



# Impact of social media on corporate communications

Clo Willaerts

[Congres Corporate Communicatie](#), 26 April 2011



# Clo Willaerts

Imagination is more important than knowledge. Knowledge is limited. Imagination encircles the world.



Mother of two. Chocolate lover. Internet fanatic. Organiser of Brussels Girl Geek Dinners.

Author of "The Conversity Model" and business unit manager of [conversity.be](http://conversity.be), a division of Sanoma Magazines Belgium.

Lazy sins: enjoys reading books in bath. And hopes the web 3.0 will do her groceries.



[conversity.be](http://conversity.be)

Email Me

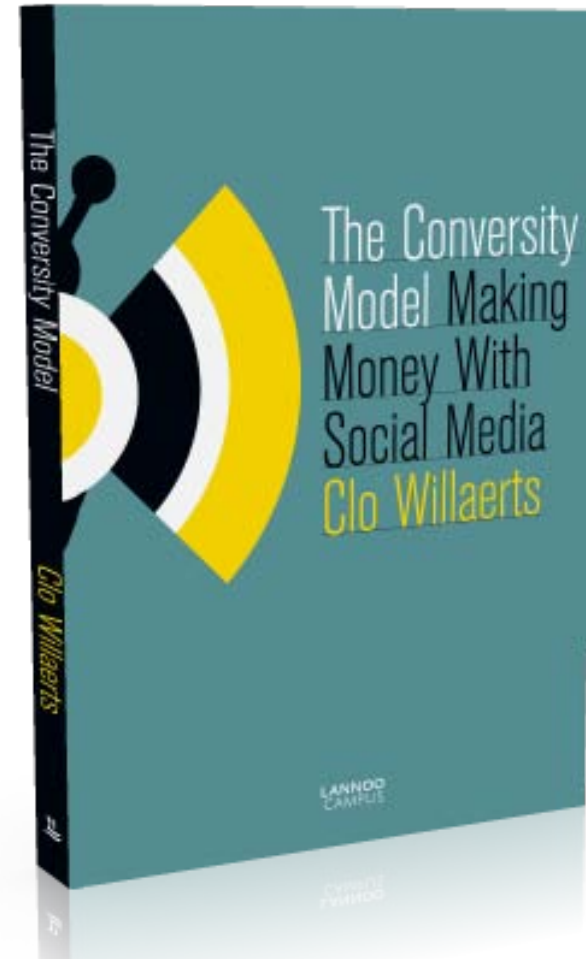


## Versions:

- [The Conersity Model](#)  
[Het Conersity Model](#)
- [ePub](#), [Kindle](#)

## Publishers:

- Lannoo Campus (BE)
- Spectrum (NL)
- Amazon.com/co.uk



# What social media isn't



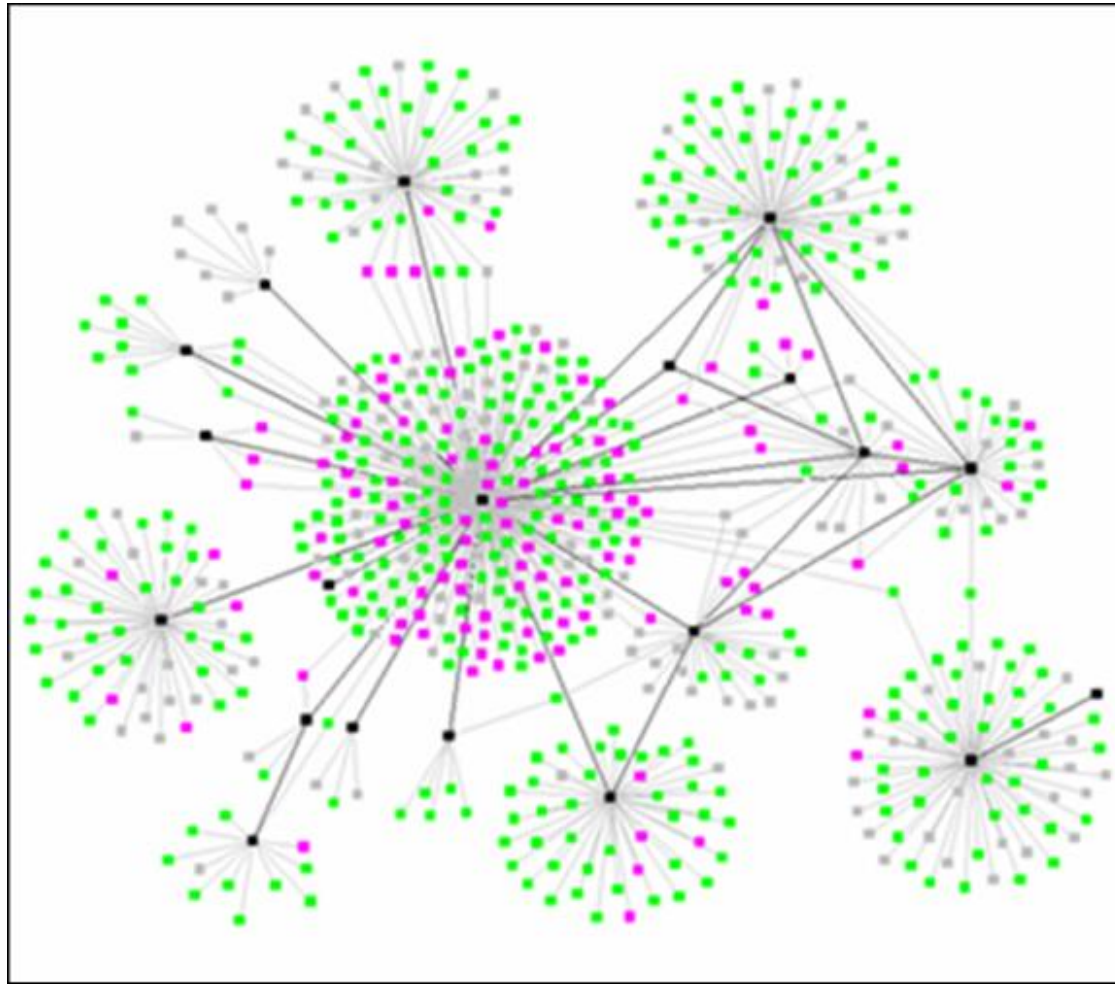
# Not a hype



# Not a buzz machine



# Not a mailing list



# Not a tool



# Not a free lunch





**Social media is  
a new kind of mass media**



# The challenge?

To develop great messages and then reach out to people, while giving them an incentive to 'pass it on'





**More challenges...**



# company-centric process → customer-centric process



twitter  Home Profile Messages Who To Follow

@bpglobalpr  
Destroying the Gulf for: **87** days  
free \$25 t-shirts:  
[streetgiant.bigcartel.com](http://streetgiant.bigcartel.com)



[streetgiant.bigcartel.com](http://streetgiant.bigcartel.com)

**\$20,000** lost to [healthygulf.org](http://healthygulf.org)

July 10th  
BP Cares Art Show & Sexy Party

July 19th  
VH1 Do Something Awards

**bp** @BPGlobalPR  
BP Public Relations

Catastrophe is a strong word, let's all agree to call it a whoopsie daisy.

24 May via [Twitterrific](#) ☆ Favorite ↻ Retweet ↩ Reply

Retweeted by [shayne\\_donnelly](#) and 100+ others

# specific departments



# everyone



**vansan2010** Vanessa Sanctorum

What did you do during the Eastern we? Enjoying the revival of mother nature in 3D - souvenirs in 2D: [http://twlr.me/spring ...](http://twlr.me/spring...)

2 hours ago



**SanomaMediaNL** Sanoma Media

Nederland nummer 1 wereldwijd qua sociale media. Koppositie op LinkedIn en Twitter en aantal blijft groeien <http://tinyurl.com/6kgxuek>

/6kgxuek

2 hours ago



**sanomamediacorp** Sanoma Media

Dutch homes magazine VT wonen opens first ever pop-up store in Amsterdam tomorrow, selling VT wonen home decoration (<http://www.vtwonen.nl>)

3 hours ago



**Humo** humo

Nu op humo.be: een blik achter de schermen van Humo's radiospot met guy Mortier en Clement Peerens. <http://fb.me/YrH6tcRI>

/YrH6tcRI

3 hours ago



**domiendewit** Domien De Wit

Da meendje nie? ... deugh! RT @standaardonline: Schatting van huis is nattevingerwerk <http://goo.gl/fb/omHtp>

4 hours ago

# defined channels

## ➔ customer-driven dynamic channels

**LDV UNITED** | THE PRESS ROOM Also available in NL FR

LDV United gets kids back at the dinner table.  
22/01/2011

Dinner time!

6 p.m. Dinner's ready. But your children aren't. They're glued to the TV. Isn't there a more effective way to get them around the table than screaming your lungs out? Come a casa believes there is.

Come a casa lets mums and dads record their very own tv commercial to instruct their children to come to dinner. At <http://www.comeacasa.be> you can record a message with your webcam and choose a channel and a time for the commercial to be broadcasted. Bet your children will be blown away when they see mum or dad on tv...

**Links**

- <http://www.comeacasa.be>
- <http://www.ldv.be>

**Credits:**

Client: Come a Casa (lasagna & pasta)  
Contact: Ingeborg Koenraadt, Nathalie Vlaeminck  
Agency: LDV United  
GD: Kristof Snels, Sam De Vriendt  
Copy: Pieter Staes  
AD: Manuel Oelyn  
Digital strategy: Kristof Janssens  
Account Team: Tim Janssens, Ann Hostens  
Illustration & animation: Konrad Dobson (dobson.be)  
Production: MAKE Agency

**Video Player:** Come a casa has

set business hours  
→ **customer-set hours**





# Ask yourself these 4 questions

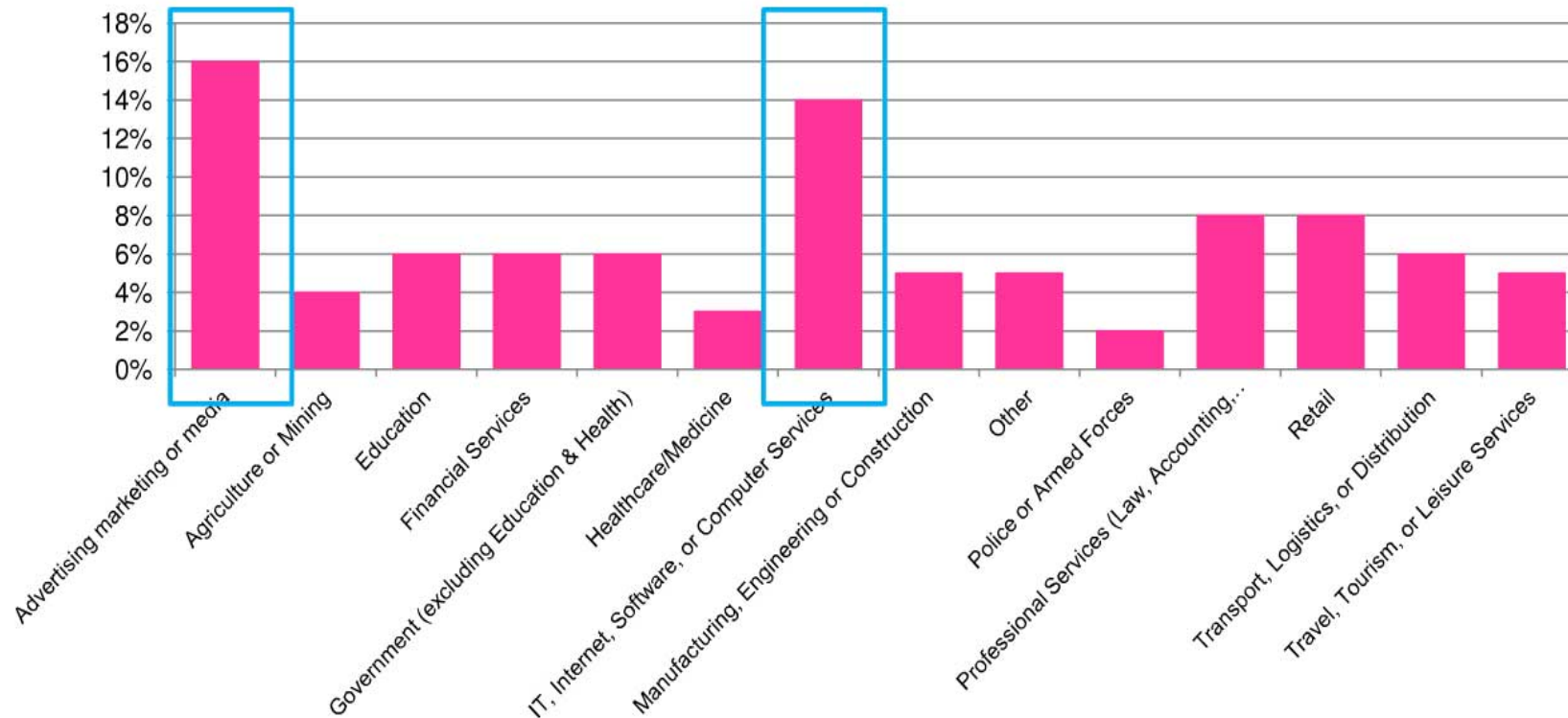
1. Where are my customers?
2. Where am I most comfortable?
3. How can I link this to my objectives?
4. What's the impact on our business?

# Where are my customers?

Know who is using....

Leading users are marketing and computer professionals

Regular Twitter user



# Where am I most comfortable?

**BMW Belgium Luxembourg** ▸ Welcome

Cars

**POWERED BY IDEAS.**

MEET OTHER BMW ENTHUSIASTS. SHARE YOUR PHOTOS AND STORIES. GET THE LATEST NEWS, DISCOVER NEW BMW MODELS AND PROTOTYPES.

Wall

Info

**Welcome**

Photos (106)

Video

**BMW 507**  
02:03

**BMW EFFICIENT DYNAMICS**  
04:34

# How can I link this to my objectives?

The screenshot shows a YouTube channel page for 'Flanders Investment & Trade' (Kanaal van FITagency). The main video is titled 'Vreemdgaan loont! - Michel Moortgat - CEO Duvel Moortgat'. The video player shows a man in a suit (Michel Moortgat) sitting at a bar. The video has 133 views and was uploaded 3 weeks ago. The channel has 52 uploads and 15 favorites. The video description includes the text: 'Van: FITagency | 4 apr 2011 | 133 keer bekeken', 'In 2007 mocht Duvel Moortgat de Leeuw van de Export in ontvangst nemen en dat betekende een enorme opsteker voor de medewerkers en voor de buitenlandse klanten die zich bevestigd hebben gezien in datgene waarmee ze al jaren bezig waren!', and 'Ook u kan de Leeuw van de Export winnen!'. The video player shows a progress bar at 0:14 / 1:13 and a resolution of 360p.

YouTube

Zoeken Bladeren Uploaden CloWillaerts Afmeld

Flanders Investment & Trade Kanaal van FITagency Geabonneerd Alles Uploads Favorieten

www.leeuwvandeexport.be

Vreemdgaan loont! - Michel Moortgat - CEO Duvel Moortgat

0:14 / 1:13 360p

Info Favorieten Delen Afspelijsten Markeren

Vreemdgaan loont! - Michel Moortgat - CEO Duvel Moortgat Leuk

Van: FITagency | 4 apr 2011 | 133 keer bekeken

"In 2007 mocht Duvel Moortgat de Leeuw van de Export in ontvangst nemen en dat betekende een enorme opsteker voor de medewerkers en voor de buitenlandse klanten die zich bevestigd hebben gezien in datgene waarmee ze al jaren bezig waren!"

"Ook u kan de Leeuw van de Export winnen!"

Bekijk reacties, gerelateerde video's en meer

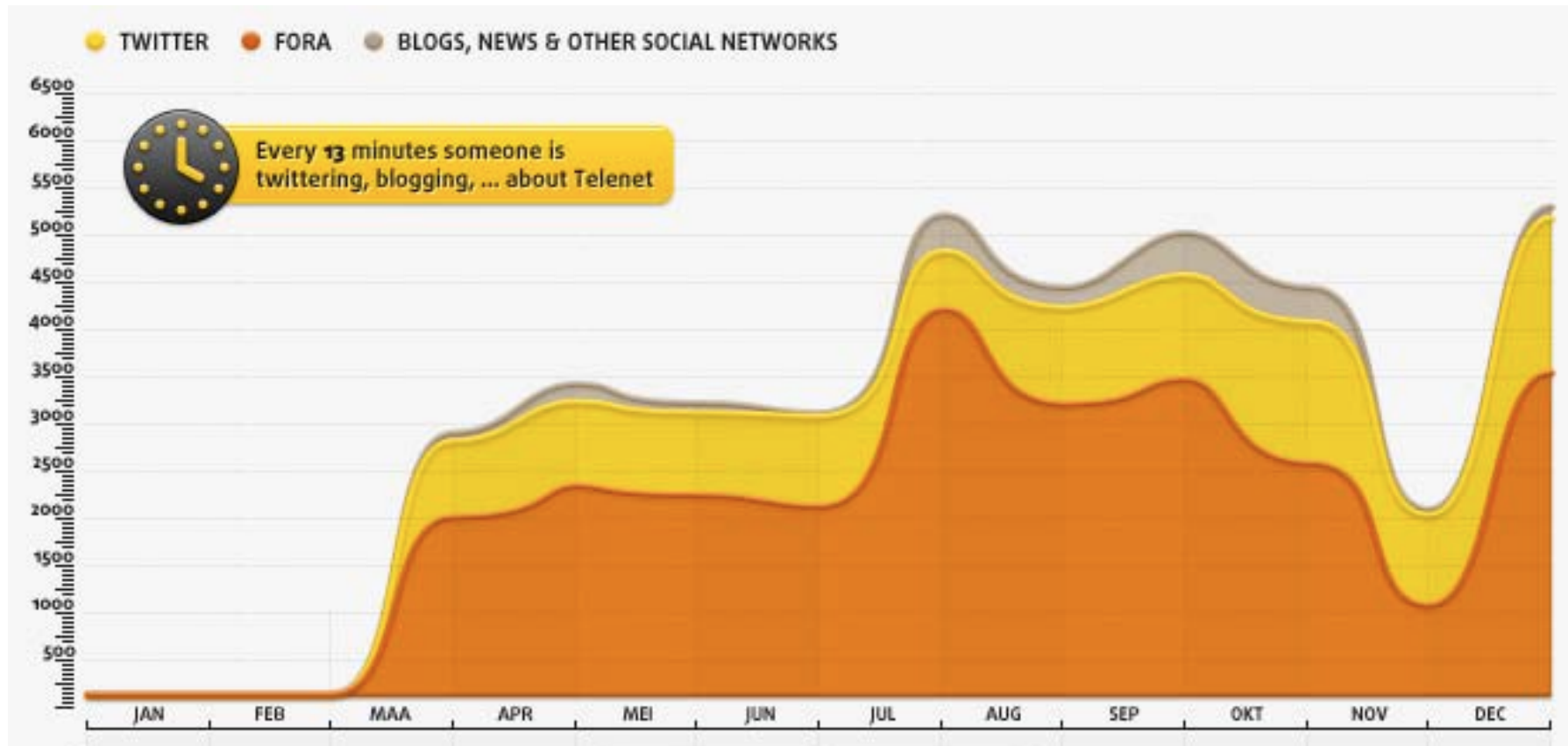
Uploads (52)

- Vreemdgaan loont! - Michel Moortgat - CEO 133 weergaven - 3 weken geleden
- Vreemdgaan loont! - Kris Peeters - minister- 63 weergaven - 2 weken geleden
- Vreemdgaan loont! - Dirk De Beule - Managing 79 weergaven - 3 weken geleden

Favorieten (15)

- Vreemdgaan loont! - Martine Reynaers - CEO FITagency - 52 weergaven
- Vreemdgaan loont! - Kris Peeters - minister- FITagency - 63 weergaven
- Vreemdgaan loont! - Lucrèce Callebaut - FITagency - 58 weergaven

# What's the impact on our business?



# Want to know more?

<http://www.conversity.be/blog/>

<http://www.slideshare.net/bnox>

@bnox

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**conversity**.be