



Social Media Report 2010

As the Deloitte Australia Social Media Steering Committee reflects on 2010, we find ourselves celebrating the speed and depth with which our firm has taken hold of social media – or that social media has taken hold of us.

We have sculpted a cohesive message about Deloitte Australia's use of social media that is resonating around the world. We have been asked to tell, and retell, our story across the globe both virtually and in person.

We have empowered our staff to delve deeply into the online world. We have supported them and watched as our trust in their abilities has been rewarded. Suggestions such as “We should create a Yammer group for this” or “We should use Twitter for that” are now commonplace.

We have supported the emergence of a new generation of social media evangelists. We have drawn on their knowledge and have given them a supportive network to spread the good news.

We have fostered our high performers through innovative educational programs, and we have seen our ranks swell through state-of-the-art online recruiting. As one recruit – now an employee – told us:
<http://socialrecruiting360.com/deloitte-i-think-someone-really-wants-to-work-for-you/>

We have shared our unique governance structure – an interdisciplinary leadership team embracing Online, Digital, Risk, Innovation, Marketing and Information Technology – with other organisations. We are paving the way with an innovative model that provides thoughtful guidance for our online community.

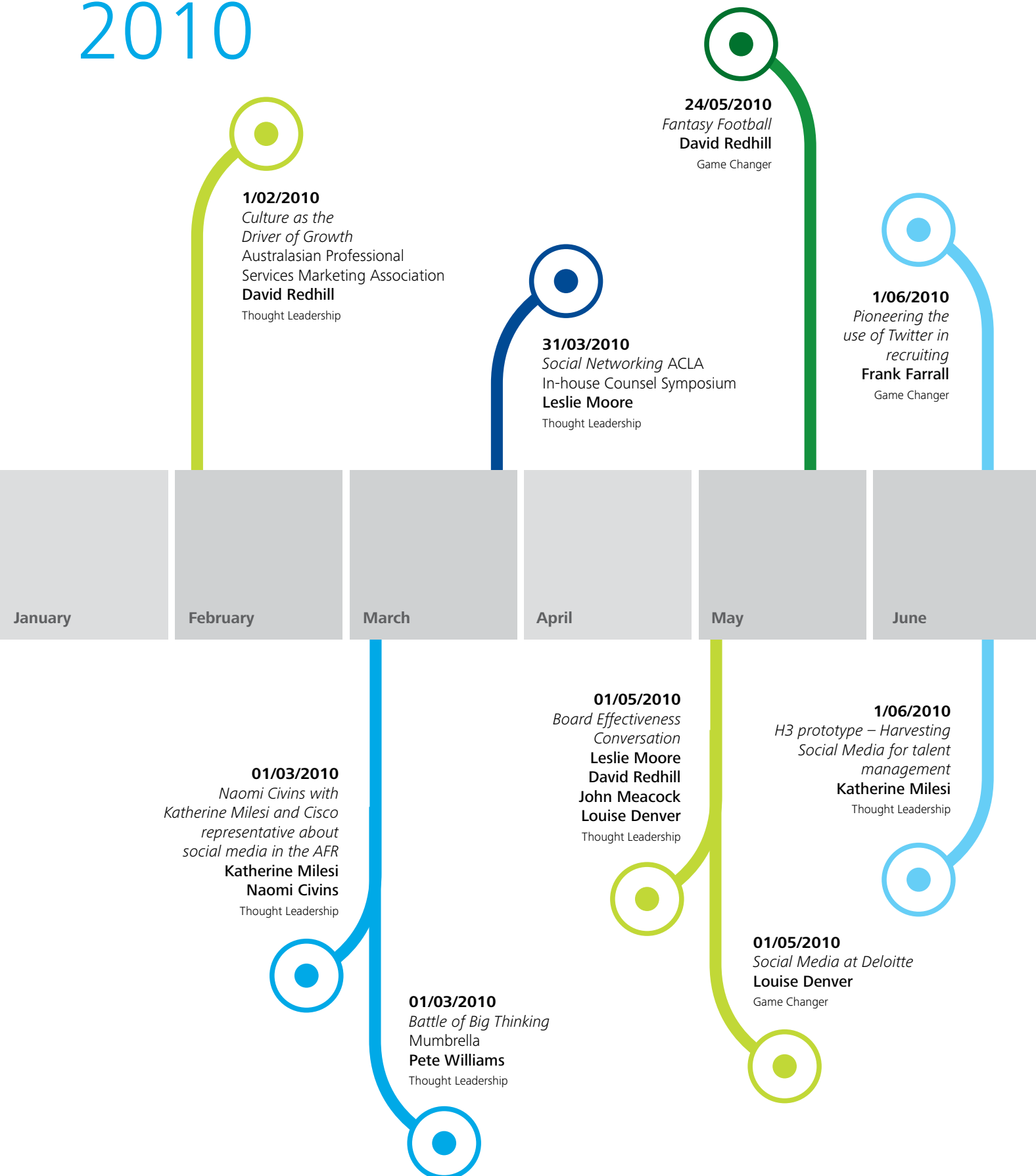
We have taken care – supported by an open and inclusive social media policy and guidelines – that no heavy hand has been laid on our people to curb their innovation. Our decisions about strategy and priorities have represented key stakeholders across the business.

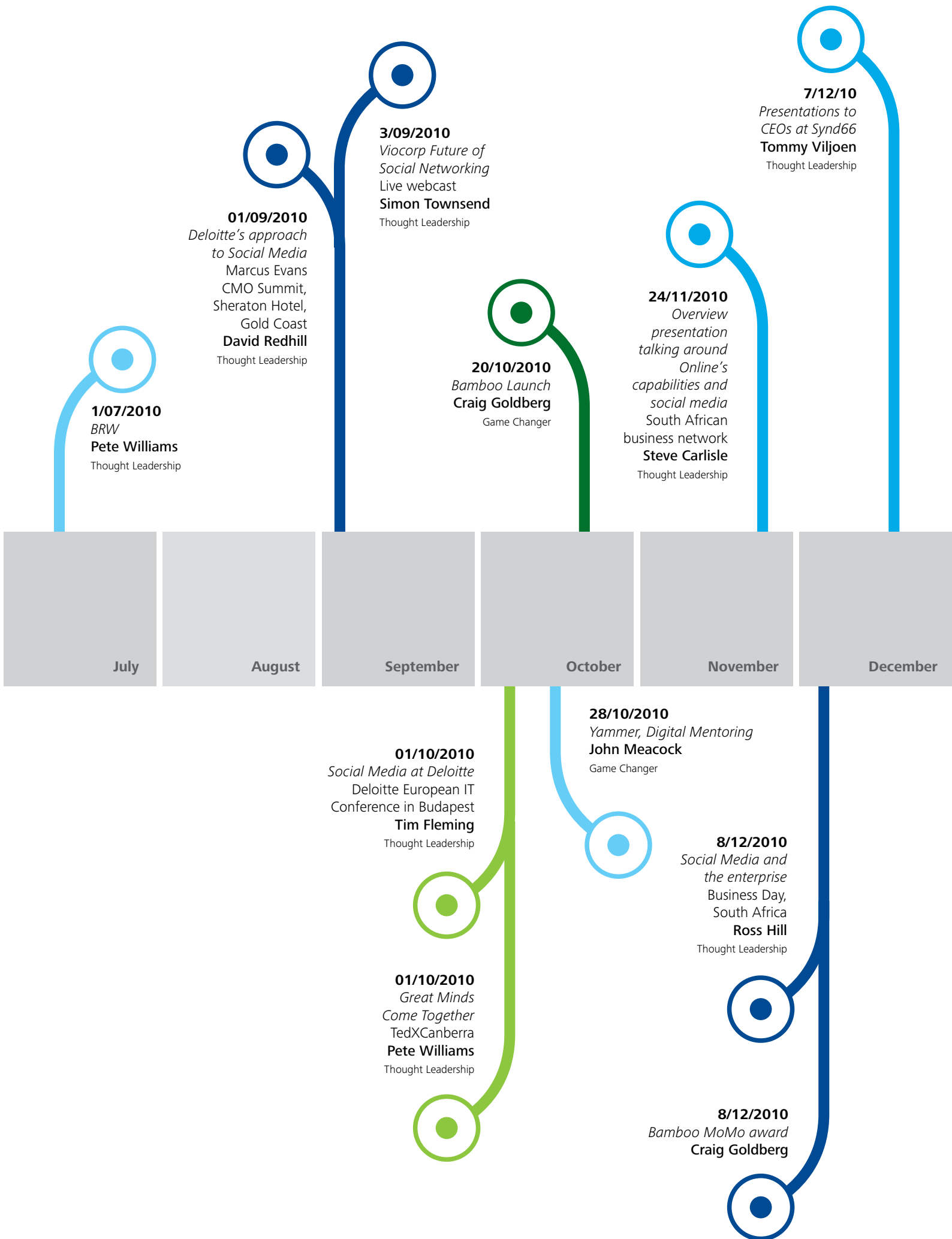
Part of Deloitte Australia’s journey to “... and different” will lie within the channels created by social media. During 2010, our involvement in social media grew exponentially: we participated in many national and international forums, and we advised an ever-growing list of clients on a broad range of initiatives.

The Committee is at the core of a strong, firm-wide team and conversation about social media. Let’s hear from some of the many people who helped build our profile during 2010.

*The Deloitte Australia Social Media
Steering Committee, December 2010*

Retrospective 2010





1/07/2010
BRW
Pete Williams
Thought Leadership

01/09/2010
Deloitte's approach to Social Media
Marcus Evans
CMO Summit, Sheraton Hotel, Gold Coast
David Redhill
Thought Leadership

3/09/2010
Viocorp Future of Social Networking
Live webcast
Simon Townsend
Thought Leadership

20/10/2010
Bamboo Launch
Craig Goldberg
Game Changer

24/11/2010
Overview presentation talking around Online's capabilities and social media
South African business network
Steve Carlisle
Thought Leadership

7/12/10
Presentations to CEOs at Synd66
Tommy Viljoen
Thought Leadership

July

August

September

October

November

December

01/10/2010
Social Media at Deloitte
Deloitte European IT Conference in Budapest
Tim Fleming
Thought Leadership

01/10/2010
Great Minds Come Together
TedXCanberra
Pete Williams
Thought Leadership

28/10/2010
Yammer, Digital Mentoring
John Meacock
Game Changer

8/12/2010
Social Media and the enterprise
Business Day, South Africa
Ross Hill
Thought Leadership

8/12/2010
Bamboo MoMo award
Craig Goldberg

2010 was the year mainstream corporate Australia awoke to the promise and threat of social media. The opportunities and risks became painfully apparent as user adoption skyrocketed.

Our banking clients realised Twitter could be an effective customer service and crisis management tool. Our retail clients began to see digital word of mouth as their most potent marketing tool. Our government clients started to see how citizens could help each other, thereby relieving some of the burden on the public purse. Even the most conservative clients were forced to get up to speed with this new way of working as their businesses started to feel the impact.

In this year of mainstream social media, our key message was this – contrary to popular belief, organisations have not lost the ability to shape and build their brands. What they have lost is the ability to do this through an opaque public relations veneer.

Katherine Milesi, Partner, Consulting

Building brands



The pioneer

Three of fifteen (20%) recent recruits in Australia's Deloitte Online were identified via Twitter. The top ten users of Twitter in our practice have over 5000 followers, with the vast majority professionally involved in the online arena or connected to followers who are. A single 140 character job posting, taking 30 seconds to create and being distributed for free, can rapidly identify multiple candidates with highly relevant skills and interests.

Our team has used Twitter to identify and hire a user experience consultant, an iPhone developer and a social media specialist, all within days of tweeting the details of a job opening. In the past, recruitment agencies would likely have been engaged to fill these roles, at the cost of tens of thousands of dollars and with search timelines spanning multiple months.

Frank Farrall, Partner, Consulting



Sustainability Organisation – Knowledge Management engagement

Christine Stanley, Senior Analyst, Consulting

Deloitte Australia was engaged in June 2010 by a sustainability organisation to build a green-field knowledge management capability. Deloitte Australia supported the delivery of an overall community development, content management and social media strategy, and governance framework, and we designed and supported the implementation of the overall technical platform. The solution was launched in October 2010 at the organisation's annual member conference in Asia. The client commented at the launch:

"We've worked with Deloitte Australia on how to drive online communities and content into our platforms. We see Deloitte Australia as a critical partner and we are really well positioned to keep improving and delivering on our mission."



Client work

Our primary work in social media in 2010 has been for a government department that is very forward-thinking about social media. They asked us to help them create strategies for using social media to increase engagement with their target audiences in two different programs. We provided recommendations for using social media to achieve specific, measurable goals, goals that the client felt were achievable and appropriate for their needs.

Naomi Civins, Online Manager, Consulting

In one case, a global services company watched aghast as their best talent used *LinkedIn* to 'advertise themselves to the world'. We taught this company how to use *LinkedIn* to attract and defend, as well as how to go back to basics on strategic talent management.

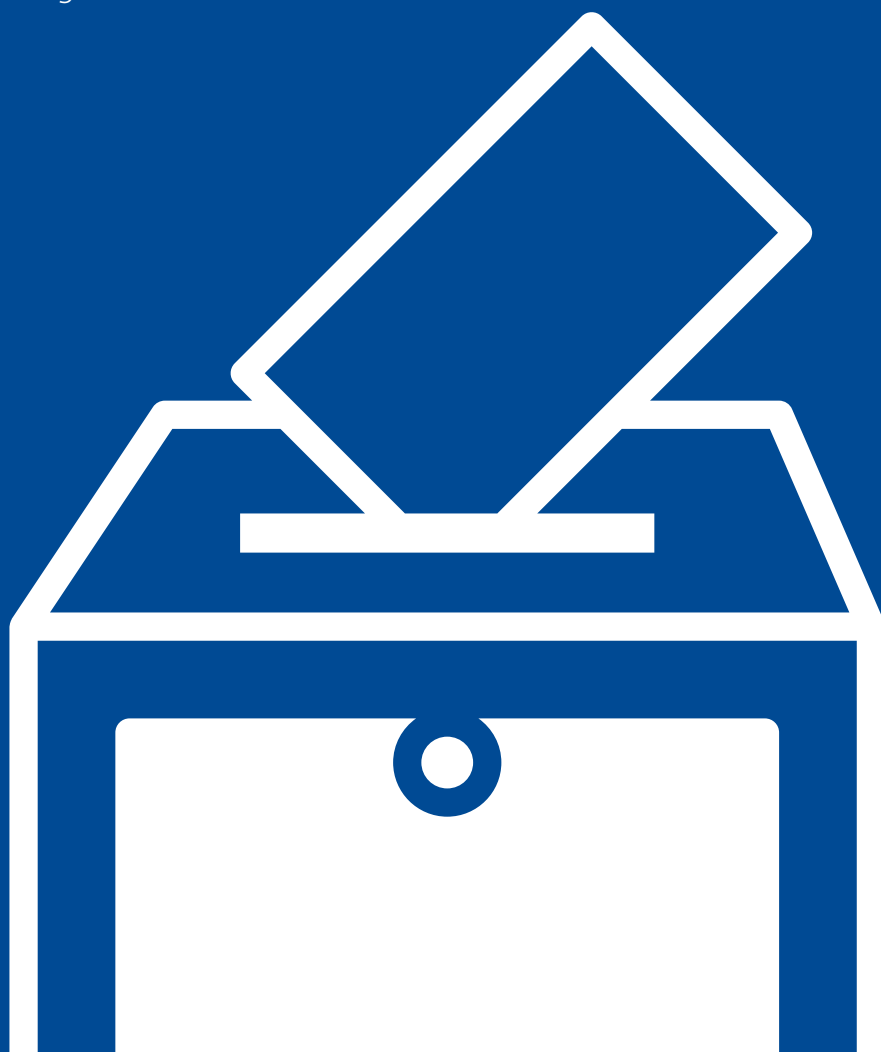
Katherine Milesi, Partner, Consulting

Design & build

In October 2010, Australia's Deloitte Online Practice was engaged by the Victorian Government to design and build an iPhone application to provide voting information and election results to voters during the state election campaign. We were also asked to lead a social media campaign to publicise the app.

The campaign ran for a week, with the app highlighted in networks across Yammer, Twitter, LinkedIn and Facebook. An online article about the app was tweeted by readers over 100 times, with Twitter postings by key Deloitte Australia participants being retweeted virally. During the first day of the campaign, the term "Deloitte Online" became a trending topic on Twitter, which delivered a great brand profile for our practice.

Frank Farrall, Partner, Consulting



Social media is a “ticket to play” for corporations today. Given that the percentage of overall Internet pageviews for social media is rapidly approaching 25%, social media is no longer a fad. Those embracing social media will discover a channel that allows them to establish an unimpeded 1:1 communication with their customers – something that, if used wisely, is extremely powerful.

Jamie Pride, Partner, Consulting

From a business perspective, it’s a small scale form of market research.

*Chris Collacott, Manager,
Marketing*

Risk Services has developed the following offerings – Social Media Risk Point of View and Social Media Internal Audit Methodology. We have worked with clients to include social media in Internal Audit coverage plans, and we are currently undertaking an assessment of monitoring tools that can assist with the reviews.

Tommy Viljoen, Partner, Risk Services

Looking deeper





Digital mentors

Mentoring a senior leader in the firm has been extremely rewarding, even though it was quite daunting to start with. I believe the next phase of this program should focus on assisting leaders to build market eminence through social media, a task that digital natives will have to solve collectively!

Morne Swiegers, Consultant, Consulting

Deloitte Australia, through YouTube, Facebook, Twitter and LinkedIn, is listed along with all the normal “Recruitment”, “Accounting” and “Big 4” comments as a top employment brand in technology, business and Australian IT; as a Web 2.0 thought leader; and as Social Media rock stars.

*Tim Fleming, Chief Information Officer,
Information Technology Services*

Twitter

I'm the voice of @Green_Dot. I tweet every day on behalf of Deloitte Australia, providing our 4,000 followers (students, summer vacationers, prospective lateral recruits, clients, competitors, Deloitteians and others) with a daily insight into life at Deloitte. More than 1,000 tweets later, we've shared photos from Deloitte IMPACT Day, tweeted through our Partners' Conference, and posted video job descriptions.

When we see the tweets that followed our State of the Nation webcast, we knew our Twitter stream was effective at developing our employer brand.

Victoria Redman, Employer Branding Manager, People & Performance



tweet



snarkle# Reading all the tweets from @Green_Dot & @naomieve today for their annual update makes me realise how much Deloitte GETS IT. #workplaceenvy





Only@Deloitte

Film Festival

We share employee-made video content to give candidates an authentic insight into Deloitte Australia and our people. This year, we ran the internal Only@Deloitte Film Festival where our people were challenged to make one minute videos about what they could do “only at Deloitte”.

More than 800 employees got together to create over 100 videos, and our Deloitte Australia YouTube channel, which hosts the videos online, has already received over 50,000 views. It's been a great way for employees to share their stories internally and to give potential candidates an unscripted insight into the people inside our firm.
www.youtube.com/DeloitteAustralia

*James Elliott, National Recruitment Director,
People & Performance*

Digital immigrants

Okay – so I’m a digital immigrant. I have problems uploading photos to Facebook, and my presence on Yammer is more voyeuristic than participative. But I’ve had my first lesson with my digital native mentor. If all our leaders can find the time to learn about and embrace social media, well, so can I!

*Toni Hamilton, Multimedia
and Special Projects Director, Marketing*



Visualise it

We couldn't have asked for a better creative brief than to visualise Social Media at Deloitte Australia. It's touched every corner of the firm. The task was challenging: how do you visualise ideas of connectivity, technology, people and business into a single and marketable identity?

*Shane Currey and Shruti Thiruchelvam,
Creative Director and Designer*

The power of LinkedIn lies in it having a very high page rank in Google. Chances are that your LinkedIn profile will be the first online impression you make. As such you'd better have accurate, updated and interesting information there.

*Sandra Klinke, Sourcing Specialist,
People & Performance*

Marketing Bamboo

With Bamboo we undertook an intensive campaign and launch utilising Yammer, DAIS, voicemails, Twitter and LinkedIn. Linked in and Twitter are the second and third highest referrals after Deloitte.com. Digital news services – IT Wire, Australian IT, Iphone – appsandhacks, wittysparks, smartphonevideos – have picked up mainstream news articles and blogs to produce their own articles for dissemination.

Craig Goldberg, Account Director, Risk Services

Social media is simply another form of media. Most of the policies we have in Deloitte Australia are based around keeping client information confidential and being sensible about what we say. Deloitte Australia is seen as the practice leader with social media so we need to adopt a sensible approach. People need to be mindful of what goes out there because it stays around.

Pete Williams, Chief Executive Officer, Deloitte Digital

Digital mentoring is a fantastic networking opportunity to connect with a partner. It was good to hear of the challenges faced by a digital immigrant. Next steps are to keep working to get him an official 'visa' into our digital world!

Judy Tse, Client Manager, Tax

The National Recruitment Team uses social media to increase brand awareness, to source talent pro-actively, to leverage our employees' existing networks, to present a realistic user-generated impression of Deloitte Australia for prospective candidates and clients, to mobilise all of our employees to act effectively as recruiters AND to engage and collaborate internally.

*Tanyth Lloyd, National Recruitment Manager,
People & Performance*

Causing effect

Earlier this year, Melcrum, one of the world's best communications associations, approached me about social media in Australia. I told them Deloitte Australia had a great story to tell.

I wrote up our story – Social Media @ Deloitte – and presented it at the Melcrum Australia conference in May 2010. It got a great cyberspace reception – tweets everywhere. Social Media gurus from around the firm helped me build the original piece into what has become one of the most shared and downloaded items of our thought leadership this year. It was blogged by New York marketer David Meerman Scott, who suggested that his 41,000 followers on Twitter send 'our excellent report' to their boss.

Louise Denver, Communications Director, Marketing

Noisy risk

In the last 100 days, we made a lot of noise about Yammer within Risk Services nationally through e-mail updates, end of month team meetings, the creation of local Risk Services Yammer groups, and a national competition among the most active users. We changed people's perceptions. Through Yammer, people were connected to peers in other geographies who assisted on proposals, provided expert commentary or simply shared ideas on client issues. Yammer isn't a waste of time; it's a core business tool.

Vincent Lie, Senior Analyst, Risk Services

Effectiveness

When asked what information Boards had received on social media, most directors said they had not been briefed. Many directors believed that their Boards should hear about social media, along with other media reporting. While many directors wanted to learn more about new media, others thought their organisation's crisis management strategies were adequate to handle an issue arising in social media. The big exception was speed. Given that social media facilitates the flow of information in nano seconds, the time available between an action and a required response has shrunk significantly.

John Meacock, Office Managing Partner, Sydney



The Deloitte Australia Social Media Steering Committee has sourced the top social media monitoring tools from around the world to assist the firm in analysing the vast amount of data available. Various stakeholders are conducting a trial evaluation of three top social media monitoring tools. We have already seen promising results and are confident that the tool we choose will keep us one step ahead of our competitors.

*Merril Skyring, Director, Strategic Portfolios,
Commercial Services*

We needed a sensible policy and guidelines to guide the way people think about using social media. We wanted something that would work across all forms and channels, so that the policy didn't become outdated in a month when something new came out.

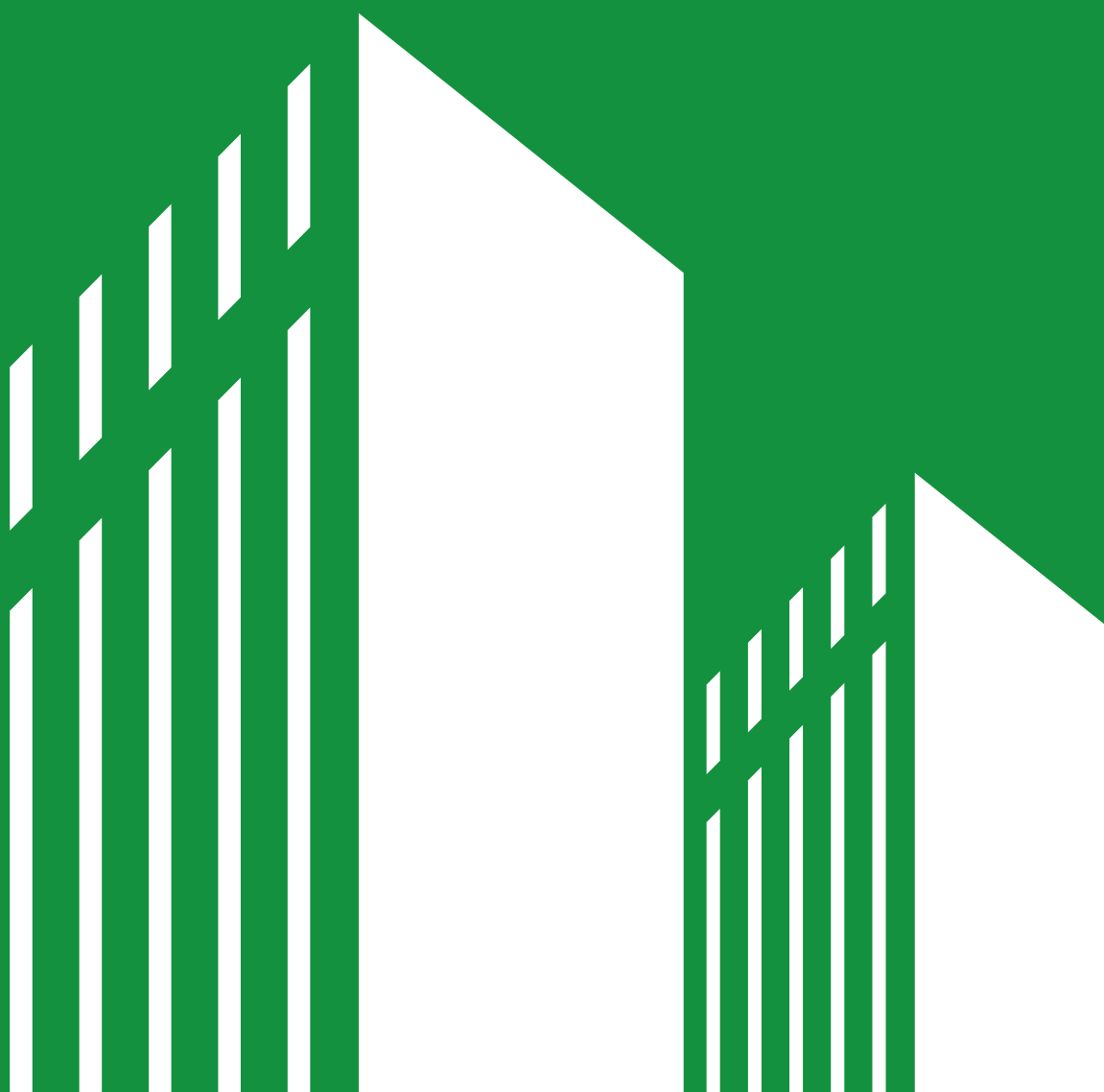
Caithlin McCabe, Partner, Assurance & Advisory

Major financial service industry organisations

Australia's Deloitte Online team is working with major financial service industry organisations on a suite of social media initiatives. The work covers strategies for internal productivity and effectiveness, and the building of brand and presence in the market, including:

- Internal knowledge sharing and development of communities of interest across diverse geographical boundaries through tools like Yammer
- Creation of recruitment and hiring strategies through LinkedIn and Facebook
- Use of social media tools like Twitter, Facebook and YouTube as part of the mix of marketing and communication strategies
- Development of internal structures, including management and monitoring, and the handling of a high volume of responses, to support the multi directional communication generated by social media
- Advice about crisis management – what to do when things don't go to plan.

Steve Carlisle, Senior Manager, Consulting





Fantasy Football

Deloitte's Global Fantasy Football site and messaging connected with 35,000 clients, staff members and their families and friends worldwide in 160 countries throughout the month-long World Cup in June.

Key to our strategy was leveraging Twitter on the site's home page and, via links to a Facebook page, promoting the game and entertaining tens of thousands of fans. One of the key impacts was felt on Facebook. The number of fans on Deloitte's Global Facebook page rose from 23,000 to more than 71,000 fans within the month of the competition, with most of them being driven through the Football site. In more than tripling the number of fans, Deloitte overtook E&Y (at 44,000) for the first time as the Big 4 firm with the largest number of Facebook fans.

David Redhill, Chief Marketing Officer, Marketing



When I first heard about social media, I thought it was a thing best avoided. I'm really pleased that I got to understand the power of this medium. Although it's complex, fast changing and full of risks, the rewards are unbelievable. Without social media, you're just not going to communicate to your younger team members. So my advice is this: you can't ignore it. Join in.

Giam Swiegers, Chief Executive Officer, Deloitte Australia

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*Just heard @rexster present to REINSW
Board on social media ... my mind is
boggling with the possibilities!*

*Cath Dickinson,
Marketing & Communication Manager,
Real Estate Institute of New South Wales*

I don't worry about my staff doing Facebook in work time. I worry more about them working during Facebook time.

*Pete Williams, Chief Executive Officer,
Deloitte Digital*

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Chief Marketing Officer

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Senior Manager, Marketing

Simon Townsend

Manager, Innovation

Tommy Viljoen

Partner, Risk Services

Pete Williams

Chief Executive Officer, Deloitte Digital