



EQUALMAN

The Digital Dale Carnegie

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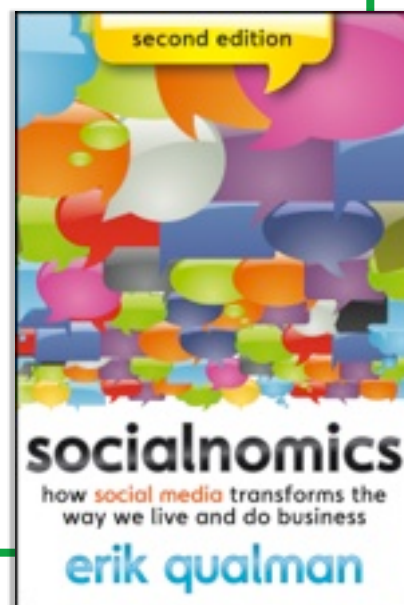
**Socialnomics
Learning Lab**

This Learning Lab is designed to supplement *Socialnomics: How Social Media Transforms the Way We Live and Do Business* (2nd edition) if you are using it in a college course or corporate training series. The learning lab provides supplemental resources, case studies, exercises and tips on key topics covered in *Socialnomics*.

Called a Digital Dale Carnegie, Erik Qualman is the author of bestsellers *Socialnomics* (2009) and *Digital Leader* (2011). *Socialnomics* made the #1 Best Sellers List in 7 countries and was a finalist for "Book of the Year." Erik's latest book received over fifty 5-star ratings on Amazon in just the first month of its release. *What Happens in Vegas Stays on YouTube* gives readers an inside look at the art and science behind why digital reputations are determining: business winners and losers, your child's future, effective vs. ineffective CEOs, your next job and much more!

More from Equalman Studios:

- **Speaking engagements** that inspire and provoke thought. Erik Qualman is an engaging and impactful keynote speaker with a variety of topics for all types of audiences. Here are a few of the **most requested speaking topics**:
 - Digital Leaders are Made - Not Born
 - *Socialnomics*: Word of Mouth Goes World of Mouth
 - *Mobilenomics*: Stepping Your Business into the Mobile Revolution
 - Producing and Protecting Your Digital Reputation
- **Training and consulting** that will create positive change in your organization. Contact socialnomics@gmail.com for more information about the different packages and options we have available.



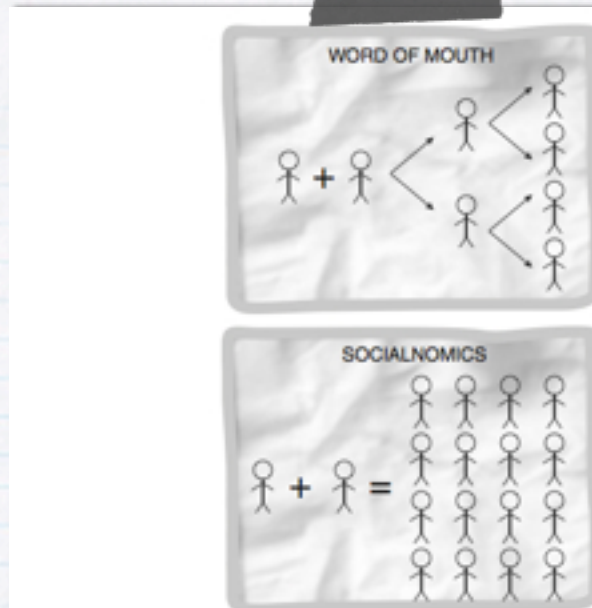
SOCIALNOMICS

Introduction

As human beings, we have the dichotomous psychological need to be individuals yet feel connected to and accepted by a much larger social set.

Accordingly, people are willing to keep open running diaries as a way to stay connected and accepted. In his Hierarchy of Needs study, Abraham Maslow indicates that after the basic needs of survival and security, humanity's greatest need is to feel accepted. Being social animals by nature, we are highly receptive to social media.

The key with social media is that it allows you to easily stay abreast of people you want to stay connected with via casual observation.



World of Mouth

World of Mouth is an advancement of word of mouth as: (1) it disseminates the information quickly and globally, (2) its digital

aspect allows the original integrity of the message to remain intact, and (3) it is traceable to an original source.

LEARNING LAB

Concepts Covered: World of Mouth, Social Media Behaviors, Winners and Losers in 140 Character World

Components:

Exercise

Case Study

Action Items

Additional Resources

If Facebook
were a country it
would be the
second largest.

SOCIALNOMICS STAT

Forced Choice Exercise

Social Media Opinions and Values

Outcomes

To engage in discussion about differences of opinion on social media.

To open a dialogue about assumptions and key questions participants have about social media.

Time

30–40 minutes (will depend on how willing participants are to engage in discussion)

Materials

Four pieces of paper
Tape
Marker
Flip chart paper or chalkboard

Set-up

1. Write Strongly Agree, Agree, Disagree, and Strongly Disagree respectively on each of the four pieces of paper.
2. Tape these pieces of paper to each of the four corners of the room. (see diagram)
3. If possible, push desks and tables out of the way and have participants start by standing in the middle of the room.

Instructions

1. Explain that you will read a series of statements. After you read each

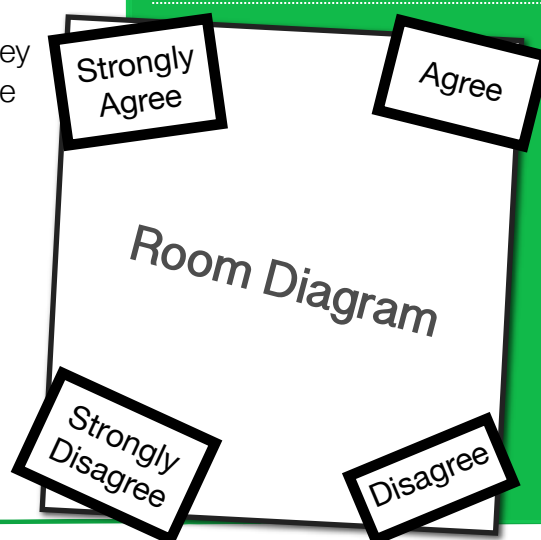
statement, participants must decide whether they Strongly Agree, Agree, Disagree or Strongly Disagree with the statement. An example list of statements is in the green box to the right.

2. This is a forced choice activity. Challenge participants to pick a corner of the room and try to keep them from standing in the middle of two choices. After participants move, allow some time for discussion, giving participants the opportunity to share their reasons for moving to one corner of the room over another.
3. As participants share their thoughts, keep notes of comments, phrases, and concepts on the board or flip chart paper. The goal is not to develop an agreed-upon opinion for each statement. Instead, this exercise should uncover some of the underlying beliefs, assumptions, and key questions that define social media.

Leave time for discussion at the end. Refer to the key concepts covered in chapters 1-3 throughout your discussion.

Sample Statements

1. Using social media improves or enhances my social life.
2. Social media is a fad and will not be around 10 years from now.
3. Using social media improves or enhances my career/professional life.
4. Social media has replaced face to face communication.
5. Social media has enhanced my professional network.
6. Social media use is addictive.
7. Teachers should incorporate social media in the classroom.
8. Social media makes me more productive.
9. Social media is a great source for news.



Case Study

American Airlines

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A good example of the viralness of social media can be seen in this American Airlines example. Over the course of four days, American Airlines had to cancel 3,000 flights as a result of a large percentage of its jets not meeting the maintenance requirements mandated by the Federal Aviation Administration. This was not the result of bad weather or security threats; it was pure negligence on the part of American Airlines. A spokesman for American Airlines expressed its strategy in handling the situation:

We fly over 100 million passengers a year, and they are all important to us. A large percentage of them fly with us exclusively, so the most important goal was to stay in contact and let them know what was going on. And we used every communications channel we have available to us.

This included some new plays, including monitoring blogs, as soon as the crisis started. That was an important part of our strategy. And we felt, in general, that the information was generally correct and balanced enough to where we didn't have to get involved in the conversation. Some of the remarks were tough to take and on some blogs people were actually defending us.

I underline two important pieces in this statement. The first is that “we used every communications channel we have available to us,” yet there is no specific mention of social media. The second is “we didn't have to get involved in the conversation.” As an individual or company, you should

feel compelled to become part of the conversation; people want to hear from you. A strategy based on only entering a conversation if it gets ugly is generally flawed logic in the sense that the damage will be done before one can react. This is similar to trying to time the stock market; it's very difficult.

Website complaints to www.aa.com increased 25 percent over the same period as the year before and 9 percent over the previous week. American asked consumers with complaints about the cancellations and inconveniences to e-mail them. This caused a 13 percent increase in e-mail complaints. What jumped out was a 74 percent increase in downstream traffic to social

networks. This is compelling in the sense that users were most likely going to social media to vent and widely disseminate their own personal issues with the crisis. This large increase couldn't be caused only by teens, because teens index low on travel volume. Also, as noted, in the previous quote there was no mention by the American Airlines spokesman of specifically monitoring social media outlets—only blogs. This type of rabid activity on social media can affect an airline's brand equity, yet as stated by the spokesman, American Airlines wasn't using the popular social media tools, listening to what was being said, and attempting to address it.

This case study can also be found on pages 26-27 in Socialnomics.

ACTION ITEMS

'World of Mouth'



Do a search on Yelp for a hotel in your favorite vacation spot, a restaurant that serves your favorite cuisine, and a service of some sort (landscaping, child care, etc).

- **How did the reviews impact your opinion of the brands or services being discussed?**

- **What are the characteristics of a helpful review? Unhelpful review?**



Post a status on one of your social media accounts asking for recommendations on a particular service or product.

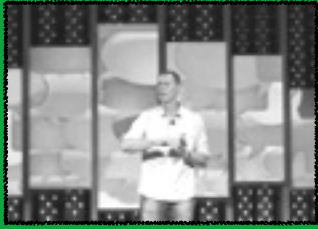
- **Did your friends and family respond?**

- **Did it influence your purchase or lack there of?**

Activity: Break up into groups of 3-5. Each group represents a consulting agency chosen to advise American Airlines on how best to handle the exact same situation. Each group will work on preparing to share their answers to the following questions/prompts with the larger group

- Devise a plan for American Airline's communication with customers.
- Will you direct customers to voice complaints on a certain platform? If so, how did you decide on that plan?
- How will American Airlines utilize social media in their communication plan? Which department(s) will utilize social media? Will they require training? If so, what kind of training?

RESOURCES



"We don't have a choice on whether we **DO** social media, the question is how well we **DO** it."
— Erik Qualman



You have one new friend request.

Connect with Erik and Socialnomics on social media.

@equalman

@Socialnomics

Erik Qualman Facebook Fan Page

Socialnomics Facebook Fan Page

Erik Qualman on LinkedIn

Socialnomics Blog

Erik's Website

MULTIMEDIA

These are great videos to use in class or in a training presentation.

- ▶ Tech will Kill Video: <http://www.youtube.com/watch?v=Nwwq3l39lqk>
- ▶ Valentines Day Video: <http://www.youtube.com/watch?v=6vY9Nd3Pft8>
- ▶ Erik's TED Talk: <http://www.youtube.com/watch?v=cH4HOLwm0X0>
- ▶ Social Media Revolution Video: <http://www.youtube.com/watch?v=sIFYPQjYhv8>
- ▶ What Happens in Vegas Stays on YouTube: <http://www.youtube.com/watch?v=YCTpVX00xAQ>

THOUGHT LEADERS ON TWITTER

Pete Cashmore is founder of Mashable and one of the most followed on Twitter. He is also a contributing editor to CNN. [@mashable](#)

Maggie Fox is founder and CEO of Social Media Group.com, one of the world's largest independent social media agencies. It has been Ford's social media agency since 2007. [@maggiefox](#)

Guy Kawasaki is a founding partner at Garage and co-founder of Alltop. Kawasaki describes Alltop as an "online magazine rack." [@GuyKawasaki](#)

Amy Jo Martin has over 1.3 million followers on Twitter. She works with Shaquille O'Neal and other professional athletes and franchises. [@digitalroyalty](#)

Amber Naslund is director of the community for Radian6. She loves to dissect the collision of community and business within social media. [@AmberCadabra](#)

Clay Shirky is a New York University graduate professor of the Interactive Telecommunications Program (ITP) and one of the world's most requested speakers on social media. [@cshirky](#)

Gary Vaynerchuk is a social media sommelier who has proven that passion + effort + social media = a healthy return. He has helped grow his family wine business from \$4 million to \$50 million through the use of social media. [@garyvee](#)

ACTION ITEM

Pick three leaders from the list and follow them on Twitter. You will learn a lot!

ERIK'S BOOKS

- ▶ Socialnomics: <http://bit.ly/socialnomics-book2>
- ▶ Digital Leader: <http://amzn.to/digital-leader>
- ▶ What Happens in Vegas Stays on YouTube: bit.ly/vegas-pre