



# VIENNA DIGITAL

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Beyond Digital. Seriously.

# Social Media trends 2015



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# Is Your WORKFORCE Taking Advantage of SOCIAL MEDIA?



Happy customers correlate directly with happy employees, and for HR professionals the new challenge is discovering the right people to join their company. While there are many different online outlets for recruiters to engage with candidates these days, is the U.S. workforce fully taking advantage of social media resources? To find out, we carried out a poll through Google Consumer Surveys to find out what people have to say about job searches, recruiting and the use of social media.



55%

of millennial respondents welcome recruiters contacting them via social channels



82%

of respondents who have used social media as a job search tool indicated the lead was successful



56%

have not taken advantage of social channels in their job search or interview process



28%

have used a tablet or mobile phone to search for jobs



14%

have applied for jobs via mobile devices

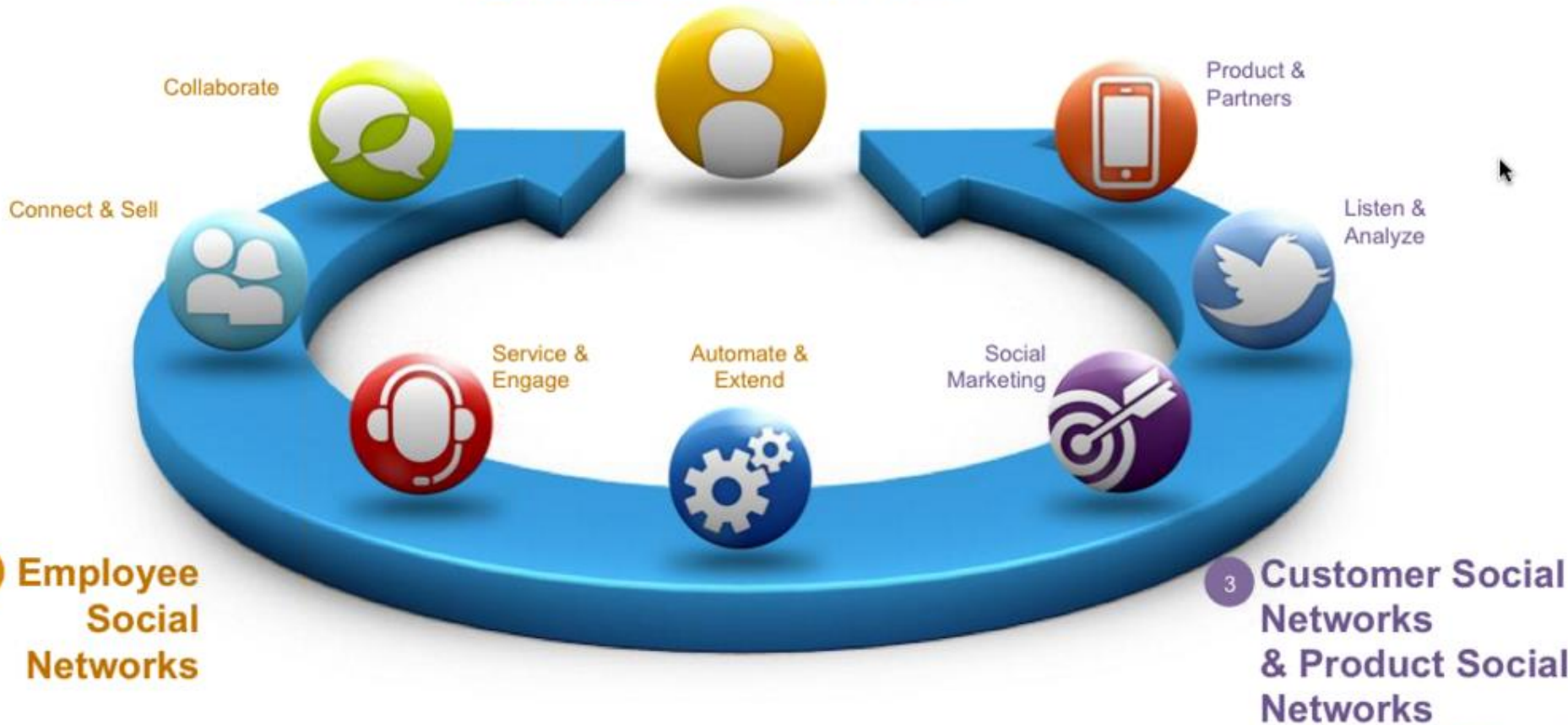


72%

indicated they still prefer desktops or laptops for job searches

# Social Enterprise

## 1 Social Customer Profile





- My Feed
- Private Messages
- My Profile
- Members
- Invite
- GROUPS (+)
  - All Company
  - Marketing
  - Sales
  - IT Requests and Support
  - Groups Directory
- APPS
  - Files
  - Pages
  - Leaderboards
- More

Share an update with my colleagues

What are you working on?

Top Conversations



Linda Fong has created the Customer Service group. December 15, 2011 at 1:13pm · Reply · Like · More



Ted Stevens Enjoying Yammer on Tour. Great keynote at the moment!



photo-1 Uploaded to All Company Files Preview Download Go to File

FOLLOW

October 25, 2011 at 7:46am from iPhone · Reply · Like · More

#Photo #YOT #Yammerontour

Liked by Michele Chang.

Write a reply...



Georg Ell I'm orking with a new media client – does anyone have any RfP materials? October 25, 2011 at 7:41am · Reply · Like · More

Liked by Ted Stevens.

NETWORK OVERVIEW

This is a Verified Network:

This is the verified network for Four Leaf Consulting. Only those with a confirmed @fourleafconsulting.org email can join.

ACTIVITY STREAM

more



Linda Fong created the Customer Service group.



Linda Fong published a new version of the Page Sales New Hire Checklist in the Sales group.



Linda Fong started editing the Page Sales New Hire Checklist in the Sales group.



Linda Fong uploaded the files Business Case Template and Competitive Playbook to the Sales group.

SUGGESTED PEOPLE

see all



Hashim Farooq Director of Account Management FOLLOW



Michele Chang VP of Marketing FOLLOW

SUGGESTED GROUPS



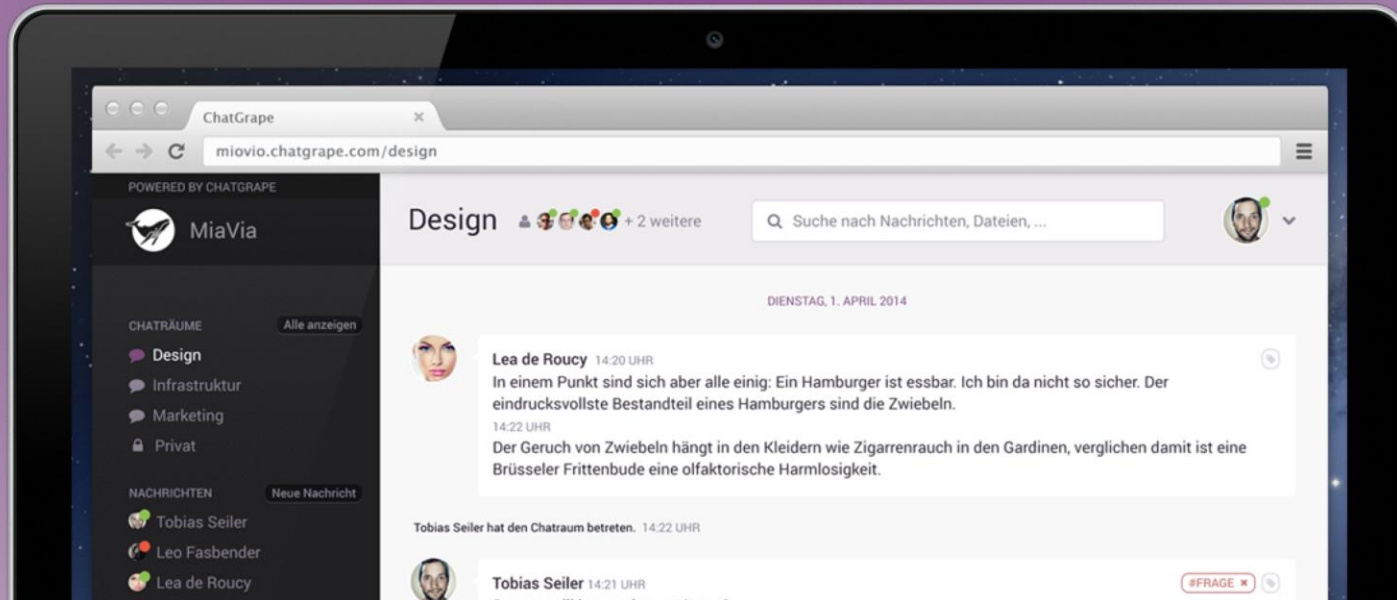
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What's your story?



**40 ZETTABYTES**  
[ 43 TRILLION GIGABYTES ]  
of data will be created by 2020, an increase of 300 times from 2005



**Volume**  
SCALE OF DATA



It's estimated that **2.5 QUINTILLION BYTES** [ 2.3 TRILLION GIGABYTES ] of data are created each day



Most companies in the U.S. have at least **100 TERABYTES** [ 100,000 GIGABYTES ] of data stored

The New York Stock Exchange captures **1 TB OF TRADE INFORMATION** during each trading session



**Velocity**  
ANALYSIS OF STREAMING DATA



Modern cars have close to **100 SENSORS** that monitor items such as fuel level and tire pressure

By 2016, it is projected there will be **18.9 BILLION NETWORK CONNECTIONS** - almost 2.5 connections per person on earth



**The FOUR V's of Big Data**

From traffic patterns and music downloads to web history and medical records, data is recorded, stored, and analyzed to enable the technology and services that the world relies on every day. But what exactly is big data, and how can these massive amounts of data be used?

As a leader in the sector, IBM data scientists break big data into four dimensions: **Volume, Velocity, Variety and Veracity**

Depending on the industry and organization, big data encompasses information from multiple internal and external sources such as transactions, social media, enterprise content, sensors and mobile devices. Companies can leverage data to adapt their products and services to better meet customer needs, optimize operations and infrastructure, and find new sources of revenue.

By 2015 **4.4 MILLION IT JOBS** will be created globally to support big data, with 1.9 million in the United States



As of 2011, the global size of data in healthcare was estimated to be

**150 EXABYTES** [ 161 BILLION GIGABYTES ]



**30 BILLION PIECES OF CONTENT** are shared on Facebook every month



By 2014, it's anticipated there will be **420 MILLION WEARABLE, WIRELESS HEALTH MONITORS**

**Variety**  
DIFFERENT FORMS OF DATA

**4 BILLION+ HOURS OF VIDEO** are watched on YouTube each month



**400 MILLION TWEETS** are sent per day by about 200 million monthly active users



**1 IN 3 BUSINESS LEADERS** don't trust the information they use to make decisions



Poor data quality costs the US economy around **\$3.1 TRILLION A YEAR**



in one survey were unsure of how much of their data was inaccurate

**Veracity**  
UNCERTAINTY OF DATA

Sources: McKinsey Global Institute, Twitter, Cisco, Gartner, EMC, SAS, IBM, MEPTec, QAS



LinkedIn

10920  
User Searches



1388880  
Minutes Used



1111140 Likes  
60000 Comments  
41640 Uploaded



60 Posts  
780 Comments  
12720 Votes



27780  
Posts



14280  
Pins



204166680  
Emails Sent



694440  
Files Saved



347220  
Stories Viewed  
486120  
Messages Sent



WhatsApp

720  
Accounts Created  
13194420  
Messages Sent


NETFLIX

23160  
Hours Watched

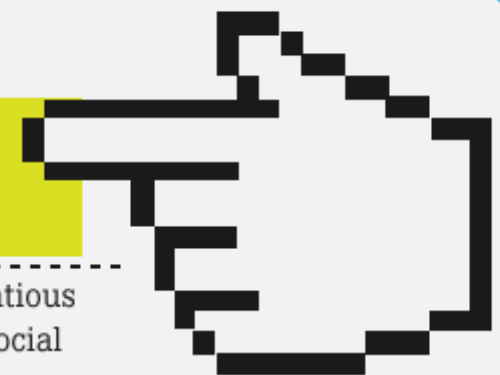
PANDORA

61140  
Hours Streamed

# THE ROI OF SOCIAL MEDIA

by: @MDGadvertising 

## Is social media marketing **effective**?



**Return on investment** is a business metric, and within social media, it's been a contentious topic. More businesses than ever are devoting an increasing amount of resources into social media marketing. **How do you determine whether those efforts are successful?**

### MAKING SENSE OF THE IMPRECISE

**74%**

of CMOs believe they'll tie social media efforts to hard ROI this year.

**96%**

are starting to look beyond sales goals and web metrics to identify the value of social marketing efforts.

### SOCIAL MEDIA MARKETING TODAY

**76%** of businesses are using social networking for business objectives.

**64%** of marketers are integrating social media into their marketing plans.

**11%** of businesses using social media marketing have been using it for more than 3 years.

**9%** of businesses using social media marketing have been using it for less than a year.



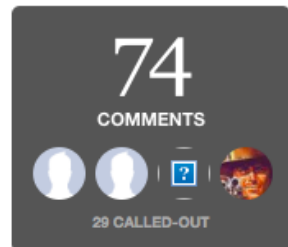
**Joann Muller**  
Forbes Staff

FOLLOW

*I write about industrial innovation and the global auto industry*  
full bio →



Share



+ Follow Comments

▲ CONFERENCES AND MORE

5/15/2012 @ 3:36PM | 61,596 views

# GM Says Facebook Ads Don't Work, Pulls \$10 Million Account

+ Comment Now + Follow Comments

Just days before Facebook's historic stock offering, [General Motors](#) said it plans to stop advertising on the social media site, concluding that its paid ads don't have a big impact on consumers.



(Image credit: AFP/Getty  
Images via @daylife)

GM spends about \$40 million a year on Facebook marketing, according to the Wall Street Journal, about \$10 million of which is for paid advertisements. It will continue to post relevant content about the company and its brands on GM's Facebook pages.

GM marketing chief Joel Ewanick [told the Journal](#) that GM "is definitely reassessing our advertising on Facebook, although the content is effective and important."

In a statement, GM said: "We regularly review our overall media spend and make adjustments as needed. This happens as a regular course of business and it's not unusual for us to move our spending around various media outlets – especially with the growth of multiple social and digital media outlets.

"In terms of Facebook specifically, while we currently do not plan to continue with



**Davia Temin**  
Contributor

FOLLOW

*I write about Reputation Matters: crisis, leadership and strategy*  
[full bio](#) →

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Share

8

COMMENTS



2 CALLED-OUT

+ Follow Comments

▲ CONFERENCES AND MORE

# Don't Waste Money - Make Your Social Media Advertising Smarter, More Original, More Effective

+ Comment Now + Follow Comments

## #5 of [10 More Don'ts of Corporate Social Media](#)

***By Davia Temin and Ian Anderson***


**“Advertising is the price companies pay for being un-original,” designer Yves Behar has said.**

But on social media, originality in advertising actually has found a new canvas, a new playground to explore. And the profession itself is being redesigned in real time.


Just as television was a disruptive force for print advertising, so social media is shaking up the entire ad industry – providing us with some best and worse examples of how to leverage the medium.

Procter & Gamble stated earlier this year on an earnings call that they had [altered their advertising mix](#) to devote almost 35% of their advertising budget to social media...[even though they were not specific about what is working best for each brand](#). Or as the old saying goes, I know that only 30% of my ad budget is working, I just don't know WHICH 30%...


# GEZIELTE PRODUKTWERBUNG AUF FACEBOOK

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Get ready for fall with extra savings on already marked down clothing essentials for your whole family.




**Save on men's sale dress shirts and ties**  
Extra 25% off



**Save on women's clearance fashion jeans**  
Extra 20% off



**Save on women's sale boots and booties**  
Extra 20% off



See more sale items at [jaspersmarket.com](http://jaspersmarket.com)

72 Likes · 13 Comments · 7 Shares

Like Comment Share

Page

Messages

Notifications 1

Insights

Posts

Set

Event #1  
9. März 2015  
19:00 Uhr



**Markus Kienberger**  
Country Manager,  
Google Austria



**Willibald Cernko**  
CEO, UniCredit Bank  
Austria AG



**Robin Rumler**  
CEO, Pfizer Corporation  
Austria



**Georg Obermeier**  
CEO, Microsoft  
Österreich

**Managers**  
Community

Sign Up

Liked

Message



Timeline

About

Photos

Likes

More

PEOPLE

3,297 likes

Sead Ahmetović, Francesca Noir Nardi and 250 others like this.



+247

Promote Your Page

Connect with more of the people who matter to you

Status

Photo/Video

Offer, Event +



What have you been up to?



12 Scheduled Posts

Next post scheduled for today at 10:30. See posts.



**Managers** with Google and UniCredit Bank Austria AG

Posted by Tina Nura [?] · 16 hrs · Edited [?] ·

+++ Bald ist es soweit! - JOIN! +++

<http://on.fb.me/1vz4Kkl>



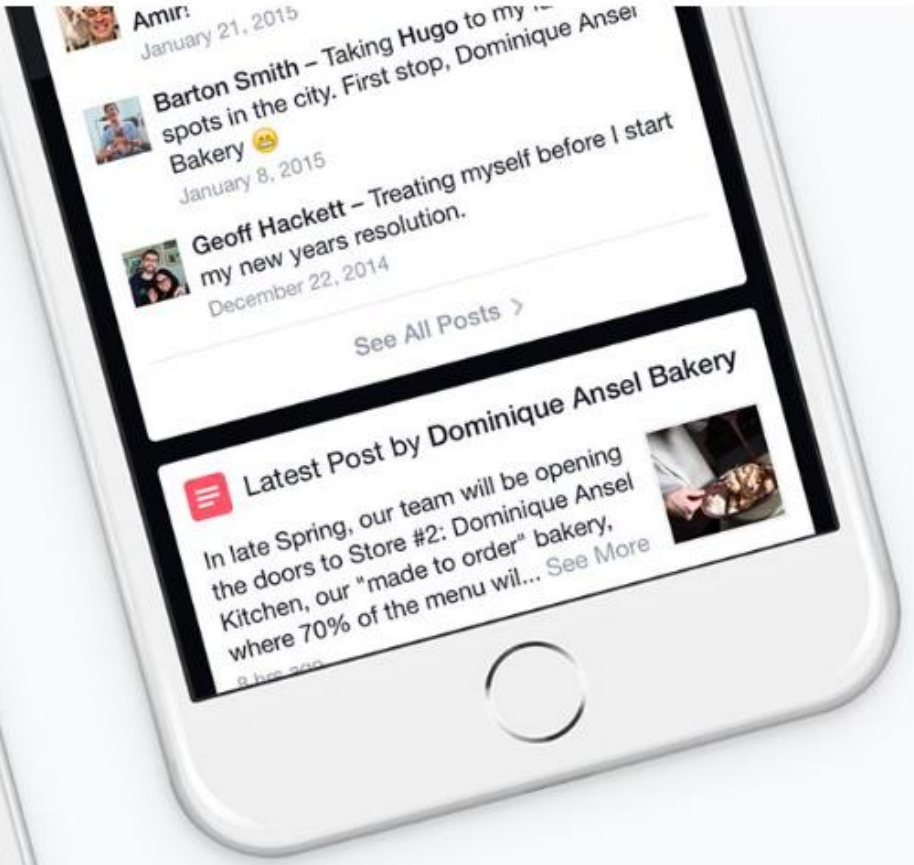
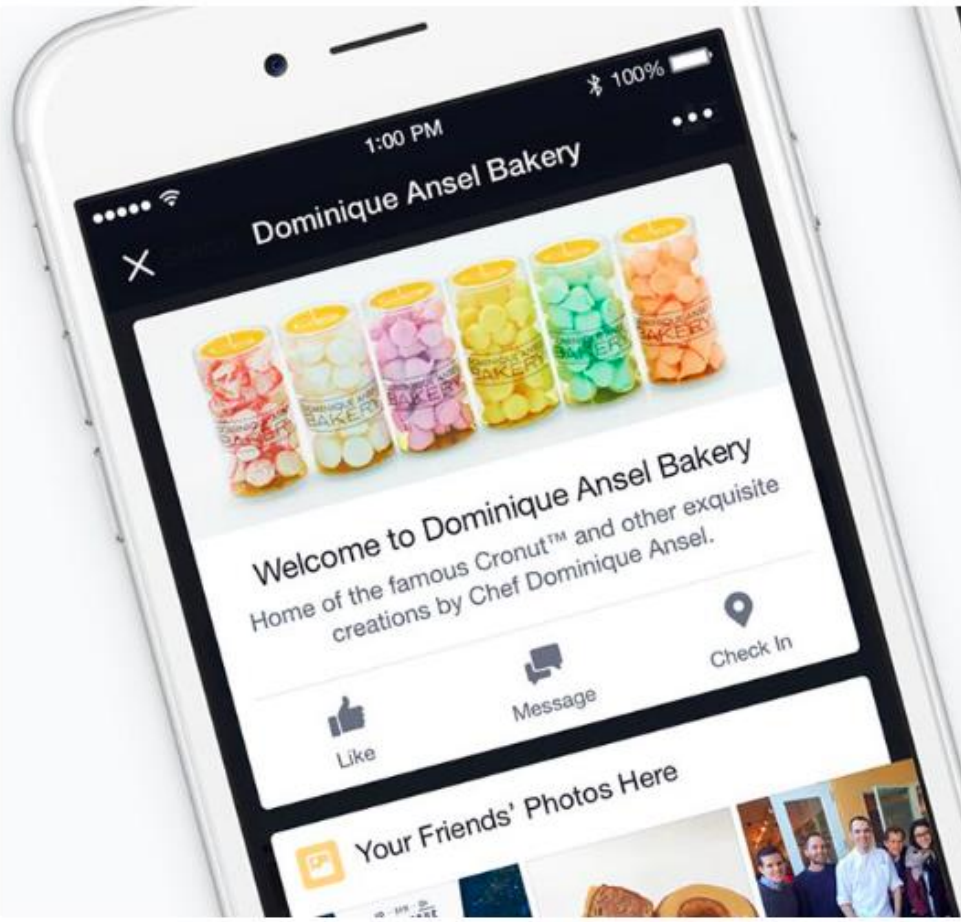
# Facebook launches new Place Tips feature in your News Feed, rolls out Facebook Bluetooth Beacons

By Christian Zibreg, Jan 30, 2015

Tweet 45

Like 7

3 Comments



A hand is shown holding a dark puzzle piece against a light blue background. The puzzle piece is part of a larger assembly, with other pieces visible in the foreground and background. The text is overlaid on the puzzle piece.

*creating a picture perfect*

# **CUSTOMER EXPERIENCE**

*with social media*

 hat Clever Fit  
Stuttgart Ost beurteilt – 1 ★  
Gestern um 20:50 · 🌐

Ein Mitleidsstern für euch! Wollte heute eigentlich Probetraining machen... Ohne auf mich aufmerksam machen (lautstark weil es sonst niemand mitbekommen hat obwohl da 4 Mitarbeiter standen) wäre ich net mal rein gekommen...

Wäre ja okay gewesen wenn da nicht diese armselige Auswahl an Geräten ist! Wer zahlt bei euch freiwillig 20€?!???? Gefühlt nur jeweils 3 Fahrräder, Laufbänder und Crosstrainer...ach ja und das Mochtegern-zirkeltraining Sorry aber sowas darf sich Fitnessstudio schimpfen??



Clever Fit Stuttgart Ost  
Fitnessstudio

1.230 „Gefällt mir“-Angaben

 Gefällt mir  Kommentieren  Teilen

Sei der/die Erste, dem/der dies gefällt.



Clever Fit Stuttgart Ost

Der Ansturm war leider so groß, dass unsere Gerätenachbestellung zeitlich nicht mithalten konnte. Der Gerätepark wird im nächsten Monat verdoppelt. Im Übrigen sind unsere Geräte nur bis 150 Kg ausgelegt, vielleicht solltest Du ein Spezialstudio aufsuchen. Sieht irgendwie nicht so aus, dass Du jemals ein Fitnessstudio von innen gesehen hast und Du Dir solche Kommentare erlauben kannst.

vor 1 Stunde · Bearbeitet · Gefällt mir

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# Social Media Guidelines



# DANKE AN DIE TIPPS DER FOLGENDEN SoMe- EXPERTEN!



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