



The Inside Social Media Podcast

Episode 19:

**Katrina Craigwell, Leader for the Digital Content Strategy
for the Digital Marketing Team at GE**

Rick: All right. I'm so happy to welcome Katrina Craigwell to the show today. She leads the digital content strategy for the Digital Marketing Team at GE. Katrina thanks a lot for joining us today. I really appreciate you.

Katrina Craigwell: Thank you for having me.

Rick: Absolutely. Now Katrina, this show is all about hearing what big brands are doing well in social media and then how small businesses can model that behavior within their own minimal social media and marketing budgets. Can you take us behind the scenes a bit and tell us how you and your team leverage social media there for GE and then how might small businesses incorporate similar strategies into their own business?

Katrina Craigwell: Sure. So, I've been at GE for just over two years and I'd say in the last kind of two and a half years the digital team has really grown up a ton and there's been a huge integration between digital marketing, advertising which turn out both under the same leader, communications and I think we really look at digital as an opportunity to reach people based on common passion points and create moments of value.

So, you know, when you strip it down for a brand like us, one of the challenges that we say certainly in the U.S. is that we are unapproachable. People don't really know what GE does beyond producing light bulbs. People have many different feelings about GE and I think we saw an opportunity and digital that gave us this space and the tools to visually – a lot of our content is very visual, take people behind the scenes and show them a jet engine.

Show them a Jenbacher gas engine. Show them the 4-foot factory producing wind turbine technology and be able to appeal to people who are enthusiastic about science, technology, 3D printing, engineering, math and all of that. And so we kind of – you know, I was having this conversation with someone this morning. We kind of stripped it down a little bit and said if it's just kind of me here individual at GE? I'm a geek at GE. I know what we do. I love what we do. What do I get most excited about?

Why is this exciting? And how do I share that with people and create a human connection, as much of a human connection as I can, which is connection based around an emotion, right? How do I create wonder? How do I create joy? How do I create a feeling of trust? And so it was about those very valuable emotions and connection points.

Those are our kind of key to our philosophy around digital and I think you know that goes with any brand or with any product no matter the size of the company.

You have a product or a solution that you're passionate about because if you're at a small or medium-sized business it might be something that's yours, something that you've created. You're very close to it. And so it's important to kind of find that human moment, that human emotion, that human value proposition and lead with that and make connections based on that.

Rick: Mm-hmm. You mentioned there about content and I'm guessing that you guys have sort of a seemingly endless supply of content and you know that's – content creation is a big topic here on the show and of course, social media is really about creating content. It adds value, as you just mentioned, to your consumers, but the problem I think for small businesses though is that content creation tends to be really time and resource-intensive.

You know, in general because of course it's going to differ for each channel, how do you guys decide which content to use for the various channels? I mean you just talked about the emotional elements and so forth, you know, can you give maybe a few tips for simplifying that content creation process for small businesses?

Katrina Craigwell: Yeah. So, I think you know approaching digital isn't about leveraging all the platforms and being everywhere. It's about digital as a tool for me to reach it through an objective, right. And it just gives me more ability to do what I need to do. So, as a small business, it's about saying A, what is my story and what kind of connection do I want to make, what do I have to get across and then what platform helps me do that the most?

So, we launched our Instagram feed a couple of years ago and it was kind of the beginning of this understanding that visual storytelling was going to help us so much and we launched a kind of focused content program on it as an experiment. And it worked. And we were happy that it worked. We were kind of surprised, pleasantly surprised that people were as enthusiastic about the content as we were, but from there we grew.

From there, we said okay, well we've understood that visual content works for us. Let's think about Tumblr. Let's think about YouTube. Two other platform content networks that are incredibly valuable if you're telling a story in a visual format. So, you know, I think the saying goes for the other platforms. You know, if you are a small business and you're trying to get foot traffic and this is an area that am less expert in, but I'll kind of mention a couple of things that have struck me.

So, when you look at things for example like recent products from Google, Google+, Google Business Photos, you know, kind of their latest search updates, when you look at the tools that you have from building content that plays well within the Google network and the ability to, you know, have somebody run a search for your location and have

them be able to see inside your restaurant, see inside your store, whatever it is with Google Business Photos for example, that's very valuable, right.

And so then you think to yourself, maybe that's where I want to invest, then test and learn. You know, their platforms that we've tried out, where they're great platforms, but for us the return just wasn't quite enough for us to continue and so we sunset those. And it's about understanding your objectives, focus, testing and learning and don't feel overwhelmed.

Rick: Yeah. I'm so glad you brought that up. In a way, I had a big smile on my face as you were talking there because I'm so glad you brought that up. You said it so very well. That's one of the biggest challenges that small businesses have is they think they need to be everywhere and they're overwhelmed with all the social media options out there and you mentioned that you guys are on Facebook and Tumblr and Pinterest and Twitter and Instagram and so forth and you've done some really cool things with the "cutting edge" channels or platforms like Vine for example and you're one of the first brands to use Instagram's new video functionality.

So, you obviously know what you're – you're telling a story here, so how do you decide which platforms to be on because I think that's such a great lesson for small businesses and not to keep chasing that shiny new tool that comes along.

Katrina Craigwell: Yeah, you know, listen. We're going to be a tough example because to your earlier point, we have so much content. When we think of our audiences we think of the world at large, people who are touched by our technology in some way, which is in fact most people, we think about enthusiasts, people who are passionate about science and technology and all the things that we've been talking about and then you know decision makers and people who we are reaching out to from a customer standpoint.

So, you know, more often than not we end up being very present across many platforms and again, so you know we're a bit of a tough example, but I think we think we look for a few things, right. So, our first kind of understanding is the more visual our content, the better. The more kind of get the tough complex message across and so you know to that end, we love Instagram. We love Vine. We love Instagram video and you know the Instagram for video debate or what will that be has, you know, been so interesting over the last couple of years.

I think Vine really has been a fantastic platform in terms of starting to solve that and build excitement around it. We're excited that functionality is available on Instagram as well. We think about Tumblr. We love creating animated gifs. We actually had – it's a bit of a funny story that we held a contest a while back now, kind of looking for an Instagram photographer from the community and the gentleman who won – just super talented and we were out shooting with him at one of our facilities and he said, you know, I've really been thinking about this new gif format and I want to try it out.

And I we said okay, go ahead, do it for us. And he did a fantastic job and that was kind of the beginning. It was very much – one of the things that we love is listening to our community, talking to people, understanding what they care about, understanding how they tell stories and how that might apply back to us and so and that's kind how we got into that. We love YouTube.

And so that's kind of what we think about is what are the platforms where visual content plays very well. The second thing that we think about is when we want to take the conversation kind of one level deeper. When we want people to be able to ask relatively complex questions over sciences, when we want people to be able to have conversations around big data, for example, which is a big area focus for us now, where do we create platforms that allow thought leadership content and thought leadership conversations like that.

And so Tumblr has also been an interesting one actually for article content. We have a site that we moved from Wordpress to Tumblr called Technologist where much of the content is visual. But we do have some medium forum not quite long form content on there and it is traveling pretty well. You know, there's a whole other conversation we can have about the benefits of Tumblr and how to kind of unlock a second audience by moving your blog to Tumblr, which I'd be happy to have.

You know, we've played around with other things, Q&A sites for example. And we recently started doing – and led by our great social media team, Reddit I M A and putting our clients–

Rick: What's it called? Reddit what?

Katrina Craigwell: I M A.

Rick: Okay.

Katrina Craigwell: Ask me anything.

Rick: Yeah.

Katrina Craigwell: AMA, I M A, I'm a scientist, ask me anything.

Rick: Yes, yes, okay.

Katrina Craigwell: Too many acronyms. And those have been fantastic, right because when you go on those, the questions that people are asking are so intelligent and it's a level of conversation that's exciting for the audience, so pretty exciting for our scientists and allow us to go deeper than just showing people all pictures. So, I think those are two areas certainly for a kind of a consumer enthusiast, the audience that we think about. A, how do we get across our message and kind of break down barriers with visual content and capture people's attention, create (indiscernible).

And B, how do we create additional value, valuable information, exchange opportunities through thought leadership and opportunities for interaction with some of our thinkers? And that's how we figure out what platforms to try.

Rick: Got you, got you. If you don't mind, let's dive into that Tumblr conversation because you know that's honestly not something that we've talked about here on the show. Generally, we don't dive too deep into one specific platform, however the last show with John Yembrick from NASA, we talked a lot about how they're using Google+ and how it made a lot of sense for them.

So, I'm definitely very interested in you know how you guys are viewing Tumblr and how you're using it and sort of migrating that from WordPress over to Tumblr. I think that that's something that a lot of people actually don't think about doing, so I'd love to hear your perspective on that.

Katrina Craigwell: Yeah, sure. I mean, you know, Tumblr obviously has had a very exciting year.

Rick: Yes.

Katrina Craigwell: You know, I think that we – we just started telling them rather a while ago back when Instagram didn't have web profile. We syndicated all of our posts to Tumblr to make sure that they were accessible and it was great. We launched about a year and a half ago or so a property called Technologist and the goal was to be able to create valuable content that dealt with the future of science and technology in the industries that we operated in without talking about ourselves too much, without hitting people over the head with GE. And it was a very exciting platform.

It was powered by WordPress. A group XJR is our editorial partner on it. They have a great relationship with freelance writers. They were producing super rich content, but you know we – distribution was always kind of the challenge, right. How do we use paid, earned and owned? How do we continue to drive traffic and new visitors, return visitors kind of say all that stuff?

And meanwhile you have Tumblr over here that is just picking up so much steam and, you know, we kind of have this moment afterward. Like why are we not putting our content properties on Tumblr? Our goal is to reach enthusiasts and thought leaders in science and technologies across everything from aviation to the future power generation and infrastructure and all of that and if you spend a little time floating through the communities on Tumblr, there are incredibly incredibly smart folks on there, scientists, engineers, designers, people who are posting really rich content and so we said let's just try it.

So, we moved Technologist over to Tumblr probably in fall of last year and it took a little while, but we started to find that we maintained our kind of front end audience, people

who are going to technologist.com and we were able – and we had some great partnership with Tumblr and you know I think they were kind of supportive with more good content on the site and very helpful that we were able to start building a subscriber base on the backend.

So, it was kind of previously unlocked viewership and in addition – so now you're counting them up for unique visitors, but you're also looking at all kinds of the dashboard views in addition to everything like reblogs and likes. And when you think about KPI, content sharing is kind of the ultimate KPI – one of the ultimate KPIs from a brand perspective because it means that your content was good enough that somebody wanted to share with a friend.

Unless you're having a crisis and your content is spreading for negative reasons, which is unfortunate, rare, you know. But in the best of cases, you kind of cross that bridge with that person and so, you know, there are two actions – three actions that people can take on Tumblr. They can subscribe, fantastic. They can like your content, great. They can re-blog it to their network and so it was kind of an additional distribution mechanism that we were finding throughout the Tumblr network that we were able to leverage and that's not only individuals but also publications because now you're looking at music has a Tumblr. Daily Beast has a Tumblr. The New Yorker has a Tumblr.

All of these folks who we teach and share a content with were now able to access us kind of from the back end. In addition to all of that, you know, the Radar ad products was introduced and what I love about Radar is you know the only creative you can use in Radar, it has to be an actual post that you have. So, you know, it kind of in a way keeps – helps the quality control of the content. It helps the quality control of the experience.

You know the Radar, both the desktop and the mobile Radar products has been very interesting. We've tested and used both and it was just a great way to help kind of surface the content, reach the community, gauge feedback and continue to build our audience on the back end. So, now I would say we have, you know, in addition to the monthly unique visitors we have on the front and we probably have the same amount if not more steadily growing dashboard views and interaction from the back end and we kind of overall doubled our visibility.

And so I really think, you know, I think Tumblr is – it's a wonderful network. It's a visual network. It's a playful network. It's a smart network. There's no reason as a brand to shy away from it at all.

Rick: Yeah. That's such a good lesson there and I think another lesson there too is that, you know, you guys are experimenting. You're not afraid to experiment and I mean if Tumblr didn't work for you guys, you can always take it down and stay with what was already working for you guys at that point.

Katrina Craigwell: Exactly.

Rick: Earlier this year, you guys started a “Hey Girl” board on Pinterest that played on the Ryan Gosling Hey Girl Tumblr piece that went viral.

Katrina Craigwell: Yeah.

Rick: You know, I'm guessing that wasn't something you did loads of consumer research on before putting together.

Katrina Craigwell: No.

Rick: But from what I'm able to see you guys – what you guys – it was really successful and it got picked up a bit in the press and so forth. So, can you talk a little bit about sort of the “art” of experimenting in social media and whether it's something you know small businesses should be weary of trying?

Katrina Craigwell: Yeah, and you know credit for that goes to our great head of social events John Lombardo and Vayner media were a great agency partner to us on this stuff. And you know, I think at some point it goes back to the original conversation, which was just about being human, right understanding what's going on, celebrating what's going on.

GE is a big brand, but it's a bunch of human beings who are trying to share the message with other human beings and I think for us we like to play with that as much as we can. We kind of put it up there. Pinterest is probably one of our more kind of niche communities we thought we'd see what people thought and if they hated it, we would have moved away from it, but it was fun and I think we try – you know, we think a lot about kind of moments with them as like I – where we can play on something that is just resonating with people and participate in that conversation.

And I think again because it feels as a brand in the way that we are trained it feels it's like well we can't do it. We're no, no, no, we are – we are whoever we are and I think that's not always the case. I think people relate to you a lot more when you let that guard down.

Rick: Yeah, yeah and I think what you just said there kind of ties into my next question there as far as sort of experimenting yes, but finding your voice in social media, you know, it's a challenge that so many people have on social media let alone small businesses. You know one example is I think they can post one update to all their channels and as we discussed, you guys are on several different platforms which each has a different voice. What tips would you give to a small business trying to find their voice in social media?

Katrina Craigwell: That's such a good point. You know I think again, the first thing goes back to what conversation – what is my objective? What conversation am I trying to have with somebody here? If I posted and somebody actually responds to me, how am

I going to respond to them? How do I want that conversation to go? What do I expected they're getting out of this? What is the ultimate end action that I want them to take?

And then I think that's, you know, that's the basis from which you build your voice and you start on the first – you know, you choose one or two platforms maybe and you start there with that in mind. What value do I want to bring and how does that conversation sound? And then you build from there. You know, I think that especially for small businesses – but for large businesses as well, our end goals don't change. Success in these mediums is still a face to face meeting at the end of the day that makes an impact for whatever our business objective is.

Rick: Such a good point.

Katrina Craigwell: And I think we lose sight of that.

Rick: Yeah. Katrina, where in your estimation do brands get social media wrong?

Katrina Craigwell: You know, I think – I won't say wrong. I think the fascinating thing is watching the culture shift within brands. A lot of brands talking about content, starting to – thinking about how content production starts to become part of their day-to-day, part of their culture, thinking about how social becomes part of their culture. I think it takes, you know, it takes some guts and it takes the ability to kind of sign on for what feels like a bit of risk, sign on for what feels like a bit of the unknown.

What I always kind of think about a lot is focus, an incredible attention to detail and planning. So, focus, detailed planning and don't sacrifice quality, right. Again, it's a new tool to tell a story. So, if I think about a story that I want to tell and I realize that if I had a video to tell this story, it would be so much more impactful. If I could reach the YouTube community, it would be so much more impactful.

It's not about saying yeah, that's nice, but I need to be on five different platforms so I'm going to kind of spread myself a little thin and see how it goes. I think commitment to that focus is really – we struggle with it. You look it all and you see the possibility of it all and you want to be able to unlock it all, but I think those are some of the things to think about that are challenging for any brand.

Rick: Great, great. Next question here for you Katrina is the sort of a million dollar question here on the show and it centers on measurement.

Katrina Craigwell: Oh, I was going to guess that, yeah.

Rick: I should actually start that question that way and just say all right. Here's the million dollar question, guess what it is so.

Katrina Craigwell: Is that where I – and that you get the dial tone from me.

Rick: Yeah, exactly, and then there's silence in the other end. So, I have to ask you how do you and your team measure GE's social media efforts?

Katrina Craigwell: So, we think about it a lot GE is a big data-driven company. So, again, the objective from us as the corporate team is about brand awareness, management reputation, deepening the understanding of everything that it does. So, we're looking at it from that aspect. No, we have not been able to tie jet engine fails to Facebook just yet.

Rick: Oh, come on.

Katrina Craigwell: But I hope that changes eventually. Well, you know, the aviation industry is a very interesting industry, but I won't get into that right now. So, we looked at – we look a lot at things like engagement rates and share rates, so overall rate is important, but I think that we've kind of placed our bet for GE as a brand on the ability to create valuable high value engagement and exchanges with a smaller set of people.

So, you know, we run for example surprise and delight campaigns where we will actually reward folks with real world items. So, we did a couple of those. One of those was around Pi day, March 14th and you know if you were tweeting about Pi or talking about Pi on Pi day, we sent you an actual pie. Another one was we have this awesome little 3D printed model jet engine.

We threw a picture of it up on Instagram and people were immediately like where do I buy one? This will be a great paperweight, so we just sent a bunch of them out. And you know through that, I mean we were able to talk to people. We were talking to people on Instagram. Then we were talking to people via email and we were really hearing kind of how they felt and what they thought and so the numbers are smaller, but the engagement is fairly high value versus some of the other programs.

So, again, we look at engagement rates, so if I, you know, for posting content and a million people are seeing it and nobody is doing anything with it then we haven't reached them in the right way or they would have shared it. And so, you know, for us we – paid distribution is really important, but we know that we've succeeded just a little bit more when we're getting visibility based on the fact that people are actually sharing content with their network themselves.

Rick: Sure.

Katrina Craigwell: And then we look, you know, we look at the cost of everything pretty closely. And I won't share figures, but the way that we break it down is for us first of all, I mean the way that we're looking at digital, paid media is fairly different now I think than it was a couple of years ago. We have a very content-led strategy. So, you know, banner ads had their time.

Now I think what we think about is – all right, we have X stories to tell. We know that this is the content that we're going to build around it and then how do we drive people

either on the platform for that content will live or from smaller content to see this content because we believe that what's in their path or within their day it will be valuable. And so we look at the cost of that whole program, both production and distribution and then we say all right, what was our real talk for eyeballs.

It's not just the CPM that you get off at the time, but it's really what was the cost of driving the eyeballs to this program and then what was our real cost per engagement and what was our real cost per share and try and keep ourselves honest on our actual return on what we've got running.

Rick: Okay, yeah. I was just going to ask you there. Are you able to tie that directly back to, you know, just say okay, my ROI on this particular program was X or Y. Are you guys able to do that?

Katrina Craigwell: I mean I think in a very basic way, right. We're at this point based on that kind of metric model we can really just compare ourselves to ourselves. So, we can take similarly-sized programs and say well, you know, this one was X dollars per share and this one was Y dollars per share, so we need to figure out kind of what the difference was and how we drive the efficiencies that we found in the first one but didn't find in the second one for example.

Rick: Sure, sure.

Katrina Craigwell: But I think, you know, I think that's been good for us.

Rick: Yeah, I think – I mean what you're – I think what you're saying there is there's two lessons that's sort of jump out at me there. Number one, the fact that you are listening to your consumers and engaging with them based on that listening. I think that's a point where that so many businesses, large and small, miss the point on. They get up on their virtual soapbox and just start, you know, spouting out their sales messages rather than sitting back and listening and engaging, so that – what you just said there, that's something that jumps out at me.

Number two is from a direct measurement standpoint. You're saying that all right we tried – it's sort of like A-B testing, you're trying something and then if that works and you weren't getting that before you are doing whatever you're starting to do, you can make some assumptions there that hey, you know what, what we're doing is working here.

Katrina Craigwell: Exactly.

Rick: So, two great lessons there. So, let's say you're a small business owner with very little budget for online marketing and you want to start leveraging social media to market your business, let's bullet it out here. What are three things you would do to start out?

Katrina Craigwell: Yeah, I mean I'd say look at your overall objective. So, if you're choosing social from among other marketing channels, what action are you trying to

drive period. From there, identify what messaging is going to help you drive that action and what channel is most aligned to that messaging. So, if you're a small business and you are trying to drive for traffic for example, you know, it may not be that you want to start an Instagram feed.

However, if you are small business and if you for example are a small fashion business and you're an e-commerce business, Instagram may be the channel for you and if you go on Instagram you'll see a ton of these fashion photos driving to cease forth small e-commerce business with women driving to their site, which is actually fairly fascinating. So, you know, again, understanding your objective and what action you're driving in a way that action is going to be taken and then figuring out the platform from there.

You know if you are on the ground – again, you probably want to look at Google products. You probably want to look at – you want to look at your search. You want to look at Google+. You might want to look at Facebook as well, but that's kind of the path that I would take.

Rick: Okay.

Katrina Craigwell: I love Twitter because Twitter gives me the opportunity to – especially as an individual I think that if you are representing your brand, on Twitter it's good to identify yourself as the individual behind that brand because it's just a little more relatable. Twitter can take a while to build a following, but it's a great way to talk to people.

Actually talking to people again, you know, you really want – whatever you put up, you want somebody to say something to you and you want to the opportunity to say something back to them, right and so I think Twitter just creates that channel so much and I think that there's so much brand equity built from they're being an individual who you trust because you trust individuals who's accessible, who's married to that brand who you can reach and so I think Twitter is valuable at that time and if you have, you know, if you say that you're going to do – you're going to pick a program, sort of a platform for your program that's really about kind of building up your information and accessibility around your business, you can say, you know, in the evenings I'm going to spend a couple of hours on Twitter just myself and I think that's valuable as well.

Rick: Yeah, yeah. I have to share with you. I'm standing here with a – so, I use a stand up desk because I record this interview, so I'm standing here with a big smile on my face, sort of like my arms to the ceiling, you know because in sort of victory because – and I just want to share with people that I did not share these questions with you before this show, but all of your answers here seriously – so this week's episode for The Inside Social Media podcast was number 18, so the past 18 shows you have sort of taken the best answer out of each one of those shows and put it all together in today's show, so I have a huge smile in my face so this is awesome.

Katrina Craigwell: Well, thank you very much. Thank you very much. I'm glad it worked.

Rick: Yes, absolutely. So, I just a couple more questions here for you Katrina. You can use GE if you would like, but what's an example of a time where you saw a brand using social media really smartly? You know, why did you think it was successful and what might small businesses be able to learn from it so they can model something similar?

Katrina Craigwell: Yeah, you know, it's a good question. I love GoPro. I think what GoPro does is awesome. I think that they, you know, their product is a camera; they shoot everything with their cameras. They capture the spirit of what they're trying to drive within all of their content and they share kind of that dream of getting away to that beautiful, majestic, extreme location throughout all of their content and being able to capture that.

And so I think, you know, we think a lot here – especially because we're dealing with products that people can't generally touch about product is marketing and because I think we can consider it so precious when we have a product, we just launched, a little while ago now, an exciting partnership with Quirky, all around building connected devices that could be in your home.

One of them is called the Egg Minder which they announced a few weeks ago which basically allows you to remotely monitor how many eggs are left in your tray, how old they are so you can know whether you need to pick new ones up. There are additional products and I think that, you know, we kind of think to ourselves, we've been talking about the (industrial) internet and connecting machines, you know, think about what you can do when your wind turbines are talking to each other in installation, doing a lot of storytelling around that is we build that up and we help people kind of imagine the possibility of that and then we take up and let the Egg Minder and it's like okay, this is it. This is what we're talking about and it's so valuable.

It's such an awesome moment and I think GoPro obviously they're not selling locomotives and jet engines. They're selling cameras which are much easier to relate to, but you know their content and their marketing represents exactly what they've produced and what they want to share with their consumers and I love that so much it feels very pure.

Rick: Yeah.

Katrina Craigwell: You had another question.

Rick: No, you answered it. You answered it.

Katrina Craigwell: Okay.

Rick: I was just asking why you think it was successful and so you answered that. I'm smiling here as you mentioned GoPro because I just met up with a buddy of mine over the weekend and he had his two-year-old son with him who – the kid, he runs around everywhere. He's the cutest little kid and somebody mentioned that you should put a GoPro around like on his head, so like we can just track where he's going and stuff like that. And my buddy was like oh yeah, we've done that before so.

Katrina Craigwell: It's a great idea.

Rick: So many uses of GoPro and I just want to – what's the Egg Minder because that sounds super cool. I eat a lot of eggs and I'm always wondering like oh, are these eggs still okay? Tell me more about that product.

Katrina Craigwell: Yeah. And hopefully I'll get all the details right and I can send you a photo probably a little bit later, but the product will be available for anyone to purchase a bit later this year and so you basically – it's like an egg tray and you can use it instead of your general plastic egg tray that doesn't have any front end in it and you put your eggs in it and put it away on your fridge and then you're able to track from your phone the fraction of food, you know, it's been there two weeks.

You can't remember how many eggs are left. You can't remember that they're two weeks old and you're able to track on your phone kind of where you got left in that Egg Minder and how long it's been there for. It's genius. It impressed me. And you know that partnership with Quirky is really exciting. We love what they do and we're going to have additional products coming out that are all kind of in the same spirit and just allow us to all kind of – dream a little bit together and come up with some fun toys so.

Rick: Yeah. I would say that there's a lot of application there that you can transfer over to a lot of other food products and so forth.

Katrina Craigwell: Exactly.

Rick: Yeah, that's really cool. What are some trends in social media that you're seeing over the next year or so and how do you see those trends affecting small business?

Katrina Craigwell: Yeah. That's a good question. You know, I – we really didn't talk about mobile at all.

Rick: No.

Katrina Craigwell: Mobile is a big deal and that's certainly important for small business. I think you know we try not to reinvent the wheel and we're not driving to any real world locations for the most part, so when we think about mobile, it's about the fastest that people are consuming content on mobile at an increasing rate. Mobile content consumption on Tumblr continues to grow. Mobile content video consumption YouTube continues to grow. You look at a site like BuzzFeed that has – with mobile version. It's

so seamless and beautiful and easy to use and that's what we should all be kind of working towards.

Rick: Sure.

Katrina Craigwell: I think it's also, you know, is mobile provides – it presents an interesting new dynamic especially on the phone. When you think about – it actually narrows the way that we've been consuming social media especially social on mobile for a long time. The long stream of content and you can just thumb through it forever. And we were just looking at some numbers on GE.com, what's interesting is the old notion of having your content above the fold because if you don't you're going to lose everybody is simply gone on mobile because people were there already programmed just scroll and scroll and scroll until and so–

Rick: right, such a good point.

Katrina Craigwell: We're finding that on our pages people are making it to the bottom. We're like oh great.

Rick: Yeah.

Katrina Craigwell: And so I think, you know, when we think about mobile, we think about creating content that sits well in that mobile stream. You know, Tumblr had a great piece of advice for us when we were working on the Radar. They kind of said to us, you know, you don't want your post really to be longer than two and half swipes because it's just too much and that's too much for one post.

So, how do you make sure that you're concise and informative in mobile? How do you use opportunities, and of course less experience here for us, but how do you use opportunities to kind of geotarget people via mobile, drive people to different locations via some of that you're targeting, etc. and just kind of being really cognizant that in any content experience we'd build, we want to make sure that it makes sense on a mobile device.

Rick: And you mentioned two and a half swipes, right. That's what Tumblr suggested. That's such a good – I've not heard that before and that's such a good tip for people.

Katrina Craigwell: Yeah. It was certainly a really good tip for us and I think helpful for anyone to kind of–

Rick: Sure.

Katrina Craigwell: We try and remind ourselves to keep it short and as creative as much as we can.

Rick: Right, right. Two more quick questions for you Katrina: So, you guys are one of the few brands we've talked about a little bit before, but you guys are one of the few brands who use both Vine and Instagram's new video platform, so I have to ask you what is your opinion on where do both of those platforms fit in for a brand or can they fit in for a brand using both of those platforms.

Katrina Craigwell: Yeah. I mean I think it's kind of an interesting – they're kind of an interesting pair. I think Vine wasn't the first mobile video platform, but it solved some of the challenges by A, it's simplicity, six-seconds, you know, you can edit it but like don't get all crazy with it, right. Choose something, put it up there. The attachment to Twitter and kind of being able to reach a larger base via that and then of course, it kind of brought about these – not new, but kind of had people revisiting stop motion for example and had people revisiting the techniques that they were using on the platform that they couldn't use on its brand name may not have used elsewhere before for mobile.

So, I think that was really exciting and then I think Instagram video, they launched and they actually managed to differentiate, not completely but fairly differentiate from Vine in that if you look at – you know, Instagram has been around a couple of years now.

Rick: Yeah, yeah.

Katrina Craigwell: There's a ton of content on there. There's a lot of semi-pro photographers, professional photographers, people who have built up huge bases through beautiful imagery who has focused on capturing a beautiful, beautiful shot and when you look at how they're leveraging Instagram video, it's not so much about stop motion as it is about turning that image into a moving image, which is I believe what Instagram was going for.

And so when we think of that, we say you know the constant that we have on Vine is playful and it's fun and we love it. This program called Six-Second Science that's fantastic, perfect for Vine. I think when we think about Instagram video, we think about taking what we've been with the photography which was all about the unexpected beauty of our technology of GE machines on our factory floor and in the wild and having just a few kind of video moments within there.

So, if we are shooting a jet engine test, being able to show that to our Instagram community in video for 15 seconds, I mean for us that's such a treat because Instagram, you can't really link off. It's really about the experience there but you know many of those folks enjoy being able to see the action in video if they couldn't. Plus it's exciting to have the opportunity to share that with them and I think that's really how we're looking at the two platforms and we think that they are certainly can be complimentary for us.

Rick: Cool, cool. So, I have one more question for you Katrina. I understand that you're a big fan of science fiction. Who's your favorite sci-fi character and why?

Katrina Craigwell: Oh my God, what a question.

Rick: Totally put you on the spot.

Katrina Craigwell: So, you know, I was going to say I feel like this is probably like – I'll just go ahead. So yeah, I guess I would have to say Starbuck from Battlestar, is a pretty awesome character, Leeloo Dallas from the Fifth Element and Trinity from the Matrix. I mean I guess I love strong female characters in sci-fi.

Rick: Okay, cool. And how long have you been a sci-fi fan because I would think that's a pretty good fit for where you're at GE?

Katrina Craigwell: Yes. Well, you know, when I was – how old was I? When I was 12 I guess, The Fifth Element came out. When I was young, my dad used to watch a lot of Star Trek. He always had that playing in the background, but when I was 12, The Fifth Element came out and I remember seeing it and it kind of blew my little pre-teen mind and from there it just kind of stuck to when the Matrix came out and the rest of the Matrix movies came out and then, you know gorged on Battlestar and then there's all of course all of the cheesy sci-fi, you know, Stargate Universe.

I should stop myself before I start delving too far down the rabbit hole, but yeah. You know what I think was so cool is that it's – you know, I had a great conversation a while back with a gentleman at NASA because of course I love NASA (very exciting that you had folks at NASA on last time) and it kind of said, you know, there's a very deep connection between science and art and in a way art dictates what scientists invent.

And it's not even NASA but I thought it was fairly profound because when you think of what a lot of kind of what you hear scientists are working on in the labs and what we've kind of seen in our movies and in our stories for so long, they seem very connected and it's almost like what society expects in some cases help kind of drive the directions that we go in and that's why, you know, I've always been a geek, but I think it also helps storytelling.

I saw a great talk from Intel's futurist a little while ago and having that language – science fiction gives us the language to start to talk about the future of science and technology and to start to imagine and then to start to build and so I think the two are very interconnected and luckily for me I landed somewhere where that oddball side of my interest might be a little bit relevant, but I think it's a fascinating interconnection.

Rick: Yeah, for sure, for sure. And I think that's a good place to end our conversation here. Katrina I told you before we even started recording today that we've never spoken before today, but I just had a hunch that we could talk literally all afternoon about this and we definitely could but let's end it there and where can people connect with you and the GE brand online?

Katrina Craigwell: Yeah, sure. So, I'm on Twitter @kcraigwell and please follow us on Instagram, Tumblr and everything else, but you can find us on most platforms under General Electric.

Rick: Cool. And I will be sure to link all those platform links and social media channel links up in the show notes as well as the – we talked quite a few – talked to about quite a few examples of where you guys – like the technologist for example, I'll make sure that all those links are in the show notes today. So, Katrina thank you so much for being on today. I had so much fun talking with you. I very much appreciate it.

Katrina Craigwell: Well, thank you for having me.