

# Bianchi PeRspectives

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

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## WORD NERD

### Social Networking

**Fatigue** *n.* - Mental exhaustion and stress caused by creating and maintaining an excessive number of accounts on social networking sites.

## Latest Bianchi Biz Blog Post

*"Most Professional Service Social Media Posts Fail the Interactivity Test"*

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



## SMAASH 2.0

For the second year in a row, we have conducted the study "**Social Media and Automotive Supplier Habits**" (SMAASH™), analyzing social media usage by the **top 25 North American automotive OEM suppliers**. SMAASH 2.0™ focused on the first

## Distilling Actionable Data About Social Media

*"What are your clients doing with social media?"*

That question, heard every time we attended an industry event in 2014, sparked a research project which became our first SMAASH™- Social Media and Automotive Supplier Habits - study that we released last autumn.

Significant interest in that study has not only spawned the just-released SMAASH 2.0™ study, but also a similar study of social media use in another of our key client sectors - B2B **professional service firms**.

In this issue, we share the highlights and insights from this new study - SMUPS™ - **Social Media Use by Professional Services**. If they spark any questions or ideas, please let us know. And if you know someone who could use these insights, **please share** it with them.

*Jim Bianchi, APR*

President

## The Top Five Social Media Mistakes of Professional Service Firms

As in most industries, companies in the professional services space are **embracing social media** as part of their communications efforts like never before. And while that's a good thing, based on a recent study that Bianchi PR conducted, we found that many Detroit-area professional service firms are making **five critical mistakes** in their social media efforts that could be stunting their success.

The study, "*Social Media Use by Professional Services*" (SMUPS™), analyzed social media usage by **25 of the top metro Detroit professional service organizations** - including law, accounting, engineering, architectural and staffing firms - on their four most popular social platforms: Facebook; Twitter; LinkedIn; and YouTube.

six months of 2015 and the four most used social media platforms: **Facebook, Twitter, LinkedIn and YouTube.**

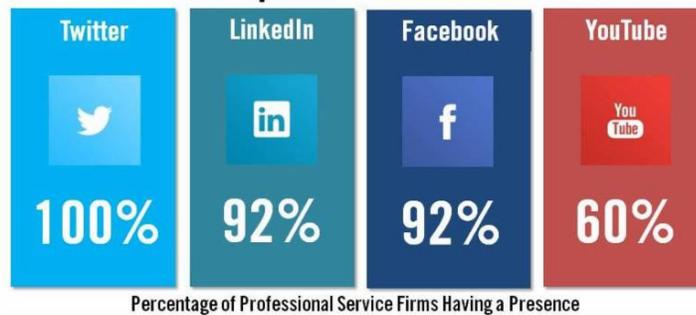
While there has been solid progress in the last year for automotive OEM suppliers' use of social media, there are still critical mistakes being made that affect their social media success. The results indicated that posting activity has **increased by 144%** since 2014 and more than tripled their following. **For more SMaAsh 2.0™ results, click [here](#).**

## New Intern



Joining the **Bianchi PR** team as our fall intern is **Angela Meriedeth**, a public relations major at Wayne State University. She is also currently the social media director for WSU's Public Relations Student Society of America chapter and president of Kappa Delta Sorority. She plans to graduate in May 2017. Welcome to the team, Angela!

## Most Popular Firm Platforms



Percentage of Professional Service Firms Having a Presence

Findings show that having a presence on social media and posting your own authored content is only the tip of the iceberg when it comes to truly **embracing and utilizing** these platforms as an effective tool for business.

Bianchi PR's SMUPS™ study indicated that the **top five social media mistakes** for professional service firms are:

### 1. Too much self promotion.

A majority of social media posts (between **79 - 88 percent**) from professional service firms focus on the firm itself. When you consider that social media experts recommend **at least 75 percent** of posts should contain something valuable to your audience that isn't self referential, the disconnect is clear. Try mixing it up by posting industry or customer news, highlighting current events, etc.

### 2. Firms need to embrace more interactive posts.

While most professional service firms cite engagement as a top goal for their social media activity, **only six percent** of the reviewed posts on Facebook, LinkedIn and Twitter are interactive-type posts. Consider posting content that **encourages engagement**, such as surveys, trivia questions, and asking for feedback and opinion.

### 3. Firms do not post enough earned media coverage.

Articles in trusted media outlets are the most effective third-party source of information impacting people, yet on average, **less than 10 percent** of social media posts by professional service firms are posts that share media coverage. Be sure to post links to articles that feature or mention your company and thank the journalist who authored the story. This can not only **boost your credibility** with your audience, but also strengthens relationships with key reporters.

### 4. Firms are not using LinkedIn enough.

While LinkedIn is viewed as the most important social network for business people, and professional service firms have a greater following on this platform than all others, **less than a quarter** of their social media posts are on LinkedIn. Be sure to take advantage of the strongest social media platform available to your company and keep up a regular cadence of posts on LinkedIn.

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### 5. Tweets do not include visuals enough.

It's been shown that people prefer visual content over written and with good reason: visuals are four times more memorable than text. Yet **nearly two-thirds** of professional service companies' Twitter posts are not accompanied by visuals. Try and attach a photo, graph, sketch or logo with each Twitter post when applicable to help boost your presence.

The SMUPS™ study reviewed 90 days of posts from 25 of the top Detroit-based professional services firms selected from *Crain's Detroit Business* lists. For more information, please visit: [www.bianchipr.com](http://www.bianchipr.com).



## Pizza & the Power of Partnership

The power of PRGN partnership proved itself again with the recent successful national media launch of the **ultimate pizza delivery vehicle**, the Domino's DXP.

Bianchi PR worked with Michigan-based Domino's and Cleveland partner Stevens Strategic

Communications to host some 83 media and guests at Domino's World Resource Center in Ann Arbor at a unique Automotive Press Association luncheon.

More than 200 initial news stories and millions of media impressions were generated by the Detroit-area event in broadcast, print and digital outlets ranging from *AOL News* to *Forbes*, from *Motor Trend* to *USA Today*, and from *NBC News* to *Fortune*. Domino's called the initial media coverage "absolutely incredible."

And the DXP national media blitz continues in the next few months, as Stevens Strategic and PRGN agencies Lewis Public Relations, The Castle Group, The Fearey Group and VPE Public Relations take it to the streets - conducting a series of delivery celebrations for the DXP at Chevrolet dealerships in key Domino's markets across the United States, including Boston, Dallas, Detroit, Houston, Indianapolis, New Orleans, San Diego and Seattle.

If you have a PR program that needs market expertise, regional, national or global reach, and the special attention that can only come from entrepreneurial agencies, PRGN can help you. Contact Jim Bianchi at [jbianchi@bianchipr.com](mailto:jbianchi@bianchipr.com) for more information.

