SB100

SOCIAL BRANDS

100

2012

headstream

The Social Brand Agency

FOREWORD

In the frenetic world of social media, where it can seem that a 'game changing' platform or technology is announced daily, it can be easy to lose sight of what's at the centre of it all: the people.

That's all the people in social spaces, including those who are working hard to represent brands there – if you're reading this report you may well be in that second category?

Whatever the size or complexity of the brand, whatever the business objective, the core challenge is the same; as a brand, how do I become part of the 'people's media' in a transparent, authentic and compelling way?

Our aim in creating Social Brands 100 is to help all brand owners by providing a robust benchmark of social performance that spans sectors, and different types of company. It is our contribution to the important ongoing work to seek better analytics and measurement of social media's effectiveness.

The 100 brands ranked here have found some of the best ways so far, and we are delighted to be able to recognise them. These brands are the innovators, the pioneers, and where they go others follow.

We hope you find inspiration within, and enjoy, 2012's Social Brands 100.

Steve Sponder

Head of Agency, Headstream
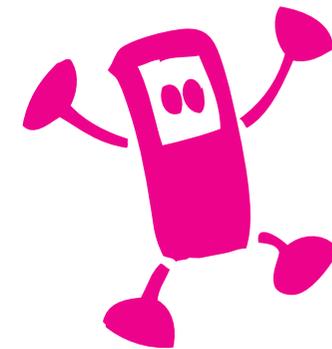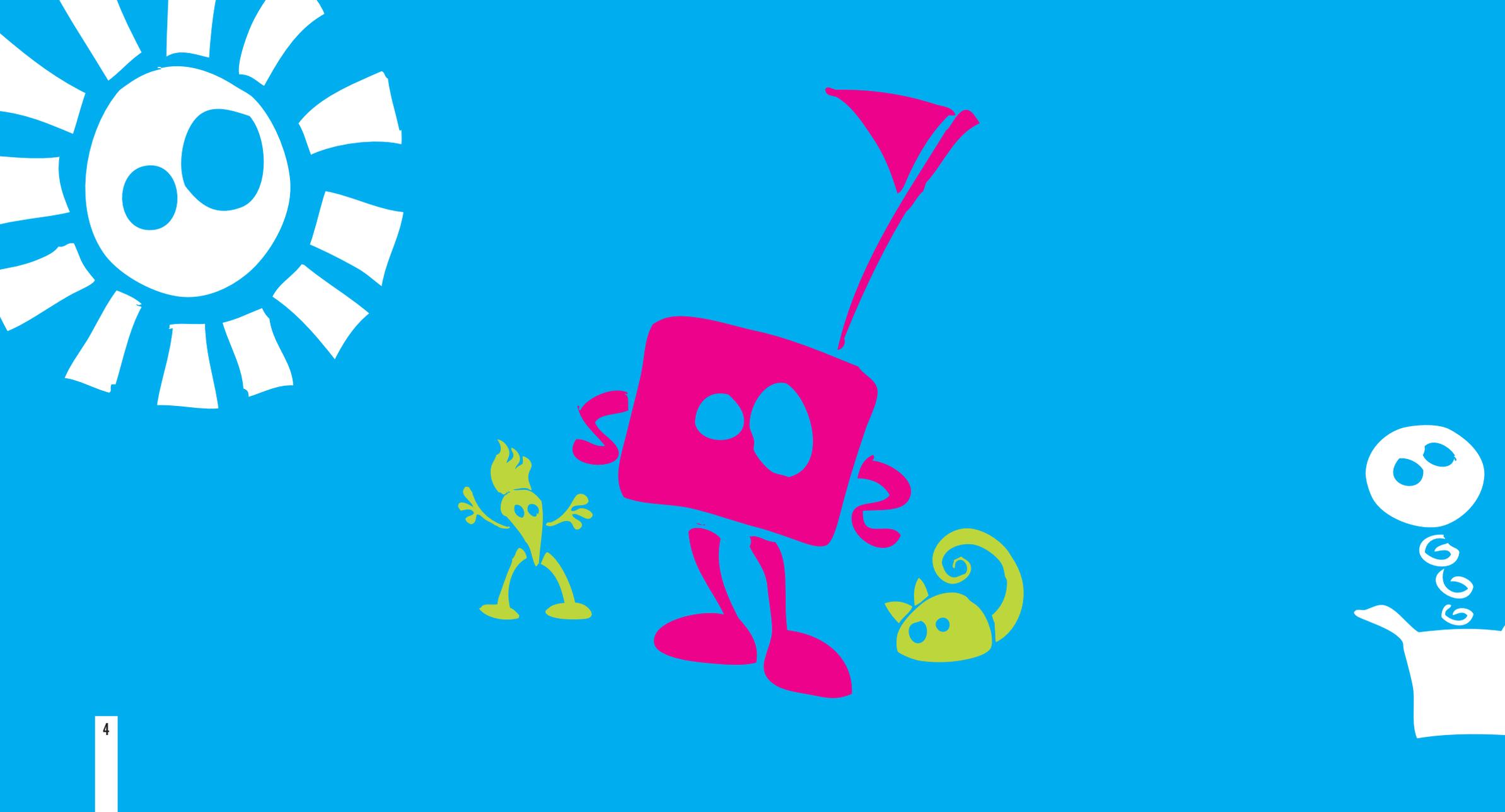
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ABOUT SOCIAL BRANDS 100

The idea for Social Brands 100 was born in 2011 as an initiative to identify and acknowledge those brands leading the way in the social age. Now in its second year, Social Brands 100 has established a position as one of the leading rankings of social media performance.

Brands cannot apply or pay to be considered in the ranking. The only way to participate is through a crowdsourced nomination process on Twitter. The brands nominated @SocialBrands100 are then put through a rigorous and independent judging process.

Working with analysts at social media monitoring company Brandwatch, and a team of researchers, Social Brands 100 assesses hundreds of thousands of interactions in social spaces between the nominated brands and individuals. An expert panel of judges adds its collective opinion to determine the final ranking.

The result isn't intended to be a definitive list of 'the best'. Rather, it's a collection of brands that strive to be 'better' every day, through every interaction.

Social Brands 100 is created and led by social brand agency Headstream.

Social Brands 100 can also help brands benchmark social performance against bespoke competitor sets.

For more information, contact socialbrands100@headstream.com
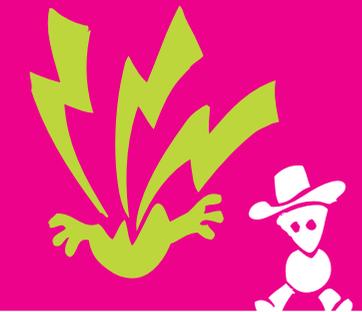
SB 100

@Film4

@SocialBrands100 Thanks very much. Can't wait to see whether we make the list. It's like the Oscars of brands on twitter!
#suspense #sb100

WHAT IS A SOCIAL BRAND?

A social brand is one that has adopted three important underlying principles.

1 WIN-WIN RELATIONSHIPS

With the increase in transparency brought on by social media comes a requirement for brands to focus on equitable and fair value exchange with all stakeholders. Brands cannot simply communicate a better brand, they must strive to be one. This can result in brands prioritising the needs of their stakeholders ahead of their own immediate requirements.

2 ACTIVE LISTENING

This is the act of monitoring the social web to uncover relevant conversations, and then having the capability and resources to act on what is found in a timely manner. This can extend from community management, to business planning, and everything in between.

3 APPROPRIATE SOCIAL BEHAVIOUR

This is a commitment to provide a consistent brand presence in social spaces that is compelling, true, authentic and transparent, and that acknowledges the etiquette of each particular community.
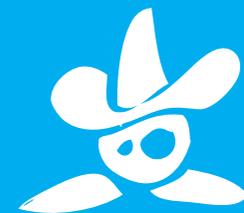
A brand that has adopted these principles, and delivers them consistently and well, creates powerful effects amongst communities in social spaces. It is these effects, identifiable through a series of 'observable markers' that our methodology is designed to identify, and measure.

This methodology ensures that the community is the most important judge of how good a brand is at creating win-win through the value it offers and the way it behaves in social.

This is crucial because the result of win-win, listening, and appropriateness, is to build a community (not in one place but a diaspora distributed across networks and platforms) with a mutual interest in the brand.

This community spirit is the foundation stone of social success. The greater the sense of solidarity and identification with the brand, the more likely that those most powerful of feelings will follow – advocacy, loyalty and love.
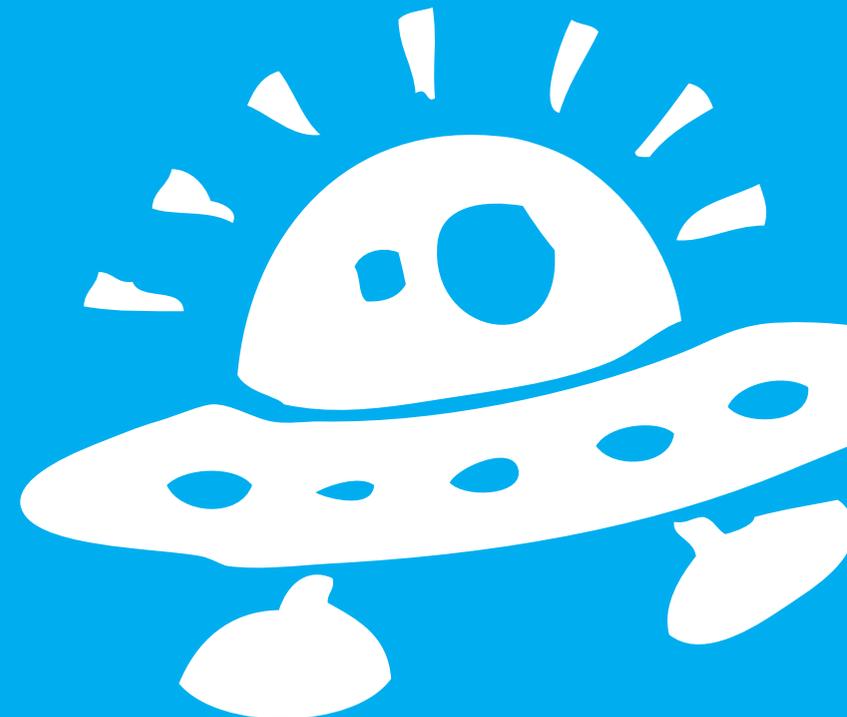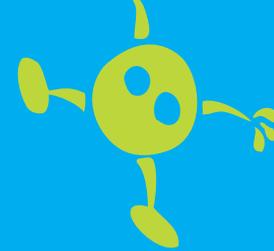
METHODOLOGY

Creating a methodology that provides a level playing field for analysis across the many different sectors, types, and size of companies that are nominated for Social Brands 100 is our prime concern.

This principle is 'baked-in' to the two separate elements of the scoring, the Data Score and the Panel Score, which combine to create the overall Social Brand Score that ranks the shortlisted 100.

DATA SCORE

This is arrived at by measuring 'observable markers' in social spaces that indicate strong social performance. These markers are the external evidence that a brand is adopting the social principles of win-win relationships, active listening and appropriate social behaviour.

We are not in the game of scoring brands for the volume of mentions (buzz) around their name or associated terms. Similarly, the size of community e.g. followers on Twitter, Facebook Fans, is used to normalise the scores, to allow large and small organisations to be compared fairly with large ones.

We look at 19 separate observable markers across Facebook, Twitter, YouTube, foursquare, Google+, brand owned forums, brand websites and brand blogs.

While the markers are varied, they all share a common purpose; to measure the intensity of interactions between the brand and the individuals who make up the brand's community. Taken together, these indicate how successfully each brand uses social media to create a vibrant community.

The diagram on the right provides an overview of each of the 19 observable markers. Further details on the behaviour each marker measures can be found in the Appendix.

The total available points from the data score were 262.5.
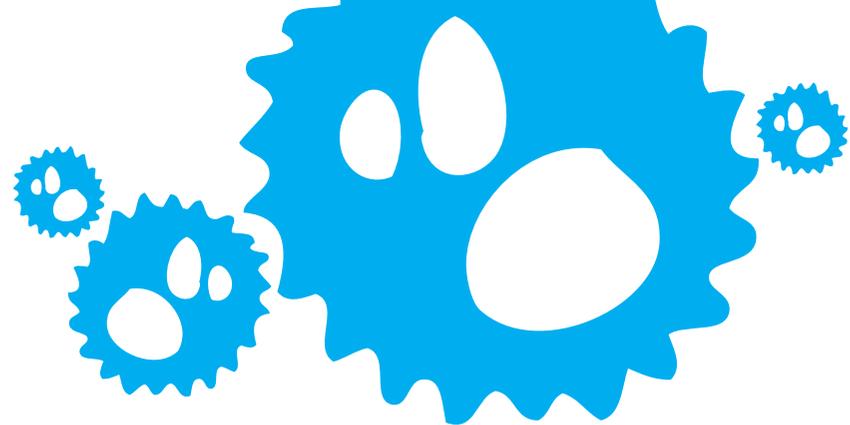
OVERVIEW OF THE 19 OBSERVABLE MARKERS

FACEBOOK
- Brand post engagement
- Fan post : Brand post ratio
- Fan post engagement
- Fan posts interacted with by brand

BRAND BLOG
- Blog usage
- Comment to post ratio

BRAND WEBSITE
- Outpost links
- Outpost link visibility

BRAND-OWNED FORUM
- Posts per thread

TWITTER
- All @brand mentions
- Retweets
- Mentions of third party @accounts by @brand
- Timeliness of response

YOUTUBE
- Average views per video
- Average comments per video

FOURSQUARE
- Tips done

GOOGLE+
- +1s per post
- Shares per post
- Comments per post

JUDGING PANEL

PANEL SCORE

To augment the data driven analysis, we invite a panel of independent industry experts to evaluate the 100 shortlisted brands. Each judge assesses the brands against criteria that chime with the behaviours uncovered by the observable markers.

Judges are asked to agree or disagree with the following statements:

"For the main part, the brand provides value based content in its social spaces, rather than focusing on pushing traditional marketing 'messages'."

"The brand provides a consistent presence on its social platforms, demonstrating an 'always-on' approach to community engagement."

"The brand prioritises the community over its own agenda, valuing and responding to the community's contributions, needs and ideas."

"Overall, there is the sense that the brand has established a powerful community spirit across social spaces – a certain 'Social Brand Factor' that's hard to define, but undeniably present."
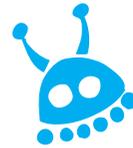
This subjective assessment stage provides a human 'check and balance' to the data driven part of the methodology. It also represents a significant task, and we are hugely grateful to our judges.

The total available points from the panel score was 120.

STEVE SPONDER
HEAD OF AGENCY
HEADSTREAM

Steve Sponder is Head of Agency for Headstream, responsible for developing and growing the specialist social media agency. Previously, Steve started Five by Five in 1994, growing it into a leading UK digital agency.

GILES PALMER
CEO
BRANDWATCH

Giles is the founder and CEO of international Social Media Monitoring provider Brandwatch. He serves on the Industrial Advisory Board for Sussex University and the Social Media Committee for the Chartered Institute of Public Relations.

BRUCE DAISLEY
UK SALES DIRECTOR
TWITTER

Bruce joined Twitter in 2012. He previously ran sales for Google's UK display business, growing it from 30th to 2nd largest in the market, and was a Digital Sales Director at Bauer Advertising, formerly Emap.

PAUL COFFEY
INDUSTRY LEADER,
AGENCIES
GOOGLE

Prior to joining Google, Paul was the MD of a digital creative agency, and previous to that a media strategist at MediaCom and Ogilvy. He's worked on award-winning social media campaigns for a range of clients.

GORDON MACMILLAN
GROUP SOCIAL MEDIA EDITOR
BRAND REPUBLIC GROUP

Gordon was the founding editor of Brand Republic. He is currently the Group Social Media Editor at the Brand Republic Group, and Editor of the digital and social media blog 'The Wall'. He is @gordonmacmillan on Twitter.

SOPHIA AMIN
DIRECTOR OF MARKETING
AND COMMUNICATIONS
INTERNET ADVERTISING BUREAU

Sophia looks after communications and membership at the IAB and chairs the IAB's Social Media Council that educates and innovates the industry. Before this, Sophia headed up client accounts at award-winning digital creative agency, Dare.

NIGEL GWILLIAM
CONSULTANT HEAD
OF DIGITAL
IPA

Nigel runs IPA Digital and represents the digital community within IPA membership. He is currently championing UK agency attendance and participation at SXSW Interactive, the world's preeminent emerging technology festival.

SEAN MAHDI
DIRECTOR
PwC

Sean is a Director with PwC's Advisory business, leading the firm's Digital Change practice. He is the co-author of The Digital Tipping Point, Engaging Customers Through Social Media, and Uncovering B2B Social Media.

ANAÏS HAYES
INDUSTRY MANAGER,
MEDIA SOLUTIONS
YOUTUBE

Anaïs is a video and social media specialist who helps brands get the most out of digital. She has worked on award-winning projects for brands across the globe including First Direct and T-Mobile.

DR ALAN RAE
FOUNDER
HOWTODOBUSINESS.COM

Dr Alan Rae conducts research and consultancy projects examining how organisations use IT and the Internet. He has authored workbooks and training programmes including 1 Man Brand and Social Media for Real Businesses.

THE RANKING

RANK	BRAND	INDUSTRY	DATA SCORE	PANEL SCORE	SOCIAL BRAND SCORE*
1	Innocent	FMCG	139	99	238
2	Starbucks	Travel & Leisure	151	86	237
3	giffgaff	Telecom	155	81	236
4	Cancer Research UK	Charity	134	101	235
5	British Red Cross	Charity	129	104	233
6	ARKive	Charity	145	87	232
7	ASOS	Retail	129	102	231
7	Cadbury	FMCG	147	84	231
9	Met Office	Services	145	79	224
9	The Ellen DeGeneres Show	Entertainment	140	84	224
11	HTC	Technology	164	57	221
12	Guinness World Records	Media	145	74	219
13	Lurpak	FMCG	128	90	218
13	Red Bull	FMCG	125	93	218
13	Xbox	Entertainment	137	81	218
16	Manchester City Football Club	Travel & Leisure	132	84	216
17	WWF	Charity	117	99	216
18	DoSomething.org	Charity	125	90	215
19	Cravendale	FMCG	127	86	213
19	Help for Heroes	Charity	130	83	213
19	KLM	Travel & Leisure	127	86	213
19	WWE	Entertainment	141	72	213
23	RSPB	Charity	129	83	212
24	Ford	Automotive	130	80	210
24	National Trust	Charity	120	90	210

*The total available points from the data score and panel score is 382.5

RANK	BRAND	INDUSTRY	DATA SCORE	PANEL SCORE	SOCIAL BRAND SCORE*
24	Tetley	FMCG	135	75	210
27	Capital FM	Media	133	75	208
27	Penguin UK	Media	134	74	208
29	AVG	Technology	133	73	206
29	NSPCC	Charity	115	91	206
29	Trent Barton	Travel & Leisure	123	83	206
29	Virtuous Bread	Travel & Leisure	123	83	206
33	Leicester Tigers Rugby Club	Travel & Leisure	129	76	205
34	Marmite	FMCG	118	86	204
34	road.cc	Media	140	64	204
36	GoPro	Technology	140	63	203
36	National Rail Enquiries	Services	131	72	203
38	The MS Society	Charity	110	92	202
39	The British Heart Foundation	Charity	126	75	201
40	Schuh	Retail	129	71	200
41	Diabetes UK	Charity	116	83	199
41	Marie Curie Cancer Care	Charity	119	80	199
41	Wonga	Financial Services	138	61	199
44	Fifteen Cornwall	Travel & Leisure	112	86	198
45	BBC	Media	114	83	197
45	Blackberry	Technology	147	50	197
45	Cardiff bus	Travel & Leisure	118	79	197
45	Gibson	Manufactured goods	137	60	197
49	TOMS	Retail	129	66	195
50	Sainsbury's	Retail	117	77	194

*The total available points from the data score and panel score is 382.5

RANK	BRAND	INDUSTRY	DATA SCORE	PANEL SCORE	SOCIAL BRAND SCORE*
51	Domino's Pizza	Travel & Leisure	115	78	193
51	Tate	Travel & Leisure	115	78	193
53	B&Q	Retail	116	76	192
53	Muddy Boots Real Foods	FMCG	113	79	192
55	Motorola	Technology	128	62	190
55	WestJet	Travel & Leisure	133	57	190
57	The Collective NZ	FMCG	110	79	189
58	O2	Telecom	113	75	188
59	Dell	Technology	112	75	187
60	Lush	Fashion and Beauty	114	70	184
60	Mobile Vikings	Telecom	127	57	184
62	Chiltern Railways	Travel & Leisure	122	60	182
62	Mr & Mrs Smith	Travel & Leisure	118	64	182
62	Southwest Airlines	Travel & Leisure	116	66	182
65	Groupon	Services	117	64	181
65	Intel UK	Technology	128	53	181
65	Virgin Money	Financial Services	127	54	181
68	MaxiRAW	FMCG	142	38	180
68	Mongoose Cricket	Manufactured goods	127	53	180
70	MTV Geordie Shore	Media	129	50	179
71	Orange	Telecom	112	66	178
71	RAF Benevolent Fund	Charity	117	61	178
71	Virgin Atlantic	Travel & Leisure	111	67	178
71	VisitWoods	Charity	112	66	178
75	HMV	Retail	114	61	175

*The total available points from the data score and panel score is 382.5

RANK	BRAND	INDUSTRY	DATA SCORE	PANEL SCORE	SOCIAL BRAND SCORE*
76	Bing UK	Technology	130	44	174
76	e.l.f. Cosmetics	Fashion and Beauty	127	47	174
78	Sony Ericsson (Xperia)	Technology	137	36	173
78	Very.co.uk	Retail	117	56	173
80	Delta	Travel & Leisure	126	46	172
81	Google	Technology	125	46	171
81	Virgin Trains	Travel & Leisure	118	53	171
83	studentbeans.com	Services	110	60	170
84	Comcast	Telecom	126	42	168
84	Samsung Mobile	Technology	128	40	168
86	Just Giving	Charity	118	49	167
86	MTV UK	Media	118	49	167
88	Simplyhealth	Financial Services	123	42	165
89	The National Lottery	Charity	110	53	163
89	Walkers Crisps	FMCG	125	38	163
91	Frugi	Retail	112	50	162
92	Estée Lauder	Fashion and Beauty	111	49	160
92	Oral B	FMCG	119	41	160
94	CenturyLink	Telecom	121	38	159
95	Acura	Automotive	131	26	157
96	Ribena	FMCG	117	38	155
97	PayPal	Financial Services	113	41	154
98	Tropicana	FMCG	110	34	144
99	AT&T	Telecom	110	33	143
100	BullGuard	Technology	113	20	133

*The total available points from the data score and panel score is 382.5

WHAT WE'VE LEARNED

The Social Brands 100 is by definition a high performing set of social brands. They are the 'best of the best', shortlisted based on their Data Score from a long list of over 300 nominated brands.

As such, there is much that they have in common in terms of platforms adopted and basic levels of engagement. Therefore, it is necessary to look closely at the data to determine what gives one brand the edge over another.

GETTING PERSONAL

One of the biggest insights from this year's findings is that it is those brands that have the skill, and the will, to engage with individuals on a one-to-one basis that stand out. By creating this personal engagement, these brands benefit from a ripple effect into the rest of the community, which is strengthened and invigorated as a result.

The brands that are doing this most actively typically scored highly against our Facebook observable markers of 'Fan post:Brand post ratio' and 'Fan posts interacted with by brand'. On Twitter, 'Mentions of third party @accounts by @brand' and 'Timeliness of response' were key.

An analysis of patterns around these markers also indicated some interesting differences between approaches to community management in different sectors. While Entertainment brands can create significant reaction to content that they post on social platforms, and have high percentages of fan generated content, the markers showed that they are less likely to respond to fans on Facebook, and on average are slow to respond on Twitter.

MASTERING CONTENT FOR FACEBOOK

This is the platform that brands have spent the longest time mastering and it seems the Social Brands 100 brands are generally performing to a high level when it comes to understanding what content encourages interaction. Of the four markers used

Conversely, FMCG and Travel & Leisure brands are the most prolific at acknowledging fans on Facebook, while Media, Travel & Leisure and Services brands are amongst the fastest responders on Twitter.

This poses the question: are Entertainment brands relying too heavily on the value of their naturally shareable content, while missing opportunities to provide value to their communities through one-to-one interaction? The effect of doing both at the same time would seem certain to enhance their social performance even further.

to measure performance on Facebook, the tightest cluster of scores (from top to bottom quartile) was for the 'Brand post engagement' marker. As a measure of the community's reaction to brand generated content, this suggests brands across the 100 are successfully creating content that prompts Likes, Shares and Comments. FMCG and Travel & Leisure brands performed particularly well in this area.

The marker with the widest spread in terms of performance was 'Fan posts interacted with by brand'. While the upper quartile of brands scored nearly maximum points, the lowest quartile was typically scoring at 25-30% of maximum points for this marker.

This suggests that content is still prioritised by brands over authentic conversation with individuals driven by effective monitoring and appropriate response.

SOCIAL BRANDS 100 PERFORMANCE ON FACEBOOK

- Upper Q4
- Upper mid Q3
- Lower mid Q2
- Lowest Q1
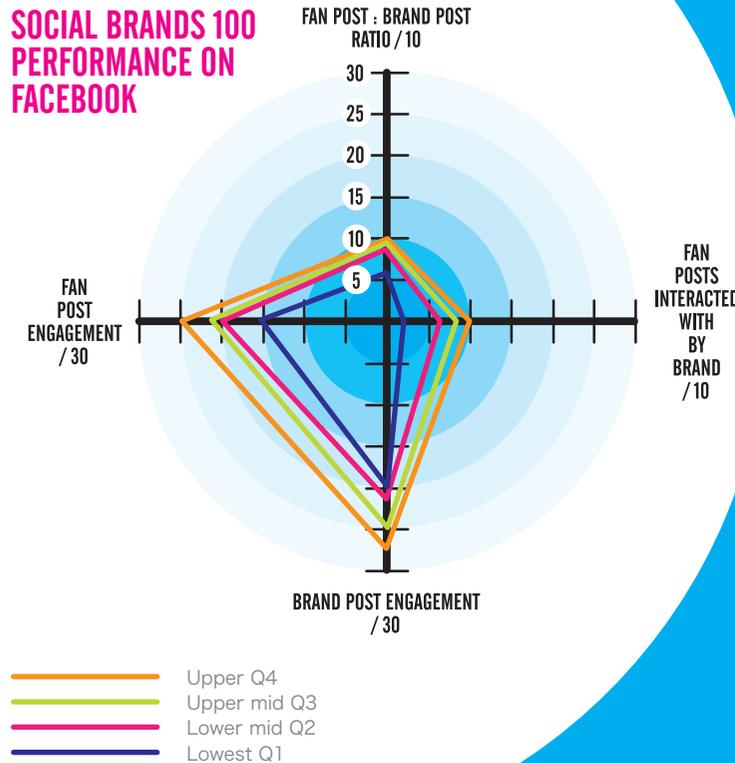
TWITTER - ROOM FOR IMPROVEMENT

While the report card for Facebook makes for encouraging reading, the data shows that brands could be making more of Twitter.

Looking at the brands in the 100 as a whole, the fact that Twitter demands timeliness appears to have been absorbed (see diagram page 20). The top 50 brands for the 'Timeliness of response' marker on Twitter scored over 75% of available points, and even the lower quartile were at nearly 50% of available marks. Brands that have set up Twitter with a specific customer service purpose were well represented amongst the fastest responding brands. Media and Travel & Leisure brands featured heavily in the list of those brands doing this well.

However, on the measure of 'Mentions of third party @accounts by @brand' even the highest scoring brands are failing to reach 50% of the total potential scores, and the average score for the 100 was 6 out of 20. This marker, what you might call the 'conversation marker', is the best indicator of a brand's willingness to employ effective active listening on Twitter, and to use the platform for conversation over broadcasting. On this evidence there is greater potential to be realised here. Technology and Travel & Leisure brands are doing this best at present.
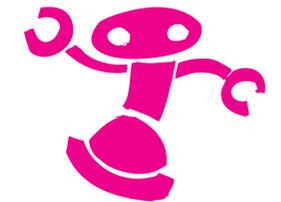
SOCIAL BRANDS 100 PERFORMANCE ON TWITTER

ALL @BRAND MENTIONS / 10

30
25
20
15
10
5

MENTIONS
OF 3RD
PARTY
@ACCOUNTS
BY @BRAND
/ 20

TIMELINESS
OF
RESPONSES
/ 20

RETWEETS
/ 20

Upper Q4
Upper mid Q3
Lower mid Q2
Lowest Q1
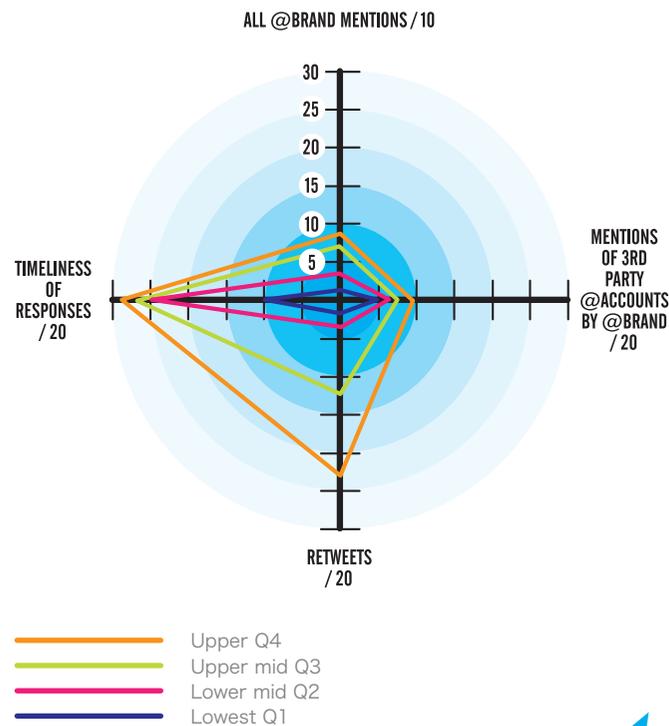
OTHER PLATFORMS
As with Twitter, there is great upside potential for brands when it comes to Google+, YouTube, Foursquare and brand owned forums. On each of these platforms the mean scores are well below the total possible, and there were large differences between the best and worst performers.

On YouTube, the Technology sector proved the most consistent performer with the regular use of the platform for user guides and application ideas. Selected Travel & Leisure and FMCG brands also used the platform effectively to share stories about their products and services. For the top ten brands on this platform, this provided a significant uplift in points scored, giving an average of 29 points, compared to a 16-point average for YouTube across the 100.

Google+ wasn't in existence for last year's Social Brands 100, but in ten months it has moved rapidly to get on the radar of brands operating in social spaces.

Unsurprisingly it is some of the archetypal early adopters of social media that have risen to the top of the Google+ rankings, and Technology companies are prevalent here. The observable markers used for Google+ are all about engagement, so these brands are offering the most compelling content, and effective community management on the platform.

Amongst brand owned forums the Entertainment brands were the most highly rated, with forums that provide comprehensive brand and peer support, or that provide a platform for like-minded communities to gather. The community and interaction provided by these forums offers a counter to the observed lack of intensive conversation between Entertainment brands and individuals on Twitter.

The chart on the right shows the gap between current mean scores amongst the Social Brands 100 on the major platforms, and the highest possible scores.
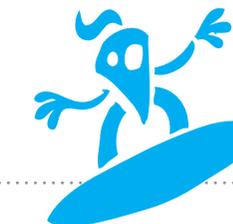
SOCIAL BRANDS 100 MEAN PERFORMANCE BY PLATFORM VS. TOTAL POSSIBLE SCORE

90.00
80.00
70.00
60.00
50.00
40.00
30.00
20.00
10.00

FACEBOOK   TWITTER   YOUTUBE   GOOGLE+   FOURSQUARE   OWN FORUMS

Overall mean   Total possible score

20

21
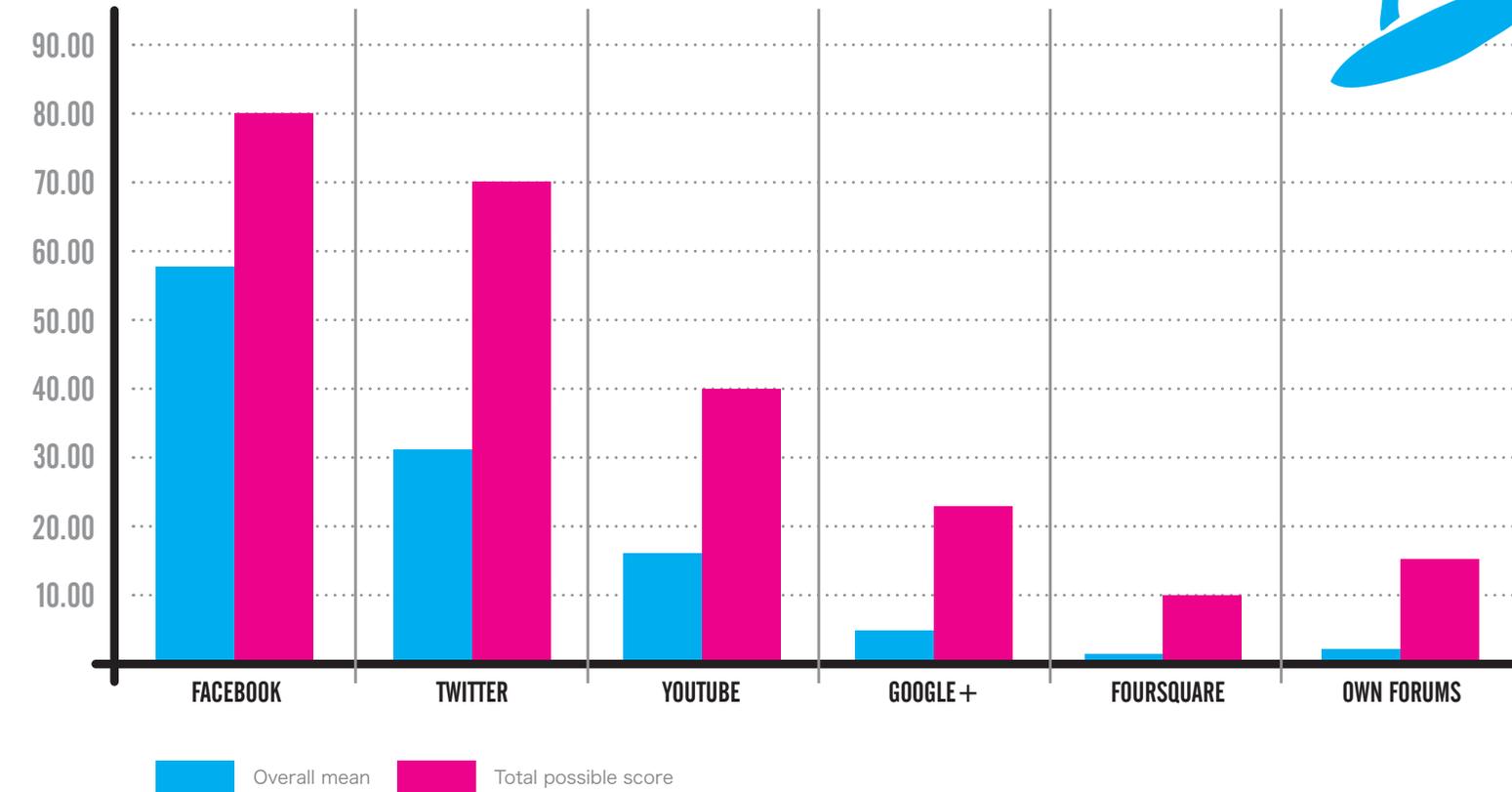
BY PLATFORM

The following tables show the top ten performing brands in this year's Social Brands 100 across each of Facebook, Twitter, YouTube, Google+, and foursquare.

TOP 10 FACEBOOK

RANK	BRAND	INDUSTRY
1	MaxiRAW	FMCG
2	Trent Barton	Travel & Leisure
3	RSPB	Charity
4	Cardiff bus	Travel & Leisure
5	Orange	Telecom
6	Chiltern Railways	Travel & Leisure
7	CenturyLink	Telecom
8	Met Office	Services
9	Mobile Vikings	Telecom
10	AVG	Technology

TOP 10 TWITTER

RANK	BRAND	INDUSTRY
1	National Rail Enquiries	Services
2	Tetley	FMCG
3	MTV Geordie Shore	Media
4	Oral B	FMCG
5	Capital FM	Media
6	BBC	Media
7	Manchester City Football Club	Travel & Leisure
8	Motorola	Technology
9	MTV UK	Media
10	Leicester Tigers Rugby Club	Travel & Leisure

TOP 10 YOUTUBE

RANK	BRAND	INDUSTRY
1	Acura	Automotive
2	Google	Technology
3	The Ellen DeGeneres Show	Entertainment
4	Manchester City Football Club	Travel & Leisure
5	Guinness World Records	Media
6	giffgaff	Telecom
7	AVG	Technology
8	GoPro	Technology
9	Sony Ericsson (Xperia)	Technology
10	Samsung Mobile	Technology

TOP 10 GOOGLE +

RANK	BRAND	INDUSTRY
1	Red Bull	FMCG
2	Google	Technology
3	Blackberry	Technology
4	Intel UK	Technology
5	Starbucks	Travel & Leisure
6	Cadbury	FMCG
7	Ford	Automotive
8	WWE	Entertainment
9	Sony Ericsson (Xperia)	Technology
10	Samsung Mobile	Technology

TOP 10 FOURSQUARE

RANK	BRAND	INDUSTRY
1	Starbucks	Travel & Leisure
2	Intel UK	Technology
3	WWE	Entertainment
4	KLM	Travel & Leisure
5	National Trust	Charity
6	Bing UK	Technology
7	HMV	Retail
8	Fifteen Cornwall	Travel & Leisure
9	Blackberry	Technology
10	Manchester City Football Club	Travel & Leisure
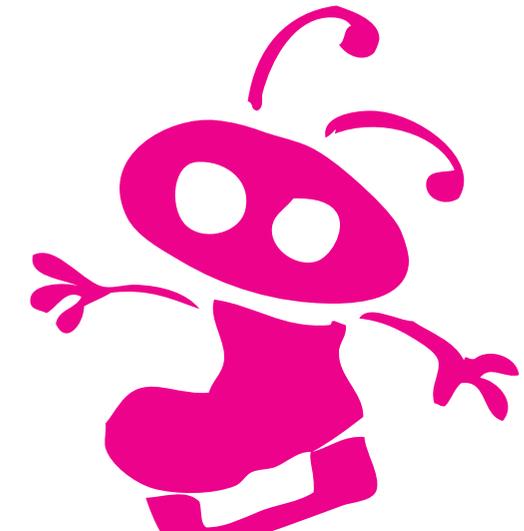
BY MARKER

The following tables show the top ten performing brands against a selection of our observable markers.
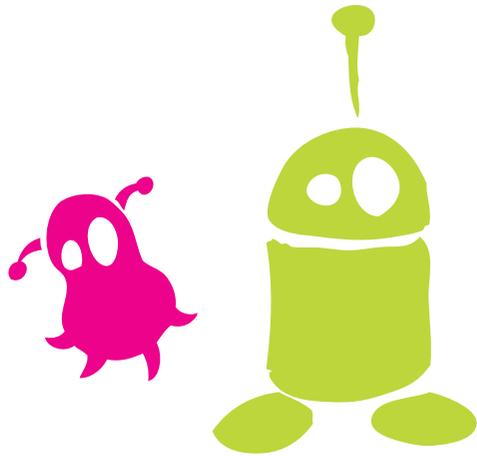
FACEBOOK BRAND POST ENGAGEMENT

RANK	BRAND	INDUSTRY
1	MaxiRAW	FMCG
2	road.cc	Media
3	Trent Barton	Travel & Leisure
4	The Ellen DeGeneres Show	Entertainment
5	Manchester City Football Club	Travel & Leisure
6	Gibson	Manufactured goods
7	RSPB	Charity
8	Penguin UK	Media
9	RAF Benevolent Fund	Charity
10	Leicester Tigers Rugby Club	Travel & Leisure

FACEBOOK FAN POSTS INTERACTED WITH BY BRAND

RANK	BRAND	INDUSTRY
1	Schuh	Retail
2	The Collective NZ	FMCG
3	AVG	Technology
4	Virgin Money	Financial Services
5	Orange	Telecom
6	National Rail Enquiries	Services
7	MaxiRAW	FMCG
8	Trent Barton	Travel & Leisure
9	Cardiff bus	Travel & Leisure
10	Chiltern Railways	Travel & Leisure

TWITTER MENTIONS OF THIRD PARTY @ACCOUNTS BY @BRAND

RANK	BRAND	INDUSTRY
1	O2	Telecom
2	HTC	Technology
3	Met Office	Services
4	WestJet	Travel & Leisure
5	Virgin Trains	Travel & Leisure
6	Xbox	Entertainment
7	Chiltern Railways	Travel & Leisure
8	WWE	Entertainment
9	National Rail Enquiries	Services
10	MTV UK	Media

TWITTER TIMELINESS OF RESPONSE

RANK	BRAND	INDUSTRY
1	National Rail Enquiries	Services
2	ASOS	Retail
3	MTV Geordie Shore	Media
4	Marie Curie Cancer Care	Charity
5	BBC	Media
6	Virtuous Bread	Travel & Leisure
7	Oral B	FMCG
8	studentbeans.com	Services
9	Met Office	Services
10	Chiltern Railways	Travel & Leisure

HISTORICAL TRENDS

While Facebook and Twitter enjoyed 100% adoption amongst the Social Brands 100 and YouTube 96%, all slightly higher year-on-year, 2012 was really about geo-location failing to take off.

Only 18% of the Social Brands 100 use a foursquare brand outpost, a figure down from last year's 22%. Those brands that are active on foursquare like Intel and National Geographic are creating good interaction, however for most it remains outside their core community building strategy.

Interesting new entrants this year are Google+, which with 49% adoption is already well ahead of foursquare. While we didn't analyse data results from Pinterest in this year's ranking we note that 49% of the 100 brands have created a profile on the image driven interest network, including eight out of our top ten brands.

PERCENTAGE BRAND ADOPTION OF PLATFORMS 2012

Twitter	100%
Facebook	100%
YouTube	96%
Brand community	28%
foursquare	18%

PERCENTAGE BRAND ADOPTION OF PLATFORMS 2011

Twitter	99%
Facebook	94%
YouTube	83%
Brand community	31%
foursquare	22%
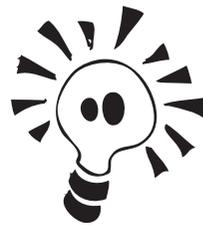
SOCIAL'S GROWTH

Social network user numbers have exploded. Established players are going from strength to strength and newcomers like Pinterest, Instagram and Google+ are growing fast. This is a brief look at how the networks measured in the ranking have evolved over the last year.

FACEBOOK

2011 Q1: 500 MILLION USERS
2012 Q1: 901 MILLION USERS

The world's biggest social network has experienced dramatic growth and isn't slowing down. New features like Timeline prove Facebook isn't complacent and with 1 billion users expected by August 2012, it will remain a force to be reckoned with.

TWITTER

2011 Q1: 200 MILLION RA*
2012 Q1:500 MILLION RA*

The information network is now part of millions of people's lives due to its prominent use by journalists and celebrities. Twitter's current focus is on monetising the platform, with a redesign and new features that appeal to brands.

* Registered accounts

YOUTUBE

2011 Q1: 490 MILLION MAU**
2012 Q1: 800 MILLION MAU**

With 3 billion hours of video viewed each month, YouTube is one of the most popular and established networks. Google's most successful social service owns the web video space and continues to grow in numbers and social features.

** Monthly active users

LINKEDIN

2011 Q1: 102 MILLION USERS
2012 Q1: 151 MILLION USERS

LinkedIn was one of the first to launch its IPO and is positioned as the place for recruitment and professional networking. Growth in users has been comparatively small, but with key purchases and improvements to its core product, expect figures to grow.

GOOGLE +

2011 Q1: JUNE LAUNCH
2012 Q1: 170 MILLION USERS

Google is constantly upgrading its new network and baking it into its web products to ensure success, something proving both controversial and beneficial in equal amounts.

FOURSQUARE

2011 Q1: 10 MILLION USERS
2012 Q1: 20 MILLION USERS

Foursquare has doubled its user base, has a dedicated global community and seen off other threats. Its use of data to power new features and other applications' location features shows some of the platform's potential.

In summary, 2012 so far has been one of the biggest years for the social restructuring of the web. Facebook's IPO, its $1 billion purchase of Instagram, Google's restructure around social, and the likes of Apple and Microsoft embedding social networks into their products are all evidence of social's impact.

Sources: Facebook, Mashable, YouTube, LinkedIn, Google, foursquare

THE BIG ISSUES

Putting this number of brands under the social performance microscope provides an opportunity to reflect on what is working for them, and what the challenges ahead might be.

In terms of the behaviours that create success in social, they remain consistent, because people and how they like to be treated remain consistent. In summary those behaviours are:

- Focus on creating value for people and communities, not sending messages
- Be happy to exchange rigid brand control for greater involvement with people
- Manage the brand in a more human context, focus on the spirit of the brand, its character, values, purpose and causes, rather than the letter of the brand guidelines

- Listen actively and be timely, agile and responsive to make the most of emerging conversations
- Act appropriately, reflecting the etiquette of each social environment
- Put the needs of the community, and individuals within it, ahead of your own
- Be true, compelling, authentic and transparent
- Place win-win relationships at the heart of your business.

Keeping these behaviours in mind during every interaction, strategy planning session and objectives setting exercise, will direct any brand towards better social media performance.

DELIVERING PERSONAL VALUE – AT SCALE

This appears to be the greatest challenge for brands in social.

Expressing the brand with a truly 'human' voice, on a consistent basis and within large communities is a big challenge that only a handful of brands are meeting. This poses the question: are brands simply wrestling with the challenge of scaling-up in this area, or is there a lack of genuine appetite to engage at this personal level?

Our observation is that brands embracing this human approach are willing to invest emotionally in their communities, and create strong one-to-one relationships. This is in contrast to brands that may have regular conversation and response but where the interactions are standard and suggest a scripted, brand guidelines focused approach.

To meet the challenge of delivering personal value at scale, brands will have to invest in larger teams of socially savvy employees. These individuals will be clear on the purpose or spirit of the brand and will be empowered to represent the brand with a human voice.

At its heart a commitment is required from brands to spend more time being interested, rather than trying to be interesting.
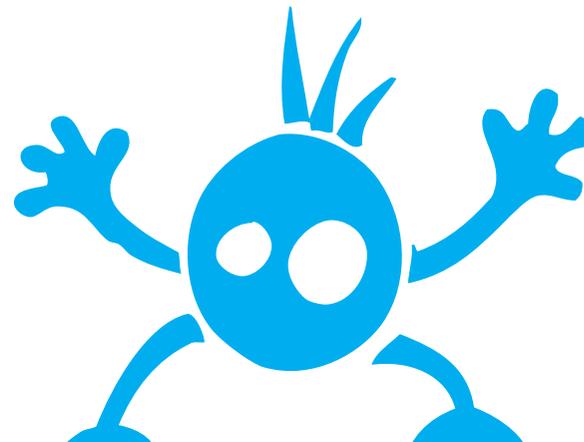
Here are a few questions to ask yourself if you are involved in representing a brand in social spaces:

- Are you joining conversations consistently and positively, or do you only step in when a negative emerges?
- When you place a new thread into the conversation how do you frame it? Do you ask open questions to invite response, or do you 'announce' content in a traditional broadcast way?
- Are you spending at least as much time listening and responding as you are running your own content plan?
- Are you open-minded and agile enough to capitalise on a strong emerging meme in the community, rather than stick to a content schedule?

THE NO.1 QUESTION

In what remain challenging global economic times, one big question remains at the top of every Marketing Director's agenda around social – "How do I show that social spend is effective, and provides return on investment?"

Social Brands 100 is committed to helping answer that question by developing its research in future years to cover brand objectives and outcomes from social activity, as well as the outputs that are covered currently.

In the meantime, we will leave you with an observation.

Good active listening, asking open questions, and trying to uncover and then respond to genuine customer need uses many of the accepted fundamentals of good selling techniques. The difference is that we now have the ability to listen and learn not just in face-to-face interactions with customers or prospects, but persistently across all social platforms.

The aggregated intelligence gathered from this listening is extremely powerful. It can help brands get ahead of what the market wants in terms of product and service, and provide insight into what proposition will resonate with the community.

Used smartly this data is a goldmine that can transform business performance. That's a story every boardroom is keen to hear.
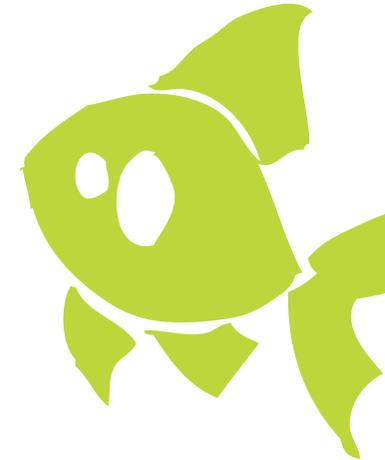
INNOCENT: A PERSONAL APPROACH

RANKING:	1
DATA SCORE:	139
PANEL SCORE:	99
SOCIAL BRAND SCORE:	238

Innocent is a food and drinks company whose products are available across Europe.
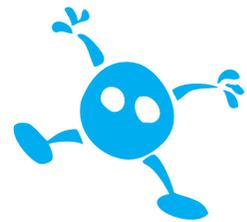
Since its launch a little over a decade ago, Innocent has stood out for its innovative and entertaining approach to communications. Although we are now used to having our packaging 'talk' to us, back when Innocent's bottles first appeared on supermarket shelves covered in distinctive illustrations and irreverent copy – a by-product of having no budget for a traditional advertising campaign at the time – it was radical.

Significantly, the bananaphone number, Innocent's customer help-line, has always been included on labels, with an open invitation to get in touch with 'Fruit Towers'. "We've always wanted to build actual relationships with our drinkers," says Innocent's Joe McEwan. "It started with talking to people on our packaging, inviting them to call the bananaphone, meeting them at events we put on, and so on. It naturally extended into digital and then social media as those channels evolved."
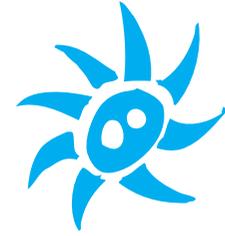
So from the beginning Innocent's values have been rooted in what is now recognised as good social behaviour, taking a human approach to managing the brand, creating value for, and listening and responding to people. Maintaining this approach in the face of significant growth, inevitable changes to the team line-up, and a rapidly evolving communications landscape however, is no mean task. According to McEwan, key to Innocent's success has been a consistent tone of voice – one that's natural, honest, and engaging – making social activity feel like a natural extension of the company's personality.

> We've always wanted to build actual relationships with our drinkers.

The Innocent approach to social has historically been quite organic, changing as the team experiments with new ideas and types of content. Over the last year in particular, there's been recognition internally that social should be integrated across the business more formally, "striking a balance between a healthy degree of spontaneity and a more strategic approach," says McEwan. One result has been closer collaboration with the in-house creative department. Following a session ahead of St George's Day, the team created and shared 'An Innocent Guide to Slaying a Dragon'. Success hinges on having a Brazil nut to hand, in case you're wondering.

As they continue to experiment with the potential of emerging platforms, the Community Team is keeping an eye on how to best develop each one's own look and feel while maintaining that all-important consistency. For McEwan, a dedicated in-house team is essential to Innocent's future success to ensure the business keeps learning and develops the deepest possible relationship with its communities.

In an ever-changing social landscape, Innocent maintains a flexible and creative approach underpinned by a clear understanding of the spirit of the brand, passion for the product, and a desire to engage with people on a one-to-one level.

innocent
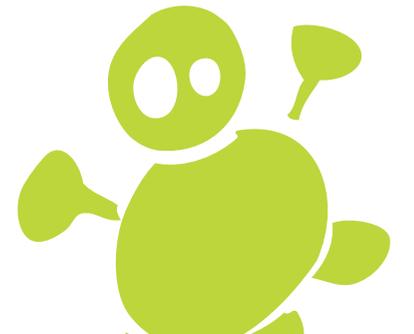
ARKIVE: CONSERVATION THROUGH CONVERSATION

ARKive
www.arkive.org

RANKING:	6
DATA SCORE:	145
PANEL SCORE:	87
SOCIAL BRAND SCORE:	232

ARKive is a digital library of the world's species run by charity Wildscreen.

• No. 1 charity brand for overall performance on platforms.

ARKive, the vast and free audio-visual wildlife archive, aims to inspire a global community with its 'virtual' conservation effort.

Content is at the top of many a brand's agenda and ARKive certainly has no shortage, with more than 3,500 of the world's leading filmmakers and photographers actively contributing material. However, as is often the case, it's not what you've got but what you do with it that counts.

According to ARKive's Ellie Dart, social is fundamentally about conversation for the brand. "One of the coolest things for us is that we can have a natter with people around the world as individuals, not just a mass of 'likes' or tweeps," she says.

By engaging in discussion and debate on a variety of platforms, the team gains insights into what people want, whether that's news about the world's rarest wildcat or a short film of sleepy meerkats dozing off at the post.

In February, ARKive asked people to tweet the name of their favourite species along with #lovespecies and several well-known UK wildlife personalities got involved including Mark Carwardine and Liz Bonnin. ARKive complemented this Twitter activity with a 'Love Species Valentine's Quiz' on Facebook, which tested players' knowledge of different species' more unusual mating habits.

The challenge ahead lies in keeping up with the launch of new social platforms. Along with Pinterest and the rise of social TV, Dart is keeping an eye on two new platforms in particular; Chime, which is organised around common interests and aims to

share advertising revenue with its users, and SceneChat.com, which enables social interactions on video.

The growing number of platforms has made analysis more important than ever, and as social media's influence on SEO has increased, platforms have been better integrated into the ARKive website.

By engaging with people in the right places and listening to what they want, social media is enabling ARKive to engage creatively with different groups and raise the profile of the many thousands of endangered species to ultimately ensure their conservation.

One thing will definitely remain a priority in the year ahead; "Last year social media was about conversation; this year social media is about conversation," says Dart.

MANCHESTER CITY FC: TOP OF THE SOCIAL LEAGUE

RANKING:	16
DATA SCORE:	132
PANEL SCORE:	84
SOCIAL BRAND SCORE:	216

Manchester City Football Club won the Premier League championship in May 2012.

• Within top ten brands overall on Twitter, YouTube and foursquare.
• Top Five for brand post engagement on Facebook.

Facebook may have brands thinking about fans like never before, but they have always been the lifeblood of football clubs. With devotees around the globe, engaging through social media has been an opportunity for some quick wins for clubs in the Premier League.

The nature of professional sports is such that there's an obvious link between new fan uptake and success on the pitch, so Manchester City Football Club has seen numbers grow as it has risen through the league table this year, becoming Premier League champions for the first time in 44 years.

The social media team's objective is to engage with new fans and give them even more reasons to stay loyal, while deepening relationships with life-long supporters. "Because it's football, it's tribal and passionate," says Manchester City's Chris Nield. "We need to be like a mate to our fans – there to listen and help."

The Club relaunched its website in July 2010 with social media fully integrated into the site. It has continued to improve functionality since then and developed a variety of content, hosting live chats on Twitter with the players, livestreaming training sessions, creating videos for its YouTube channel, and displaying moderated tweets on the big screen before and after games. "We've also got profiles up and running on Instagram and Pinterest," says Nield. "We do different things on these niche platforms and won't expect big numbers but it's good to be there getting to know a really interested and educated fanbase."

This summer Manchester City will be getting involved with the festival circuit, releasing an app that celebrates the city's musical heritage. Users can download tracks by local bands, remix them, and share with friends. "This will give fans something to engage with while they wait for the new football season to start," says Nield.

Further afield, Nield will be working with micro-blogging site Weibo for the first time, as the team starts a pre-season tour in China – a good reminder about the distinctive nature of social media in some countries.

Its approach to social media has enabled Manchester City to deepen its relationship with die-hard supporters, connect with a diverse base of new fans, and most importantly, to lay the groundwork to retain them for the future.

AVG: USING ADVOCACY TO BUILD A BETTER BRAND

RANKING:	29
DATA SCORE:	133
PANEL SCORE:	73
SOCIAL BRAND SCORE:	206

AVG provides software solutions to computer security threats for personal and business customers.

• No. 2 Tech brand for second year.
• Within top ten brands on YouTube and Facebook.

We know it's important and we know we need to have it, but anti-virus software doesn't automatically feel like the most engaging of subjects, making AVG's Toothpicks versus Tigers campaign all the more interesting.

Late last year, the software company wanted to demonstrate how its technology works in an engaging way, so placed two people in a cage made of 3.5 million glued together toothpicks. They spent the night in a Thai jungle to see how the cage would hold up against curious and territorial tigers. The good news is that they survived, and AVG vividly demonstrated how its 'strength in numbers' approach works; users are the toothpicks, the threat to online security is the tiger, and the glue is AVG, providing protection and the means for the community to share information.

With almost 5 million views on YouTube and a lively thread of comments, the film certainly seems to have hit the mark, but it's just one of a series of videos the company has made with the aim of educating its community through tutorials and insights into topical security issues.

For AVG's Jas Dhaliwal, participating in discussion and being open to opinion is key to being a social brand. "We take our messaging and content right to the heart of our community," he says. "It allows the wider public to have an ongoing conversation with us. Feedback helps us to build better products. Advocacy brings us closer to those who are life-long supporters of the brand and our products."

Social also plays an important role in customer support on Facebook. "It's great to see how people have not only joined the Page, but made it their daily destination for security news and updates," says Dhaliwal. With over 1 million fans, AVG thanks its most active and helpful members through its monthly Community Awards, which bestow free licences and increasing perks on repeat winners.

The challenge lies in staying relevant and one step ahead as thousands of brands get better at social media. AVG's growing global team and well-established community of advocates puts them in a good position now, but they don't feel complacent because, as Dhaliwal points out, "Social never sleeps!"

SCHUH: MAINTAINING THE HUMAN TOUCH

RANKING:	40
DATA SCORE:	129
PANEL SCORE:	71
SOCIAL BRAND SCORE:	200

Schuh is a fashion footwear retailer with stores across the UK and Ireland.

• No. 2 Retail brand.
• No. 1 for fan posts interacted with on Facebook.

Chatting about holiday plans and crushes; all in a day's work for the team at Schuh. Their aim is to give people something to laugh about and 'a good chinwag' according to Schuh's Jen Rankine. "Last time we checked, we are human and we don't try to be anything but that; our customers would see right through it," she says.

Over the last year, Schuh has established a dedicated in-house social team. As well as showcasing the brand's personality, the team is there to make sure that questions don't go unanswered and to keep up with new developments on platforms.

Social plays a role in all communications, from competitions and in-store events to jobs and relevant service information, with the aim of building a community of like-minded shoe lovers. "We check every feed under the sun to ensure that nothing is missed," says Rankine. "Customers now know they can come to our social pages to get answers to any niggling questions or help with an order." Handling complaints are part of the job and the team don't remove negative comments, believing it's important to demonstrate how they handle problems that arise, adding to the human feel because 'everyone makes mistakes'.

Competitions have been a valuable way for the team to engage with their communities and reward customer loyalty. Having experimented with creating Facebook apps in-house, Schuh started working with an agency last year. One result was iWin, which gave entrants the chance to win one of two iPads and a pair of shoes. "We only promoted the competition through social and to our email database but our engagement levels went through the roof and our audience grew by 8%," says Rankine.

The coming year will involve integrating social into other aspects of the business and engaging with new and regular customers who may not be aware of Shuh's social presence. Although Schuh may see social as a great business tool, they aim to not lose sight of the fact that people invite brands into their social streams, "It's a privilege, not a right," says Rankine.

WHAT NEXT?

By Tom Chapman, Head of Innovation for Lawton Communications Group

The next generation of social media is already being defined. Amongst the key trends explored below it is apparent that there are two main drivers: technology and sophisticated data.

Brands will need to keep pace by evolving flexible strategies, up-skilling teams, and experimenting with communications designed to put the customer first.

NATURAL INTERFACES

We are rapidly moving away from the push of a button or a swipe of a touch screen, to natural interactions, for example voice, gesture, touch, facial recognition and smell. Social content in the future will need to communicate with the consumer as if they were there in person at that moment in time, providing personality and content that is contextually relevant to that individual.

INTERNET OF THINGS

Physical objects connected to the Internet will interact with us as if they have a personality too. Devices already exist that can tweet us when the plants need watering. Brands should look to move away from augmenting one-size-fits-all digital content, to the product itself actually communicating personalised content.

For example, bottled sports drinks might access a user's social profiles to remind them when they next need to hydrate and provide health advice tailored specifically to that person. Take it a step further, and if we allow multiple products that we consume on a regular basis access to our social profiles, they will communicate with one another and manage our daily lives.

CONTENT & FILTERING

Influencers across all sectors will reign supreme. They will filter and curate the content we consume. We will be able to follow every move people choose to show us in the digital world. Brands will need to be more sophisticated in managing relationships with influencers, creating and measuring content with both the social and interest graphs in mind.

BIGGER & BETTER DATA

With virtual and physical products linked to the web, brands will need to become even more sophisticated with the measurement of content and value delivered to customers. Every touchpoint in the purchase cycle can be linked directly to a customer's social profile allowing us to track and measure interactions in the physical world with the same depth as in the digital world. Data will be interpreted correctly and responded to in real-time, making creative content fluid and agile to capitalise on emerging trends.

For all the developments in technology and data sharing, social brands of the future will need to have the individual needs of their customers sitting at the heart of their communications strategy. Communication is fundamentally personal, and with social media complementing the rapid developments in technology, communications in the future will become hyper-personalised to the point where relationships with brands will be tangible.
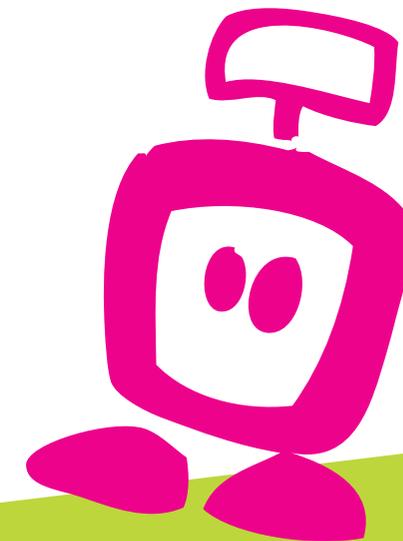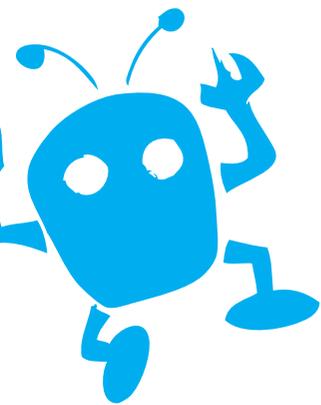
APPENDIX

## 1 NO. 1 BRANDS BY INDUSTRY SECTOR

INDUSTRY	BRAND
Automotive	Ford
Charity	Cancer Research UK
Entertainment	The Ellen DeGeneres Show
Fashion & Beauty	Lush
Financial Services	Wonga
FMCG	Innocent
Manufactured goods	Gibson
Media	Guinness World Records
Retail	ASOS
Services	Met Office
Technology	HTC
Telecom	giffgaff
Travel & Leisure	Starbucks
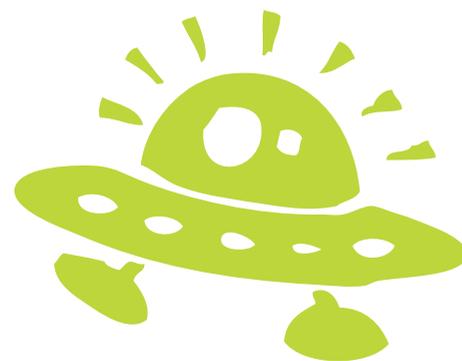
2 BRANDS BY INDUSTRY SECTOR

INDUSTRY	BRAND	RANK	DATA SCORE	PANEL SCORE	SOCIAL BRAND SCORE
Automotive	Ford	24	130	80	210
Automotive	Acura	95	131	26	157
Charity	Cancer Research UK	4	134	101	235
Charity	British Red Cross	5	129	104	233
Charity	ARKive	6	145	87	232
Charity	WWF	17	117	99	216
Charity	DoSomething.org	18	125	90	215
Charity	Help for Heroes	19	130	83	213
Charity	RSPB	23	129	83	212
Charity	National Trust	24	120	90	210
Charity	NSPCC	29	115	91	206
Charity	The MS Society	38	110	92	202
Charity	The British Heart Foundation	39	126	75	201
Charity	Diabetes UK	41	116	83	199
Charity	Marie Curie Cancer Care	41	119	80	199
Charity	RAF Benevolent Fund	71	117	61	178
Charity	VisitWoods	71	112	66	178
Charity	Just Giving	86	118	49	167
Charity	The National Lottery	89	110	53	163
Entertainment	The Ellen DeGeneres Show	9	140	84	224
Entertainment	Xbox	13	137	81	218
Entertainment	WWE	19	141	72	213
Fashion and Beauty	Lush	60	114	70	184
Fashion and Beauty	e.l.f. Cosmetics	76	127	47	174
Fashion and Beauty	Estée Lauder	92	111	49	160

INDUSTRY	BRAND	RANK	DATA SCORE	PANEL SCORE	SOCIAL BRAND SCORE
Financial Services	Wonga	41	138	61	199
Financial Services	Virgin Money	65	127	54	181
Financial Services	Simplyhealth	88	123	42	165
Financial Services	PayPal	97	113	41	154
FMCG	Innocent	1	139	99	238
FMCG	Cadbury	7	147	84	231
FMCG	Lurpak	13	128	90	218
FMCG	Red Bull	13	125	93	218
FMCG	Cravendale	19	127	86	213
FMCG	Tetley	24	135	75	210
FMCG	Marmite	34	118	86	204
FMCG	Muddy Boots Real Foods	53	113	79	192
FMCG	The Collective NZ	57	110	79	189
FMCG	MaxiRAW	68	142	38	180
FMCG	Walkers Crisps	89	125	38	163
FMCG	Oral B	92	119	41	160
FMCG	Ribena	96	117	38	155
FMCG	Tropicana	98	110	34	144
Manufactured goods	Gibson	45	137	60	197
Manufactured goods	Mongoose Cricket	68	127	53	180
Media	Guinness World Records	12	145	74	219
Media	Capital FM	27	133	75	208
Media	Penguin UK	27	134	74	208
Media	road.cc	34	140	64	204
Media	BBC	45	114	83	197

INDUSTRY	BRAND	RANK	DATA SCORE	PANEL SCORE	SOCIAL BRAND SCORE
Media	MTV Geordie Shore	70	129	50	179
Media	MTV UK	86	118	49	167
Retail	ASOS	7	129	102	231
Retail	Schuh	40	129	71	200
Retail	TOMS	49	129	66	195
Retail	Sainsbury's	50	117	77	194
Retail	B&Q	53	116	76	192
Retail	HMV	75	114	61	175
Retail	Very.co.uk	78	117	56	173
Retail	Frugi	91	112	50	162
Services	Met Office	9	145	79	224
Services	National Rail Enquiries	36	131	72	203
Services	Groupon	65	117	64	181
Services	studentbeans.com	83	110	60	170
Technology	HTC	11	164	57	221
Technology	AVG	29	133	73	206
Technology	GoPro	36	140	63	203
Technology	Blackberry	45	147	50	197
Technology	Motorola	55	128	62	190
Technology	Dell	59	112	75	187
Technology	Intel UK	65	128	53	181
Technology	Bing UK	76	130	44	174
Technology	Sony Ericsson (Xperia)	78	137	36	173
Technology	Google	81	125	46	171
Technology	Samsung Mobile	84	128	40	168

INDUSTRY	BRAND	RANK	DATA SCORE	PANEL SCORE	SOCIAL BRAND SCORE
Technology	BullGuard	100	113	20	133
Telecom	giffgaff	3	155	81	236
Telecom	O2	58	113	75	188
Telecom	Mobile Vikings	60	127	57	184
Telecom	Orange	71	112	66	178
Telecom	Comcast	84	126	42	168
Telecom	CenturyLink	94	121	38	159
Telecom	AT&T	99	110	33	143
Travel & Leisure	Virtuous Bread	29	123	83	206
Travel & Leisure	Starbucks	2	151	86	237
Travel & Leisure	Manchester City Football Club	16	132	84	216
Travel & Leisure	KLM	19	127	86	213
Travel & Leisure	Trent Barton	29	123	83	206
Travel & Leisure	Leicester Tigers Rugby Club	33	129	76	205
Travel & Leisure	Fifteen Cornwall	44	112	86	198
Travel & Leisure	Cardiff bus	45	118	79	197
Travel & Leisure	Domino's Pizza	51	115	78	193
Travel & Leisure	Tate	51	115	78	193
Travel & Leisure	WestJet	55	133	57	190
Travel & Leisure	Chiltern Railways	62	122	60	182
Travel & Leisure	Mr & Mrs Smith	62	118	64	182
Travel & Leisure	Southwest Airlines	62	116	66	182
Travel & Leisure	Virgin Atlantic	71	111	67	178
Travel & Leisure	Delta	80	126	46	172
Travel & Leisure	Virgin Trains	81	118	53	171
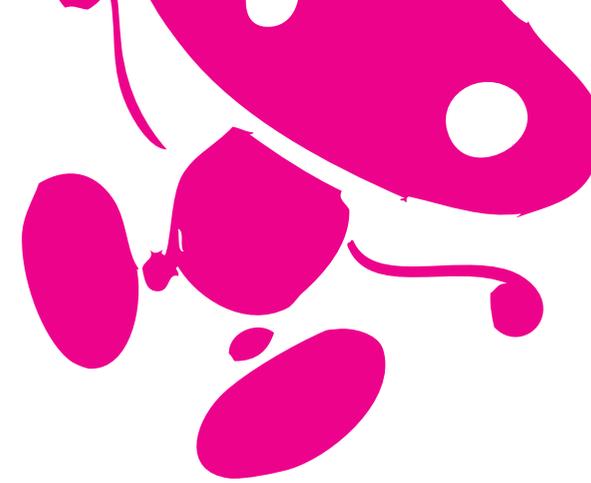
OBSERVABLE MARKERS

The scoring across each of the platforms is based on a series of observable markers. Each one indicates a different aspect of social behaviour by the brands. In effect, we are measuring a basket of outputs which together show social performance levels.

On the next three pages there are further descriptions of the markers and what each one measures.
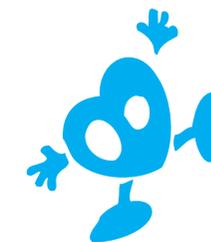
FACEBOOK

MARKER NAME	MARKER DESCRIPTION	MEASURING
Brand post engagement	Number of 'likes', 'comments' and 'shares' generated by brand posts (normalised for community size)	Intensity of interaction with brand posted content. Provides a measure of the brand's success in creating content and behaviour that is valuable in the eyes of the community
Fan post: Brand post ratio	Ratio of fan posts to brand posts	Vibrancy of community and brand's willingness/ability to foster community participation
Fan post engagement	Number of 'likes', 'comments' and 'shares' generated by fan posts (normalised for community size)	Intensity of interaction with fan posted content, providing a measure of the health of the peer-to-peer spirit in the community
Fan posts interacted with by brand	Percentage of fan posts responded to by brand administrator/ community manager	Quality of active listening, and willingness to undertake genuine conversation vs. broadcast messages

TWITTER

MARKER NAME	MARKER DESCRIPTION	MEASURING
All @brand mentions	Number of @brand mentions (normalised for number of followers)	Success in creating content and conversations that are shared through networks
Retweets	Retweets of @brand tweets (normalised for number of followers)	Ability to create content that has so much value in the eyes of the community that they are willing to share it with their own social graph
Mentions of third party @accounts by @brand	Mentions of third party @accounts by @brand	Quality of active listening and willingness to undertake genuine conversation vs. pushing messages
Timeliness of response	Average time taken when responding to third party @accounts	Having the resource and will to deliver 'always-on' community management

GOOGLE+

MARKER NAME	MARKER DESCRIPTION	MEASURING
+1s per post	Average +1s per post	Ability to create content that has so much value in the eyes of the community that they are willing to share it with their own social graph
Shares per post	Average shares per post	Ability to create content that has so much value in the eyes of the community that they are willing to share it with their own social graph
Comments per post	Average comments per post	Intensity of interaction with brand posted content. Provides a measure of the brand's success in creating content, and conversation that is valuable in the eyes of the community

YOUTUBE

MARKER NAME	MARKER DESCRIPTION	MEASURING
Average views per video	Average number of views per video posted by brand	Value of video content in the eyes of the community
Average comments per video	Average number of comments per video posted by brand	Intensity of interaction with video content

FOURSQUARE

MARKER NAME	MARKER DESCRIPTION	MEASURING
Tips done	Average number of people who completed tips left by the brand	Creation of valuable and appropriate content that prompts interaction

OWN WEBSITE

| MARKER NAME	MARKER DESCRIPTION	MEASURING
Outpost links	Links to social outposts	Proactive promotion of brand's wider social footprint
Outpost link visibility	Visibility of links to social outposts	High priority given to social outposts as part of overall digital brand experience

BRAND OWNED FORUM

MARKER NAME	MARKER DESCRIPTION	MEASURING
Posts per thread	Posts per forum thread	Success in creating a vibrant community with high levels of interaction

BRAND OWNED BLOG

| MARKER NAME	MARKER DESCRIPTION	MEASURING
Blog usage	Brand blog used	Willingness to create long-form content, and engage with community
Comment : post ratio	Comment to post ratio	Success in creating valuable and appropriate content that prompts interaction

METHODOLOGY IN DETAIL
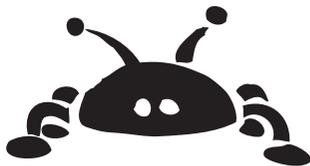
PLATFORM	METRIC	DATE/TIME PERIOD/VOLUME ASSESSED	CALCULATION	PLATFORM OVERALL SCORE
Facebook	Brand post engagement Fan post:Brand post ratio Fan post engagement Fan posts interacted with by brand	6 week period from mid-Jan to end of Feb	Likes + Comments x1.5 + Shares x2 divided by Fans No. of Fan posts as percentage of total posts Likes + Comments + Shares divided by Fans Percentage of Fan posts that brand interacted with	80
Twitter	All @brand mentions Retweets Mentions of third part @accounts by @brand Timeliness of response	6 week period from mid-Feb to end of March	No. of mentions of @brand account divided by Followers Count of retweets Count of tweets that included 3rd party @account name (excl Retweets) Average time taken to respond to 10 randomly selected tweets	70
YouTube	Average views per video Average comments per video	Most recent 10 videos (as at 2/3 April)	Average number of video views Average number of comments	40
Google +	+1s per post Shares per post Comments per post	Last 6 weeks worth of data (as at 2/3 April)	+1s + Comments x1.5 + Shares x2	22.5
foursquare	Tips done	First and last 10 tips (as at 2/3 April)	Average number of tips done	10
Brand owned forum	Posts per thread	10 most recent threads (as at 2/3 April)	Average number of posts per thread	15
Brand owned blog	Blog usage Comment to post ratio	Last 6 weeks worth of data (as at 2/3 April)	Simple Yes/No Average number of comments per post	15
Own website	Outpost links Outpost link visibility	As at 2/3 April	Simple Yes/No Rating scale of 0-3 (0=No icons or links, 1=Below the fold, 2=Small icons, 3=Big clear icons)	10

Finding the conversation
that matters

Brandwatch

who?

where?

what?
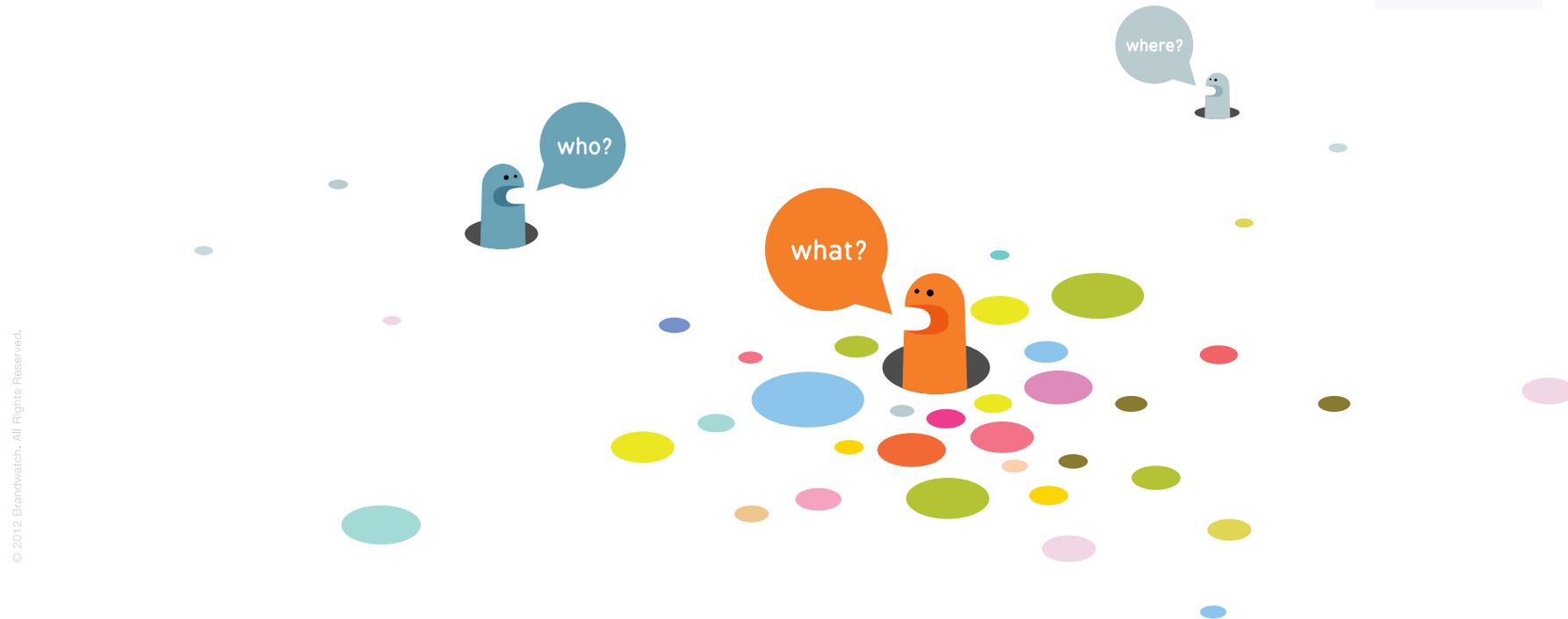
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SB 100

Ipsos   Coca-Cola   Gorkana Group   HSBC   MEDIACOM   Brandwatch is the data and analytics partner for 2012 Social Brands 100.

brandwatch.com | **info@brandwatch.com** | **tel: +44 (0)1273 234 290**

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We would like to express our thanks to the following individuals and organisations that have made significant contributions to the Social Brands 100.

To Brandwatch, our social media monitoring partner for the second time round. They power a large part of the analytics behind the ranking, and this year developed bespoke algorithms to allow even greater levels of detailed assessment.

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To our judging panel, who contributed their time and considerable expertise.

To Nexus Globalnet, our wifi partner, for ensuring reliable connectivity at our events.

Finally, thank you for your interest. Please contact any of us with thoughts or questions at socialbrands100@headstream.com or @socialbrands100.

SOCIAL BRANDS 100 TEAM

Steve Sponder
Head of Agency, Headstream
Julius Duncan
Marketing Director
Maeve O'Sullivan
Content Director
Nick Owen
Head of Data Analytics
Andrea Catt
Connections Director
Darren Vernall
Art Director
Sam Hilary
Social Media Manager
Steve Matthews
Designer
Rich Smith
Project Manager (Publications)
Jeremy Bourton
Marketing Executive

SOCIAL BRANDS 100 PARTNERS

Brandwatch
SOCIAL MEDIA MONITORING

THE Wall
Social, marketing, media: blogged

BrandRepublic

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ABOUT HEADSTREAM

Headstream is a specialist social agency and part of the Lawton Communications Group.

For the past six years we've been helping brands like the BBC, Activision and McLaren become more successful by embedding social into their marketing communications.

WE BELIEVE

• Social is making marketing exciting again
• Social brings brands closer to customers
• Social should be simple
• When we have fun with our clients, we do better work.

For more information on Headstream's work contact:

Andrea Catt
andrea.catt@headstream.com
@andreacatt

+44 (0)23 8082 8520

For media enquiries contact:

Julius Duncan
julius.duncan@headstream.com
@juliusduncan

+44 (0)23 8082 8585

www.headstream.com
@headstream

headstream
The Social Brand Agency

GLOSSARY

Brand Guidelines
A written document outlining the main statements and values that a company has in place, enabling others to understand what the brand is about.

Crowdsourced
The act of putting out an information request to a large group of people, often open to the general public, and collecting together the ideas to influence or create a project.

Diaspora
A community of people that has spread to diverse locations.

Influencers
Key people in communities who are either well read by, or looked up to by the community that they inhabit.

Interest Graph
A network of relationships between individuals and online content that centres on a particular topic, or interest.

Meme
A piece of content, or behavioural act, which is passed on rapidly between people, attracting widespread attention across digital and social platforms.

Normalise
To make information conform to a set standard.

Observable Marker
An indicator of interactions between people in social and digital spaces.

Social Age
The period of time since Web 2.0 emerged in the early part of this millennium, enabling individuals to network, share information, collaborate and create content easily.

Social Graph
The global relationships between users on social networks.

Social Network
An online service, platform or site that facilitates the building of social relations among people.

Social Spaces
The types of websites and online platforms that act as social networks.

Value Based Content
Content that focuses on providing a value to people e.g. utility, entertainment, rather than pushing marketing messages.

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