Social Media Overview
The rapid pace of change is changing the game.

2000
46% of adults use internet
5% with broadband at home
0% connect to internet wirelessly
<10% use “cloud” = slow, stationary connections built around my computer

Source: PEW Internet Reports

2012
80% of adults use internet
65% with broadband at home
88% own a cell phone
88% connect to internet wirelessly
>two-thirds use “cloud” = fast, mobile connections built around outside servers and storage

... and the internet ‘now’.
How social media is changing our world - 2012

If Facebook were a country, it would be the world’s 3rd largest.

“We don’t have a choice on whether we DO social media, the question is how well we DO it.” – Erik Qualman, Socialnomics.net

Sources: Facebook, Twitter, LinkedIn, www.domo.com/social, www.radicati.com
Bringing with it challenges of culture vs. adoption

- Should I have a dedicated social media team?
- Which social media channels would be most relevant for my business?
- How do I manage the inflow of information?
- I can't determine the ROI.
- I don't know how to scale a social media solution.

- I don't know where to start.
- Who are my influencers?
- What do customers say about us?
- How do I build a training program?
- What tools do I use?
- Are there any standard processes that I can follow?
Social is here to stay.

Engage or be left behind.

“These conversations are going to occur whether you like it or not. Do you want to be part of that or not? My argument is you absolutely do.”

– Michael Dell
Dell’s Social Media Journey
“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
Recognition for Dell social leadership

We’ve received industry recognition for engagement and listening

Dell’s Listening Command Center won the CeBIT Australia Innovation Award for 2011. Presented in May 2011.

The Bees Awards for Social Media Marketing. Dell won for Best Use of Analytic Tools for our Listening Command Center.

The American Business Award for Customer Service Team of the Year presented to Dell for the Listening Command Center in June 2011.

Dell’s Listening Command Center receives Forrester Groundswell Award Presented in October 2011.

Dell Listening Command Center wins @PRNews 2011 Digital PR Award for “Best Listening Campaign” and “Best Website Marketing”.

Dell’s Social Media and Community team won award for best Social CRM Strategy.

Dell Listening Command Center wins @PRNews 2011 Digital PR Award for “Best Listening Campaign” and “Best Website Marketing”.

Dell Ranked as #1 Social Brand followed by NIKE, Starbucks, Best Buy UK, BBC, Nokia, Amazon, Sony PlayStation, Adidas, Coca-Cola and others.

Our leadership is regularly cited by authors and is helping customers win awards

Red Cross co-won the 2012 Digital PR Team of the Year from the PR News Digital PR Awards for their social media humanitarian and digital fundraising efforts.

Clemson University won the 2012 Innovation in Education Award from the InnoVision Technology Awards for their Social Media Listening Center.
Dell’s direct and online heritage

- First to sell complex configurable items
- First company to hit $1M a day in online revenue
- Leader in online frictionless commerce from order to delivery
- One of the first to launch online discussion forums
- One of the first companies to launch online support
- Early adopter of social media
Our point of view on social business value

To embed social media in the fabric of the company

- Over 25,000 daily global conversations
- Closing the loop with our customers and influencers
- Thousands of employees trained and growing
- Powerful communities
- Customer ideation

Broad social networks

Listen
Engage
Act

Embedding across all business functions

Products Marketing Services Solutions Online
Sales Customer Service Comms and PR HR

Social Media Services Group
## How social media is embedded throughout Dell

Listening impacts NPS, OpInc and Brand

<table>
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<tr>
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<td>Brand reputation</td>
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Social Media Services Group

12
Listening

From 4,000 to 25,000 mentions per day
Social Media & Community University (SMaC U)
Social Media Services Group
Dell’s Social Media Services Group (SMSG)

• The Social Media Services Group (SMSG) is a trusted advisor to those interested in:
  – Understanding what is being said about their brand, industry, competitors, products, etc.
  – Improving customer relationships via social media.
  – Building their social media strategy.

• This is a unique collaborative approach between Marketing and Services, which allows customers to leverage Dell’s thought leadership, intellectual capital and innovative ideas.

• The group can extend Dell’s social media experience and expertise to customers across various industry segments and sizes.

• The offers are designed to support nascent to mature customers along their social media journey.
Social Media Services
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<td>• strategize and efficiently drive awareness, demand, leads and message reach.</td>
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<td>• know when and how to scale a social media solution.</td>
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<td>• effectively track business and market intelligence to understand my customers’ wants and needs.</td>
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<td>• utilize analytics to improve customer support, enhance product offerings or inform investor relations for strategy development.</td>
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<td>• manage the inflow of information.</td>
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<td>• understand what is being said about my brand and be a part of those conversations.</td>
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Social media services
Experience to transform and lead

**Best Practices Seminars**
- Learn best practices from Dell case studies and scenario role-playing.
- Get social media strategies for their specific corporate and industry needs.
- Find out how they can use social media effectively.

**Advisory Service**
- Optimize the tactical elements of their social media strategy.
- Understand the effectiveness of their current strategy and initiatives.
- Establish a strategic plan in alignment with business goals, culture and ROI.

**Listening and Insights Service**
- Get daily, weekly, monthly reports that capture social media conversations and provide insights.
- Gain a deeper understanding of their customers, competitors and industry market needs.

**Listening Command Center Build-outs**
- Benefit from Dell’s experience building their own listening command center.
- Discuss best practices for staffing, running and integrating the command center into their business.

... enable customers to:
Kraft participated in a one-day seminar on listening and experiencing a day in a command center. “Dell is a social media leader ... a peek inside showed why!”

Kraft told Dell: “Access to Executives and SMEs is very valuable.” “Personalization is highly valued and differentiates the seminar in the marketplace.” “Seeing” where everything happens is part of the value of the seminar.

Clemson University

A listening command center built with Dell and Radian 6 is incorporated into their Creative Inquiry program. “In academia, what are we all competing for? The best and the brightest. This center can give us a leg up. It’s unexplored space.” --Jim Bottum, chief information officer and vice provost

This “forces students to recognize a) you can’t catch everything, b) you can catch too much, and c) you have to prioritize what you’re listening for.” --Jason Thatcher, assoc. professor, department of management

Aetna

Aetna participated in a two-day seminar on building a training program. “This course (building training) really helped me wrap my mind around the architecture of a social media education program and how to think through the course design for different audiences.” The most valuable element of the Building Training seminar was the ability to see and discuss a tangible framework. The certification packet alone added a ton of value.”--Dan Brostek, head of member and consumer engagement

The American Red Cross

The American Red Cross and Dell launched a new Digital Operations Center, the first social media-based operation devoted to humanitarian relief, demonstrating the growing importance of social media in emergency situations. The American Red Cross at the command center launch said, “The use of social media during disasters has grown exponentially in recent years, and this partnership with Dell will enable us to better understand and anticipate disaster needs and help connect people with the resources they need during emergencies.”
## Best practices seminars at a glance

These rich, interactive sessions are customized for your needs and go beyond traditional, slide-based lectures. You’ll experience best practices for application in your own corporate culture. Leadership fundamentals are shared and key take-aways will provide starting points for operationalizing your strategy.

| Social Media for the Executive | • Impact and Urgency of Social Media  
• Models of Social Maturity | • Social Customers and Employees  
• Listening/Engagement Importance |
|-------------------------------|---------------------------------|--------------------------------|
| The Roles of Social Media Listening and Use of Its Data | • Intimacy of Social Media  
• Listening Efficiencies | • Governance  
• Set Up and Processes for Scaling |
| Experience a Day in the Listening Command Center | • Highly Personalized and Interactive Experience on Command Center Functions | • Understanding Critical Decision Making During Viral Situations |
| Developing a Social Media Training Roadmap | • Where to Start/Training Journey  
• Curriculum Design Options | • Logistics and Deployment  
• Certification and Governance |
| Create a Social Media Training Course | • Continuation of the Developing Social Media Training Roadmap Seminar | • Leverage Dell’s Curriculum and Class Development Methodology |
Advisory Service framework and approach

Determine Your Intended Social Media Focus Area

Social Operations
(Building and optimizing a social media practice)

This can assist with:
- Influencer/Advocacy
- Competitors
- Governance
- Tools/Reporting
- Content Strategy

Social Business
(Integrating social media across the enterprise)

This can assist with:
- Culture/Adoption
- Organizational Alignment
- Funding
- Social Data Integration
**Listening and insights service**

**Actionable Insights**
Insights from social conversations lead to actionable decisions.

**Understand Customer**
Use direct, unbiased feedback to improve products and services.

**Market Intelligence**
Keep a pulse on brand versus competitor conversations.

**Leverage intellectual capital and capabilities from the No. 1 social brand**

**Amplify Your Message**
Identify key influencers and channels with whom to engage.

**Gauge Sentiment**
Identify actions to improve customer perceptions and your Net Promoter Score.

**Protect Your Brand**
Enable viral warning, risk mitigation and crisis management for the social sphere.
Build a social media listening command center

<table>
<thead>
<tr>
<th>Design</th>
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<th>Integrate</th>
<th>Run</th>
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<tr>
<td>Consultation on hardware, software vendor selection, as well as the space’s look, feel and construction</td>
<td>Project management for vendor coordination, as well as the launch event</td>
<td>Creation of daily operational and hot issues processes, as well as the identification and training resources, etc.</td>
<td>Post-deployment consultation on integration with business strategy, culture, ongoing support, etc.</td>
</tr>
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A suite of offers ranging from the basics to a full solution
For sales inquiries, contact:

**Eric Nystrom**
Director Social Media & Community
eric_nystrom@dell.com
+1 (408) 348-9779

Thank you
Appendix
What Dell did for Kraft Foods

Challenge
As a company with experience and strong knowledge in social media, Kraft was interested in learning from Dell how to push the social programs they had to the next level, as well as to understand how to spread listening across the organization and the value/role that a Listening Command Center can play in that evolution.

Approach
Dell spent quite a bit of time researching the Kraft brands to analyze conversational content found within social media. That insight was incorporated into two seminars, which involved discussion-based learning, as well as role-playing scenarios. The result was a customized, interactive and engaging day for the customer.

Kraft Foods
During a full-day session, Kraft participated in the Roles of Social Media Listening and Use of Its Data and Experience a Day in the Command Center seminars.

Benefits
Both Dell and Kraft exchanged ideas during the seminar and obtained valuable learning. Kraft was able to see first-hand how Dell leverages and is organized around listening and how they act with this data.
What Dell did for Aetna

Challenge

Aetna was ready to ramp their social media efforts and knew they had to get their employees on board, but they weren’t sure how to set up a training program, especially on a broad scale. They needed help focusing their efforts into a solid and easily approachable roadmap.

Approach

At the beginning of the course, Dell consulted with Aetna to understand their training vision and needs, such as the scope of training desired. Prepared with a social media policy, Dell was able to not only provide recommendation on approaches, but also curriculum discussions to aide in the creation of their own training materials.

Aetna

During a full-day session, Aetna participated in the Building a Training Program and Building a Training Program+.

Benefits

Aetna relied on Dell to ask them pertinent questions for their desired outcome and keep them on track. They also walked away with a team understanding next steps and a curriculum to provide to their employees.
The American Red Cross has been a leader in the social media space for some time, but looked to Dell for help with how to scale their social media operations during major disasters. They were in need of assistance scaling to the efforts required of an organization with such worldwide exposure and direct effect on human life.

Dell was brought in to construct the project—and they modeled it on their own Social Media Listening Command Center, which is used to track brand sentiment and chatter. They consulted not only on the space configuration and build, but they also helped the American Red Cross establish processes for the successful training and operation of their command center.

The DigiDoc Command Center enabled the American Red Cross to “listen” to more than 542,947 social conversations during Hurricane Sandy.

**Benefits**
- Improved sourcing of data and identification of trends in disaster-affected areas
- Significantly improved ability to anticipate and respond to the public’s needs
- Ability to more quickly connect people with the resources they need during a disaster, such as food, water, shelter or even emotional support
Challenge
Dell uses social media listening to enhance customer relationships and for marketing and business development, but Clemson wanted to explore how it could be used in academia. Clemson saw how corporations have adapted to new business and economic realities and they wanted to ensure their faculty and students had access to this same technology. Both Dell and Clemson had to figure out how to work together to advance each other without taking their eyes off their own respective missions.

Approach
The build of this command center required collaboration: Dell brought first-hand experience for its successful set-up and operation and Clemson shared insight for the development of an effective learning environment, which now includes a teaching area where faculty can hold classes and provide training on the tools. It was through this collaboration that Dell and Clemson discovered several parallels how social media listening can favorably impact business, academia, and various other industries.

Clemson University
This space will be used for alternate academic research methods, as well as innovative learning environments, putting Clemson at the forefront of a new education technology frontier.

Benefits
Clemson University decided to incorporate social media listening into the university’s successful Creative Inquiry program.

The University envisions rich partnerships between the university and other industries to study the power and application of social media listening in business, academia, non-profit and all types of entities.
What Dell did for AMD

Challenge

AMD sought help from the Dell Social Media Services Group to assess and refine their overall social media strategy.

Approach

Dell leveraged its social media capability maturity framework and results of stakeholder interviews to assess AMD’s existing social media strategy and current capability maturity. The scope of analysis included assessment of existing social ecosystems, including tool and technology deployment, social media governance, engagement methodologies, advocate strategies, social platform consolidation, branding initiatives, organizational models to drive adoption and the timing and priority of ongoing and planned investments.

AMD (Advanced Micro Devices)

To help assess and improve their current social media activities and prepare for their future efforts, Dell provided Advisory Services to AMD.

Benefits

AMD received a framework to drive and mature its social capabilities. The analysis helped to provide a view across multiple stakeholder groups of the current state and identify future improvements in the areas of governance, people, processes and technology.