



March 2013 - Issue 4

Dear colleagues,

Welcome to our newsletter, where you will find many interesting social media case studies including British Airways' new 'Know me' recognition system and Blendtec's ingenious use of YouTube videos. You will also find a fascinating TED video on Don Tapscott's four principles of the open world, great social media quotes, and much, much more. We hope you enjoy it, and don't forget to sign up to our new webinar to further your interest on social media in business!

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4 PRINCIPLES FOR THE OPEN WORLD



You think that social media is about hooking up online? For these kids [in the Tunisian Revolution], it was a military tool to defend unarmed people from murderers.” (Don Tapscott) In this TED video, Don Tapscott suggests that our current global situation is facing the ‘burning platform’ dilemma, where the cost of staying where we are ...

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SOCIAL MEDIA CASE STUDY: BRITISH AIRWAYS



Image Source: British Airways SOCIAL MEDIA CASE STUDY: BRITISH AIRWAYS British Airways has recently taken a big step forward in its business strategy by integrating ‘Know Me’: a new recognition system that has been incorporated into the organization’s internal operations. The program is designed to collect as much information as possible about customers’ experiences with the ...

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SOCIAL MEDIA QUOTE

SOCIAL MEDIA IN BUSINESS - QUOTES

“Ultimately, brands need to have a role in society. The best way to have a role in society is to understand how people are talking about things in real time”.

SOCIAL MEDIA QUOTE – 17 Ultimately, brands need to have a role in society. The best way to have a role in society is to understand how people are talking about things in real time.” – Jean-Philippe Maheu, chief digital officer at Ogilvy How can companies contribute to society – by giving interesting products, by giving ...

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