

# The IR Puzzle: PIECING IT TOGETHER

NIRI-Chicago  
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## They're Saying WHAT? An IRO's Guide to Monitoring Social Media November 20, 2014

**Presenter:** Serena Ehrlich, Director of Social and Evolving Media, Business Wire

### Key Takeaways

In this presentation packed with great advice, Ms. Ehrlich made it clear: IROs can't afford to discount social media's potential to help or harm their companies.

By keeping tabs on social-media chatter about *your* company, you can (among other things):

- learn what analysts, researchers, and experts are following, commenting on, and sharing,
  - tell if a crisis is looming,
  - protect your company's reputation and potentially, the stock price.
- When searching social media for references to your company, narrow your results by including secondary key words, such as hashtags, the names of activists, even misspellings of your company's name. Doing so will save you time and make your search more productive.
  - Social media are channels for listening and for sharing news, opinions, lies, leaks (intentional and unintentional), and more. Before you need to correct or refute a post, develop a decision tree with a response plan. It'll help you stay calm and effective.
  - If you find that a protected company image is being misused, you can easily remove it via a DCMA takedown (per the Digital Millennium Copyright Act).
  - Sometimes it's best to ignore a negative post or tweet, rather than apologize or otherwise make a big deal of it. When you do address such a message, respond in the same medium in which it appeared (e.g., Twitter).
  - Remember the positives of social media. For instance, you can use various channels to drive traffic to your company's website, blog, Facebook page, etc. Yet, don't post only positive or self-serving messages; if you do, readers/viewers will just tune you out.
  - Sixty-five percent of people are visual rather than textual learners. Video is big, so use it to your advantage. In your news releases, for example, consider including a link to a video. Your company's imagery and messages could be used more often than you'd guess.
  - Among today's new media, Serena thinks these are most important for IROs to monitor: Twitter, StockTwits, Seeking Alpha, and Motley Fool.

*For much more, please see Serena's deck and Business Wire's report on social media on the NIRI-Chicago website.*

– Mary Jo Bohr