

Bianchi PeRspectives

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

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WORD NERD

Keyword

Cannibalization *n.* -

The excessive use of the same keyword on multiple web pages within the same site, making it difficult for users and search engines to determine which page is most relevant.

Latest Bianchi Biz Blog Post

"PR Lessons from What Would Jesus Drive?"

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

Starting 2015 with a Bang!

The **Bianchi PR** team started 2015 conducting media relations activities around **CES** for **TRW** and the **North American International Auto Show** in Detroit for **Munro & Associates**, **Johnson Controls** and **Schaeffler**.

Bianchi PR assisted clients throughout press days starting with the

SMaASH'ing Social Media Myths

Auto suppliers - like many other business-to-business sectors - are using social media, but often find themselves behind consumer sectors in terms of strategy, content and engagement.

Most suppliers are curious about how their companies compare with peers ... and what they might do to boost engagement. So, to help provide this sector we serve with some actionable information, we conducted the SMaASH™ study.

We hope these insights will help you in the year ahead.

Jim Bianchi, APR
President

The Top Five Social Media Mistakes of North American Automotive Suppliers



While North America's top automotive OEM suppliers are embracing the use of **social media**, most are making five **critical mistakes**, according to our proprietary study conducted this past autumn.

The study, "**Social Media and Automotive Supplier Habits™**" (SMaASH™), analyzed social media usage by the top 25 North American automotive OEM suppliers during the first six months of 2014 with the four most popular platforms for this sector: Facebook; Twitter; LinkedIn; and YouTube.

The SMaASH study indicated that the **top five social media mistakes** for automotive OEM suppliers are:

1. Posts do not include enough visuals. Although video and images boost audience engagement significantly, only 53 percent of supplier Facebook posts and less than 15 percent of Tweets included visuals.

2. Posts do not share enough earned media coverage. Although coverage in trusted media outlets is viewed as the most credible of all

very first supplier press conferences.

Throughout press days we interacted with more than 100 media, from *Automotive Engineering International* to the *Wall Street Journal*, helping to generate more than 2,000 news stories.

Global reach.

Local support.



www.prgn.com

See our PRGN team in Asia featured below.

New Intern

Joining the Bianchi PR team as our winter intern, along with one of our previous interns, Brigid Reynolds, is Wayne State University public relations major, Kelsey Falk. Kelsey previously interned with SS Digital Media. She plans to graduate this spring. Welcome to the team, Kelsey!



content, less than 10 percent of all supplier posts shared such coverage.

3. Too many supplier posts are self-promotional. While the rule of thumb is a company should post one update about the company for every three that are about its audience and interests, suppliers are doing the opposite - with 50 to 75 percent of supplier social media posts being company-focused.

4. Suppliers are not using LinkedIn enough. Among the four platforms reviewed, LinkedIn typically gives suppliers their largest audience (average 30,000+), yet the top suppliers average only three LinkedIn updates per month. They Tweet more than twice as much, yet they have, on average, only 3,250 followers on Twitter.

5. Suppliers need to embrace more interactive posts. Interactive posts which allow the audience to express themselves and participate - such as contests, polls, surveys, trivia or opinion questions - tend to encourage the most audience engagement, yet less than six percent of supplier posts were of this category.

Our study of social media use by the top 25 North American automotive suppliers also found that:

- LinkedIn is the most popular platform, with 92 percent of suppliers having a LinkedIn page; followed by Twitter (80 percent), Facebook (72 percent) and YouTube (56 percent);
- Suppliers post most on Twitter (48 percent of total posts); followed by Facebook (27 percent), LinkedIn (19 percent) and YouTube (six percent); and
- The top 25 auto suppliers average a total of 38,448 followers across all four platforms and post an average of 26.9 updates per month on those platforms.

If you're interested in having us present more detailed SMAASH study findings, please let us know. For recent blog posts about tips to improve engagement, visit www.bianchipr.com/blog.

And if you're interested in approaching social media more strategically, integrating it into your communication program or creating the mechanisms that will help generate and sustain the right content to boost engagement, contact us at bianchipr@bianchipr.com or 248-269-1122.



Kelsey Falk

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Our PRGN Team in Asia: Mileage Communications Pte Ltd.

Managing Director, Yap Boh Tiong

Mileage Communications Pte Ltd. was founded in 1992 and has grown steadily to become one of the top independent agencies in the Asia region with offices in 13 cities in eight countries - Singapore, China, India, Indonesia, Malaysia, Myanmar, Thailand and Vietnam.



The group has expertise in multiple industry sectors including: corporate finance/investor relations; infocomm technology; consumer lifestyle; crisis management and sports; healthcare/pharmaceutical; and shipping. Services include media relations, public relations, media training and editorial services. Mileage's managing director, Yap Boh Tiong, has extensive agency, corporate PR and marketing communications experience.

For more information: <http://bit.ly/1ybTN7bK>