



danibu update

Year-end season 2016 | update #03

Welcome

to this last issue of danibu update this year. I hope, it's been a good 2016 for all of you! This update aims to keep you informed on "what's up in the danibu community" and share helpful tips or trends - within and beyond the communication trade. Enjoy reading and stay tuned for the next update to come in Jan 2017!

The 90-9-1 rule



This is a handy **user classification** to keep in mind as you're setting up your marketing and social media strategy for 2017:

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The lurkers. They read and observe, but usually never comment on posts, never share pictures, never 'like' what you have posted. They simply don't give feedback on social media sites. They hang out quietly, but won't let you know they are there. But, it's not as bad as it sounds! They ARE interested and ARE clicking your links, but you won't see it unless you use analytics.

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The contributors. They don't post a lot of their own original content, but they share, like, and comment on your posts. They are active on social media sites, and you can see much of their activity.

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The power users. They never seem to sleep and constantly churn out original content to their social media sites.

What does this mean for your business or brand?

Be more conscious (smarter!) about your own business practices, and more eager to track consumer behavior. Why? Because successful communication with your target audience means listening, reacting and interacting with what's going on in your consumers' world. We work so hard to create and share our content through social media, so it's just smart business sense to check how, when, and why consumers are reacting to our content.

I use simple tools (like Google Analytics) to help fine-tune content planning based on social media interaction. You gain a better picture of how your audience interacts with your brand – even when they are invisible. So: Don't ignore the Lurkers.

The 20 golden questions to ask



Maybe you are (or somebody in your team is) an SM Manager or SMM. Nope, it's not a kinky character from "50 shades of grey", but simply the abbreviation of a new generation of business professionals: *Social Media Manager*. They help businesses set up social media strategies and implement them.

danibu works with a couple of excellent SMMs. In our quest to help clients successfully integrate digital and social into their business models, make them thought leaders and their employees digital ambassadors, we start with a simple self-check. Here the 20 golden questions we developed as an initial awareness exercise (plus, showing this trendy [clip](#)) - Feel free to use them:

1. Are digital activities a topic on your Management team's agenda?
2. Does online and social media contribute to your company goals?
3. How do you develop digital skills within your company?
4. Do you have an SMM?
5. What are your social media KPIs?
6. Which role do digital media play in your customer journey?
7. Do you know the percentage of your customers using a smart phone or tablet?
8. When was the last time you actually visited your own company website?
9. How many visitors did your website have yesterday?
10. How high up does your company appear in the Google search results?
11. What do you end up with when you google your own company or product?
12. How about your biggest competitor's online activities?

13. What do they say about your company on social media?
14. What would you like them to say?
15. What's the 'open- and click-through ratio' of your newsletters?
16. How about your company profile on LinkedIn?
17. Are you active on Twitter? Under which hashtags?
18. What's your relationship with the most influential bloggers in your trade?
19. Do you grant online freedom for your employees?
20. How do you use analytics results?

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Will 2017 see internal comms become more distinctive?



Ever since *employee engagement* became the focus in internal communication around 2000, it really dominated the whole industry and the whole conversation. But increasingly, the case for *engaging everyone equally* is starting to unravel – it can be an expensive and counterproductive way to communicate. Here are 3 shifts that are starting to surface, and that we will see more of in 2017:

1. Influencer identification – A small number of informal leaders drive most internal conversations. This approach will find them and map their relationships
2. Targeted content – Rather than one-size-fits-all messaging to all employees, this approach will give way to enhanced access to information for leaders and influencers, with expanded access to the “why” of

proposals and decisions

3. Reduced noise and friction – Reduced focus on over-branded, all-employee initiatives will deliver significant cost savings and avoid cynicism among employees

This trend will not be automatic. The will to identify influencers and drive differentiated communication will need to be found. But the opportunity is there to increase impact, reduce cost, and mobilize the right people. That would be a big change in 2017!

3 reasons why everybody should freelance - at least a bit



Freelancing is an invaluable professional exercise. Ever since starting my own business 2 years ago, people have frequently asked me about the difference between (corporate) and self-employment. Here's 3 reasons why I think the latter is something everyone should try at some point - even if it's just for a little while (check out this freakishly accurate [blog item](#)). Even if you work inside a company, there is always the chance to adopt an entrepreneur attitude:

1. Mindset:

Freelance, and your mindset will become totally different. You're full-on with whatever is in front of you. There is nothing realer than that to be at the same time the owner, director and financial manager. You need to have self-discipline to pull through (the kind of discipline that was imposed on you at the workplace), and your client-is-king attitude sets your boundaries.

2. Efficiency and effectiveness:

You turn into an efficient time manager. You have to! You take control of how your hours are spent (and billed), and you're heavily incentivized to optimize. Getting more done for your client, and to a higher standard. I think it's easier to slip into mediocrity and reactivity when you're employed and there is no immediate consequence to your steady paycheck.

3. Trusted advisor:

What my clients really appreciate is the 'outside-in' perspective from external agencies like danibu: Asking the why, disrupting and challenging the status quo really foster a go-getter mindset, and in what corporate environment is that not advantageous?

To conclude: I feel everybody should freelance a bit, even if they are still on the payroll. Being an intrapreneur, so to speak. It's vastly rewarding for all parties and incredibly liberating for those who try.

Enjoy the year-end season, many thanks for your cooperation and friendship in 2016 and off to a healthy, happy and successful 2017 – in whatever role you'd like it to be.



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Our mailing address is:
danibu Gouwweteringkade 24 Haarlem, 2033 NS Netherlands

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