# Highlights: The Power of Social Media conference, 20 February 2014

Thanks to Nathalie Bienvenu, Lucy Hulett, Justin Dupre-Harbard for note-taking, to Marco Fayet for photos.

With 231 registered participants, over 200 people showed up for the conference, with a good mix of OECD staff and delegations, IABC members, companies and non-profit organisations.

Before the conference started, Raquel Paramo recorded 17 Vines of participants introducing themselves and telling why they were attending, see http://bit.ly/1dfzJoT

It took people a while to make their way through security and down the far end of the conference hall to room 13, but thanks to Phyllis Flick and Anna Sims standing at the bottom of the escalator, no one got irretrievably lost. We scrambled to get Wisembly online, and hiccupped through sound problems, but no one seemed to notice, as most of the participants were busy chatting to their neighbours.
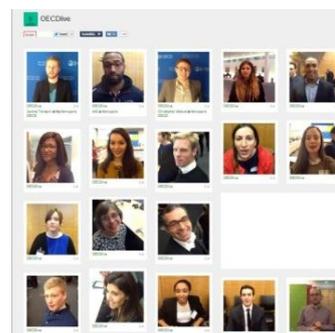
Dan Morrison welcomed everyone to the OECD and introduced Anthony Gooch.

WHO'S AFRAID OF SOCIAL MEDIA? **by Anthony Gooch**, head of communications and public affairs at OECD. He kicked it off by saying "Let's pretend we all are at the Social Media Anonymous and that we're all addicts - but that can be a good thing."

He discussed the OECD, saying while it has less funding than the World Bank or IMF; the OECD generates good ideas and is good in bringing people together. But "ideas can't get off the ground if you can't communicate."

He introduced the Better Life Index (BLI), a quintessentially social tool which explores the question: What is the quality of life in the 21st century? Social media drives 15% of total traffic to the BLI site. He said the OECD had developed a communication strategy designed for the social media generation. Over 55,000 people have shared their index, choosing as top priorities to be happy, healthy and wise.

Furthermore, he pointed out that English represents only 34% of the languages used on Twitter, and noted that the Portuguese version of BLI will launch in June in Brazil and **Pele** is set to attend.

THE POWER OF DIGITAL, by Delphine Remy-Boutang, CEO of the bureau. She introduced the session by reminding women of the 2nd edition of the Digital Women Day on Friday, 7 March: (organised by *the Bureau*) how women can use social media to succeed in business.

This segued into a look at the new marketing: from the traditional approaches of paid media and owned media, to that of "earned", or organic, media. Example: IBM switched from 70% paid media/owned media and 30% earned media to 30% paid media/owned media and 70% earned media.

She discussed the six differences between traditional and social media. For instance for social media, the power is now in the consumers' hands, pointing to the criticism that airlines now anxiously scan Twitter to find and respond to. She reminded us that Twitter is the real time newswire, using as one example the plane landing in the New York river and how individuals' tweets helped news outlets identify and locate the story quicker than ever before: "citizen journalism instead of citizen voyeurism, although the line is blurred

She also talked about six uses of social media in business, including for hiring, for customer service, and business intelligence. Her description of social media strategies included a practical look at how different organisations structure their social media teams, going from totally centralised to a more detailed hub-and-spoke template. She listed the success factors of a good strategy, including knowing your audience, establishing a code of conduct and creating a digital culture among staff.

During the Q&A period, she was asked about YouTube, and she responded that video will explode as a means of communication, it is tomorrow's web and creates organic growth. And while, we all can cite examples of success or fails in social media, it was difficult to come up with an example of how a company turned around a fail into a success.

Sean Ryan introduced the Ignite sessions, four 5-minute presentations with automatic slide progression.

1. MEASURING ROI **by Mary B. Adams**, a social media consultant in Paris. She started by establishing why measuring returns on investment in social media is crucial; not only to understand the executive mind-set by knowing the costs, benefits and sales impact, but to be able to track progress and effectiveness, to know where social adds value. She looked at what is being measured: downloads, number of leads, press coverage. She encouraged the participants to choose two metrics and start tracking, to create a control group, understand conversion rates, cost per lead, retention rates. She also suggested, "Make friends with the company's IT people!"

2. DIGITAL DIPLOMACY **by Arthur Mickoleit**, OECD e-gov policy analyst. He started off by suggesting that while the value of social media in the private sector is clearly to drive sales, in the public sector it can drive ideas, although the real value for the public sector is quite unclear yet. He said that "While social media can be the interface between people and the state, it is still mostly about personal connections since national leaders have five times as many followers as their respective institutions. But it's not that straightforward." One qualification he brought up was that most people using social media have a higher level of education, which means there is a risk that the voices of those traditionally at risk of exclusion remain unheard by governments, even in this new medium.

3. WHY WIKIS? by Estelle Loiseau, manager of OECD's WikiGender. She used the OECD as an example of how the wiki platform allows engagement with a wide audience via a bottom-up approach, in other words providing a space for the public to engage in discussion around a general theme, as in WikiGender, WikiChild and WikiProgress. So rather than organising a conference, gathering research papers and convening people in one location, this is done electronically, which encourages new, expert voices to the discussion.

4. MEANINGFUL IMAGES FOR ENDLESS SHARING by Yael Swerdlow, co-founder of Snapcious. She reminded us with some brilliant images, that photography is the visual rough draft of history, and has become a global language, transcending age, gender and social class. She pointed out that one billion photos are shared daily, but challenged the participants to wonder exactly how effective they are using the power of images. She is upping the value of images by using them in contents, to challenge the "slacktivism" of social networking, and discussed her online game, Snapcious. She closed with a quote from Susan Sontag: "*Photography literally is darkness illuminated by little points of light".*

BOOST YOUR IMPACT ON TWITTER by Jerome Tomasini, head of News & Politics, Twitter France. He started out saying "Twitter is the global town square", with more than 240 million users, 76% of whom access Twitter via a mobile device. In the past it used to be only journalists that were able to share stories, however Twitter and the availability of mobile devices has changed all this. He illustrated this by an image: the contrast in the one or two smartphones snapping photos at the 2005 papal elections versus the massive number of people in the audience in 2013, same place, shooting pics with smartphones.

He shared a number of Twitter tips, including the practice of tapping into tweet archives in order to recycle content. He encouraged posting photos, as tweets with photos have 1.5 times more engagement than tweets without; and to motivate people to follow by posting behind-the-scenes photos. "Be a power searcher and discover new content, see what is happening right now."

He discussed the impact of other visuals as well, like infographics and especially Vines, the 6-second circular videos; you can narrate stories, take people into the event, put yourself on record. He suggested connecting with historical and real-time events, with fellow institutions and peers, to speak to unknown users as well as the rock stars.

He touched on the different tools and functions, including Tweetdeck, Twitter lists, the use of hashtags, embedding tweet streams, creating custom timelines. He pointed out that Twitter is public, real time, conversational and widely distributed.

CLOSING REMARKS by Eileen Lee Lavergne, Vice-President, IABC France. She closed the conference by taking us back through the morning, summarizing the main points of each speaker. She said "No one can really be an expert in social media because it is constantly changing." Yet we all have to adapt our businesses and organisations to social media. She cautioned that we should still be careful how we approach social media due to the consequences it can have on our reputation and image, as well as the fact that what is said online stays online.

NETWORKING LUNCH Alison Benney separated the room into four groups for networking, and OECD colleagues broke them into smaller groups to take to the buffet organised by Marco Fayet. There were roughly 100 networkers/diners.

GOOGLE PLUS, workshop with Florian Maganza, senior policy analyst, Google France. He started out with an overview of Google+, explaining that it is the "spine" that crosses and integrates Google products. Then he discussed Google hangouts, stating that everyone wants to do video conferencing and this is the tool that is best at it.

You can include up to 10 people in a hangout, and broadcast to an unlimited number of viewers, for up to 8 hours at a time. The hangout can be embedded on websites, YouTube and of course your Google+ page. It's also possible to share materials in a split pane on hangouts while you're talking – can share powerpoints, YouTube videos, etc - so you can edit, collaborate live online.

Tips for a successful hangout include:
- advance promotion if it is going to be public;
- it's best to have a moderator to keep the flow interesting;
- good to remind participants to mute their microphones if they are not currently speaking;
- best to have a script or outline, so that speakers know when it's time to intervene and so that the moderator can ensure all points are covered.

He then described the Google+ photo and video tool, Auto Awesome. It allows for instantly editing photos, and creates motion videos from images you upload to Google+, creating an animated GIF

During the Q&A, he responded to the question of the difference between Skype and hangouts: Better quality, less drop-offs, can be used for video-conferencing, does not have to be broadcast. Florian said that he doesn't use Skype anymore at all.

He responded to one query: Yes, you can create as many G+ pages as you want. Working between personal G+ and company pages is the same as FB, can also have multiple admins.

There was a brief discussion of OECD firewalls – if the White House and World Bank can do Google hangouts, why can't the OECD?

The conference closed with more networking, exchanging of cards, and queries and suggestions for the next conference.