

# Corporate Communication & Social Media

Working with online communication and corporate websites the way H&H Webranking do, we frequently spot trends and upcoming areas of interest that we would like to give extra focus. These ideas often come from customers that would like to learn more about specific areas and ask us what we can offer. For these ideas we created the H&H Spotlight Report. Although the corporate website continues to be the prime source of information for analysts and media, many of the everyday Internet users reach information through other channels. According to our questionnaire, we see that the capital market is looking for information from companies in various social media channels and at a greater extent than we anticipated.

Social media has radically changed the media landscape by shifting power towards the Internet population. Newspapers,

TV channels and radio stations have lost their previously exclusive privilege to broadcast information as this now easily can be done by anyone with access to a computer and an Internet connection. Even if companies are not actively using these channels; they are being discussed in over the internet. For example Wikipedia results feature high up in Google searches along with the company's corporate website.

Our aim is to provide you with a tool set that solves the problems you might face in social and online media. We want this report to be inspirational in regards to the opportunities a social media initiative may bring. Apart from explaining what social media is and the value of it for your company, the report contains the following parts:

## Visibility and presence

The first step into the world of social media is to establish a presence outside of your own website. Learn more about these services and how to connect to them and where your company needs to be present.



## Findability

In order for your company to be found in the search engines, your website content needs to match what your target groups are searching for. Learn how to get a higher ranking in search engines and how to get started with paid search.



## Distribution

Increase your online visibility outside the corporate website. Learn how to distribute all your corporate information, press releases, videos, photos, presentations to different online channels.



## Listening and intelligence

You can instantly find out what people are saying about your company, brand and products in blogs, forums and other social media spheres. We will discuss the measures needed to be taken in order to set up listening posts and how to extract information relevant to your business.



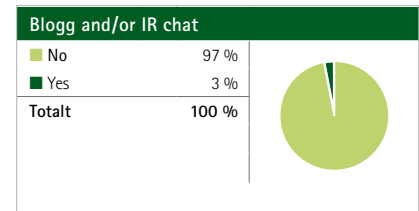
## Communication and participation

The final step in embracing social media is to become an active participant yourself. Use our guide on how to approach social networks, corporate blog and virtual worlds.



## Statistics from 700 companies' online visibility

How many companies are blogging? How many companies use social media channels? Which sector is best in class?



## The Social Media Spotlight Report contains:

- Trends in social media
- We present trends on several different levels of difficulty and technicality for your company to implement. These are chosen for their high level of usability and potential rewards.
- Techniques for working with social media
- Several tools for working with social media is discussed in the report.
- Best practice examples
- In connection to suggestions on how to work with social media we present inspiring solution implementations.

The Social Media Spotlight Report is priced at 1 000 € and can be ordered by visiting [www.webranking.eu](http://www.webranking.eu) or by emailing us at [info@webranking.eu](mailto:info@webranking.eu). You can also contact: