Using Social Media to get more Share Plan Participants

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London May 2011
Agenda

› What is social media?

› Why should we care about Facebook, Twitter and YouTube?

› How can social media be used for plan communication?

› What else can social media help with?
What is social media?

- Media for social interaction and engagement
  - Twitter
  - Facebook
  - YouTube
  - LinkedIn
  - Blogs
  - Forums

- Highly accessible and scalable
Social media - why does it matter?

@philwill
Phil Willoughby

My IBM ESPP+ shares are worth about £2,970.40; although I can't get my mitts on that until IBM HR tell ComputerShare I'm no longer employed...

13 May via Echofon
Social media - why does it matter?

@simiansuter
Simon Charles S

Computershare you are desperately trying trying my patience

16 Feb via TweetDeck
Social media - why does it matter?
It’s easy for people to make their point using video...
Twitter – the opportunity
Facebook – the opportunity
YouTube – the opportunity
The opportunity for mobile
Summary

› The way people communicate is changing

› Plan members and potential plan members are doing social media whether we like it or not

› We can engage proactively via social media to influence plan membership

› We can provide customer service via social media platforms

› Mobile will have a further influence in coming months