



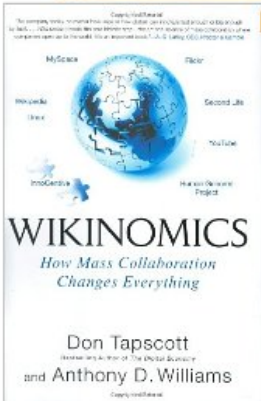
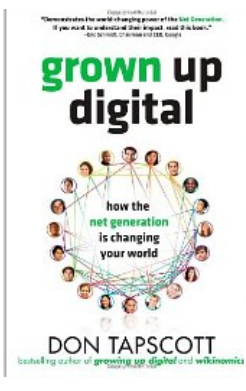
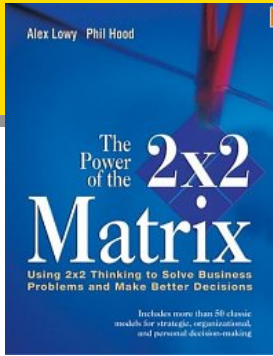
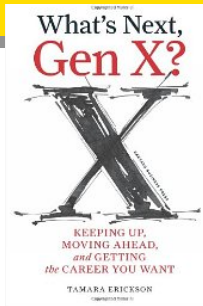
Harnessing Social Media

The Canadian Board of Marine Underwriters

December 2, 2014

Mike Dover

@wikibrands

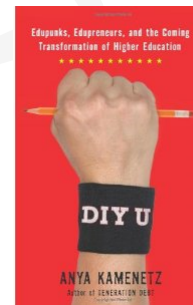
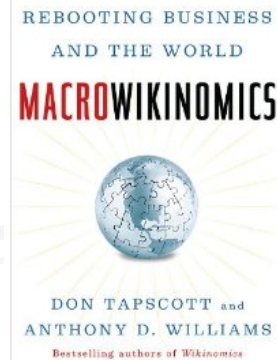
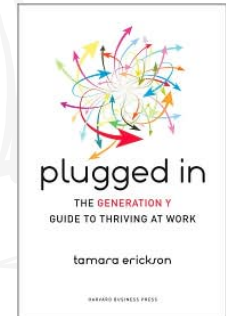
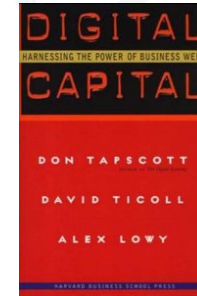
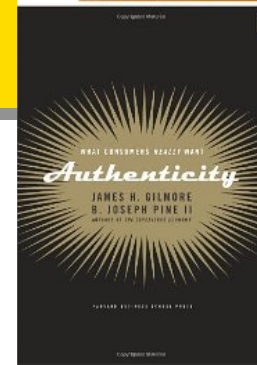
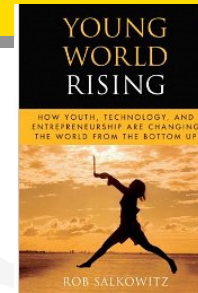


FOREWORD BY DON TAPSCOTT
BESTSELLING AUTHOR OF WIKINOMICS

WIKI BRANDS

REINVENTING YOUR COMPANY IN A CUSTOMER-DRIVEN MARKETPLACE

SEAN MOFFITT AND MIKE DOVER



Key Concepts



2013



2005



1. Experience -- Wearable Computing



Dashboard

Log

Community

Premium

STORE



Food

Activities

Weight

Sleep

Journal

Heart

BP

Glucose

Today

Week

Month

Year

All



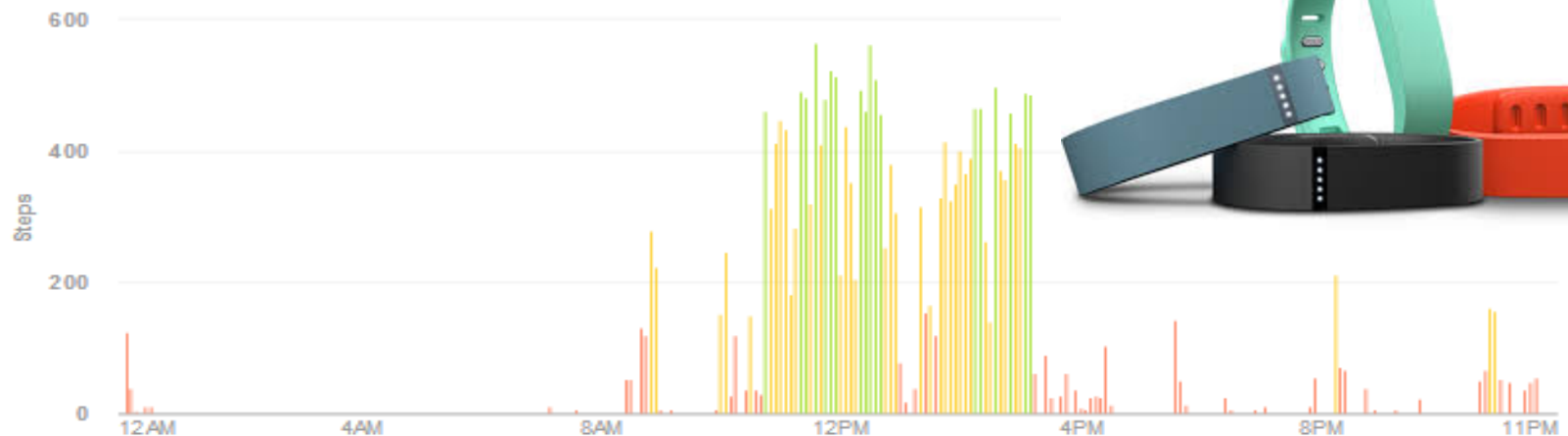
Sun, Mar 30



Steps

Floors

Calories burned



Activity History

Daily Totals

23,087 steps

0 floors

10.89 miles

3,763 calories

2. Value – The Sharing Economy



Travel like a human.



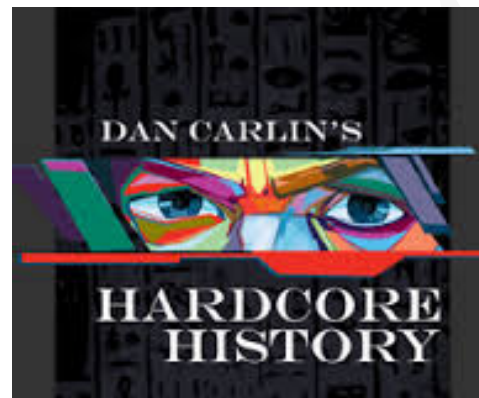
3. Privacy – Exchanging Data for Discounts



4. Entertainment –Interactive & Personal



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5. Collaboration – Active Customer Voice



Active Listening

facebook "Must be on a **watch list** because he can't do **western union** and has to stand in line to send \$\$\$." **Words fail me at how awesome this is...**

twitter "OMG those shoes are **wicked!!!** I think you could **totally pull those off.**" **It's a fair price IMO.**

reddit "I wish the **fedex** guy had **google latitude** so i could track him, and not have to sit here between 9 and 5"

consumer "Oooh that looks good, will **give it a bash** to see if it works how I want. Then **best bet** is to never buy a **blackberry** in June July or August - they drop new ones in September October and November"

amazon "I'm probably going to get an **iphone** when it gets service with **Verizon.**"

youvent "OMG just gotta call back I'm going to be in a **payless commercial...** Ohh yahh baby."

wiki "Microsoft training material for **Best Buy** employees makes **Macs look bad**, and is full of inaccuracies."

GoodGuides "the new maps suck, they are not bungee jumping total phail!"

Epimorpha

RateMyEmployer

amazon.com

You Tube



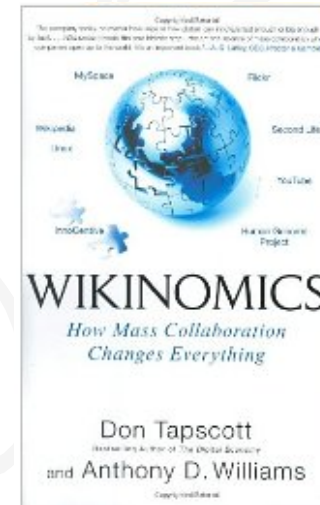
Person of the Year



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Harnessing Mass Collaboration

GOLDCORP



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Scientific Exploration

EN · Galaxy Zoo is a ZOO NIVERSE project ...just like MOON ZOO

GALAXY ZOO

HUBBLE

[Home](#) [The Story So Far](#) [The Science](#) [How To Take Part](#) [Classify Galaxies](#) [Forum](#) [Zoo Media](#) [Blog](#) [FAQ](#) [Contact Us](#)

[Pictures](#)



Welcome to Galaxy Zoo, where you can help astronomers explore the Universe

Galaxy Zoo: Hubble uses gorgeous imagery of hundreds of thousands of galaxies drawn from NASA's Hubble Space Telescope archive. To

Classifier Log In

[Click here to log in](#)

[Register](#)

Why Now?

Top 5 arguments for Wikibranding
Social/Collaboration/Engagement

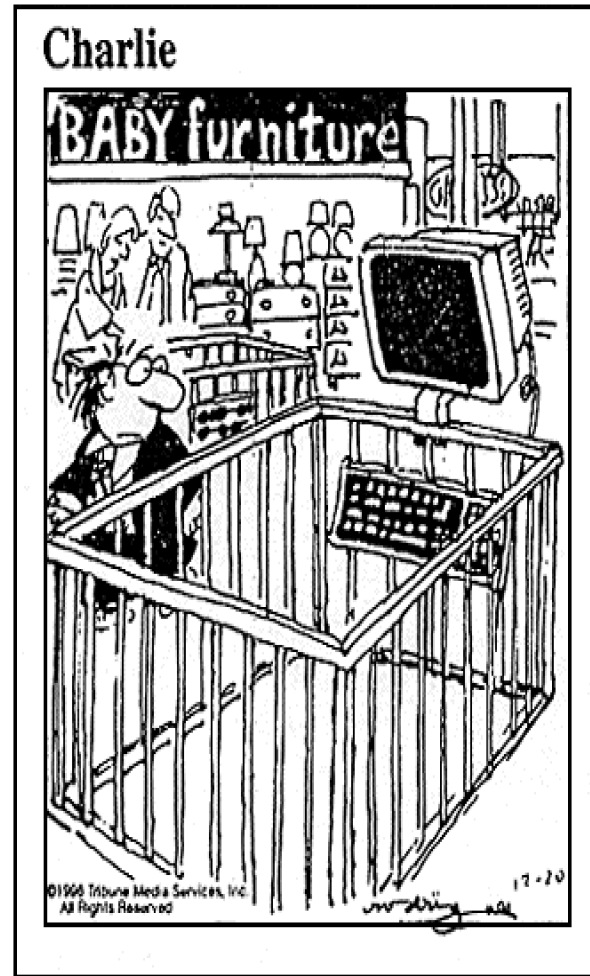


#1 Business Models / Culture: The Need to Be Genuine

1. The Need for Authenticity and Transparency - 42%
2. The rise of social networks - 38%
3. Increasing role of wireless/mobile - 35%
4. Customers waning attention spans - 25%
5. Media fragmentation - 22%
6. Change in mass marketing effectiveness - 20%



Digital Natives



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The Net Gen Life Without Technology

Tech Deprivation Collage

- Imagine that someone took away all of your personal technology and gadgets (computer, cell phone, MP3 player....everything) for a full month. Create a collage below (using drawings, photos, magazine clippings, online photos, etc.) to depict how you would feel...



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#2 The Changing Brand: Participation is the New Currency



“Something you Own”



“Something you Trust”



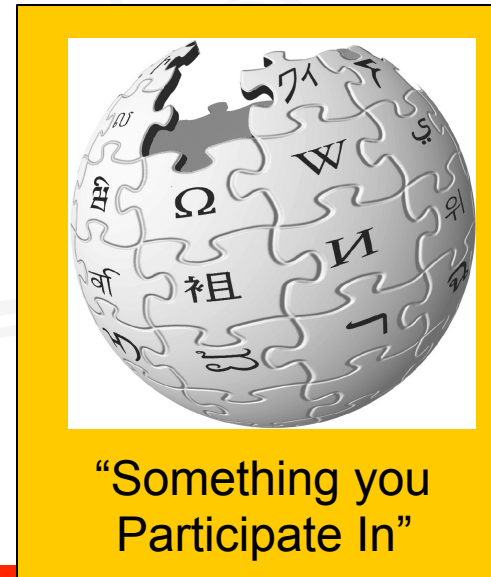
“Something you Want”



“Something you Prefer”



“Something you Love”



“Something you Participate In”

Control of Your Brand Changes



PHOTO: BRAD SWONETZ/REDUX

“Brand building today is **so different than what it was 50 years ago.**”

50 years ago you could get a few marketing people in a small room and decide, ‘**this is what our brand will be**’, and then spend a lot of money on TV advertising — and that was your brand.

Today anyone, whether it is an employee or a customer, if they have a good or bad experience with your company they can blog about it or Twitter about it and it can be seen by millions of people. **It’s what they say now that is your brand.**”



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—Tony Hsieh, CEO, Zappos.com

#3 Media Shifts: The World is Connected and Engaged

1.6 Billion Social Networkers Globally

Facebook – > 1 billion users*, \$211B market cap

Wikipedia – 26 million articles, 200 versions, 73k active editors

Twitter – 500 (271) million users, news leader

LinkedIn – 260 million users, grown up social media, portal

YouTube - 1 billion views for Ghangam Style, professional users

Pinterest – 83% female, 18% high income

Instagram – photo site, 9X Facebook growth rate






Amazon – \$85 billion annual revenue \$155 billion market cap

Quora – Top Q&A site




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LinkedIn Industry Group

 PREMIUM  486   


[Home](#) [Profile](#) [Connections](#) [Jobs](#) [Interests](#) [Business Services](#) [Upgrade](#)




Marine P&I Insurance Professionals

3,738 members [Join](#)  


[Discussions](#) [Promotions](#) [Jobs](#) [Members](#) [Search](#)



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Why not become a member of this open group and start your own discussions?
Note: Content in an open group is visible to all LinkedIn visitors and is indexed for search.


[Popular](#) [Recent](#)



Skuld Update : Nairobi Convention on Wreck Removal

[Christian Ott](#)
Vice President Head of Claims, Skuld Singapore Branch
<http://lnkd.in/bW7vsja>

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Director at NAU Pte Ltd
[Follow Muthu](#)


[See all members](#) ▾

Your group contribution level

Start by commenting in a discussion. Group participants get 4x the number of profile views.

Getting Started

Ads You May Be Interested In

 [Digital Marketing Partner](#)

Marine Underwriting Discussions



Skuld Update : Ballast Water Challenge on the Great Lakes

Christian Ott

Vice President Head of Claims, Skuld Singapore Branch

<http://lnkd.in/bjif3xB>

USA: The ballast water challenge on the Great Lakes Inkd.in
Advisory to Members

Like (1) • Comment • Follow • 8 days ago

👍 Darren Pay likes this

Add a Comment...



Real Information about Real Maritime

Rik Van Hemmen

President at Martin & Ottaway

<http://www.martinottaway.com/blog/rik-van-hemmen/ten-real-shipping-books>



Ten Real Shipping Books martinottaway.com

The general public's awareness of maritime continues to be elusive. People without exposure to maritime have a vague notion of what ships do, but the knowledge is almost always superficial. Maritime is complex and therefore it takes a large...

Like (4) • Comment • Follow • 2 months ago

👍 Jana Repáňová, Adriana Jimenez and 2 others like this

Add a Comment...

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Marine Underwriting Jobs



Marine P&I Insurance Professionals

3,738 members

Pending



Discussions

Promotions

Jobs

Members

Search

Job Discussions

Jobs

Job Discussions (2)

Search All Jobs

Recent Activity



Jon Cowdry

NEW role - Strong London P&I Club looking for claims handler - Ref 57980

One of the highest regarded P&I Clubs in London has a new role for an experienced claims handler for it's shipping litigation matters. The successful candidate will have at least 3 years experience either at a law firm or...

Like (1) • Comment • Follow • 7 days ago • Flag ▾



Fabi Bittencourt **SENIOR MARINE UNDERWRITER**

• Develop a marine book of business from start up, underwriting marine business from brokers within the territory • Reviewing and analyzing NEW OPPORTUNITIES across all LINES BELOW:: Hull and P&I Marine Liabilities ...

Like (1) • Comment • Follow • 8 days ago • Flag ▾



#4 Economics: Engagement Sells



Engaged brands drive
value +18%

Non-engaged brands
decrease in value -6%

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Source: Interbrand Best Global Brands report

#5 It's what your boss cares about (or should)



C-Suite Interest –

The CEO's #2 and #3 priorities are customer service and experience;

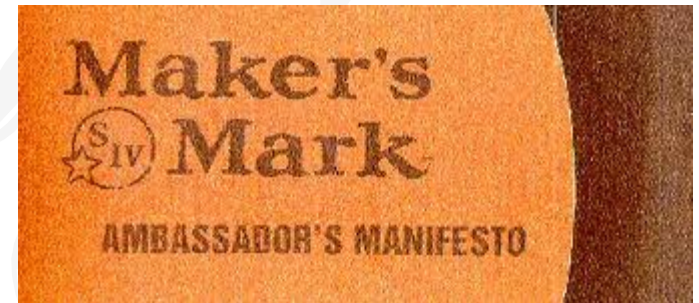
Advertising and promotion rank #12 and #14.

Source: Microsoft Roundtable Study

Five Benefits of Wikibranding

Brand Advocacy (Marketing)

- Word of mouth
- Referral/recommendation
- Badging
- Sales/traffic
- Reduction in media budgets



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The emperor's fanbois

NEWS

Apple Claims New iPhone Only Visible To Most Loyal Of Customers

JULY 28, 2009 | ISSUE 45-31



Thousands of devoted Apple customers have already purchased the light-weight 3GI.

SAN FRANCISCO—In a move expected to revolutionize the mobile device industry, Apple launched its fastest and most powerful iPhone to date Tuesday, an innovative new model that can only be seen by the company's hippest and most dedicated customers

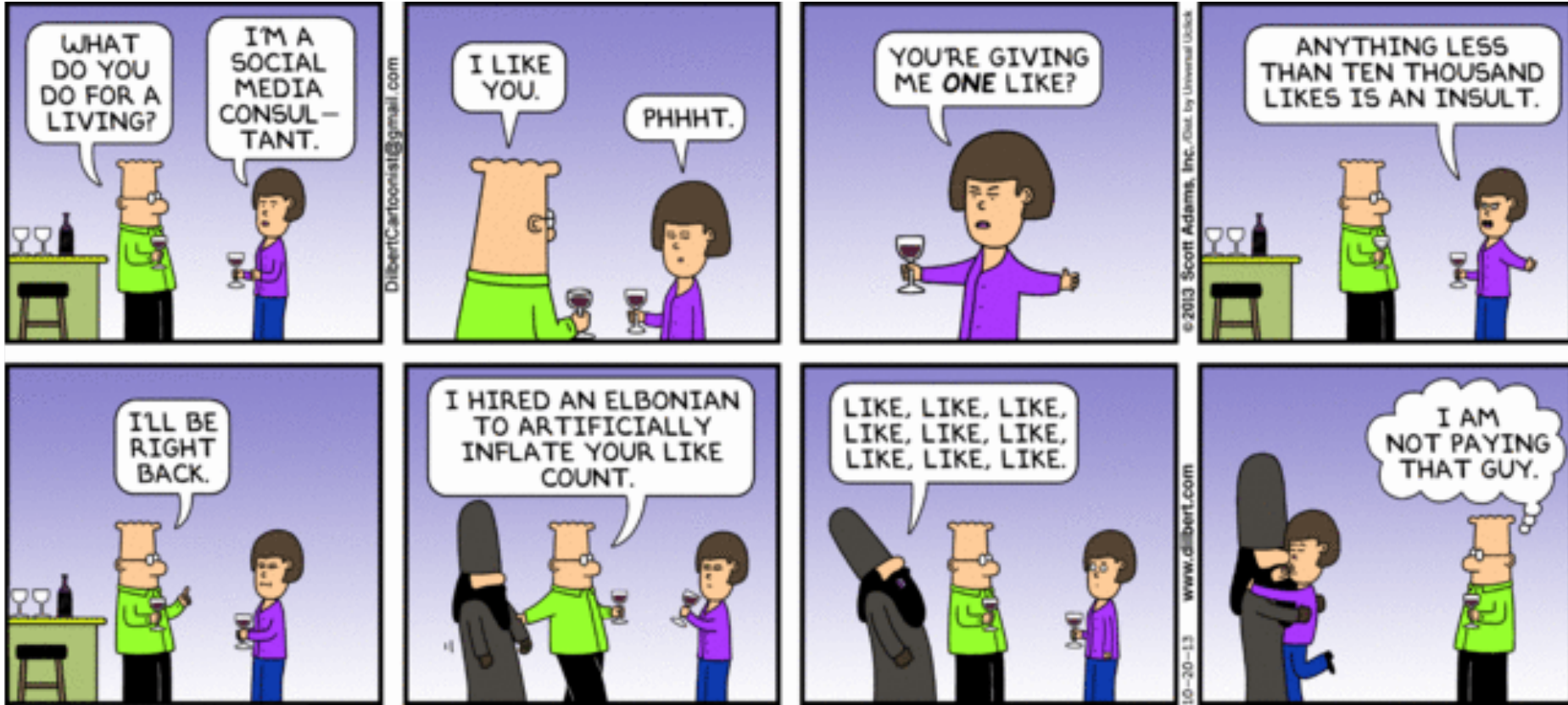
ARTICLE TOOLS



DIGG



Community Participation



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Five Benefits of Wikibranding

Brand Perception (PR)

- Awareness/exposure/SEO
- Affinity
- Empathy/respect
- Lead industry conversation



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Old Spice Social Media

YouTube

Search

Old Spice | Questions

Old Spice 205 videos [Subscribe](#)



[Like](#) [Add to](#) [Share](#)

20,070,030

Uploaded by OldSpice on Jun 29, 2010

Should your man smell like an Old Spice man?

Join us on Facebook - <http://www.facebook.com/OldSpice>

[Show more](#)

60,911 likes, 923 dislikes

[Part of Iloveds_winne](#)

Wall

Info

Store

Downloads

Photos

Video

Discussions

Polls

About

Old Spice has 71 years of experience helping guys improve their mansmells w...

[More](#)

1,537,711
people like this

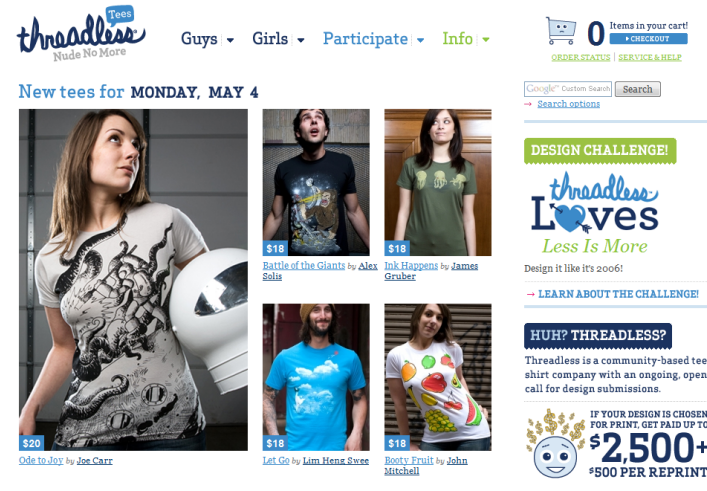


Five Benefits of Wikibranding

Brand Content (Media/ Customer Experience)

- Co-innovation/solutions
- User-generated Creative
- User-generated content
- Reviews/ratings

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The screenshot shows the Threadless website interface. At the top, there's a navigation bar with 'Threadless' logo, 'Nude No More' tagline, and links for 'Guys', 'Girls', 'Participate', and 'Info'. A shopping cart icon shows '0 Items in your cart'. Below the navigation, there's a search bar and a 'New tees for MONDAY, MAY 4' section featuring several t-shirt designs with prices like \$18 and \$20. A 'DESIGN CHALLENGE' section titled 'Threadless Loves Less Is More' is also visible, along with a 'HUH? THREADLESS?' section.



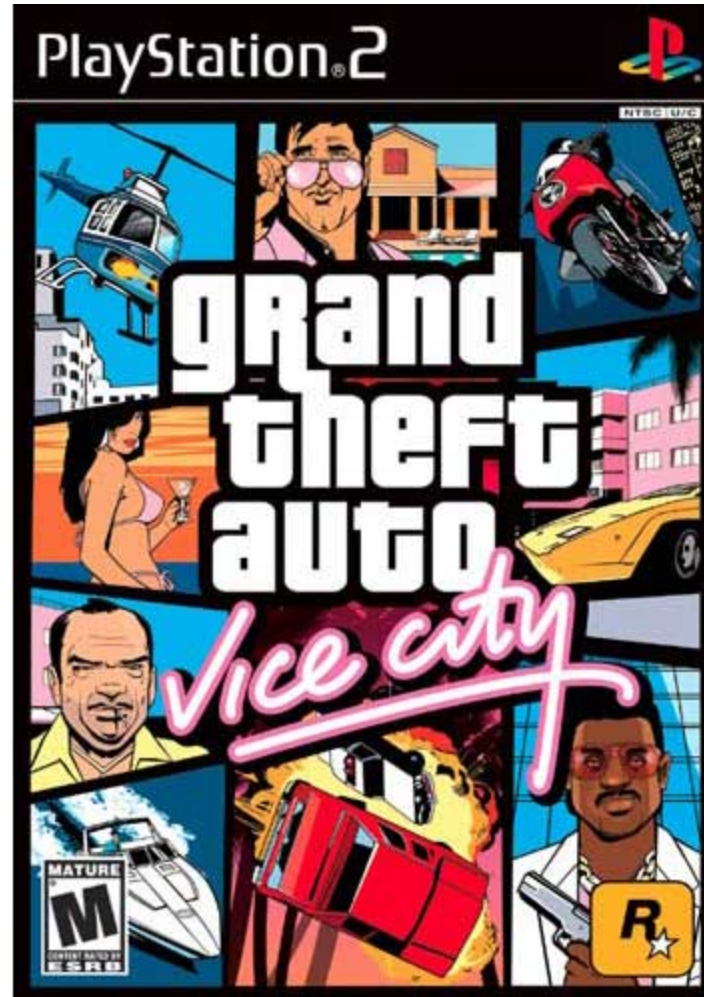
The screenshot shows an Amazon.com profile page for 'Professor Donald Mitchell'. The profile includes a bio: 'Chairman, Mitchell and Company; Founder, The 400 Year Project to Advance Global Improvements by 20 Times; Author, Adventures of an Optimist; Coauthor, The 2,000 Percent Solution, The 2,000 Percent Squared Solution, The Incredible Growth Enterprise, The Ultimate Competitive Advantage, What You Can Witness, and Witnessing Made Easy'. The 'Latest Activity' section shows reviews for 'The Big Bang by Mickey Spillane' and 'The Spy (Isaac Bell) by Clive Cussler'. There's also a 'Contributions' section.

tripadvisor

2010
DIRTIEST
Hotels



Fan participation



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Extreme customers

Don Gorske

For nearly 30 years he's eaten at least one Big Mac every day, only missing 8 times since 1980!



Big Mac Count as of July 19, 2004:

20,000 BIG MACS EATEN!

Guinness World Record Holder

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Prosumers – Doritos Crash the Super Bowl Contest

Doritos
PRESENTS
CRASH THE SUPER BOWL
A SNACK STRONG PRODUCTION

Home | How it Works | Watch Videos | Cast Your Vote

★ **PLAYOFFS**
★ **TELL A FRIEND**
★ **OFFICIAL RULES**

POWERED BY
YAHOO! VIDEO

CONGRATULATIONS TO DALE BACKUS!

LIVE THE FLAVOR IS THE OFFICIAL WINNER OF THE DORITOS CRASH THE SUPER BOWL CONTEST.

Live The Flavor by **Spointe**

Watch the four other finalist videos below.

Check Out Girl by **Kristindehnart**
Chip Lover's Dream by **JaredLicon**
Duct Tape by **HerbertBron**
Mouse Trap by **billyfederlahi**

Go to **SNACKSTRONGPRODUCTIONS.COM** to learn more about DORITOS and to visit the new Crash the Super Bowl Hall of Fame.

No purchase necessary to enter or win; void where prohibited. Open to legal U.S. residents, 18 and older. See [Official Rules](#) for full details. ©2006 Frito-Lay North America, Inc. All rights reserved. Copyright © 2006 Yahoo! Inc. All rights reserved. ©2006 NFL Properties LLC. All NFL-related trademarks are trademarks of the National Football League. [Frito-Lay Privacy Policy](#) | [Yahoo! Privacy Policy](#) | [Jumpout Privacy Policy](#)

Doritos

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www.zdsoft.com



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Five Benefits of Wikibranding

Brand Insight (Research and Innovation)

- Idea stimulus
- Beta-testing
- Market research/polling
- Industry/competitive intelligence



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Your Childhood Lego?



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Five Benefits of Wikibranding

Brand Support (Customer service)

- Customer service
- Education/ advice
- Value-add experience
- Lead industry conversation




Intuit: B2B Community Wikibrand


Intuit Community 

Products & Services A-Z • Support **intuit**
Sign In • Register

Home | **Start & Grow Your Business** | **Help With QuickBooks** | **For Accountants**


Questions & Answers | Library | Get Help Locally | Marketplace | Calendar | Wikis | Community Leaderboard 

Home > Help with QuickBooks

Search QuickBooks Topics 

The New QuickBooks Online Community

You can read and access any content on the site.
To ask questions or provide answers, however, please [register](#) or [sign in](#).
Take a look around and [let us know what you think!](#)
[Site events and important announcements](#)



Live Community
Send Us Feedback


Welcome Guest! You aren't signed in. [Sign In](#)

TurboTax Support



intuit.
Small business, rejoice.



My Q&A All Q&A Search Posts 

All Questions and Answers

Buying and Using TurboTax

Find the Right TurboTax for You

Install TurboTax

Update TurboTax

Import and Transfer Your Information

Preparing Your Federal Return

Basic Income

Investments, Rentals and K-1s

Schedule C for Personal Business

Deductions

Education

Credits

Children and Dependents

Retirement

Other Tax Topics

Preparing Your State Return(s)

Handling State Returns

States Alabama-Florida

States Georgia-Louisiana

States Maine-Montana

States Nebraska-North Dakota

States Ohio-South Carolina



Guest

Avatar

What's TurboTax Live Community?

How do I get started?

(Asked 09/20/10)



Community User

Avatar

Answers (1)

TurboTax Live Community is a place where you can learn and share with other TurboTax Live Community users while preparing your taxes.

Ask questions, view answers to questions on topics that interest you and share your knowledge or experience with others.

Explore TurboTax Live Community by:

Asking A Question

- Seeing what others are asking
- Viewing answers to others' questions
- Answering a question
- Voting on answers

(Posted 09/20/10)

Love a Local Business

Where praise pays your favorite local businesses

Home Business Owners Fans Winner's Playbook The Pulse

Enter city and state

Find Recently Loved Businesses



Help the businesses you love get the help they need.

\$100,000 in Intuit Hiring Grants will be awarded to the businesses you love. Your votes help determine which three local businesses win. Anyone, including business owners, can vote by sharing a brief comment about why they love a local business.

I'm a Business Owner

I'm a Fan of a Local Business

"Thank you for the marketing opportunity this contest has provided. The banners showing fan comments directly on our website is fantastic and the facebook buzz this has created for us in our community is incredibly positive."

Beth Wheeler
A Dancer's Dream, Marblehead, MA



Grant Competition FAQs
Questions about the rules?
Problems voting? Get help here.



Get More Votes
The Winner's Playbook has free tools to help you get more votes

Channeling Tom Sawyer



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Community Management: Evaluate Priorities



Organization Hurdles

- #1 - Company culture
- #2 - Lack of executive/managerial support
- #3 - Too controlling
- #4 - Lack of authenticity/genuine engagement
- #5 - Lack of community leadership
- #6 - Ineffective measurement
- #7 - Lack of relevant skills of people involved
- #8 - No clear purpose
- #9 - Lack of ongoing strategy/plan
- #10 - Lack of investment

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Source: Agent Wildfire

Top Skills of Wikibrand Leaders

1. **Leadership/charisma**
2. **Diplomacy/Patience**
3. **Customer/member empathy**
4. Persistence
5. Social/Networking
6. Communication Skills
7. **Technology Skills**
8. **Passion for company/brand**
9. Change Agent
10. Creativity
11. Leads the lifestyle of the customer



Source: Agent Wildfire 2010 Community Management Survey

Social Media Meltdowns



We appreciate the chance to explain our franchisee's action in this unfortunate situation.

Please let us assure you that Applebee's and every one of our franchisees values our hard working team members and the amazing job they do serving our guests. We recognize the extraordinary effort required and the tremendous contribution they make, and appreciate your recognition and support of our colle... See More



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Social Media Responses



Amy's Baking Company Bakery Boutique & Bistro
22 hours ago

YOU DONT KNOW US!! WE WILL THRIVE! WE WILL OVERCOME! WE ARE STARTING OUR FAMILY, AND WE WILL TEACH OUR CHILD EXACTLY WHAT >>GOD<< WANTS IN THEIR PATH. WE WILL TEACH THEM HOW TO FIGHT AGAINST OPRESSORS LIKE YOU PEOPLE! WE WILL START A GENERATION OF TRUTHFULLNESS AND WE WILL FIGHT TO BRING PLACES LIKE, YELP AND REDDIT, AND HORRIBLE PEOPLE LIKE GORDON TO THE LIGHT



UHPINIONS.com

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Consider Interns



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Key Takeaways

- Customer expectations are higher than ever
- Active listening and data analysis is crucial in every industry
- If you ask for a conversation, you must participate
- Measure the applause not the attendance
- Harness cognitive surplus



Contact Information

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[linkedin.com/in/mikedover](https://www.linkedin.com/in/mikedover)



[facebook.com/mike.dover](https://www.facebook.com/mike.dover)



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