

# Bianchi PeRspectives

An e-newsletter offering PR-related info to use, challenge and amuse.

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## WORD NERD

**Tweetorial** *n.* - A lecture or presentation given through the use of Twitter and #hashtags.

## Latest Bianchi Biz Blog Post

["Top Blog Posts on Social Media for Professional Service Firms"](#)

To view more posts, visit the [Bianchi Biz Blog](#).

## It's Showtime!

The Bianchi PR team started 2016 conducting successful media relations activities around the **Consumer Electronics Show** (CES) for [ZF TRW](#), the **North American International Auto Show** for [Schaeffler](#) and **Heavy Duty Aftermarket Week** for [Accuride](#). Bianchi PR assisted clients throughout press days with media outreach and coordination with journalists from around the globe, which resulted in multiple interviews and media coverage in key target publications.

## SMaASH'ing Automotive Social Media Myths



As communicators, we're bombarded with the latest advice from so-called social media gurus.

*But how much of that advice is based on real research that is specific to your industry?*

The need for actionable, industry-specific data and insights drove us to conduct, for the second year, our proprietary *Social Media and Automotive Supplier Habits™* (SMaASH) study of the top North American auto suppliers and their social media efforts.

The good news is that auto suppliers have made tremendous progress on the social media front ... and that with a few tweaks in a few areas, they can really boost their effectiveness in 2016.

To learn more, read on ... or give me a call.

*Jim Bianchi, APR*  
President

## Many Top Auto Suppliers Still Missing Social Media Opportunities

While North America's top automotive OEM suppliers have made solid progress in the use of social media, many are still making critical mistakes that hinder the effectiveness of their efforts, according to our second annual proprietary study, *"Social Media and Automotive Supplier Habits 2.0™"* (SMaASH 2.0™).

## New Client

**Bianchi PR** was recently selected by **SRG Global**, a Guardian company and one of the world's leading manufacturers of high-value coatings on plastic for the automotive, commercial truck and consumer goods industries, to provide the company with PR counsel, global publicity and media relations support, as well as with highlighting the supplier's innovative technologies.

## Welcome Jenny!



Joining our **Bianchi PR** team this winter is **Jenny Haddo**. Haddo is a communications major at Oakland University with a focus in public relations. Previously, she was a public relations intern at the Oakland Livingston Human Service Agency (OLHSA), a community action agency located in Pontiac. At OLHSA, Haddo created flyers for upcoming events, staged photo opportunities at events and was responsible for

Our study shows that the top auto suppliers have made significant progress with social media in the past year, increasing their posting activity by 144 percent and more than tripling their following. Yet, in spite of their gains, they still have some great opportunities to fully leverage their social media efforts.

We analyzed social media usage by the top 25 North American automotive OEM suppliers during the first half of 2015 on the four most popular platforms for this sector: Facebook, Twitter, LinkedIn and YouTube. Last year, Bianchi PR conducted a similar study - the first of its kind - that reviewed auto supplier social media use in the first half of 2014.

SMAASH 2.0 study highlights:

\* LinkedIn is the only social media platform where **all of the top 25 auto suppliers** have a presence and it's typically where they have the largest following (an average of more than 110,000 followers);

\* Facebook is the platform where the average supplier's **following grew the most** in the past year, with a 1,177 percent increase over 2014 (LinkedIn followings grew 268 percent, Twitter followers grew 151 percent and YouTube subscribers grew 115 percent since 2014);

\* Twitter remained auto suppliers' **top channel in terms of the volume** of posts with 45 percent share of all posts (down from 48 percent last year) and LinkedIn made the biggest gain in volume with a 23 percent share (up from 19 percent in 2014); and

\* 68 percent of posts on Facebook, Twitter and LinkedIn by auto suppliers **featured visuals**, up from 57 percent in 2014.

The top five social media opportunities for automotive OEM suppliers (and other business-to-business marketers) are:

1. **Suppliers are still not sharing enough earned media coverage.** Although coverage in trusted media outlets is viewed as the most credible of all content, only 4.3 percent of supplier posts shared such coverage, down from 6.5 percent in 2014.

2. **Too many supplier posts are self-promotional.** While the share of suppliers' posts that are not promoting the company grew from 36 percent in 2014 to 47 percent in 2015, suppliers still have a way to go to reach the 75 percent non-promotional goal set by most social media experts.

3. **Many supplier posts are lacking visuals.** While suppliers' use of visuals in posts grew from a 57 percent share to a 68 percent share in the past year, almost one-third of supplier posts are missing visuals, which are proven to boost engagement significantly.

4. **Suppliers are not using LinkedIn enough.** Among the four platforms reviewed, LinkedIn typically provides suppliers with their largest audience (average 110,000+), yet the top suppliers average only 16 LinkedIn updates per month to leverage that following. They Tweet about 50 percent more than they post on LinkedIn, yet their Twitter following is only 7 percent

designing the internal and external newsletters. She expects to graduate in December.

**Global reach.  
Local support.**



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as large as their LinkedIn following, on average.

**5. Many suppliers seem to be missing a planned approach to social media.** A planning calendar can help suppliers post with a more consistent rhythm, which helps to sustain and build a following. And it can also provide suppliers the necessary time to customize each post to fit each platform. Some suppliers, to save time and effort, use Hootsuite or other applications to post the exact same Tweet across all their other platforms, rather than customizing the post for the unique characteristics, environments and audiences offered on Facebook and LinkedIn.

Our second annual study of auto supplier social media use also showed that the average top 25 North American automotive supplier:

- \* **Increased its following by 363 percent** in the past year, to some 178,000 followers across all four platforms;
- \* Posted some 58.6 updates per month, **more than double** the 2014 average of 26.9 posts, across its top four platforms; and
- \* **Doubled the number of videos** it shared on Facebook, Twitter and LinkedIn in 2015 over the previous year.

For more information on SMaASH 2.0, visit: <http://bit.ly/1SG8kCu>.

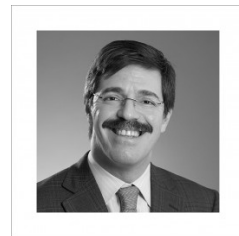
To schedule a detailed presentation of SMaASH 2.0 study results, please email [jbianchi@bianchipr.com](mailto:jbianchi@bianchipr.com) or call 248.269.1122.



### **Our PRGN Teammate in Mexico: Guerra Castellanos & Asociados**

Founder and CEO, Gabriel Guerra Castellanos

Guerra Castellanos & Asociados is a specialized PR consulting firm that has been offering integrated services and strategic communications solutions to a wide variety of clients in Mexico since 2001.



Founded by experienced journalist, PR professional and government affairs expert Gabriel Guerra Castellanos, GC&A is one of the top independent PR firms in Mexico. The firm has worked with a number of well-known brands including BP, Dell, GE and Microsoft, as well as Ford, Toyota and a number of automotive suppliers.

Recognized for its ethics, efficiency and professionalism in the public and private sectors, the firm has experience in the full range of PR activities.

GC&A is the Mexico representative of the Public Relations Global Network (PRGN), a 24-year-old consortium that links nearly 50 PR firms in key markets around the globe (all of which are among the top independent firms in their markets) - to provide local PR expertise on a global scale. For more information: <http://bit.ly/1PzRzCQ>