Social Media @ SXSW 2011

May 17, 2011
SXSW: A Quick Background

• Created as a music festival in 1987
• Added Film and “Multimedia” in 1995 (now “Interactive”)
• More than 30,000 attendees: programmers, start-ups, marketers, bloggers, social media, PR pros, venture capitalists, researchers
• More than 100 sessions in 6 separate venues
• 2006 – Jimmy Wales, Wikipedia; Craig Newmark, Craigslist
• 2007 – Twitter explosion
• 2008 – Mark Zuckerberg, Facebook
SXSW: A Quick Background
What’s on the agenda?

- General observations
- Mobile and location-based media
- Public relations
- Measurement
General Observations

• No bright, shiny object this year
  – Focus on maturing existing ideas and platforms
• Be simple, concise and specific; be willing to go back to ideas that flop after studying them
• GroupMe – group text – “chat” functionality
• “Mom bloggers,” not “mommy bloggers”
• Ogilvy notes (ogilvynotes.com)
• Sharing information: clouds, crowdsourcing and community
• QR Codes – good uses/bad uses
  – Marketing becoming more involved in digital space
Mobile/Location-Based Media

Golden Ticket

"I found a Golden Ticket!" Pepsi MAX Foursquare invite you to attend a MAX Big Boi concert on Monday night. Zero waste, so hustle over to the Pepsi MAX before 1 PM today and show this badge to get your ticket. 21+ and space is limited, on it! #25797903

@theGameSxSW
theGameSxSW

Big congrats to all of our winners over the past 4 days: @ottysoemitro, @myerman, @DenverPRguy, @TheRecruiterGuy #theGame_sxsw

Panel Nerd

Looks like someone actually came down here to learn. Better ditch that iPad and hit some parties before you get stuffed in a locker.
Mobile/Location-Based Media

- SCVNGR CEO Seth Preibsatsch: “Location based needs to be more game-like” – there are too many real-world incentives and not enough interaction with the brand
- “Offer incentives to build brand awareness, not sales”
Mobile/Location-Based Media

• **FourSquare/Pepsi’s Big Boi Concert**

  - **Big Boi**
    - Atlanta, GA
    - Days Out: 117
    - Check-Ins: 19

  - **Golden Ticket**
    - "I found a Golden Ticket!" Pepsi MAX and foursquare invite you to attend a MAXed out Big Boi concert on Monday night. Zero time to waste, so hustle over to the Pepsi MAX Lot before 1PM today and show this badge to pick up your ticket. 21+ and space is limited, so get on it! #25797803

  - **foursquare with foursquare**
    - Yo dawg, we heard you liked foursquare so we thought you would like to play foursquare while you use foursquare at our foursquare court!

  - **Unlocked by Jim L. on Sun Mar 13, 2011 at 3:14 PM at foursquare court (Pepsi MAX Lot) in Austin, TX.**
  - **Unlocked by Jim L. on Sun Mar 13, 2011 at 3:25 PM at ACC - Ballroom D in Austin, TX.**
Mobile/Location-Based Media

- Rightnow.com’s “The Game”
Public Relations’ Role

• PR drives the relationship side of social media
  – Advertising pushes messages out
  – Marketing finds the right time and place to communicate
  – Public relations drives the two-way communication
• Talk to the community like you’re a member of the community – because you are
• Social media is less about targeting audiences and more about targeting topics
Public Relations’ Role

• Crisis Communication
  – Create a policy, stick with it - transparency is key
  – Respond on platforms – don’t take it offline immediately
    • Assess your situation – what are your pain points
    • Build a social mindset within your organization – active, transparent, community-minded
    • Know your consumer – how do they engage?
    • Form a crisis team
    • Implement your crisis plan
• Social is not a sales driver, but it does lead to “intent to purchase”
• Keep perspective – only 8% of adults are using Twitter
• Ask leadership what numbers they care about, then measure accordingly
  – Reach – number of impressions
  – Discussion authority – exactly what they are talking about?
  – Relevance
  – Resonance
  – Community Rank – where are they?
Measurement

• 6 Categories for social media
  – Branding/Communication
  – Reputation Management
  – Customer Service
  – Research and Development
  – Sales and Leads
  – New Product Research

“To derive value, you need to provide value.”
References

- [www.groupme.com](http://www.groupme.com) – group text
- QR Code Reader – iPhone/BB App
- Clouds – [www.documentcloud.org](http://www.documentcloud.org)
- Crowdsourcing – [www.ushahidi.com](http://www.ushahidi.com)
- Community building – [www.4chan.org](http://www.4chan.org)
- Customer Management – [www.rightnow.com](http://www.rightnow.com)
References

• Measurement
  – www.sysomos.com
  – www.klout.com
  – www.viralheat.com
  – www.radian6.com

• Reading
  – Mashable.com
  – SocialMediaB2B.com
  – SmartBrief industry newsletters
  – Social-Media.Alltop.com
  – SocialMedia Examiner.com
Q&A

jlicko@groundfloormedia.com
Twitter: @DenverPRguy
@GroundFloorPR