

In looking at Social Data Statistics for Fortune Global 100 Companies:

77%
have a Twitter Account

61%
have a Facebook Page

57%
have a YouTube Channel

36%
Maintain a Corporate Blog

241%
is the year-over-year increase in average number of followers per corporate Twitter account

90%
is the year-over-year increase in number of companies being talked about on Twitter (this number includes companies not on Twitter)

100%
is the increase in Facebook pages per company (2.1 to 4.2)

115%
is the increase in "likes" per Facebook page

84%
had Facebook posts made by the companies in the last week

74%
allow visitors to post on their Facebook pages' walls.

192%
is the increase in YouTube channels per US-based Fortune 100 company

80,747
views per corporate YouTube Channel

White Paper:
The Power of Social Data



"A Social Business is a business that embeds "social" in all of its processes, connecting people to people, people to information, and data to insight. It is a company that engages its employees and clients in a two-way dialogue with social tools, is transparent in sharing its expertise beyond its four walls, and is nimble in its use of insight to change on a dime."

Sandy Carter
Get Bold

"Not to be a Debbie Downer, but I've been at it for 3 years now and I'm about worn out. And I know from talking to others in similar roles that they're just as beaten down and burnt out as I am. ... [Organizations are] still mostly stuck in the phase where they see social media spending as experimental, and just possibly (fingers crossed), something that they won't need to worry about in a few years."

Maggie McGary
"Social Media Manager Fatigue"
(April 25, 2011, post on socialmediatoday.com)

The Power of Social Data

In the past two years, enterprise organizations have increasingly adopted the social media function as a strategic function. Twenty-five percent of the Fortune 100 have formal presences on the four primary social media channels – Facebook, Twitter, YouTube and corporate blogs. Operationally, that means that the function of flying the corporate banner in social media has gone from an outsourced function with limited oversight to a hot, visible full-time role as enterprises hire social media managers. And, in spite of lingering skepticism in some organizations about the charter of this role, these managers are increasingly ascendant – at IBM, Sandy Carter owns the title of Vice President of Social Business Evangelism.

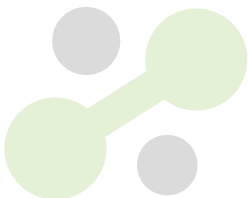
"A Social Business is a business that embeds "social" in all of its processes, connecting people to people, people to information, and data to insight. It is a company that engages its employees and clients in a two-way dialogue with social tools, is transparent in sharing its expertise beyond its four walls, and is nimble in its use of insight to change on a dime."
- from Get Bold by Sandy Carter

Carter and other social champions say that adopting social can help an organization deepen customer relationships, generate new ideas faster, identify expertise, enable a more effective workforce, share its culture and be transparent with all of its stakeholders.

Yet many enterprises remain unsure if Carter's grand vision is a mirage on the horizon or an achievable end. As Carter notes, the C-suite is still not on board and, elsewhere in the enterprise, skepticism abounds about what how much business impact social tools can actually drive. In that context, a pair of troublesome trends has emerged – social media manager fatigue and data overload.

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This year, several despairing blog posts like the one cited above have from frustrated social media managers have bubbled up detailing the same corporate inertia. Senior executives know intuitively that social media accounts for a staggering amount of eyeballs and engagement in their consumer segments and thus that social is the future of their business. But, until they can measure social's impact, these execs are hesitant to make near-term investments in manning the considerable tasks of strategic planning of campaigns, managing vendors, writing copy, managing communities, internal education and more. In the face of such inertia, social managers are struggling to drive the transformations that Carter describes, causing the vision of a social business to become ever more illusory for many enterprises.



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Rob Goldberg
SVP of Marketing, Tommy Bahama

And it’s not that social media is without measurement. Indeed, marketers are drowning in digital and social media data.

“With the amount of data that’s available today, we could create an organization within our organization to create reports around the data and connect the dots,” said Rob Goldberg, SVP of marketing at Tommy Bahama, told Direct Marketing News.

According to IBM’s “Global Chief Marketing Officer Study” released in October 2011, 70% of the 1,734 CMOs interviewed said they were incapable of analyzing and responding to the deluge of data available. Social media in particular is flooding marketers’ data analysis practices.

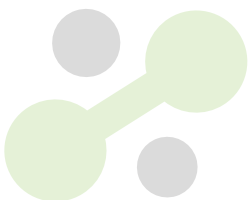
Frustrated by their inability to tie Facebook fans and YouTube subscribers to ROI, 36% of the CMOs in the IBM survey said they focus primarily on traditional sources of information, a grim signal to social media managers.

Below are a sampling of the big issues that Polygraph Media answers in order to help enterprises capture the opportunity in social media and stabilize the roles of social managers and executives in the enterprise organization:

- Success measurement in social marketing is obtuse and subjective. It doesn’t have to be. All the answers lie in the data that users contribute to your social assets every day.
- There is a lack of standardization in social media metrics. The result is that marketers and consultants either speak in soft, top down subjective language or they make up their own success criteria based on data that is easily available, not based on what really matters.
- There are few systematic ways to measure the performance of content, which is critical to ensuring visibility on major social media properties. This is now important because the leading social networks now filter out underperforming content and social media properties to make the consumer’s user experience manageable.
- Benchmarking against other periods of time and/or competitors is impossible using social data reports and analysis tools.

Polygraph™ Media was founded with the intent of resolving these and many other issues, to empower social-minded executives to conclusively measure success, derive actionable insights from social data, and make high-leverage moves using that data. Those moves can include optimizing merchandising mixes, activating the most influential voices within their consumer segment, improving the experience for fans and followers, and scoring their social efforts against their competitors. What’s at stake? The ability for executives to drive transformational change across the enterprise -- from HR to marketing to product development to customer service to sales.

Polygraph™ Media takes an exhaustive approach to social media data mining, generating social media analyses that provide companies with vital, approachable and actionable insights about their social media presences.



Enterprises use our insights to achieve numerous strategic objectives, including:

Deepen relationships with influential customers

- Identify your most influential customers
- Understand their likes, dislikes, patterns, and commonalities
- Ability to activate influentials with relevant offers, promotions and messages

Deliver relevant, timely and impactful content

- Understand what types of interactions take place on your page
- Know what types of content is most engaging to your audience
- Know what time of day & days of the week your audience interacts with your brand the most frequently

Monitor and Benchmark against the Competition

- Know what types of content your competitors post, and when
- Measure the success of their efforts and compare them to your own
- Draw nuanced insights about competitive positioning

But the opportunity goes far beyond reports and analytics. Polygraph's core data mining platform is being used today by major brands and agencies for a wide range of other applications:

- Market research
- Profanity & abuse cleaning
- Real-time monitoring and moderation

Polygraph™ Media is actively looking to add new enterprise-class and agency partners in support of its full launch for enterprises in Q1 2012. For more information on how your organization can participate, please go www.polygraphmedia.com/enterprise or contact Tommy Perkins at 1-800-909-1973.

About Polygraph™ Media

Polygraph™ Media helps companies understand their social media data and act upon it in new, innovative ways. For more information, please visit our web site at <http://www.polygraphmedia.com>.

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