

Global Social Media

The Language Factor

Pisa, Italy
5 April 2011



Paula Shannon, CSO & Senior Vice President



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What Is Social Media?

Social media is an umbrella term that defines the various activities that integrate **technology, social interaction**, and the construction of **words, pictures, videos** and **audio**.



- Wikipedia

What Is Social Media?

social **media** is a
conversation



What Is Social Media?

social **media** is also your online

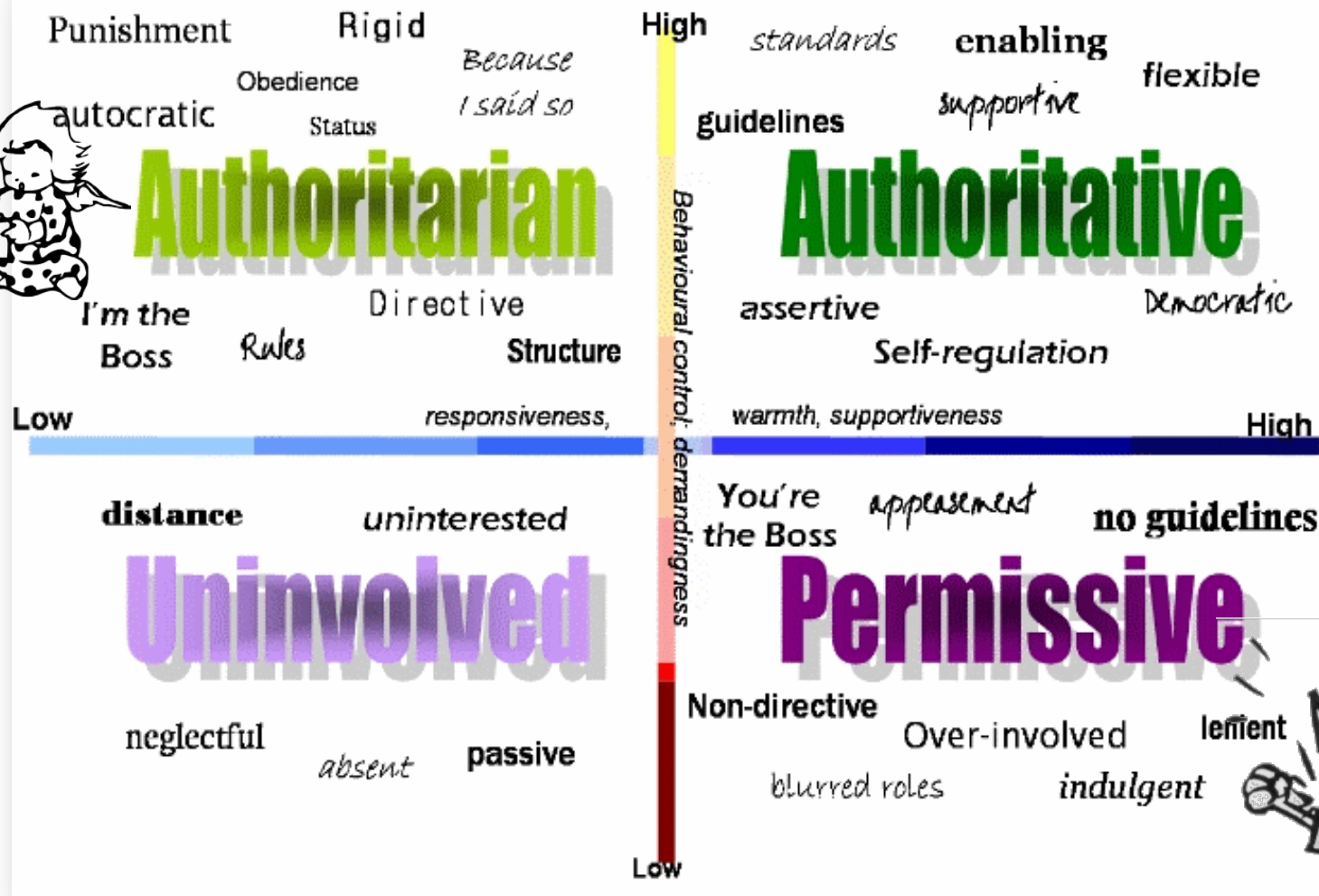
reputation

I Must **CONTROL** all
of this before it gets
out of hand!



Social Media as Unruly Toddler?

What is YOUR Parenting Style?

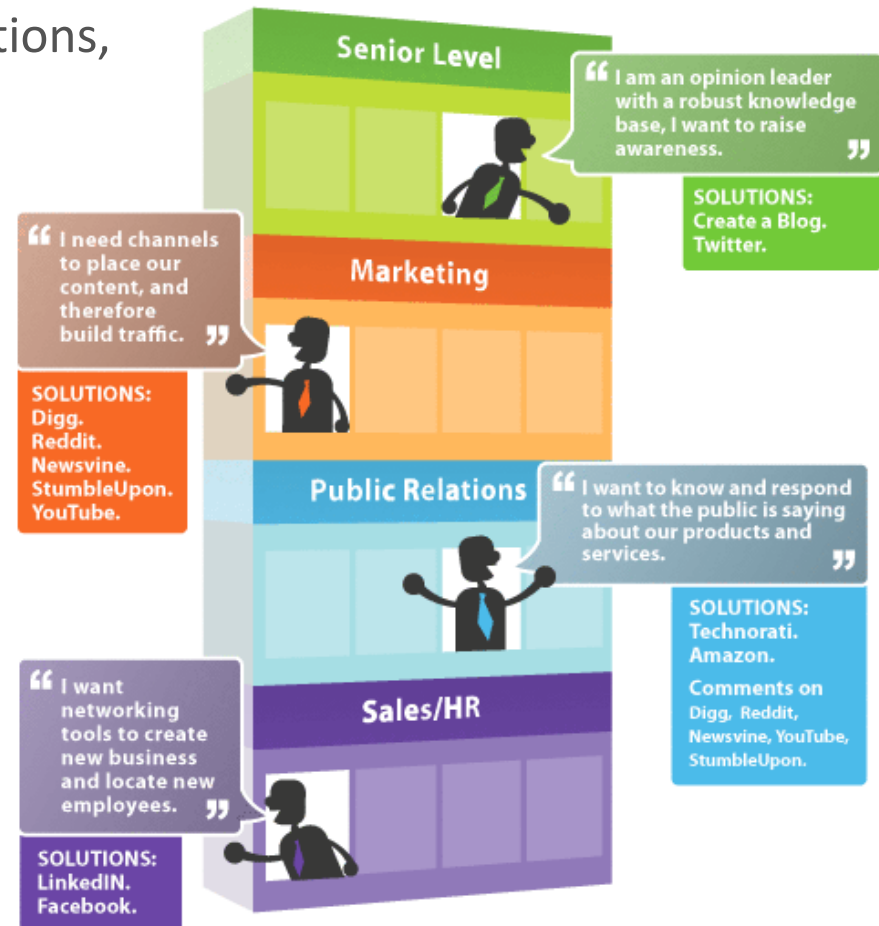


How Global Companies Are Using Social Media

- **Marketing**
 - PR, News, Communication, Promotions, Brand Awareness
- **Customer Service**
- **Listening**
- **Recruiting**
- **Research**
- **Communities**
- **Humanizing**

More Than Marketing!

Building a Company with Social Media



Social Media Ecosystem



Top 10 Social Networking Markets

Facebook **#1** in 8 of top 10 markets

- United States
- Canada
- Australia
- Italy
- Spain
- United Kingdom
- France
- Germany



Other Social Media Networks

- Russia – V. Kontakte
- China - QQ

Leading Social Networks in Other Markets

It's NOT All About Facebook and DEFINITELY not about English

- **Orkut** – Brazil
- **Mixi** – Japan
- **Hi5** - Mexico, Peru, Portugal, Romania, Thailand, Mongolia
- **Lide** - Czech Republic
- **Maktoob** - Libyan Arab Jamahiriya, Oman, Saudi Arabia, Yemen
- **Cyworld** - South Korea
- **Skyrock** - Guadeloupe, Martinique
- **Nasza-klasa** – Poland
- **Iwiw** - Hungary
- **Friendster** - Philippines
- **Hyves** - Netherlands
- **One** - Lithuania
- **Draugiem** - Latvia
- **Wretch** – Taiwan
- **Zing** - Vietnam

orkut[®]



mixi^m

 **CYWORLD 미니홈피**

■ Source: Brian Solis Blog – Feb. 2010

The Business View - Global Social Media Check Up

Wave 2 of Study on Social Media of *Fortune* Global 100

■ Sample

- 32 U.S.
- 47 European
- 18 Asian Pacific
- 3 Latin American

■ 4 Social Media Platforms

- Twitter/Microblogging
- Facebook/Social Networks
- YouTube/Video
- Blogs



Global Social Media Check Up

Forrester, Burson-Marsteller, Lionbridge GSM Survey, et al

SUPPLEMENTAL MATERIAL

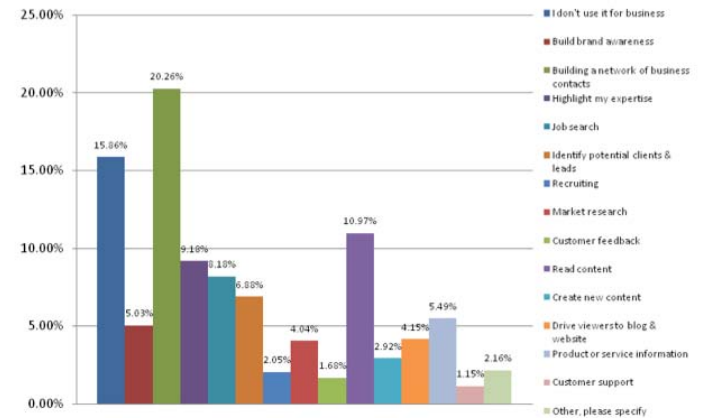
Companies Interviewed For This Document

3M
Brown-Forman
Colgate
Diageo
E.&J. Gallo Winery
Johnson & Johnson

Lionbridge
MoneyGram
Philips
Twitter
YouTube

Lionbridge Survey

Graphic 2: Social media business usage for the total sample



LioNBRIDGE Translation Blog

Main | About the Blog Team | Lionbridge.com

Global Social Media

Current Articles | RSS Feed

Lionbridge Social Media Survey - Now in Hindi and Malayalam
Posted by Jennifer Hofer on Fri, Jan 08, 2010

Email Article | Twitter | Facebook | LinkedIn | StumbleUpon | delicious | Google Buzz | digg it | Technorati | Like

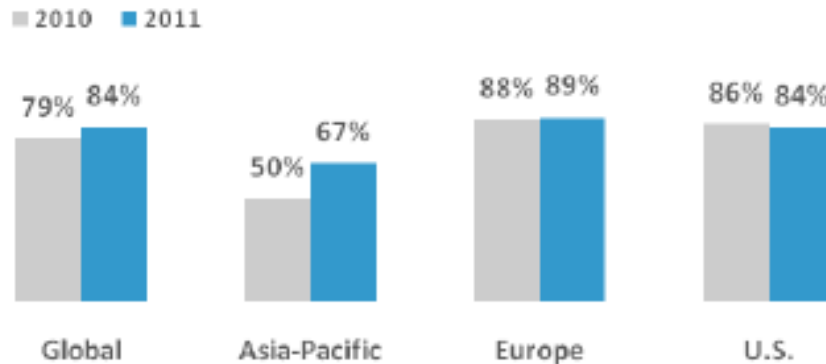
The global response to our **Social Media Survey** has been great so far. Not just in terms of numbers of participants, but in terms of the number of countries represented. It's too early to provide exact numbers, but suffice it to say, we're even more excited about this survey and the data we're gathering now than we were when we first launched it!



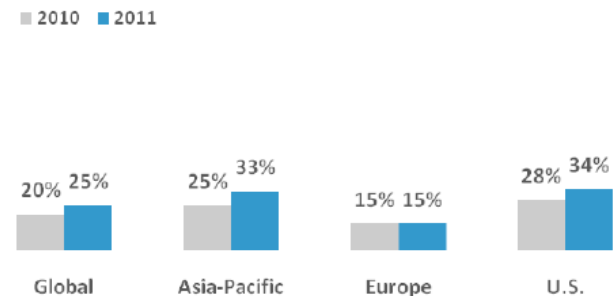
The Majority of *Fortune* Global 100 Use At Least One Social Media Platform

- There was an increase 6% increase over 2010 in the number of companies using at least one Social Media Platform
- Driven primarily by Asian companies with a 34% increase
- **25%** are using all **4 platforms**

Global Companies Using At Least One Social Media Platform



Global Companies Using All Four Platforms



Source: The Global Social Media Check-up 2011

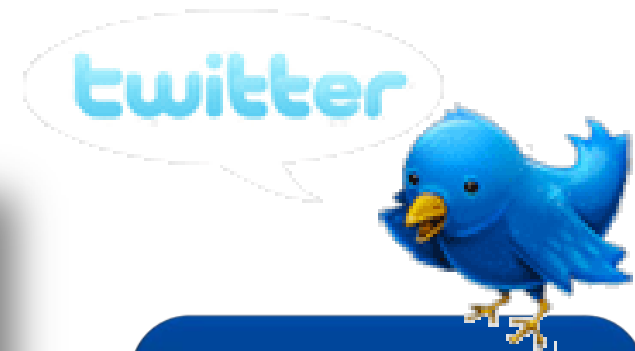
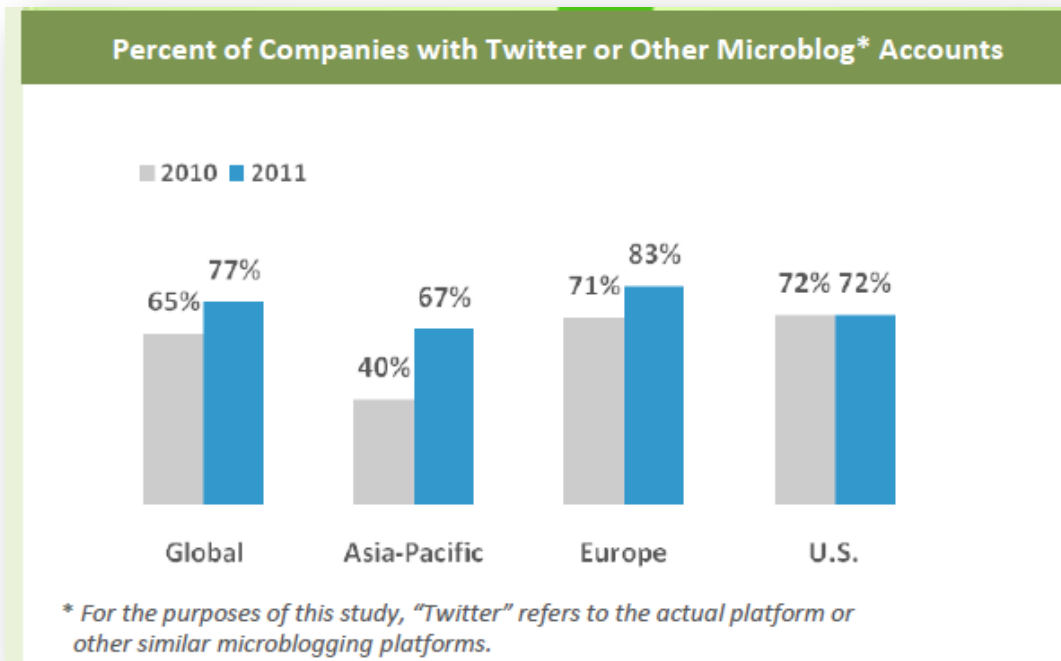
Burson-Marsteller Evidence-Based Communications – February 2011

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Twitter is the Most Widely Used Platform -77%

Among the Global Fortune 100 – Customer Service Rules

- Global companies with Twitter accounts have an average of **5.8 accounts** each
- Much more active tweeters – led by European (83%) and Asian (67%) companies
- **40%** engage in **Customer Service Activities**
- **8 out of 10** being tweeted about
- Use to interact in “real time”



Primary Use

- News/Promotional info
- Product Info
- Customer Service

Twitter's Global Growth



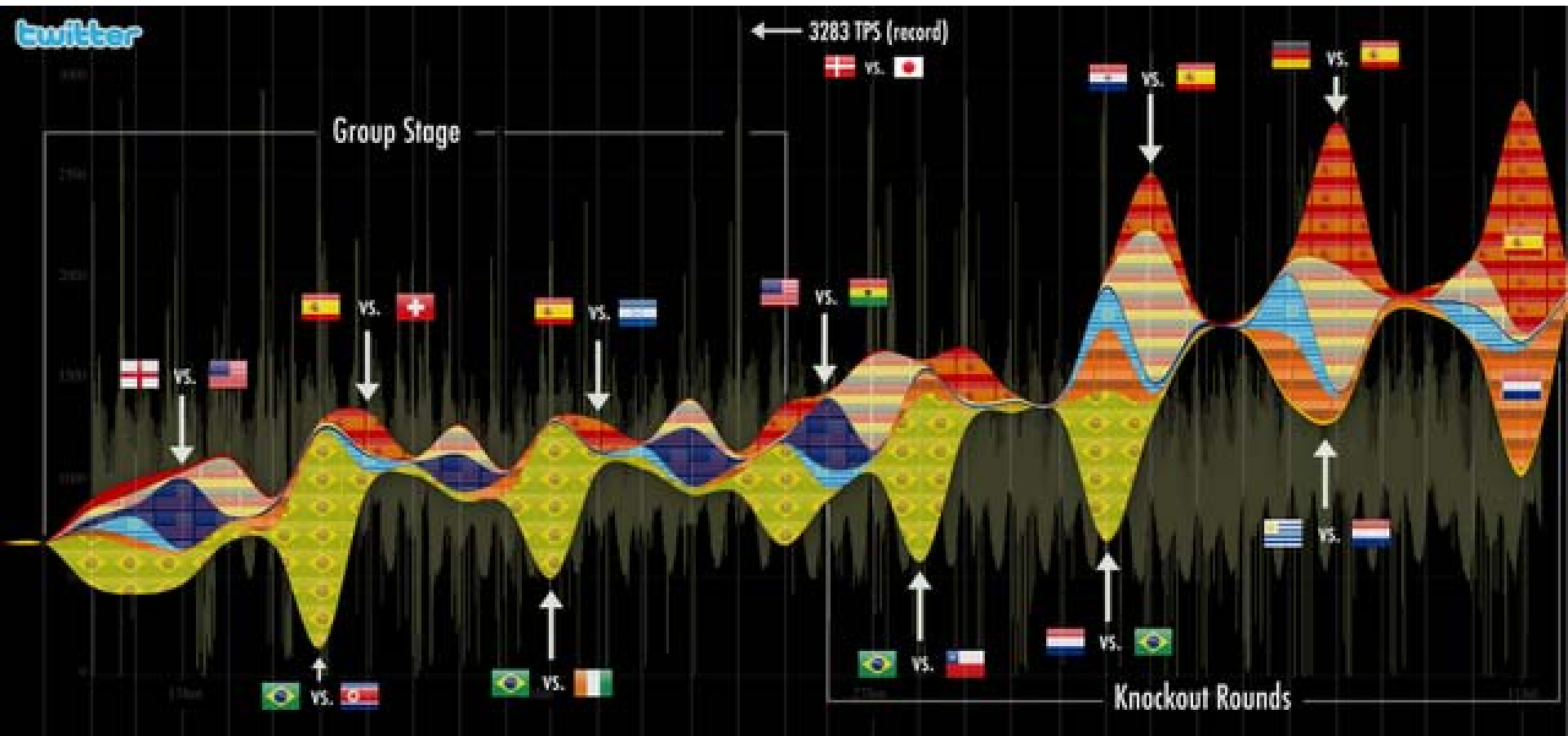
- **200+ million registered users (January 2011 from Twitter)**
 - 400,000 + new subscribers added per day
- **110 million Tweets per day (about 40% from mobile)**
- **60% of tweets are NOT in English**
- **Currently available in 7 languages**
 - English, French, German, Italian, Japanese, Korean, and Spanish
 - Up next - Indonesian, Russian and Turkish – then Portuguese

Taking Twitter Global at KLM

16+ Global Twitter Accounts – Controlled Chaos?



The 2010 World Cup: A Global Conversation



Is there an inverse slide charting work productivity??

The 2010 World Cup: a Global Conversation

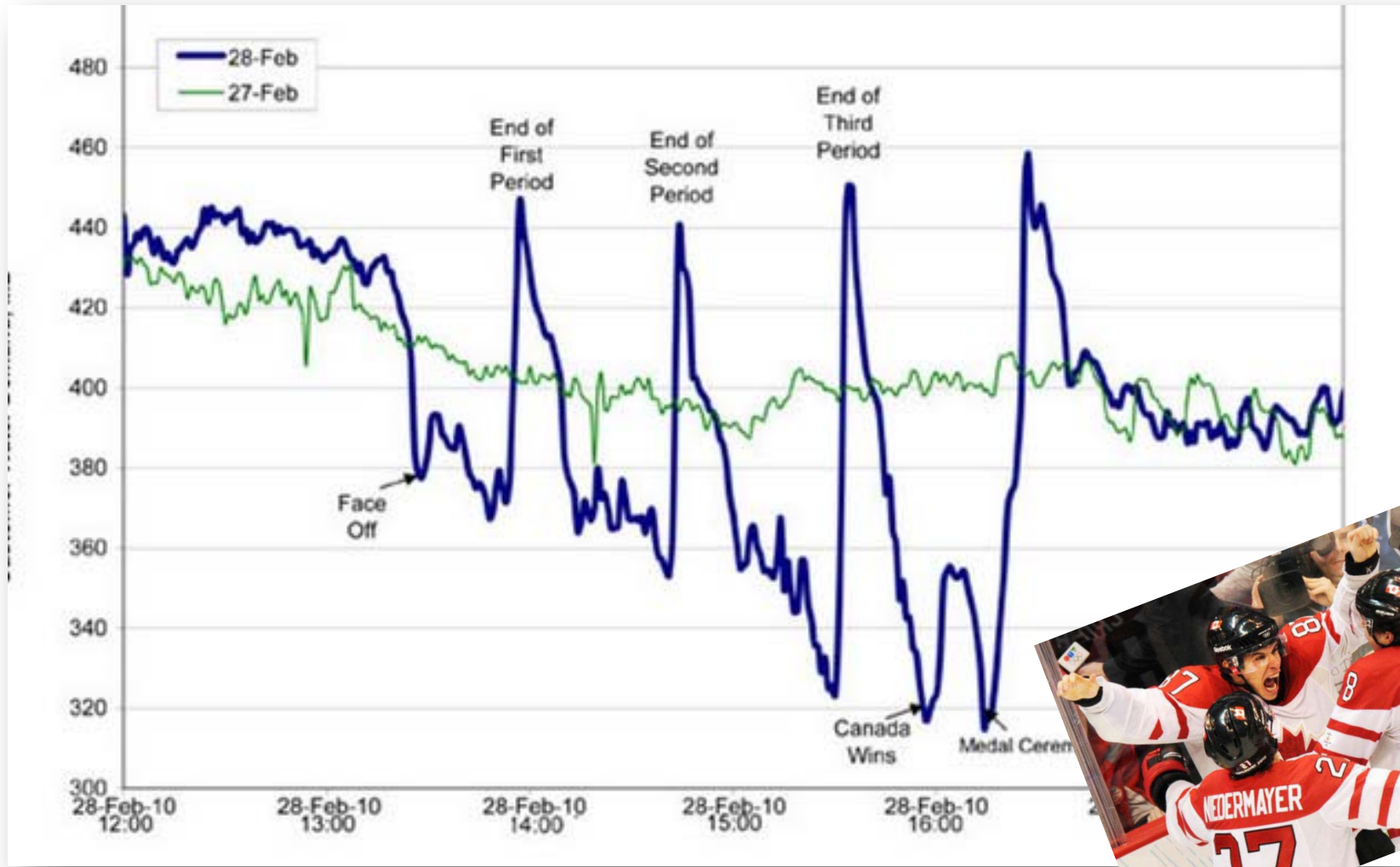


- The World Cup final represented the **largest period of sustained activity** for an event in Twitter's history.
- During the game's final 15 minutes, the Tweets Per Second (TPS) jumped to more than **2,000 TPS**.
- Spain's winning goal in the final scored **3,051 TPS!**
- During the final, people **from 172 countries** tweeted in **27 different languages**.
- At the moment of the winning goal, people from **81 countries** tweeted in **23 different languages**.



[image created by [@migueltorios](#)]

80% of the Canadian Population Watching the Gold Medal Hockey Match against the USA



The Mobile Engine of Social Media – the SMART PHONE

5 Billion Mobile Phones Worldwide

- Smartphones are *fueling* the growth of social media
 - Flexible Platforms – Apple OS, Android
 - Flat rates
 - 3rd party apps
- Smartphones Users
 - Users are more likely to engage in a wider variety of platforms & more often
 - Visit their social network profile on average *3.5 times a day*, *+18%* more often than the average user!

There are more than **150 million users** accessing Facebook through their mobile devices. They are *twice* as active on Facebook than non-mobile users.

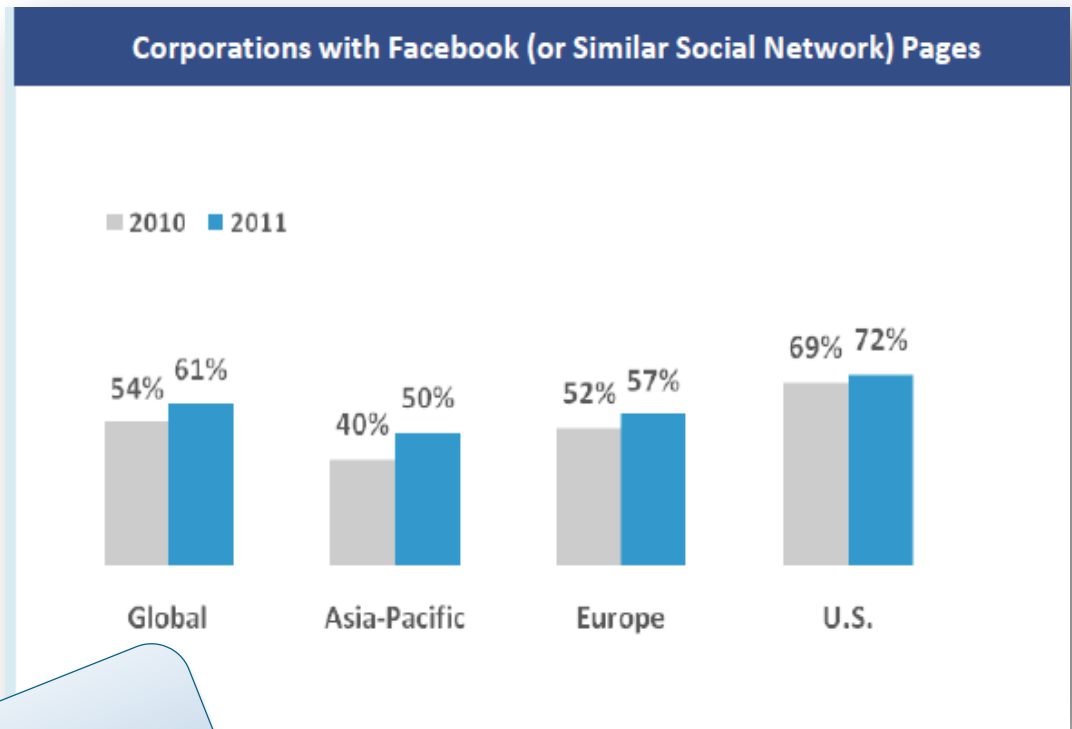


Source: Facebook Official Statistics (Aug., 2010)

61% of *Fortune* Global 100 Have Facebook or Equivalent Fan Pages



- **630m+** facebook users with over **70%** outside of the U.S.
- Asian companies largest growth of 25%
- Facebook is **#1** most popular site in U.S
- Avg. # corporate fan pages increased from **2 to 4**
- Companies use facebook to build community



HP – 51 pages
Ford – 23 pages

Source: The Global Social Media Check-up 2011
Burson-Marsteller Evidence-Based Communications – February 2011

Facebook Global Statistics – 630.423.540 on March 9, 2011

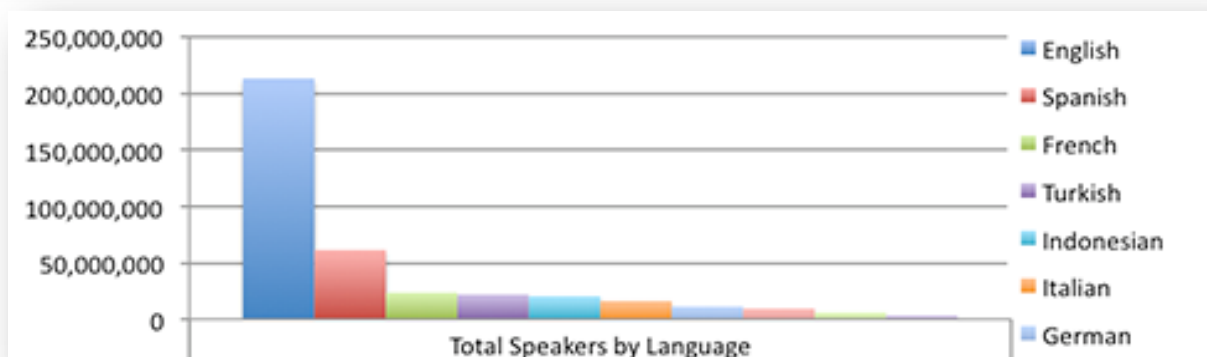
10 Largest Countries

1.	United States	152,189,880
2.	Indonesia	35,174,940
3.	United Kingdom	28,940,400
4.	Turkey	26,443,800
5.	Philippines	22,847,620
6.	India	22,057,280
7.	Mexico	21,892,020
8.	France	21,035,220
9.	Italy	18,438,760
10.	Canada	17,381,700

10 Fastest Growing Over Past Week

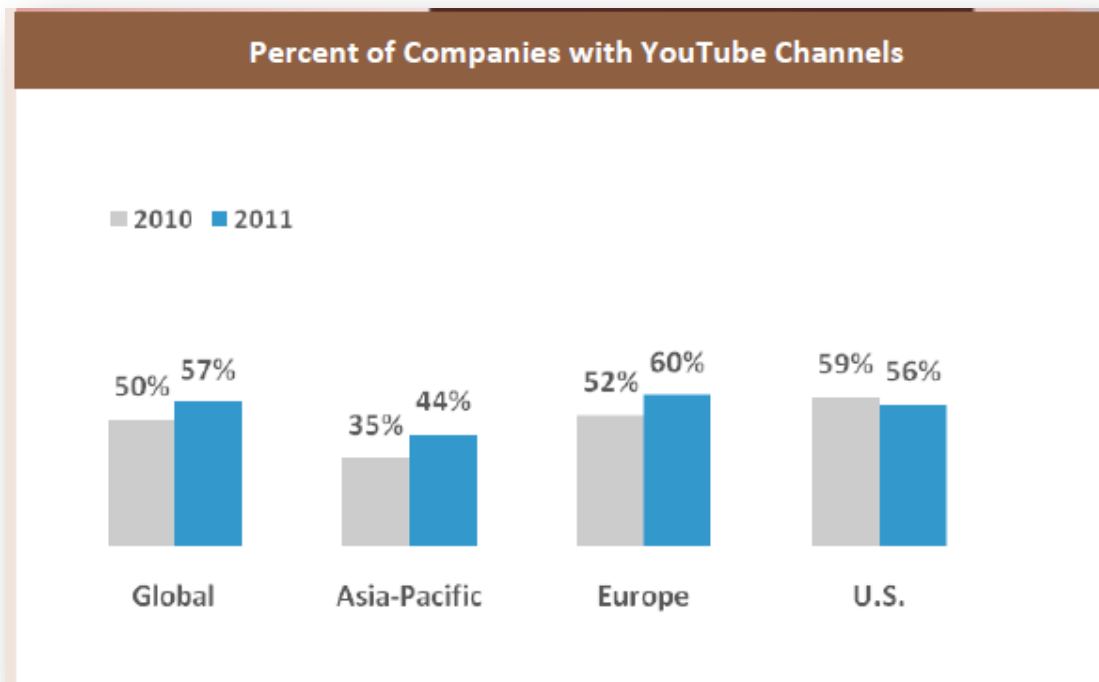
1.	Cyprus	0.98 %	3,820
2.	Oman	0.88 %	2,020
3.	Norway	0.87 %	21,660
4.	Germany	0.87 %	140,580
5.	Iraq	0.87 %	5,420
6.	Bolivia	0.87 %	8,620
7.	Philippines	0.87 %	196,020
8.	Sri Lanka	0.86 %	7,780
9.	Singapore	0.86 %	19,700
10.	Ukraine	0.86 %	10,700

Source: <http://www.checkfacebook.com>



57% of Companies have YouTube Channels

- Entertainment/electronics & auto companies are most likely to have channels
- 69%** increase in YouTube channels per company - Avg 2.7 channels
- Avg. 680,000+** views per corporate channel!



Channels

IBM – 21

GE – 12

Ford – 10

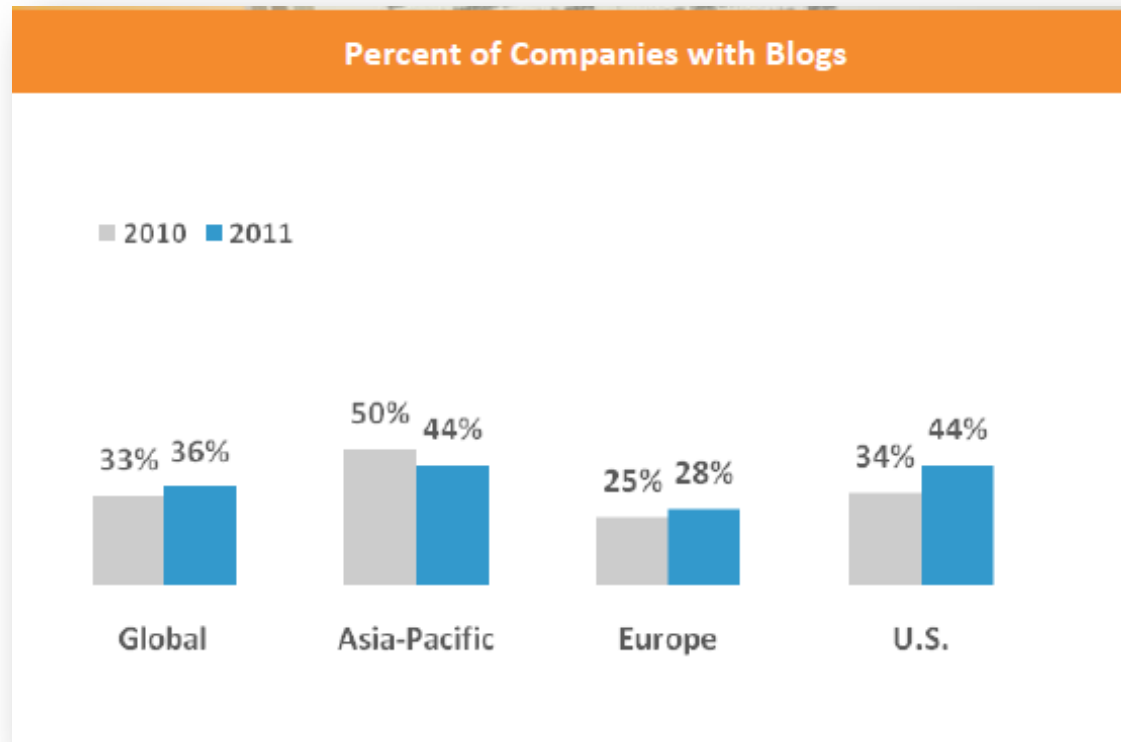


19 countries
12 languages

The Number of Company Blogs Remained Steady

Average # of Blogs per Company Grew

- **36%** of the *Fortune 100* have active blogs
- **63%** increase in the number of blogs per U.S. company
- **Multilingual blogs remain an enormous challenge!**



HP – 83 blogs
IBM – 86 blogs

Source: The Global Social Media Check-up 2011

Burson-Marsteller Evidence-Based Communications – February 2011

Global Social Media Platforms

May Vary by Country...

... But the same activities are taking place!

- Photos
- Social Networks
- Blogs
- Microblogs
- Videos
- Reviews
- Games
- Music



Social Media is Changing the Way Companies Communicate Around the World

...they allow companies to engage **local markets** more cost effectively- by allowing content creators to **connect** directly and **instantly** with their communities .

John Yunker, Byte Level Research



Incorrectly Targeted Content Will Alienate Your Customers

- **Product Pricing and availability**
 - Targeted pricing and products for the local market
- **Promotions and campaigns**
 - Contest, Local events
- **Legal and regulatory considerations**
 - i.e. Prescription Drugs,
Financial Services



Practical Tips to Get Started

Decide Which Model Works for You

- 1. Centralized -Single Global Page –**
Communicate with all fans through one page
 - Less expensive and easier to manage or control
 - Keep content “global”
 - Facebook allows for locally targeted content but YouTube & Twitter don't
 - Be prepared to respond in multiple languages – otherwise what's the point?
 - The engagement level with fans will be lower
 - i.e. Coca Cola – 22 million fans



Practical Tips to Get Started

Decide Which Model Works for You

2. Decentralized - In-Country Local Pages

- Users can self select relevant content in local language
- Local control and flexibility for “localized” campaigns
- Your Users control your brand and message in country!
- Do you know what they are saying 😊



Practical Tips to Get Started

Decide Which Model Works for You

3. Hybrid Model

- Limited Global content posted and serves as gateway to HYPER local pages
 - i.e. Blackberry, HP
 - Encourage fans to engage locally in their own language
- Support local team with centralized content



Regardless of which model chosen, you will need to ensure access to global and local experts for success!

New Channels New Approaches

How to provide Social Media Multilingually



Immediacy - Content which is Available Instantly May Have More Value than Quality Content

“And businesses need to get used to it, because the Good Enough revolution has only just begun.”

– Robert Capps



“Now my parents can access my student records online while vacationing in St. Bart's which has wireless Internet on the beach.”

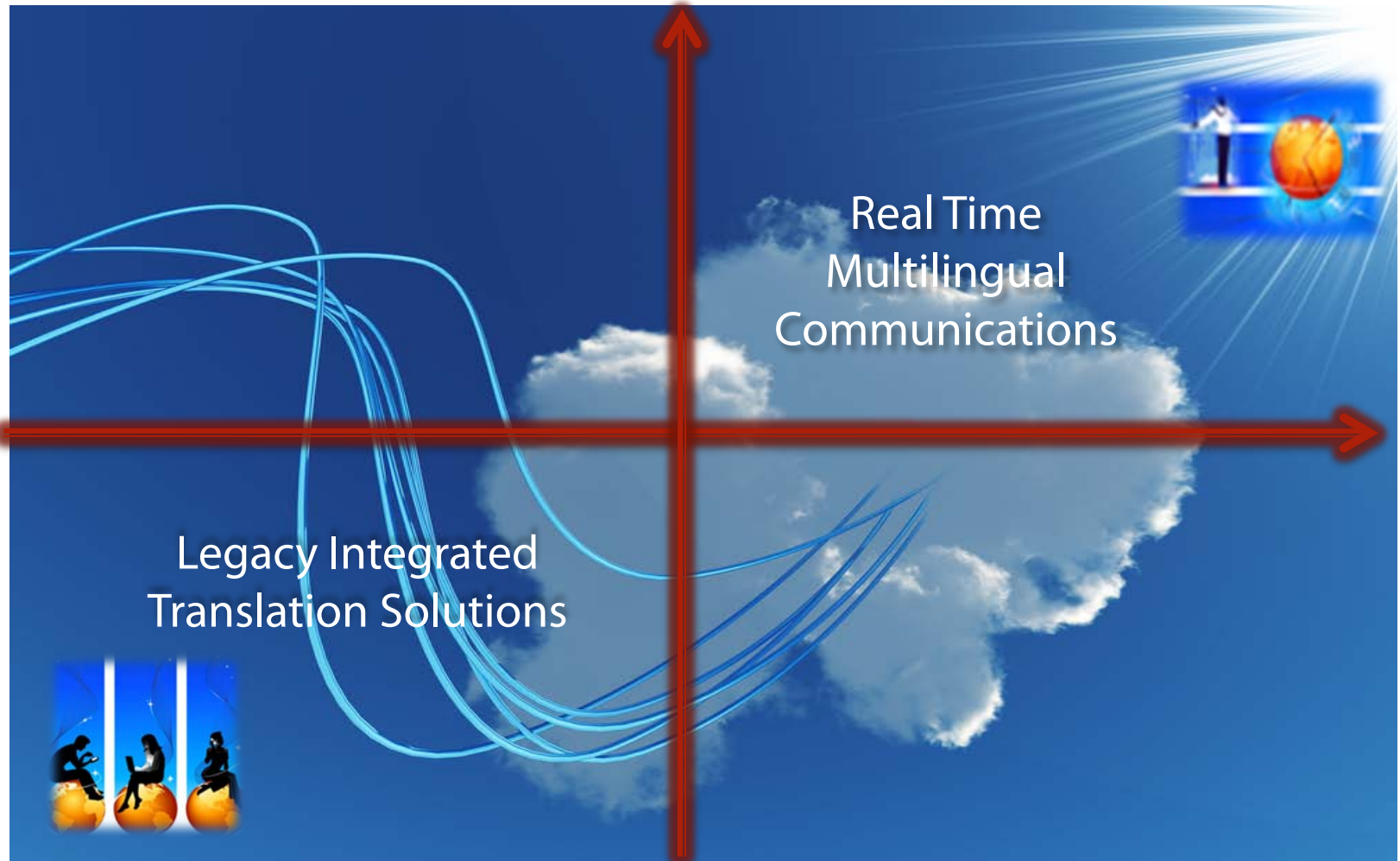
Content NOW...Based on Context and Location

Everything is “on demand”

Social Media DEMANDS Real Time Language

“Good Enough”

Publication Ready



Business Time

Real Time

Renewed Interest in all Manner of Automated Translation

**The
Economist**

The many voices of the web

The internet: New combinations of human and computer translation are making web pages available in foreign languages

BBC
**WORLD
SERVICE**

Why do SuperPower Nation?

As part of the BBC SuperPower season, we are looking at how the internet is changing the way we communicate.

Our emphasis is not on the strength of the translation, but on the conversation we might have. In this sense this really is an experiment.

The New York Times

LINK BY LINK

A Translator Tool With a Human Touch

The project, called [n.Fluent](#), is intended to teach the computer terminology that is specific to I.B.M.'s businesses, and, more significantly, allow the computer to learn what it has been doing wrong. To that end, the company is extracting and organizing contributions from I.B.M.'s 400,000-member work force spread across more than 170 countries, adding a human touch to the project.

Seeking Alpha^α

TechFest Preview: Microsoft Researchers Show Off Live Translation and More

The New York Times

Google's Computing Power Refines Translation Tool

What's the ROI?

Engagement is the new ROI

or

Another way to look at it is

“Risk Of Ignoring”



We have people throughout the company who are actively using social media to achieve what we call Kodak's 4 E's:

Engage, Educate, Excite and Evangelize.

-Jeffrey Hayzlett
CMO and Vice President
Eastman Kodak Company

Thank You!

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www.lionbridge.com



<http://blog.lionbridge.com>



<http://twitter.com/Lionbridge>



<http://www.facebook.com/L10nbridg>



Additional Resources on the Knowledge Center

Download White Papers

- **Global Social Media Usage** and the Language Factor White Paper
- **Strengthening Global Brands:** Key Steps for Meaningful Communications around the World
- **Building a Global Web Strategy:** Best Practices for Developing your International Online Brand

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- **The Best Global Web Sites (and Why)**
- **Mastering Multilingual Marketing**