like The Crazy One

The Telegraph

Bank of America apologises for repossessing parrot

Bank of America apologised to a woman after one of its contractors allegedly trashed her house and took her parrot while wrongly repossessing her home.

A. More negative news articles lead to more public tweets.

Troy McComas troy48 @tim1948 · 29 Nov 2012
Woman loses parrot, has house ransacked by Bank of America in mortgage foreclosure mix-up: lawsuit - Bank of... tumblr.co/Z9AIVxYGUJrh

Daily Legal News @DailyLegalNews · 12 Mar 2010
Bank of America faces 50K lawsuit after stealing woman's parrot, causing other damage, in mistaken foreclosure raid <http://uslaw.com/-/r6Cto>

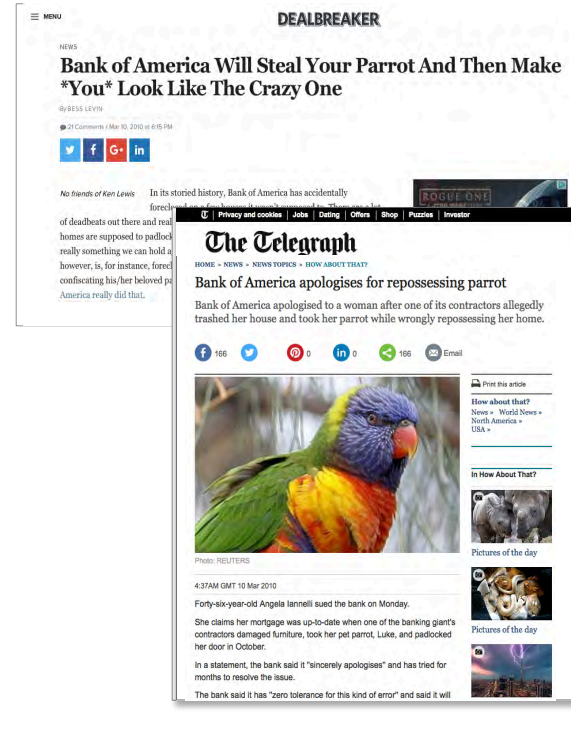
Alpha Dog @Alpha_Dog2001 · 12 Mar 2010
www.nydailynews.com/news/national/2010/03/11/2010-03-11_womans_parrot_taken_house_ransacked_by_bank_of_america_in_foreclosure_mixup.html

New York Daily News @NYDailyNews · 11 Mar 2010
Woman's parrot taken, house ransacked by Bank of America: lawsuit - A bird in the hands of a foreclosure business... <http://su.pr/2wzR90>

Eric Milgram @EricMilgram · 11 Mar 2010
"Bank of America Steals Pet Parrot from Wrongly Foreclosed Home - #Gawker" (<http://bit.ly/9Ou6ph>) #BoA #Foreclosure

B. More negative public tweets lead to more news articles.

C. More negative consumer sentiment



More news articles

&

D. More negative company tweets



**2) Online word
of mouth
hurts firm
performance.**



What can companies do?

The good news . . .



A) Press releases are surprisingly effective. . . .

More press releases

PRESS RELEASE

Adventure Works Announces Quarterly Earnings Results
Earnings stronger than corresponding quarter for previous fiscal year.

Seattle, July 23, 2008
The company's overall earnings were 10% higher than the same quarter a year ago. "A positive service shift in the service sector. It is an encouraging sign for the new style of consumption."

Press Release

North Okanagan Marina Opens

Mabel Lake, Enderby, B.C.: The Grand Opening of the Mabel Lake Marina, on Friday July 3, 2015, at 12:00 noon, will celebrate the completion of the largest, privately funded, concrete Marina in the North Okanagan.

Mabel Lake Holiday Centre Ltd. will be hosting the Celebratory Ribbon Cutting event and public BBQ, as a means of acknowledging and thanking all levels of Government for their cooperation towards the successful completion of this multi-million dollar, privately funded project – and to officially 'open' the 260 slip, concrete marina, as a much anticipated local amenity, tourist attraction and gathering place for residents and visitors to the North Okanagan.

Descriptive quotes such as "World Class Marina" "State of the Art" "This is Incredible" and "A Real Game Changer" are continually being echoed as owners, visitors, and tourists to Mabel Lake take in the

PRESS RELEASE

DEADLINE FOR FILING EXEMPTIONS

Clay County, Florida - Roger A. Stoggs, Clay County Property Appraiser wants to inform the citizens of Clay County that the statutory deadline for filing tax exemptions is March 1, 2012.

Exemption homeowners should bring their deed, and if married, provide their and their spouse's social security numbers when they apply. If you are a mobile home owner, in addition to your deed and social security numbers, you should also bring the title(s) or vehicle registration(s) for the mobile home. You may also apply in our Orange Park Branch Office, 1515 Park Avenue, Orange Park, Florida.

1

2

3



More/more positive news articles

More/more positive word of mouth

 **Katie Scanlan** @ktscanlan · 23 Aug 2016
1 part President Carter's devotion + 1 part helping hands = 1 home built with love @BankofAmerica #HabitatCWP

 **Michelle Moore** @DigitalMMoore · 22 Aug 2016
So proud of my city & @BankofAmerica for sponsoring the @CLTPride Parade this past weekend! #BofAPride

 **ESPN Citizenship** @ESPNCitizenship · 12 Jul 2016
@BankofAmerica's Meredith Verdone accepts the #SportsHumanitarian Corporate Community Impact Award.



Higher customer deposits

BUT . . . press release strategy matters.



Let's lay low and watch. .

**BAD
IDEA!**



Let's keep our name out there. .



**GOOD
IDEA!**



AND . . . press release language matters.



Categories of words used in press releases:

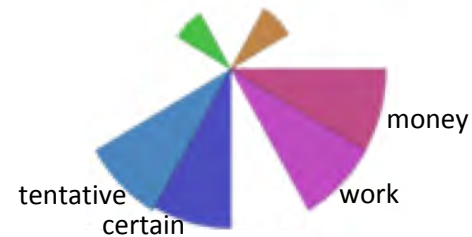


Differences in press release language emerged.



➔ Tendency to react to negativity in the media

BAD IDEA!



➔ Tendency to ignore negativity in the media

GOOD IDEA!

A Brand Reputation Tracker

with Gillian Brooks, Roland Rust, Andrew Stephen

- An objective measure of brand reputation dimensions using Twitter posts
- Measures 100 leading global brands
- Updated quarterly
- Longitudinal database accessible online for brand reputation researchers



Best Companies Example Results

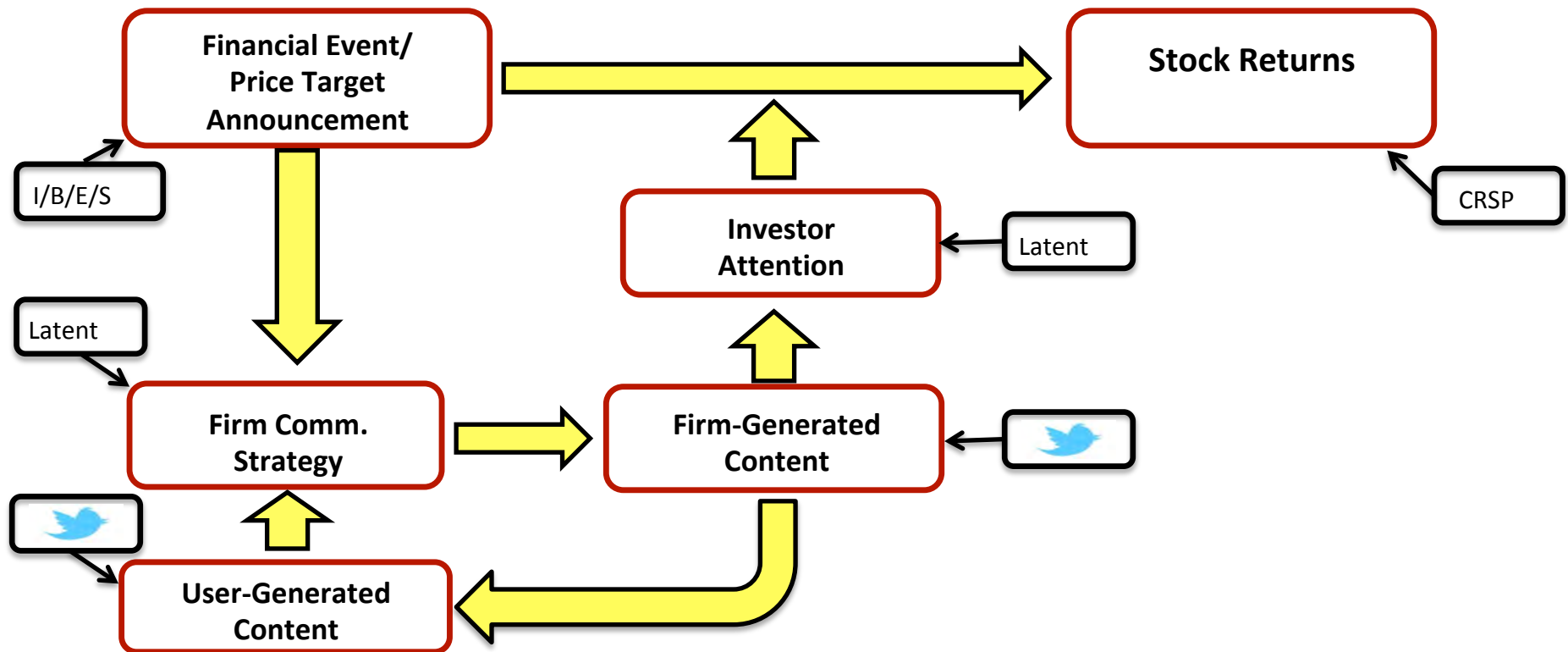
(First Quarter 2017)

- Value Equity
 - McDonald's
 - Nordstrom
 - Starbucks
- Brand Equity
 - ABC
 - Nike
 - Starbucks
- Relationship Equity
 - McDonald's
 - Starbucks
 - T-Mobile

The Firm on Twitter: The Financial Market and Social Media User Reactions to Firm Social Media Participation

John Healey and William Rand

Theoretical Model

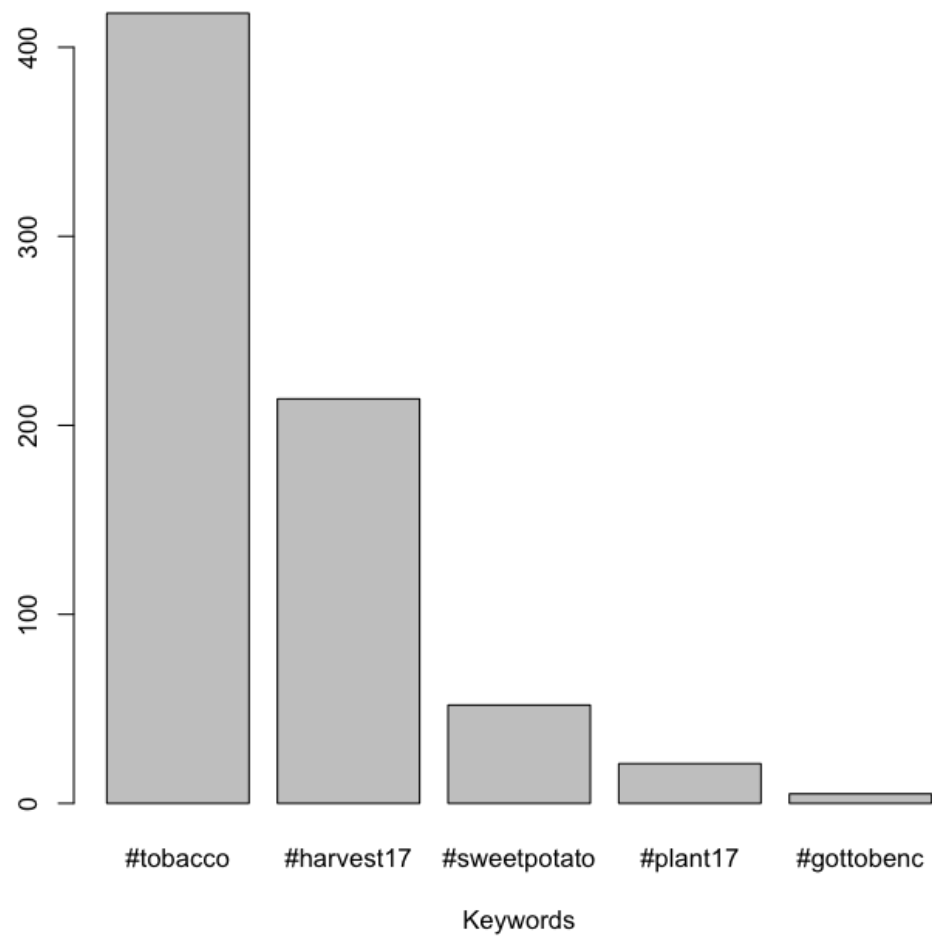


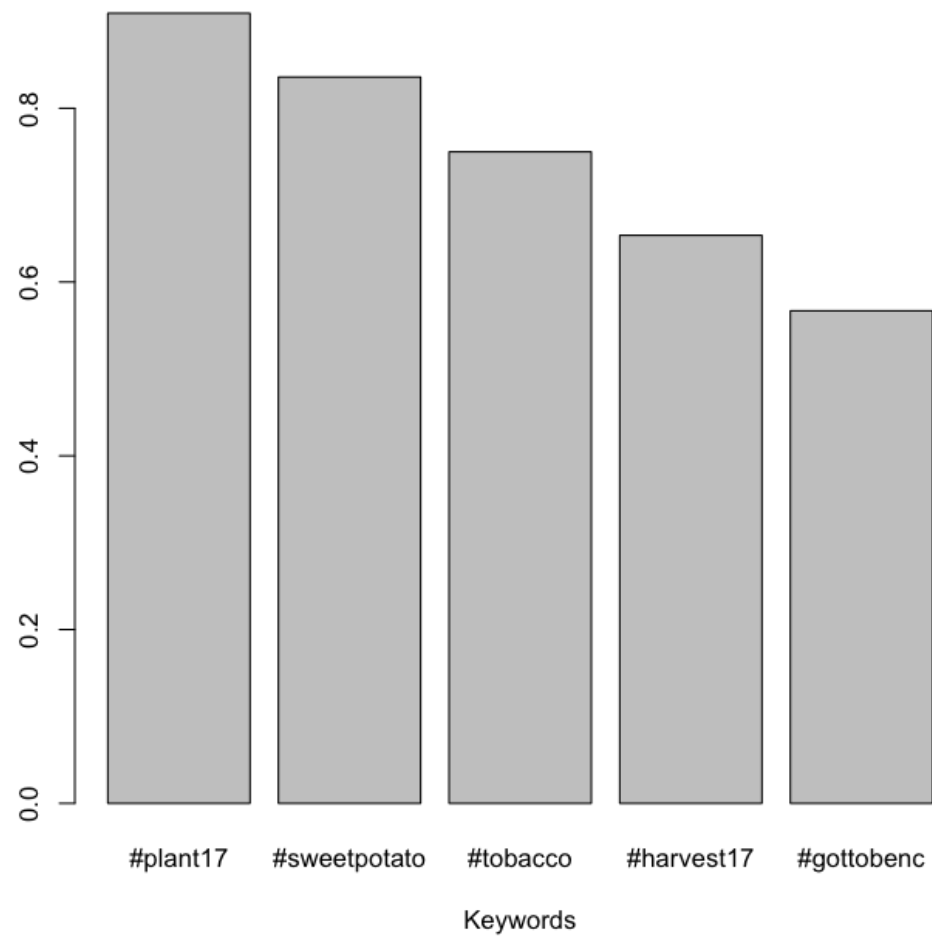
A Quick Look

- Collected tweets from about noon on Wednesday until this morning
- Hashtags used for collection include:
- #ncsweetpotatoes, #sweetpotato, #tobacco, #prideintobacco, #purplesweetpotato, #gottobenc, #ncagriculture, #harvest17, #plant17
- Resulted in 710 tweets

Popularity of Topics

- #tobacco 418
- #harvest17 214
- #sweetpotato 52
- #plant17 21
- #gottobenc 5





Thanks!

Any Questions?

wmrand@ncsu.edu

@billrand

billrand.org

NC STATE

Poole College of
Management