

#CommsChat

October 3, 2011 #CommsChat with Samaritans & VodafoneUK

This week on #CommsChat we're looking at how two quite different organisations are working with Facebook. [Nicola Peckett](#), head of communications for [Samaritans](#), and [Jakub Hrabovsky](#), head of web relations for [Vodafone UK](#), will be our guest hosts.

Both Nicola and Jakub explained the individual work their organisations are doing with Facebook, and then looked at the following topics:

- How can charities use Facebook to communicate with otherwise hard-to-reach audiences?
- How are brands aligning themselves with charities through social media?
- Can the reach provided by Facebook be replicated on other social media platforms?
- How can organisations expand the engagement opportunities on Facebook beyond a 'Like'?



[CommsChat](#) Well, I'm going to spend rest of eve on <http://t.co/KEfVDyuC> thanks [@JakubH](#) + [@Sams_Nicola](#) for taking part [#commschat](#) -9:00 PM Oct 3rd, 2011



[SWARM Marketing](#) [@Sams_Nicola](#) sure, then i suppose you at least have a framework to act within- thanks! [#commschat](#) -9:00 PM Oct 3rd, 2011



[Sams_Nicola](#) [#CommsChat](#) [@SWARM-Marketing](#) It's not Sams I worry about. It's any unregulated person who can set themselves up to offer help online. -9:00 PM Oct 3rd, 2011



[PaulCTayla](#) [@CommsChat](#) I love what the Samaritans are doing on Facebook, alongside NSPCC & CEOPs & of course UNICEF! [#CommsChat](#) -9:00 PM Oct 3rd, 2011



[Sams_Nicola](#) [#CommsChat](#) [@SWARM_Marketing](#) we never stray from Samaritans values which have been tested for 50 years but the medium is new. -8:59 PM Oct 3rd, 2011



[@spirals](#) ones started at grassroots that turn into charity I like best eg bra colour status updates and cartoon character avatars [#commschat](#) -8:59 PM Oct 3rd, 2011



[@JakubH](#) [@spirals](#) Yes, it's always the first name and signed off as for ex. John from Vodafone Web relations for consistency (very imp) [#commschat](#) -8:58 PM Oct 3rd, 2011



[SWARM Marketing](#) [@Sams_Nicola](#) almost verging on 'trial and error' then- that seems it can only end in disaster? [#commschat](#) -8:57 PM Oct 3rd, 2011



[SWARM Marketing](#) [@JakubH](#) but it seems large brands are deflecting complaints on SM- very few can deal with the problems directly? [#commschat](#) -8:56 PM Oct 3rd, 2011



[CommsChat](#) I think we're all suffering from a v sluggish twitter tonite. In the last 5 mins, phaps people can share their fave FB campaigns [#commschat](#) -8:56 PM Oct 3rd, 2011



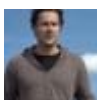
[@Sams_Nicola](#) [#CommsChat](#) [@SWARM_Marketing](#) we're learning every day about that balance - using social media to reach the vulnerable is unknown territory -8:56 PM Oct 3rd, 2011



[@JakubH](#) [@spirals](#) know they're talking to a real human being who's genuinely trying to help solve their queries. [#commschat](#) -8:54 PM Oct 3rd, 2011



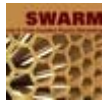
[@spirals](#) [@JakubH](#) you aim for people to say 'I'm a vodafone person not an XYZ brand person'? Or more unquestionable customer service? [#commschat](#) -8:54 PM Oct 3rd, 2011



[@JakubH](#) [@spirals](#) Also the majority of our interactions are customer service based, it's crucial our customers [#commschat](#) -8:54 PM Oct 3rd, 2011



[PaulCTayla @spirals](#) I'll see what I can find in my magic data box!
;o) [#CommsChat](#) -8:54 PM Oct 3rd, 2011



[SWARM Marketing @Sams_Nicola](#) might have been covered sorry-how do you balance sensitivity but remaining informative? [#commschat](#) -8:54 PM Oct 3rd, 2011



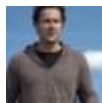
[PaulCTayla @Communicatemag](#) Beyond the like - Fbook apps, blur your platforms. Go mobile. :o) [#CommsChat](#) -8:53 PM Oct 3rd, 2011



[Sams_Nicola #CommsChat](#) some of our followers are very vulnerable and we have to be careful in what we post -8:52 PM Oct 3rd, 2011



[spirals @PaulCTayla](#) possibly. Be good to know if there's any research into that? [#commschat](#) -8:52 PM Oct 3rd, 2011



[JakubH @spirals](#) Absolutely, we try to be as personal as possible, the reactions & interaction is much more genuine. [#commschat](#) -8:51 PM Oct 3rd, 2011



[Sams_Nicola #CommsChat](#) there is a difference though between supporters of a charity that provides an actual service like Sams and campaigning charities -8:51 PM Oct 3rd, 2011



[PaulCTayla @spirals](#) Not sure I agree. In today's vacuous society more people identify with high end brands - check out Audi or ASOS [#CommsChat](#) -8:50 PM Oct 3rd, 2011



[Communicatemag](#) RT [@spirals](#): Be interested to hear from [@JakubH](#) do commercial brands seek to be relevant to personal expression as SM strategy? [#CommsChat](#) -8:49 PM Oct 3rd, 2011



[spirals](#) Be interested to hear from [@JakubH](#) do commercial brands seek to be relevant to personal expression as SM strategy? [#CommsChat](#) -8:47 PM Oct 3rd, 2011



[CommsChat](#) RT [@DipikaKulkarni](#): V true [@spirals](#) & often when supporters take up a cause they will become very vocal and passionate about it. [#commschat](#) -8:46 PM Oct 3rd, 2011



[Sams_Nicola](#) [#CommsChat](#) i agree with you [@spirals](#). -8:46 PM Oct 3rd, 2011



[DipikaKulkarni](#) V true [@spirals](#) & often when supporters take up a cause they will become very vocal and passionate about it. [#CommsChat](#) -8:45 PM Oct 3rd, 2011



[JakubH](#) [@SWARM_Marketing](#) no probs [#commschat](#) -8:45 PM Oct 3rd, 2011



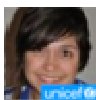
[SWARM Marketing](#) [@JakubH](#) OK thanks! [#commschat](#) -8:44 PM Oct 3rd, 2011



[greenwellys](#) RT [@spirals](#) I think charities have a natural social media advantage as they are closer to being an act of self-expression [#CommsChat](#) < +1 -8:44 PM Oct 3rd, 2011



[JakubH](#) [@SWARM_Marketing](#) Less so with purchase conversions and new FB products like Deals but that will evolve I think. [#commschat](#) -8:44 PM Oct 3rd, 2011



[spirals](#) I think charities have a natural social media advantage as they are closer to being an act of self-expression [#CommsChat](#) -8:43 PM Oct 3rd, 2011



[JakubH](#) [@SWARM_Marketing](#) In terms of reaching the designated target audience and impressions it's very effective. [#commschat](#) -8:43 PM Oct 3rd, 2011



[JakubH](#) [@SWARM_Marketing](#) In terms of reaching the designated target audience and impressions it's very effective. [#commschat](#) -8:43 PM Oct 3rd, 2011

PM Oct 3rd, 2011



[Sams_Nicola](#) [#CommsChat](#) but no one knows how dangerous the internet really is - or isn't- for the vulnerable - see this article <http://t.co/rDySo1R2> -8:41 PM Oct 3rd, 2011



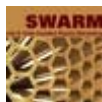
[CommsChat](#) Which is "How can organisations expand the engagement opportunities on Facebook beyond a 'Like'?" [#commschat](#) -8:41 PM Oct 3rd, 2011



[JakubH](#) [@spirals](#) yeah, we'll have to wait for the rise of the machines to get results close to human analysis ☺ [#commschat](#) -8:41 PM Oct 3rd, 2011



[CommsChat](#) seems we've got two [#CommsChat](#) on the go tonight. think all w/ tech problems perhaps we can come together on the next point - [#commschat](#) -8:40 PM Oct 3rd, 2011



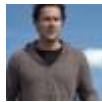
[SWARM Marketing](#) [@JakubH](#) HI- how effective is your paid targeting? thanks [#commschat](#) -8:40 PM Oct 3rd, 2011



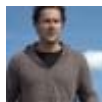
[spirals](#) behaviour change as an ROI from comms is a huge challenge whatever your theme [@Sams_Nicola](#) [#CommsChat](#) -8:40 PM Oct 3rd, 2011



[Sams_Nicola](#) [#CommsChat](#) our basic decision was to reach out to people in the places they want to communicate, -8:39 PM Oct 3rd, 2011



[JakubH](#) [@PaulCTayla](#) between natural engagement and paid targeting which helps to grow an engaged audience of fans. [#commschat](#) -8:39 PM Oct 3rd, 2011



[JakubH](#) [@PaulCTayla](#) Yes but always try to reach outside of our fanbase if relevant and budget permitting. Always a good compromise [#commschat](#) -8:39 PM Oct 3rd, 2011



[Sams_Nicola](#) [#CommsChat](#) Don't tell me about it! But we have the same measurement problem for our whole service - how do we prove

lives saved?! -8:37 PM Oct 3rd, 2011



[CommsChat](#) RT [@JakubH](#): [@spirals](#) We're renting a bespoke WoM search engine from [@integrasco](#) and a great deal of human analysis [#commschat](#) -8:36 PM Oct 3rd, 2011



[JakubH](#) [@spirals](#) Don't believe there is a tool in the market that can deliver automated sentiment with a great deal of accuracy... [#commschat](#) -8:35 PM Oct 3rd, 2011



[PaulCTayla](#) [@JakubH](#) So kinda with your existing customer base. Sounds right to me. [#CommsChat](#) -8:35 PM Oct 3rd, 2011



[JakubH](#) [@spirals](#) We're renting a bespoke WoM search engine from [@integrasco](#) and a great deal of human analysis [#commschat](#) -8:35 PM Oct 3rd, 2011



[CommsChat](#) [@Sams_Nicola](#) How does measurement work with the Samaritans? Is it just about increasing likes? Lives saved must be a hard metric [#commschat](#) -8:35 PM Oct 3rd, 2011



[CommsChat](#) RT [@greenwellys](#): I believe tracking sentiment can't be fully automated via any channel in spite of what some s/w vendors claim. [#commschat](#) -8:34 PM Oct 3rd, 2011



[Sams_Nicola](#) [#CommsChat](#) Hi again [@PaulCTayla](#) we'll also look at it to see if it can be misused to harm people. At Sams we always have to look from 2 angles! -8:33 PM Oct 3rd, 2011



[JakubH](#) [@PaulCTayla](#) our music offering <http://t.co/1Pau5kp4> and world of difference which is our Foundation <http://t.co/W2WsLbVO#commschat> -8:32 PM Oct 3rd, 2011



[Sams_Nicola](#) [#CommsChat](#) Hi [@PaulCTayla](#) Thanks for that tip - we'll look at [@percolate](#) for promoting Samaritans work. -8:31 PM Oct 3rd, 2011



[JakubH](#) [@PaulCTayla](#) Usually to promote our VIP activities <http://t.co/jVbMRSaV> , new products& services <http://t.co/lmPFWsJy#commschat> -8:30 PM Oct 3rd, 2011



[CommsChat](#) RT [@Sams_Nicola](#): [#CommsChat](#) Re replicating reach, FB is still biggest but ... we already work with Google --> is that allowed ; -) [#commschat](#) -8:28 PM Oct 3rd, 2011



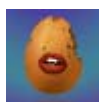
[PaulCTayla](#) [@CommsChat](#) Brands are scratching the surface if only Fbook & Twitter. Need to stay ahead, [@percolate](#) is an exciting new player [#CommsChat](#) -8:27 PM Oct 3rd, 2011



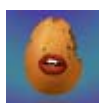
[Sams_Nicola](#) [#CommsChat](#) Re replicating reach, FB is still biggest but we want to look at Twitter itself and formpring, and we already work with Google -8:27 PM Oct 3rd, 2011



[spirals](#) [#CommsChat](#) [@JakubH](#) how do you measure sentiment? For us as a charity tools often say 'cause' terms as -ve eg cancer, heart attack etC -8:25 PM Oct 3rd, 2011



[CreativeCommBot](#) RT [@CommsChat](#) welcome to tonights [#CommsChat](#)we' ll be discussing creative brand comms with Facebook: welcome to tonights [#CommsChat](#) ... -8:24 PM Oct 3rd, 2011



[CreativeCommBot](#) RT [@Communicatemag](#) [#CommsChat](#) - [@spirals](#) its not just charity - we've got Vodafone on too. It's about creative Facebook brand comms: ... -8:24 PM Oct 3rd, 2011



[JakubH](#) [@greenwellys](#) no worries that's what we're here for tonight :) [#commschat](#) -8:24 PM Oct 3rd, 2011



[CommsChat](#) [@JakubH](#) [@greenwellys](#) Re other networks, is sentiment harder to track on FB? [#commschat](#) -8:24 PM Oct 3rd, 2011

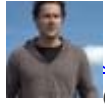


[PaulCTayla](#) [@JakubH](#) Facebook is great for CRM; when you say campaign re Facebook, what are you using it for? [#CommsChat](#) -8:24

PM Oct 3rd, 2011



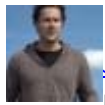
[greenwellys @jakubh](#) thanks! [#commschat](#) -8:24 PM Oct 3rd, 2011



[JakubH @greenwellys](#) and clicks to the online shop or check-ins or deals claimed when it comes to FB deals [#commschat](#) -8:23 PM Oct 3rd, 2011



[CommsChat](#) lets move onto topic 3, then. Using other social networks - can they replicate the reach [#commschat](#) -8:23 PM Oct 3rd, 2011



[JakubH @greenwellys](#) HI, depends on the campaign but we'd usually measure engagement & sentiment for light engagement campaigns [#commschat](#) -8:22 PM Oct 3rd, 2011



[Sams_Nicola #CommsChat @spirals](#) yes we are. the biggest obstacle is if they have an office in the UK which lots don't. We're worried about Formspring -8:21 PM Oct 3rd, 2011



[CommsChat](#) RT [@spirals](#): Recently USA: a young suicide prev used YouTube to be anti bullying [@Sams_Nicola](#) looking to work w/ other networks? [#commschat](#) -8:21 PM Oct 3rd, 2011



[spirals](#) Recently USA: a young suicide prev used YouTube to speak against bullying [@Sams_Nicola](#) looking to work with other networks? [#CommsChat](#) -8:19 PM Oct 3rd, 2011



[greenwellys @jakubh](#) Hi. If tactical stuff is working well, what are the key ROI metrics that Vodafone uses in Facebook to measure that? [#commschat](#) -8:19 PM Oct 3rd, 2011

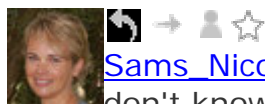


[CommsChat](#) And the samaritans/facebook tie up has been a fabulous example. Lets move onto the second topic [#commschat](#) -8:18 PM Oct 3rd, 2011

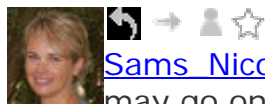


[Sams_Nicola #CommsChat](#) obviously no brand wants to be associated with suicide! This article is interesting - morality and the

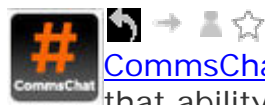
web<http://t.co/gonYESTO> -8: 18 PM Oct 3rd, 2011



[Sams_Nicola](#) [#CommsChat](#) I think new media is so new that we just don't know all the pitfalls yet - at Samaritans we deal with the worst end result -8: 17 PM Oct 3rd, 2011



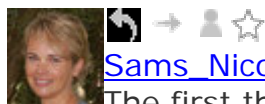
[Sams_Nicola](#) [#CommsChat](#) we believe that in future young people may go online more and more to express their suicidal thoughts -8: 15 PM Oct 3rd, 2011



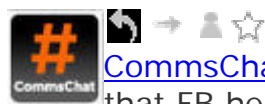
[CommsChat](#) [@Sams_Nicola](#) And how important is that for FB comms, that ability to provide a call to action. [#commschat](#) -8: 15 PM Oct 3rd, 2011



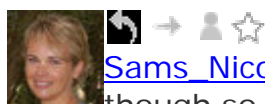
[JakubH](#) [@CommsChat](#) Yes, FB's pretty good in helping you reach out your target audience, especially when it comes to tactical campaigns. [#commschat](#) -8: 14 PM Oct 3rd, 2011



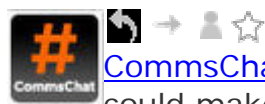
[Sams_Nicola](#) [#CommsChat](#) I advise them to have a plan in place. The first thing on the plan should be to know how to make a referral to Samaritans! -8: 13 PM Oct 3rd, 2011



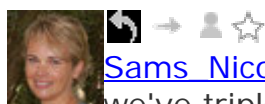
[CommsChat](#) [@JakubH](#) had you had problems with key demographics, that FB helped you reach? [#commschat](#) -8: 11 PM Oct 3rd, 2011



[Sams_Nicola](#) [#CommsChat](#) We are dealing with vulnerable people though so if anyone else out there deals with vulnerable people through their FB presence -8: 11 PM Oct 3rd, 2011



[CommsChat](#) [@jenniwheller](#) well welcome tonight Jenni, glad you could make it, and yes, the transcript will be up tomorrow as it is each week [#commschat](#) -8: 10 PM Oct 3rd, 2011



[Sams_Nicola](#) [#CommsChat](#) Yes, it is a hard to reach audience and we've tripled the number of people who like us since we launched

this initiative -8:09 PM Oct 3rd, 2011



[CommsChat](#) Sorry Nicola, i didnt mean to cut you off there, but that, surely, iss a great examp;e of a hard-to-reach audience [#commschat](#) -8:08 PM Oct 3rd, 2011



[jenniwheller](#) [@Communicatemag](#) do you publish highlights after [#commschat](#)? Struggle to attend most evenings and would love to see discussion -8:08 PM Oct 3rd, 2011



[Sams_Nicola](#) [#CommsChat](#) and offer them Samaritans normal helpline support via email. -8:07 PM Oct 3rd, 2011



[mynewsdesk_uk](#) RT [@Sams_Nicola](#): [#CommsChat](#) Samaritans is quite new to the world of Facebook but we have done something very different. Read more here <http://t.co/sDGCCmZh> -8:07 PM Oct 3rd, 2011



[CommsChat](#) Q1 How can charities use Facebook to communicate with otherwise hard-to-reach audiences? [#commschat](#) -8:07 PM Oct 3rd, 2011



[CommsChat](#) So let's start going through the topics. All available from the CommsChat site [#commschat](#) -8:07 PM Oct 3rd, 2011



[Sams_Nicola](#) [#CommsChat](#) Facebook then let Samaritans know if they think the person is distressed and we contact the person you're worried about -8:07 PM Oct 3rd, 2011



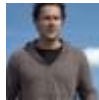
[spirals](#) Interested to hear [@Sams_Nicola](#) if Facebook approached the org or vice versa? [#commschat](#) -8:07 PM Oct 3rd, 2011



[mynewsdesk_uk](#) RT [@CommsChat](#): welcome to tonights [#CommsChat](#) we' ll be discussing creative brand comms with Facebook -8:06 PM Oct 3rd, 2011



[greenwellys](#) [@Sams_Nicola](#) good for you. Saving lives is the best ROI of all... [#commschat](#) -8:06 PM Oct 3rd, 2011



[JakubH](#) [@CommsChat](#) Good evening, it's overseen and coordinated by Corporate comms but Brand, Marketing, and Online are involved too [#commschat](#) -8:05 PM Oct 3rd, 2011



[Sams_Nicola](#) [#CommsChat](#) We've set up a partnership with Facebook so that when you're worried about a friend online you can report it to Facebook -8:05 PM Oct 3rd, 2011



[ZoeShort](#) Hey everyone [#CommsChat](#) -8:05 PM Oct 3rd, 2011



[CommsChat](#) [@Sams_Nicola](#) perhaps you could go first and outline what you've done in a couple of tweets [#commschat](#) -8:05 PM Oct 3rd, 2011



[spirals](#) [@SAMS_Nicola](#) That initiative sounds great @ [#commschat](#) -8:05 PM Oct 3rd, 2011



[Communicatemag](#) [@Sams_Nicola](#) perhaps you could go first and outline what you've done in a couple of tweets [#commschat](#) -8:04 PM Oct 3rd, 2011



[CommsChat](#) welcome to you both, perhaps before we start you can explain the individual work yr organisations are doing with Facebook [#commschat](#) -8:03 PM Oct 3rd, 2011



[Sams_Nicola](#) [#CommsChat](#) Samaritans is quite new to the world of Facebook but we have done something very different. Read more

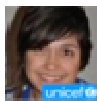
here <http://t.co/sDGCCmZh> -8:03 PM Oct 3rd, 2011



[CommsChat](#) and [@JakubH](#) who runs social media and online comms for [@VodafoneUK](#) [#commschat](#) -8:03 PM Oct 3rd, 2011



[CommsChat](#) We have [@samscharity](#) - Nicola from the Samaritans [#commschat](#) -8:02 PM Oct 3rd, 2011



[spirals](#) RT [@CommsChat](#): welcome to tonights [#CommsChat](#) we' ll be discussing creative brand comms with Facebook -8:01 PM Oct 3rd, 2011



[CommsChat](#) welcome to tonights [#CommsChat](#) we' ll be discussing creative brand comms with Facebook -8:01 PM Oct 3rd, 2011



[CommsChat](#) Evening all, I'm Andrew Thomas, publisher of Communicate magazine and producer of [#commschat](#) -8:01 PM Oct 3rd, 2011



[Sams_Nicola](#) [#CommsChat](#) Hello [@greenwellys](#) Most of our fans are volunteers or callers so we don't have have data on supporters -7:59 PM Oct 3rd, 2011



[Communicatemag](#) [#CommsChat](#) - [@spirals](#) its not just charity - we've got Vodafone on too. It's about creative Facebook brand comms -7:58 PM Oct 3rd, 2011



[greenwellys](#) A measurement/ROI q for Nicola: Do Samaritans' Facebook fans donate more per person than non-FB fans? [#commschat](#) -7:56 PM Oct 3rd, 2011



[Esceulus](#) Missing another [#CommsChat](#) in order to run around an astroturf hitting people with a stick and missing the ball (otherwise known as hockey) -7:54 PM Oct 3rd, 2011

