Social media is an umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words, pictures, videos, and audio.

- Wikipedia
What Is Social Media?

social media is a conversation

hi, what's up?
What Is Social Media?

Social media is also your online reputation.

I Must CONTROL all of this before it gets out of hand!
Social Media as Unruly Toddler? 
What is YOUR Parenting Style?

- **Authoritarian**
  - Punishment, Rigid, Autocratic
  - I'm the Boss, Directive, Structure
  - High standards, enabling, flexible

- **Authoritative**
  - Behavioural control, demandingness
  - Assertive, Self-regulation, Warmth, supportiveness

- **Uninvolved**
  - Distance, uninterested, neglectful, absent
  - Low responsiveness, lenient

- **Permissive**
  - Non-directive, Over-involved, indulgent
  - High lenient, blurred roles
How Global Companies Are Using Social Media

- Marketing
  - PR, News, Communication, Promotions, Brand Awareness
- Customer Service
- Listening
- Recruiting
- Research
- Communities
- Humanizing

More Than Marketing!
Social Media Ecosystem

What am I looking for

- Blogging
- Video
- Data Visualization
- Social Networks
- Online Advertising
- Google
- Facebook
- Twitter
- LinkedIn
- Yahoo!
- Vimeo
- Tumblr
- YouTube
- Flickr
Top 10 Social Networking Markets

Facebook #1 in 8 of top 10 markets

- United States
- Canada
- Australia
- Italy
- Spain
- United Kingdom
- France
- Germany

Other Social Media Networks

- Russia – V. Kontakte
- China - QQ

Source: Brian Solis Blog – Feb. 2010
Leading Social Networks in Other Markets
It’s NOT All About Facebook and DEFINITELY not about English

- **Orkut** – Brazil
- **Mixi** – Japan
- **Hi5** - Mexico, Peru, Portugal, Romania, Thailand, Mongolia
- **Lide** - Czech Republic
- **Maktoob** - Libyan Arab Jamahiriya, Oman, Saudi Arabia, Yemen
- **Cyworld** - South Korea
- **Skyrock** - Guadeloupe, Martinique
- **Nasza-klasa** – Poland
- **Iwiw** - Hungary
- **Friendster** - Philippines
- **Hyves** - Netherlands
- **One** - Lithuania
- **Draugiem** - Latvia
- **Wretch** – Taiwan
- **Zing** - Vietnam

Source: Brian Solis Blog – Feb. 2010
Wave 2 of Study on Social Media of *Fortune* Global 100

**Sample**
- 32 U.S.
- 47 European
- 18 Asian Pacific
- 3 Latin American

**4 Social Media Platforms**
- Twitter/Microblogging
- Facebook/Social Networks
- YouTube/Video
- Blogs

Source: The Global Social Media Check-up 2011
*Burson-Marsteller Evidence-Based Communications – February 2011*
Global Social Media Check Up
Forrester, Burson-Marsteller, Lionbridge GSM Survey, et al

SUPPLEMENTAL MATERIAL

Companies Interviewed For This Document

3M
Brown-Forman
Colgate
Diageo
E.&J. Gallo Winery
Johnson & Johnson

Source: The Global Social Media Check-up 2011
Burson-Marsteller Evidence-Based Communications – February 2011
The Majority of Fortune Global 100 Use At Least One Social Media Platform

- There was an increase 6% increase over 2010 in the number of companies using at least one Social Media Platform
- Driven primarily by Asian companies with a 34% increase
- 25% are using all 4 platforms

Source: The Global Social Media Check-up 2011
Burson-Marsteller Evidence-Based Communications – February 2011

Company Confidential – distribution prohibited without permission
Twitter is the Most Widely Used Platform -77%
Among the Global Fortune 100 – Customer Service Rules

- Global companies with Twitter accounts have an average of 5.8 accounts each
- Much more active tweeters – led by European (83%) and Asian (67%) companies
- 40% engage in Customer Service Activities
- 8 out of 10 being tweeted about
- Use to interact in “real time”

Percent of Companies with Twitter or Other Microblog* Accounts

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>65%</td>
<td>77%</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>40%</td>
<td>67%</td>
</tr>
<tr>
<td>Europe</td>
<td>71%</td>
<td>83%</td>
</tr>
<tr>
<td>U.S.</td>
<td>72%</td>
<td>72%</td>
</tr>
</tbody>
</table>

* For the purposes of this study, “Twitter” refers to the actual platform or other similar microblogging platforms.

Source: The Global Social Media Check-up 2011
Burson-Marsteller Evidence-Based Communications – February 2011
Twitter’s Global Growth

- 200+ million registered users (January 2011 from Twitter)
  - 400,000 + new subscribers added per day

- 110 million Tweets per day (about 40% from mobile)

- 60% of tweets are NOT in English

- Currently available in 7 languages
  - English, French, German, Italian, Japanese, Korean, and Spanish
  - Up next - Indonesian, Russian and Turkish – then Portuguese
Taking Twitter Global at KLM
16+ Global Twitter Accounts – Controlled Chaos?
Is there an inverse slide charting work productivity??

2010 World Cup: a Twitter timeline [image created by @miguelrios]
The 2010 World Cup: a Global Conversation

- The World Cup final represented the **largest period of sustained activity** for an event in Twitter’s history.

- During the game’s final 15 minutes, the Tweets Per Second (TPS) jumped to more than **2,000 TPS**.

- Spain’s winning goal in the final scored **3,051 TPS**!

- During the final, people from **172 countries** tweeted in **27 different languages**.

- At the moment of the winning goal, people from **81 countries** tweeted in **23 different languages**.

[Image created by @miguelrios]
80% of the Canadian Population Watching the Gold Medal Hockey Match against the USA
Smartphones are fueling the growth of social media

- **Flexible** Platforms – Apple OS, Android
- **Flat** rates
- **3rd party** apps

**Smartphones Users**

- Users are more likely to engage in a wider variety of platforms & more often
- Visit their social network profile on average **3.5 times a day**, +18% more often than the average user!

There are more than **150 million users** accessing Facebook through their mobile devices. They are **twice** as active on Facebook than non-mobile users.

Source: Facebook Official Statistics (Aug., 2010)
61% of Fortune Global 100 Have Facebook or Equivalent Fan Pages

- 630m+ Facebook users with over 70% outside of the U.S.
- Asian companies largest growth of 25%
- Facebook is #1 most popular site in U.S.
- Avg. # corporate fan pages increased from 2 to 4
- Companies use Facebook to build community

Corporations with Facebook (or Similar Social Network) Pages

<table>
<thead>
<tr>
<th>Region</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Global</td>
<td>54%</td>
<td>61%</td>
</tr>
<tr>
<td>Asia-Pacific</td>
<td>40%</td>
<td>50%</td>
</tr>
<tr>
<td>Europe</td>
<td>52%</td>
<td>57%</td>
</tr>
<tr>
<td>U.S.</td>
<td>69%</td>
<td>72%</td>
</tr>
</tbody>
</table>

Source: The Global Social Media Check-up 2011
Burson-Marsteller Evidence-Based Communications – February 2011
### 10 Largest Countries

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>United States</td>
<td>152,189,880</td>
</tr>
<tr>
<td>2</td>
<td>Indonesia</td>
<td>35,174,940</td>
</tr>
<tr>
<td>3</td>
<td>United Kingdom</td>
<td>28,940,400</td>
</tr>
<tr>
<td>4</td>
<td>Turkey</td>
<td>26,443,800</td>
</tr>
<tr>
<td>5</td>
<td>Philippines</td>
<td>22,847,620</td>
</tr>
<tr>
<td>6</td>
<td>India</td>
<td>22,057,280</td>
</tr>
<tr>
<td>7</td>
<td>Mexico</td>
<td>21,892,020</td>
</tr>
<tr>
<td>8</td>
<td>France</td>
<td>21,035,220</td>
</tr>
<tr>
<td>9</td>
<td>Italy</td>
<td>18,438,760</td>
</tr>
<tr>
<td>10</td>
<td>Canada</td>
<td>17,381,700</td>
</tr>
</tbody>
</table>

### 10 Fastest Growing Over Past Week

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Growth Rate %</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Cyprus</td>
<td>0.98</td>
<td>3,820</td>
</tr>
<tr>
<td>2</td>
<td>Oman</td>
<td>0.88</td>
<td>2,020</td>
</tr>
<tr>
<td>3</td>
<td>Norway</td>
<td>0.87</td>
<td>21,660</td>
</tr>
<tr>
<td>4</td>
<td>Germany</td>
<td>0.87</td>
<td>140,580</td>
</tr>
<tr>
<td>5</td>
<td>Iraq</td>
<td>0.87</td>
<td>5,420</td>
</tr>
<tr>
<td>6</td>
<td>Bolivia</td>
<td>0.87</td>
<td>8,620</td>
</tr>
<tr>
<td>7</td>
<td>Philippines</td>
<td>0.87</td>
<td>196,020</td>
</tr>
<tr>
<td>8</td>
<td>Sri Lanka</td>
<td>0.86</td>
<td>7,780</td>
</tr>
<tr>
<td>9</td>
<td>Singapore</td>
<td>0.86</td>
<td>19,700</td>
</tr>
<tr>
<td>10</td>
<td>Ukraine</td>
<td>0.86</td>
<td>10,700</td>
</tr>
</tbody>
</table>

Source: [http://www.checkfacebook.com](http://www.checkfacebook.com)
57% of Companies have YouTube Channels

- Entertainment/electronics & auto companies are most likely to have channels
- 69% increase in YouTube channels per company - Avg 2.7 channels
- Avg. 680,000+ views per corporate channel!

Source: The Global Social Media Check-up 2011
Burson-Marsteller Evidence-Based Communications – February 2011
The Number of Company Blogs Remained Steady

Average # of Blogs per Company Grew

- 36% of the *Fortune 100* have active blogs
- 63% increase in the number of blogs per U.S. company
- Multilingual blogs remain an enormous challenge!

Source: The Global Social Media Check-up 2011
Burson-Marsteller Evidence-Based Communications – February 2011

HP – 83 blogs
IBM – 86 blogs
Global Social Media Platforms
*May Vary by Country...*

... But the same activities are taking place!

- Photos
- Social Networks
- Blogs
- Microblogs
- Videos
- Reviews
- Games
- Music
Social Media is Changing the Way Companies Communicate Around the World

...they allow companies to engage local markets more cost effectively - by allowing content creators to connect directly and instantly with their communities.

John Yunker, Byte Level Research
Incorrectly Targeted Content Will Alienate Your Customers

- **Product Pricing and availability**
  - Targeted pricing and products for the local market

- **Promotions and campaigns**
  - Contest, Local events

- **Legal and regulatory considerations**
  - i.e. Prescription Drugs, Financial Services
1. Centralized - Single Global Page – Communicate with all fans through one page

- Less expensive and easier to manage or control
- Keep content “global”
- Facebook allows for locally targeted content but YouTube & Twitter don’t
- Be prepared to respond in multiple languages – otherwise what’s the point?
- The engagement level with fans will be lower
- i.e. Coca Cola – 22 million fans
2. Decentralized - In-Country Local Pages

→ Users can self select relevant content in local language

→ Local control and flexibility for “localized” campaigns

→ Your Users control your brand and message in country!

→ Do you know what they are saying 😊
3. Hybrid Model

→ Limited Global content posted and serves as gateway to HYPER local pages
  • i.e. Blackberry, HP
  • Encourage fans to engage locally in their own language
→ Support local team with centralized content

Regardless of which model chosen, you will need to ensure access to global and local experts for success!
New Channels New Approaches
How to provide Social Media Multilingually
Immediacy - Content which is Available Instantly May Have More Value than Quality Content

“And businesses need to get used to it, because the Good Enough revolution has only just begun.”

– Robert Capps

Content NOW... Based on Context and Location

Everything is “on demand”
Social Media DEMANDS Real Time Language

"Good Enough"

Legacy Integrated Translation Solutions

Publication Ready

Real Time Multilingual Communications

Business Time

Real Time
Renewed Interest in all Manner of Automated Translation

The many voices of the web
The internet: New combinations of human and computer translation are making web pages available in foreign languages

Why do SuperPower Nation?
As part of the BBC SuperPower season, we are looking at how the internet is changing the way we communicate.

Our emphasis is not on the strength of the translation, but on the conversation we might have. In this sense this really is an experiment.

A Translator Tool With a Human Touch

The project, called n.Fluent, is intended to teach the computer terminology that is specific to I.B.M.’s businesses, and, more significantly, allow the computer to learn what it has been doing wrong. To that end, the company is extracting and organizing contributions from I.B.M.'s 400,000-member workforce spread across more than 170 countries, adding a human touch to the project.

TechFest Preview: Microsoft Researchers Show Off Live Translation and More

Google’s Computing Power Refines Translation Tool
What’s the ROI?

Engagement is the new ROI

or

Another way to look at it is

“Risk Of Ignoring”
Thank You!

Paula Shannon
Paula.Shannon@lionbridge.com

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http://blog.lionbridge.com
http://twitter.com/Lionbridge
http://www.facebook.com/L10nbridge
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- **Strengthening Global Brands**: Key Steps for Meaningful Communications around the World
- **Building a Global Web Strategy**: Best Practices for Developing your International Online Brand

View Webinars On-Demand

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- The Best Global Web Sites (and Why)
- Mastering Multilingual Marketing

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