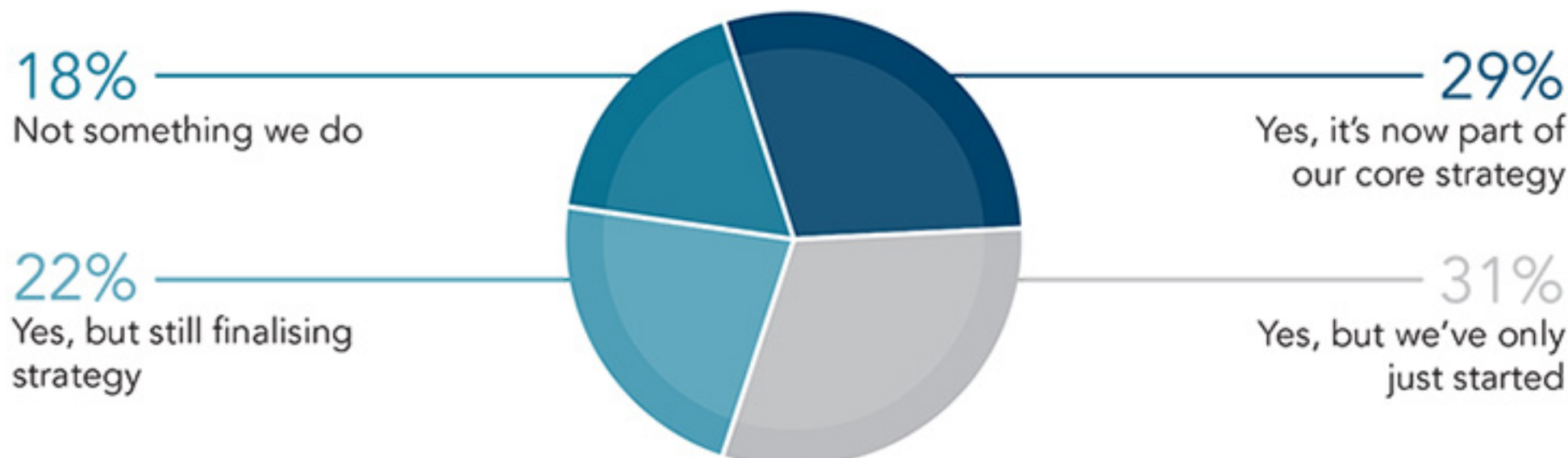


WHY COMPANIES NEED TO BE PREPARED FOR ONLINE CRITICISM

THE BELOW STATS AND QUOTES ARE FROM A SURVEY OF 250 SENIOR SOCIAL MEDIA AND CSR PROFESSIONALS, PLUS IN-DEPTH INTERVIEWS CONDUCTED IN MAY 2012

1. DOES YOUR COMPANY HAVE A SOCIAL MEDIA STRATEGY?



"Every three seconds we see something **posted online about GE** – not all of it good – and so if you're not out there engaging with people in discussion authentically, you're losing out."

– Gary Sheffer, GE's vice-president of corporate communications



2. THE POWER OF SOCIAL MEDIA

"Where Invisible Children initially hoped for some 500,000 people to watch the film, in little over a week it was seen by over **100 million people**"

– Linda Rutherford, VP for PR at Southwest Airlines



3. ARE COMPANIES PREPARED

IF YOU RECEIVED ONLINE CRITICISM, HOW PREPARED WERE YOU?



Of companies that experience negative criticism only **1/4** felt prepared to handle the attack



4. GETTING THE STRATEGY RIGHT

"There is emotion before there is logic. So don't engage in everything: the **art is knowing when to plug in**"

– Linda Rutherford, VP for PR at Southwest Airlines



5. THE OPPORTUNITIES FROM SOCIAL MEDIA

"**Social media presents the opportunity to establish a one-on-one relationship** with individuals. But with that comes responsibilities you would find in any relationship. It needs to be honest and transparent"

– Paul Fox, Director, Procter and Gamble



Social media has changed how the world learns, communicates and networks forever and it is proving radically empowering for many campaigners as they seek to achieve challenge and change on a raft of corporate and political issues all around the world.

Companies need to be prepared for this.

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