

Dell Social Media Timeline



February 2006
Michael Dell Asks

Why don't we reach out and help bloggers with tech support issues?

December 2006
Ratings and reviews on Dell.com



February 2007
IdeaStorm Launched

A voting based site allowing customers and others to submit ideas for Dell.

March 2008
Accepted Solutions launched on Community

Dell France begins Online Community Outreach



May 2008
Dell Outlet achieves \$0.5M in sales via Twitter



June 2009
\$2M+ Sales via Twitter

June 2009
Global Twitter revenues of \$6.5 M



March 2010
Dell join Sina Weibo in China



December 2010
Social Media Command Center Launch



Dell named #1 most social brand

Altimeter recognizes Dell with "Open Leadership Award for Innovation and Execution"

2006

2007

2008

2009

2010

2011

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



August 2006
Blog outreach expands beyond tech support



January 2007
StudioDell launched
Dell's video and podcast site, with helpful tips and tricks. Eventually expanding this into the YouTube channel making sharing easier.



June 2007
Dell joins Twitter

Dell launches EmployeeStorm
Internal Blogs Launched for Employees.

January 2008
Dell aligns organization for success



June 2008
Channel blog launched

April 2008
Inside IT launched
Blog focused on business customers, and Cloud Computing.

November 2007
DellShares launched

The first investor relations blog by a public company.



2009
Dell TechCenter

Spring 2009
Members of Community and Conversations deployed within each of the new Dell Business units

December 2009
Huffington Post Blog



Social Media & Communities University Launched
5,000 team members trained by end of year

B2B pages on Facebook



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

6 Awards for Social Media Command Center



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