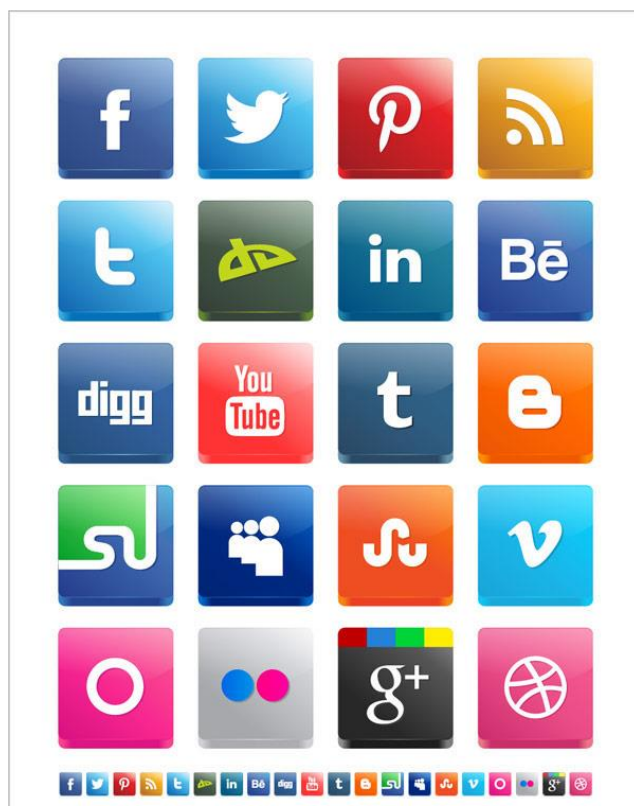


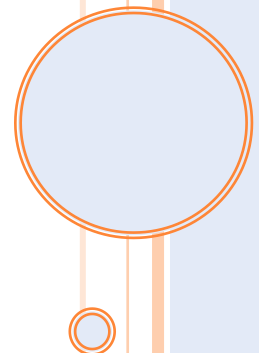


MAKING THE MOST OF SOCIAL MEDIA

Monthly Business Report



Canadian Office Products Association
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Making the Most of Social Media

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The Internet is disrupting every (media); people can complain about that, but complaining is not a strategy.

If you make customers unhappy in the physical world, they might each tell six friends; if you make customers unhappy on the Internet, they can each tell 6,000 (friends).

Jeff Bezos, Chair and CEO, Amazon.com

MANAGER ENGAGEMENT

Many managers are completely disengaged from their company's social media. They delegate Twitter and Facebook to their public relations manager or outside PR agency to use as a broadcast tool instead of a platform to facilitate conversations and sales.

You have a potential customer's attention. Do you respond? No response tells them that there's no authentic voice(s) behind the account.

Managers may be disengaged, but their staff and customers are not.

You're a social media expert?
Go ahead and explain to me why you think that's a thing we should pay you to do.



Unleash the Power of Social Media: Train Your Staff

Your staff is connected with 1,000,000 people. How many have you trained? If you have 1,000 employees:

- 41.6 % have Facebook accounts (US Average)
 - Average number of friends 209. If you have a friendly company, half of their friends are employees. 104 are unique friends (209 X 50%)—The average number of friends varies considerably by age: 510 for 18-24, 113 for 55-64, and 209 for 35-44
- Your employees are directly connected to (1,000 X 41.6% X 104) 43,264 people
- Your employees friends are connected with 1,081,600 people (43,264 X 52; half of 104)

