

# Il nostro Progetto per far crescere la presenza sui social media della tua azienda ([www.primobonacina.com/social](http://www.primobonacina.com/social))

**TUTORIAL:** come essere visibili e presenti con continuità sui social media e costruire una community, *con poco sforzo, spendendo il minimo, ottenendo il massimo!*



Aggiornato: *maggio 2019*



# Agenda

- PBS, in breve
- La continua presenza sui social media è un elemento imprescindibile del sales & marketing mix
- Come presidiare, interagire e far crescere una comunità online, in modo efficace ed economico
- La proposta di PBS



# Primo Bonacina, Founder & Managing Partner of PBS

Managed BUs,  
companies,  
regional  
organizations:  
sales, channels,  
marketing,  
services,  
support teams

Successful in  
large  
international  
organizations,  
local companies  
& own  
consultancy  
firm (2014)

**A long-  
standing  
protagonist in  
the IT & Digital  
sectors**

Top roles at IT  
vendors  
(3Com, Acer,  
Microsoft) &  
channels  
(Magirus/Tech  
Data, Anixter)

Broad  
international  
experience:  
Milan, Paris,  
London

Columnist,  
speaker,  
passionate  
about IT,  
Business,  
Digital, HR



# 6 aree di offerta servizi tra cui web e social media ([www.primobonacina.com/services](http://www.primobonacina.com/services))



# PBS Business Summary

**2014**

Founded

**€1M+**

Revenue since foundation

**100%**

Digital Consultancy

**650**

Transactions

**€290k**

2018 revenue

**70**

Events

**1.2M**

Top WWW site ranking (Alexa)

**190**

Customers

**14**

Countries where we did business

**17**

Managed companies (Social Media)

**220**

«Digital Recruiting» (LinkedIn Job Posts)

**24**

Brands/Customers (Google Ads)



# Chi gestiamo/abbiamo gestito/influenzato, a livello globale o locale

IT Vendors & Service Providers	IT Distributors	IT Resellers	Other
 <p><b>syneto</b> YOUR DATA • OUR BUSINESS</p>	 <p><b>AVNET</b><sup>®</sup> technology solutions</p>	 <p><b>aditinet</b> 1<sup>st</sup> CLASS IT</p>	 <p><b>cesap</b></p>
 <p><b>fastERA</b><sup>®</sup></p>	 <p><b>EXCLUSIVE NETWORKS</b></p>	 <p><b>BCLOUD</b></p>	 <p><b>IIP</b> ISTITUTO ITALIANO DEI PLASTICI</p>
 <p><b>SREEVO</b> Il Cloud Geniale</p>	 <p><b>QUESTAR</b> IT SECURITY DISTRIBUTION</p>	 <p><b>Datapoint Europe</b> a <b>sabio</b> company</p>	 <p><b>PBS</b> Digital • Actionable • Measurable</p>
 <p><b>Tech Data</b></p>	 <p><b>Tech Data</b></p>	 <p><b>Npo</b> SISTEMI A RICOH COMPANY</p>	 <p><b>Proserpina</b> YOUR BUSINESS, MADE SUSTAINABLE</p>
 <p><b>Tech Data</b> Advanced Solutions</p>	 <p><b>Tech Data</b> Advanced Solutions</p>	 <p><b>PERSONALDATA</b> CONSULENZA E INNOVAZIONE IT gruppo <b>project</b> 1981 2016</p>	 <p><b>PBS</b> Digital • Actionable • Measurable</p>

# TUTORIAL: siete pronti per la Social Reputation?



# Siete pronti per la Social Reputation?



- More than 80% of reputation damage risks come from a mismatch between the buzz and the reality (Digimind)



- Reputation risk is the greatest risk facing companies, with as much as 75% of a company's value based on reputation (Economist Intelligence Unit)



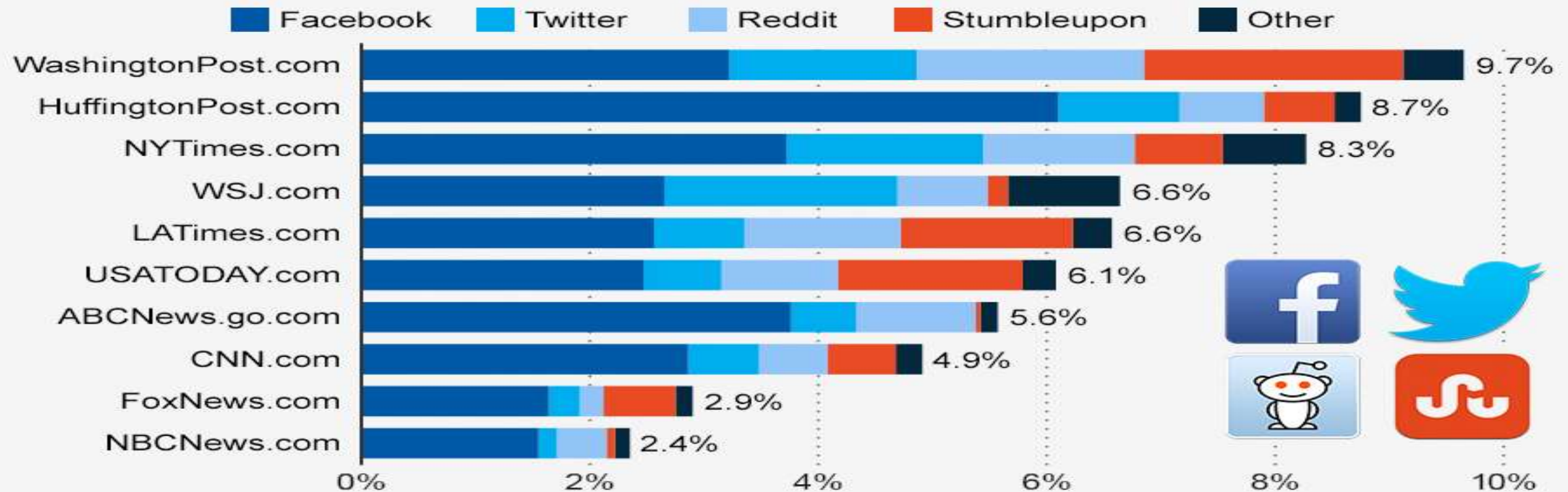
- 92% of Internet users read product reviews and 89% of people say that reviews influence their purchasing decisions (eTailing Group)



# I Social Media portano traffico *a casa tua*: quando il potenziale cliente è sulle tue *web property*, puoi dargli messaggi e *call to action*

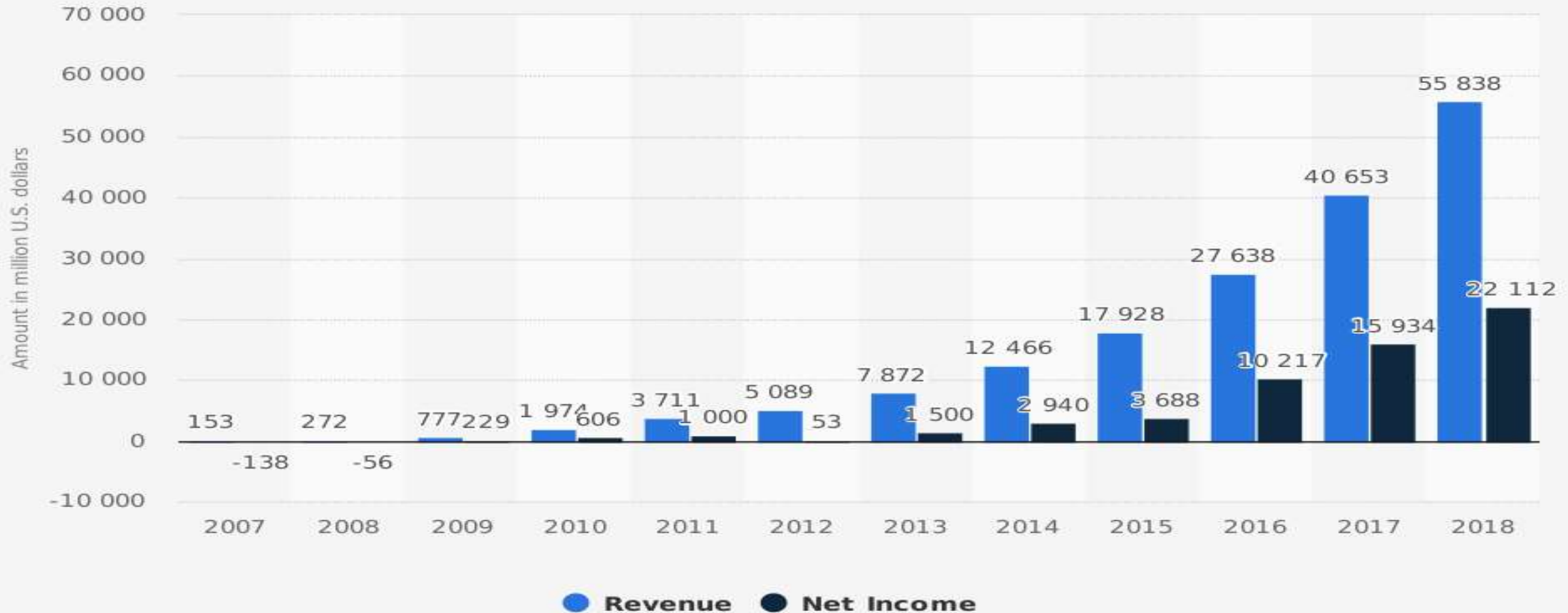
## Facebook is the No.1 Social Traffic Source for News Websites

Percentage of website traffic coming from social media sites in the past three months



# I Social Media sono un fenomeno ormai imprescindibile

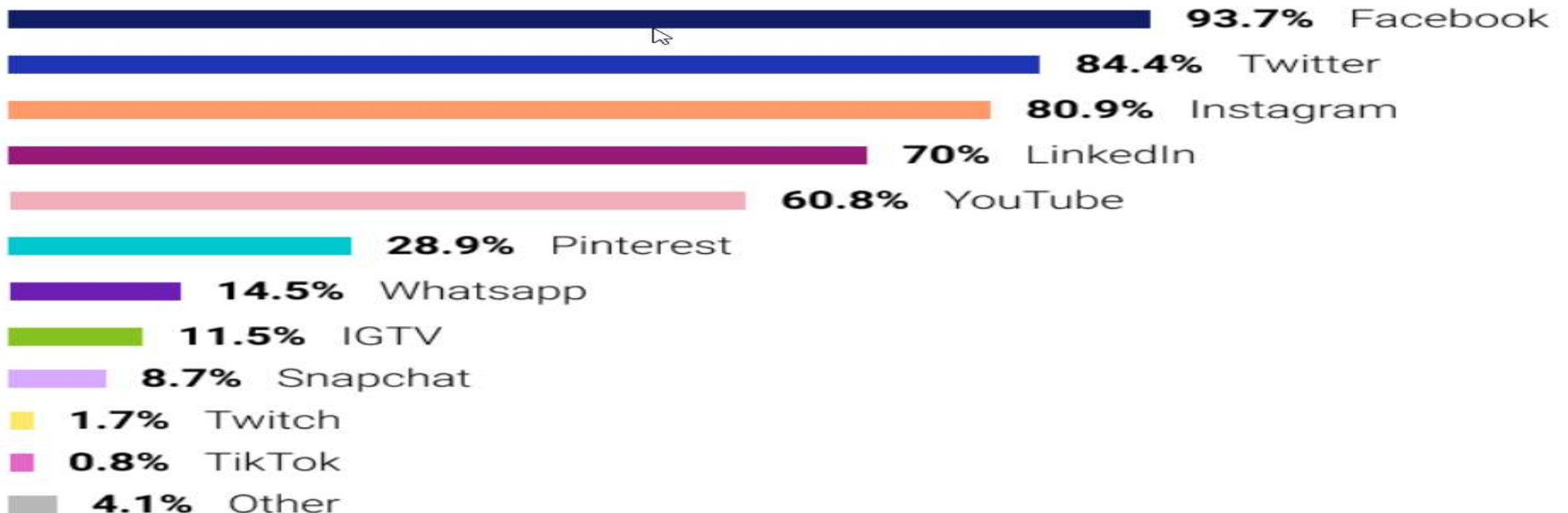
**Facebook's revenue and net income from 2007 to 2018 (in million U.S. dollars)**





# Alcuni Social Media sono prevalenti in azienda

Which of the following channels does your business use currently?



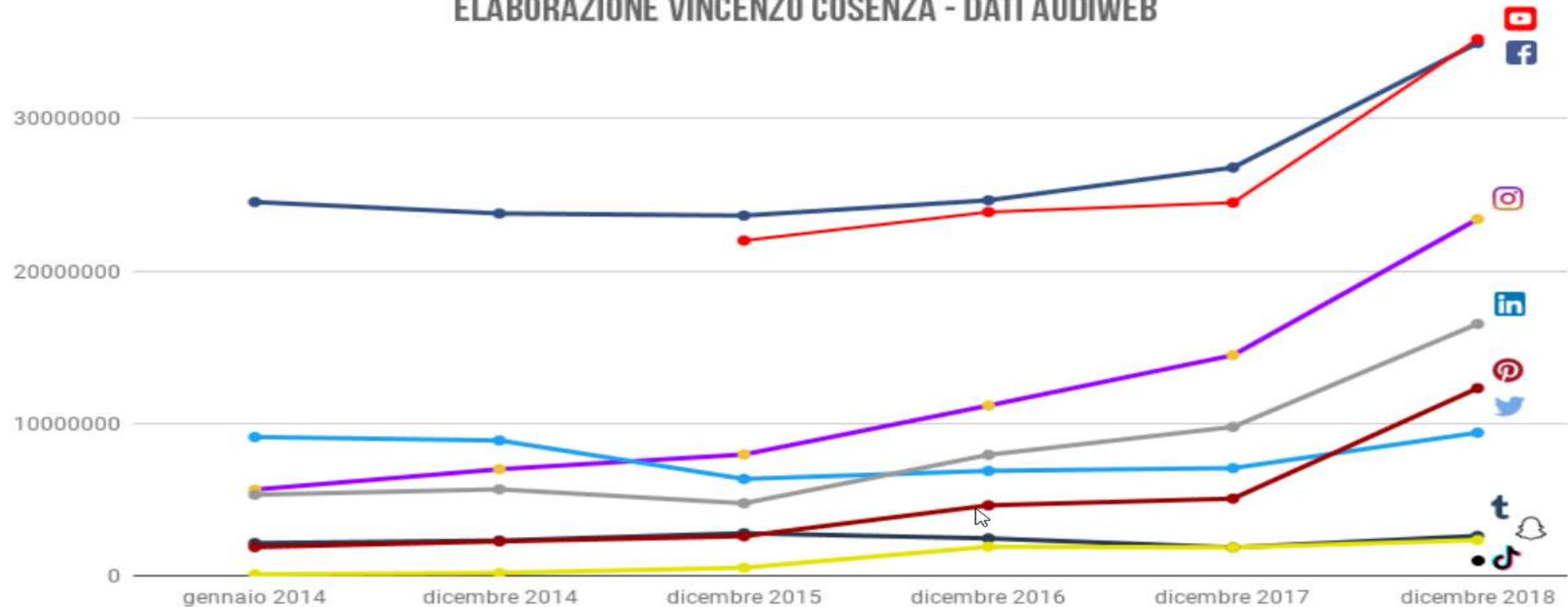
State of Social Report / 2019  
[buffer.com/state-of-social-2019](https://buffer.com/state-of-social-2019)



# La popolarità dei Social Media varia nel tempo

## SOCIAL MEDIA IN ITALIA 2018

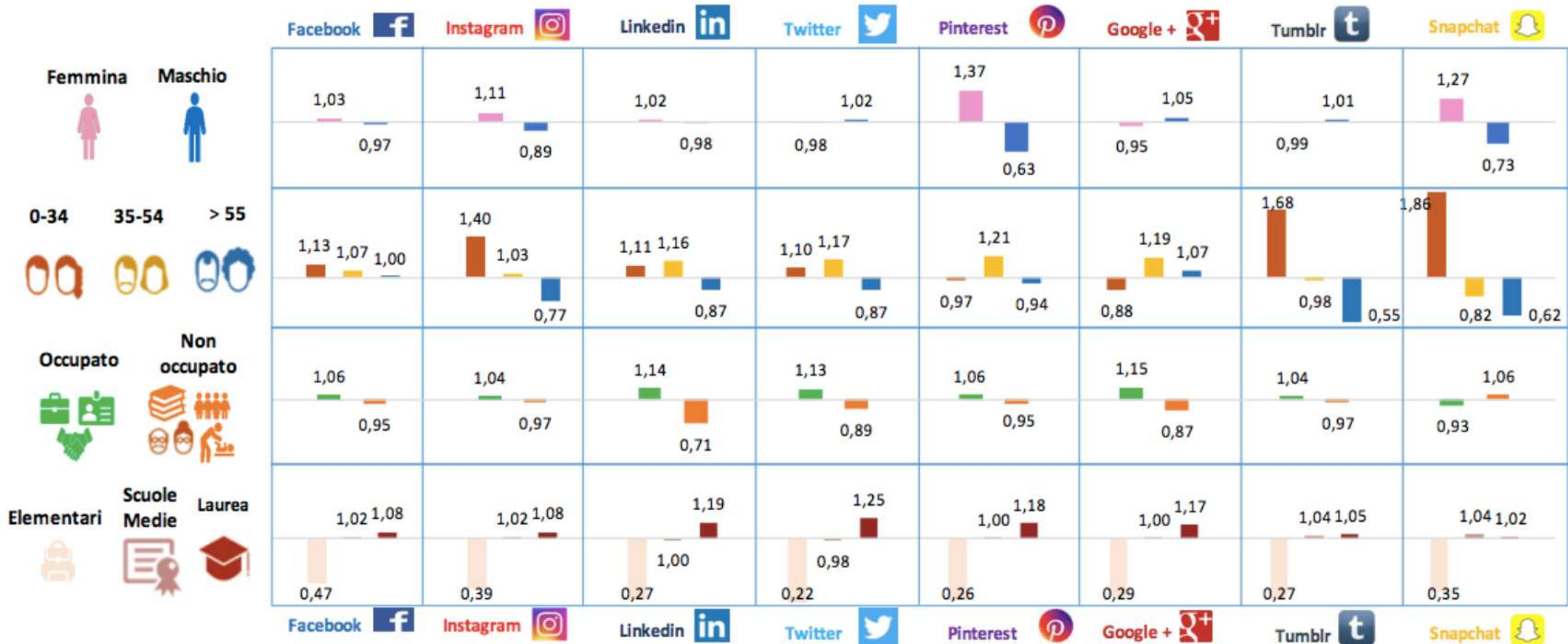
ELABORAZIONE VINCENZO COSENZA - DATI AUDIWEB





# L'Audience Mix può variare significativamente

Composition Index dei principali social network – Dicembre 2017



# I diversi Social Media spesso svolgono funzioni differenti

What platforms have been most effective for influencer campaigns?



State of Social Report / 2019  
[buffer.com/state-of-social-2019](https://buffer.com/state-of-social-2019)





# NON si può scommettere su un solo cavallo

**How strongly do you agree with this statement: "My Facebook organic reach has declined over the past 12 months"**

**Strongly agree**

**31%**  
strongly agree

**Agree**

**24%**

**Uncertain**

**23%**

**Disagree**

**18%**

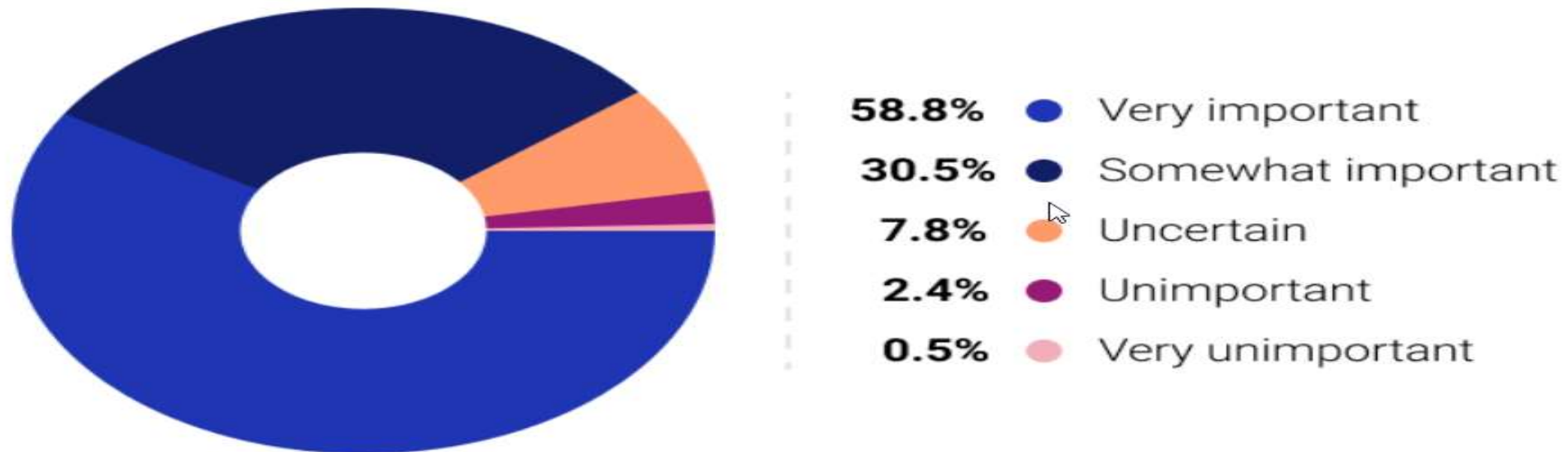
**Strongly disagree**

**3%**

Facebook is still the number 1 platform for marketers despite the fact that more than **50% of marketers** experienced a decline in Facebook organic reach in 2017.

# Sono centrali (90%) nella strategia di business

How important is social media to your overall marketing strategy?

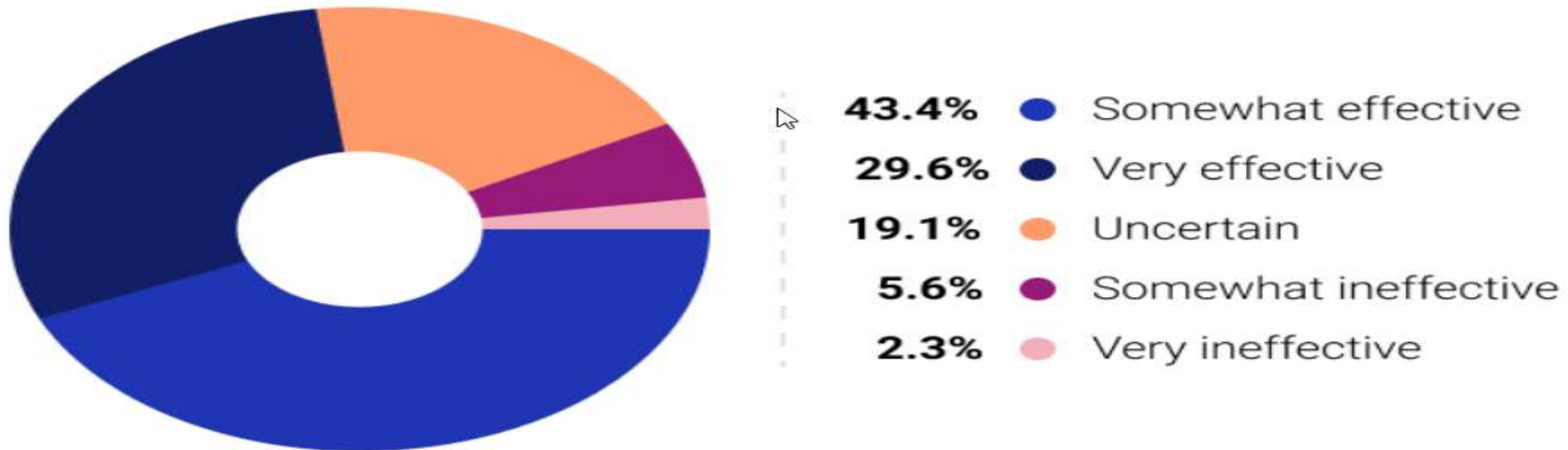


State of Social Report / 2019  
[buffer.com/state-of-social-2019](https://buffer.com/state-of-social-2019)



# Sui Social Media ci devi essere (efficacia: 73%)

How effective has social media marketing been for your business?



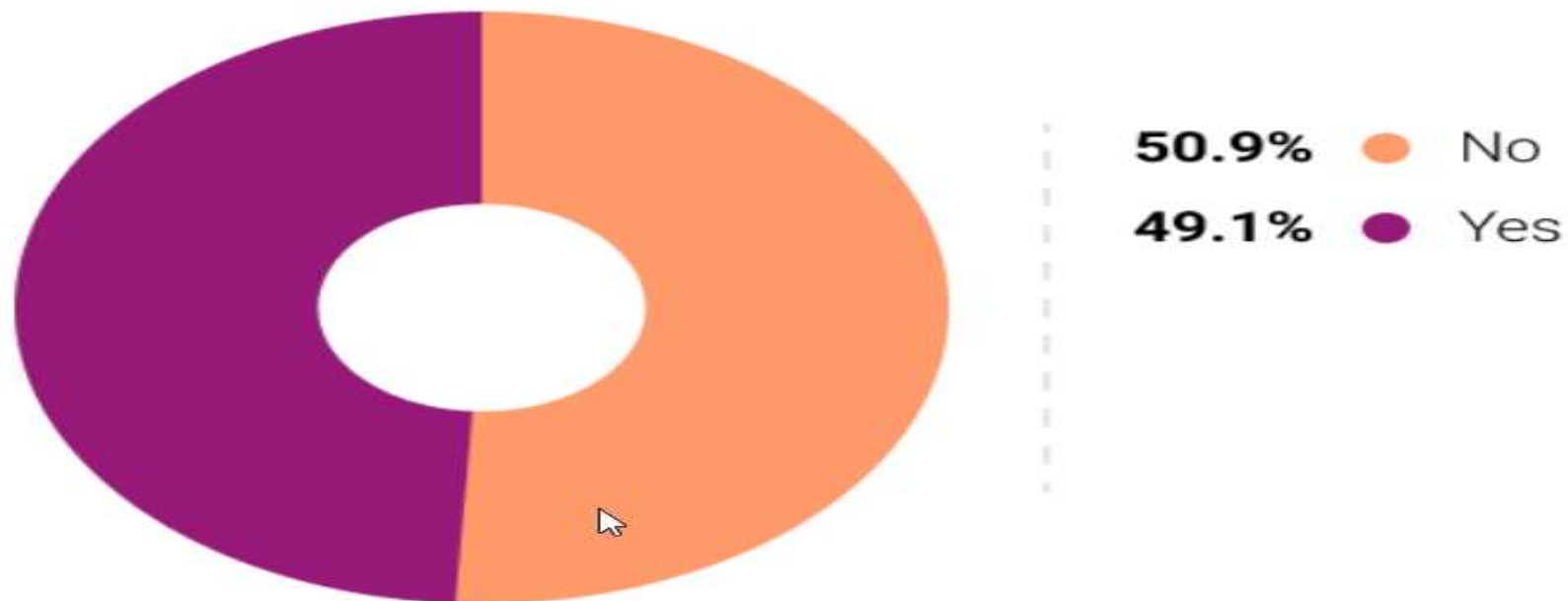
State of Social Report / 2019  
[buffer.com/state-of-social-2019](https://buffer.com/state-of-social-2019)





# E' ora che l'approccio ai Social Media diventi «strategico» (50%+)

Does your company have a documented social media strategy?

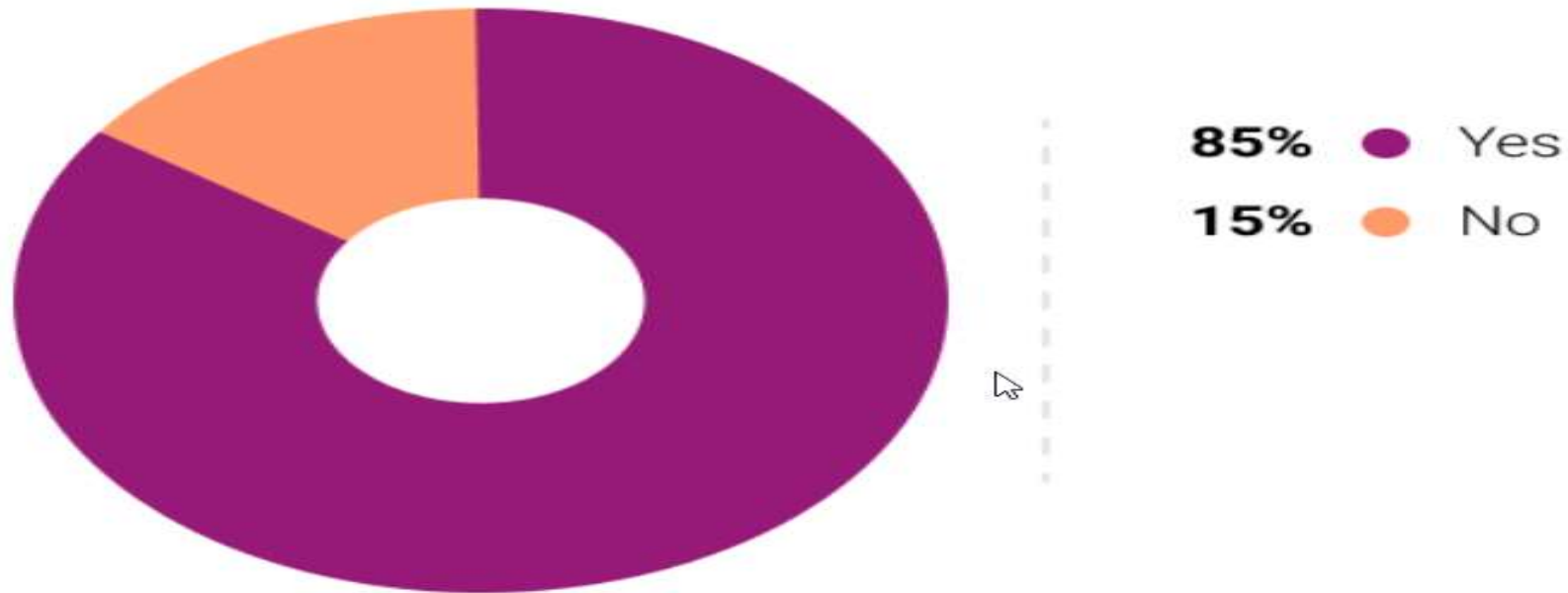


State of Social Report / 2019  
[buffer.com/state-of-social-2019](http://buffer.com/state-of-social-2019)



# Sui Social Media ci devi essere in modo «automatizzato»

Does your business use third-party tools to manage your social media marketing?



State of Social Report / 2019  
[buffer.com/state-of-social-2019](https://buffer.com/state-of-social-2019)



# Sui Social Media ci devi essere con continuità

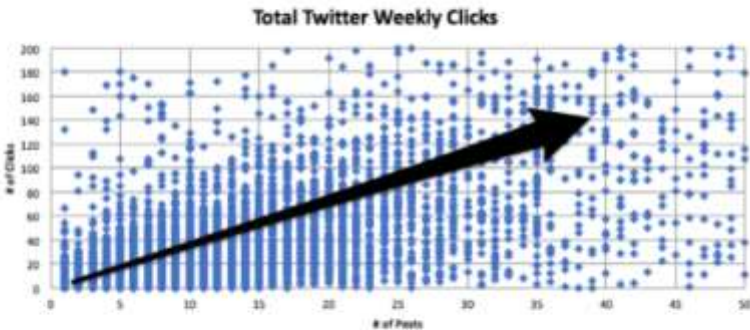


- Una volta al giorno su Facebook e LinkedIn
- Anche più spesso su Twitter (e Instagram)

## What's the Optimal Publishing Frequency on Twitter?

Twitter is still mostly a chronological social network, and therefore the more marketers post, the more visibility, and total clicks their posts get.

On Twitter, publishing more is better.



For marketers with at least 100 followers on Twitter, each message earns marketers a median of 2.5-3 clicks. This isn't license to publish terrible posts -- that's not beneficial to your brand or for clicks -- but as a temporal platform, it's not as critical to have perfectly polished prose as it is on other social apps.

## What is the Optimal Publishing Frequency on LinkedIn?

Once you publish more than 5 times per week (for most companies, this means once per work day) the return on investment drops substantially.

What is likely happening is LinkedIn doesn't want users' feeds to be overwhelmed by posts by the same company, so the second post in a day that a marketer publishes can cannibalize the performance of the first.



For pages with at least 100 followers, the first two posts on LinkedIn per week will typically bring in two clicks each. However, the 10th post in a week for those channels only adds about 0.5 clicks. The marginal effectiveness of creating content for LinkedIn maxes out at 2 posts per week, so **we suggest sharing between two and five posts per week on LinkedIn** to get the maximum value from the network for the time spent creating the content.

## What Is the Optimal Publishing Frequency on Facebook?

Similar to LinkedIn, once you publish more than five times per week (for most companies, that's once per workday) the return on investment drops substantially.

For Pages with at least 100 followers, the first two posts on Facebook earn a median of a single click on them, and after the 10th post, each additional post nets just half a click, and then continues to fall. **Therefore, we suggest publishing between two and five times per week on Facebook.**

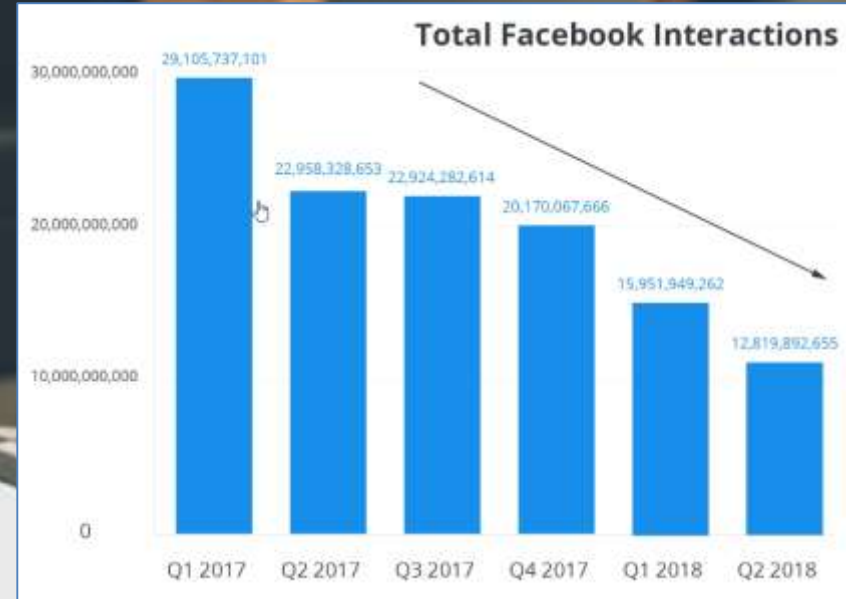
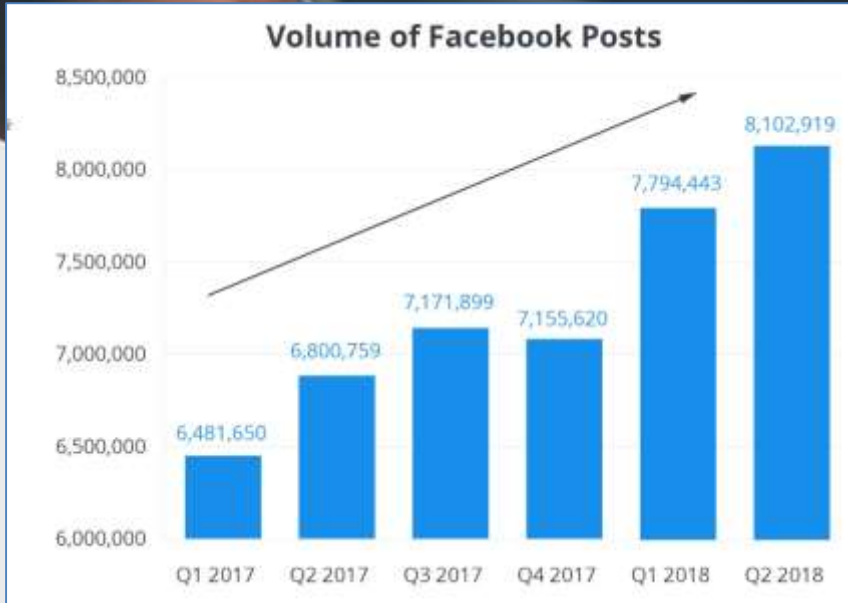


Facebook prioritizes "fresh" content and doesn't want to overwhelm users with just one company in their feed, so when companies publish more than once in a day, their first post can be cannibalized by the second. Publishing more than once per day won't just earn you diminishing ROI -- Facebook could even punish your Page **with the algorithm** if you don't get a lot of engagement with your posts.

That said, if your posts are consistently getting many likes or comments -- at least more than five on each one -- then it makes sense to post more. The key with this platform is engagement -- so as long as your audience likes what you're writing, Facebook will continue to reward you and show it in the News Feed.



# Facebook 2018: analisi 43M post da 20mila top brand (BuzzSumo): l'attività aumenta, l'interazione media diminuisce



## We Analyzed 43 Million Facebook Posts

# Perché l'engagement medio diminuisce?

## We Analyzed 43 Million Facebook Posts

But first, we must understand *why* we're seeing a decrease in engagement so that we can know where to start to improve.

### Increased competition

Today there are more than [80 million Business Pages](#) on Facebook with a staggering 41% of all small businesses across the globe having a presence on the platform.

The challenge for these businesses is that as the volume of Page content increases, the space available in the News Feed for content remains the same. In other words, there is simply too much content being posted.

### Higher quality content

Businesses are becoming more and more savvy at creating high-quality content across all social media channels. [Video marketing](#) no longer remains a mystery for many brands, [ad content](#) is better and more targeted than ever, and marketers are [improving tremendously at their jobs](#) every day.

For audiences, this is actually a major positive. As brands, much of our success on Facebook depends on our ability to be able to create and deliver quality content on a consistent basis. But that also means the content quality bar is higher than ever before.

### The Facebook algorithm continues to evolve

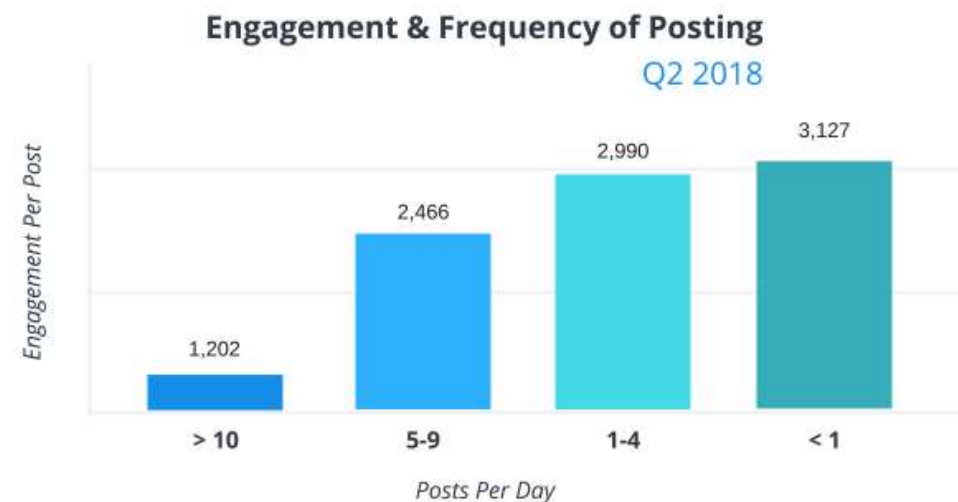
There has long been a slow and steady decline in organic reach as [Facebook has changed the News Feed algorithm](#) over the years to favor family and friends over Pages.

# 5/giorno è il numero ottimale (interazione totale)



## We Analyzed 43 Million Facebook Posts

The data showed that Facebook Business Pages that posted less than once a day had the highest engagement per post:



However, those that posted less than once per day had the lowest *overall levels* of engagement. **As you increase the frequency of posting overall levels of engagement rise, but only to a point.**

Pages posting 5 times per day received an average of 2,466 engagements per post (a total of 12,330). Pages posting 10 or more times per day received an average of 1,202 engagements per post (a total of 12,020 engagements). In other words, **posting 5 times per day** appears to be the **optimal Facebook posting** frequency.



# Ma cosa serve davvero alle aziende?

- Una **soluzione** alla necessità di **essere presente sui social media** con **continuità** e di costruire e dialogare con la tua **comunità** con ...
  - qualità
  - tempi
  - costi
  - impegni di risorse
- ... **garantiti e soddisfacenti!**



Il nostro Progetto per far crescere la presenza sui social media della tua azienda ([www.primobonacina.com/social](http://www.primobonacina.com/social))





Importante: portiamo traffico (potenziali clienti) qualificato ed economico dove ci avete indicato



È poi compito vostro fare in modo che questo **traffico** si tramuti in affari!





# In lingua italiana o inglese (o francese o spagnola, con supporto di madrelingua)

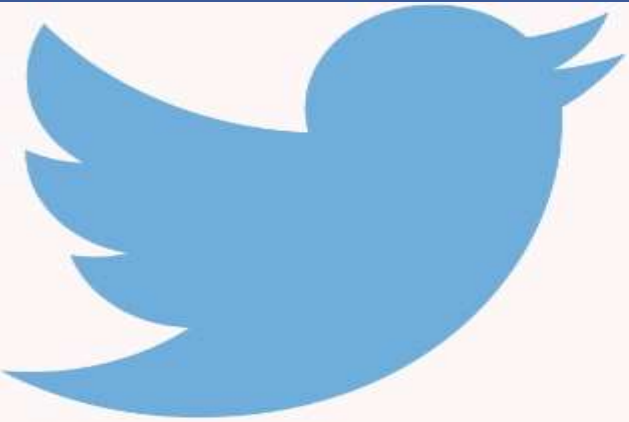


# Costi e modalità di attivazione

- **Accattivante quotazione ad hoc** in base al **perimetro** dell'incarico (numero/complessità comunicazioni e interazioni)
- **Costi fissi e omnicomprensivi**
- **Interrompibile** in qualsiasi momento
  - Disdetta entro il periodo in corso per effetto dal periodo successivo



# Social Media con PBS: il *tour guidato*



## **Automated Social Media Posting And Content Curation**



# Il focus è su Facebook, LinkedIn, Twitter (e Instagram)



# Partiamo da vostri link/sito/briefing/lista campagne; Non serve altro!


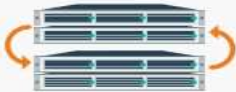


**syneto**  
your data - our business

Products **Solutions** Case studies Partners Training Support Company **Blog** News 🔍

## Solutions

your data. our business

Discover better solutions to store your data

<p>Disaster recovery</p>  <p>Setting the standards for true safety</p>	<p>High availability</p>  <p>Storage for when there's no room for downtime</p>	<p>Server virtualization</p>  <p>Bringing virtual servers to life</p>	<p>VMware integration</p>  <p>It takes a smart storage to make a VMware datacenter</p>
<p>Storage for Mac</p>	<p>Virtual desktops (VDI)</p>	<p>Design and engineering</p>	



# (opzionale) Creiamo o aggiorniamo i tuoi social account ed entriamo nel flusso di e-mail



The image shows a Twitter profile card for the user 'Syneto'. The profile picture is a circular graphic with a red 'S' logo. The name 'Syneto' and handle '@syneto' are displayed below the profile picture. To the right of the profile card is a navigation menu with the following items: 'Account', 'Security and privacy', 'Password', 'Cards and shipping', and 'Order history', each with a right-pointing chevron icon.

## Account

Change your basic account and language settings.

Username

syneto

<https://twitter.com/syneto>

Email

twitter@syneto.eu

Email will not be publicly displayed. [Learn more](#).

Language

English

Interested in helping translate Twitter? Check out the [Translation Center](#).

Time zone

(GMT+03:00) Bucharest



# Controlliamo, amministriamo, ottimizziamo le tue pagine aziendali

**Aditinet Consulting**  
Information Technology and Services • Rome, Lazio • 1,818 followers

28 connections work here. [See all 50 employees on LinkedIn](#) →

[Manage page](#) [See jobs](#)

### About us

Aditinet Consulting offers solutions of system integration in Network and Security with a full set of professional services covering the entire territory with offices in Rome, Milan and Padova.

Aditinet's mission is to provide leading Italian organizations with state-of-art technologies and consulting related to Advanced Connectivity, Reliability, Application-oriented Networking and Security.

Aditinet targets the largest Italian enterprises, financial institutions as well as the Carrier and Service Provider market offering professional services with comprehensive post-sales 7x24 support services.

### Recent update

[See all](#)

Petya: attacco hacker, colpite anche le in...  
aditinet.it

11h

## YOUR LINKEDIN COMPANY PAGE

# Impostiamo immagini e testi

Home Notifications Messages Search Twitter Tweet

**Syneto**  
@syneto

We are here to transform the way organisations around the world manage their data and application and to help them achieve lower costs and faster time-to-market

European Union  
syneto.eu  
Joined March 2012  
84 Photos and videos

TWEETS 543 FOLLOWING 659 FOLLOWERS 271 LIKES 75 LISTS 1 MOMENTS 0 Edit profile

Tweets Tweets & replies Media

**Syneto** @syneto · 4h  
: @ComputerWeekly: how Syneto #HyperConverged helped @Serioplast cut IT #Infrastructure costs

Who to follow · Refresh · View all

- mondora** @mondora  
Followed by Kerry Butters and 1 other  
Follow Promoted
- snom** @snom  
Follow
- Tim Smith** @tsmith\_co  
Followed by Josh De Jong and 1 other  
Follow

Find friends




# Riduciamo i costi, automatizziamo il processo, aumentiamo le performance su multipli social media tramite dashboard (DrumUp)








# Collegiamo i tuoi Social Media alla nostra Dashboard



 Add Twitter account

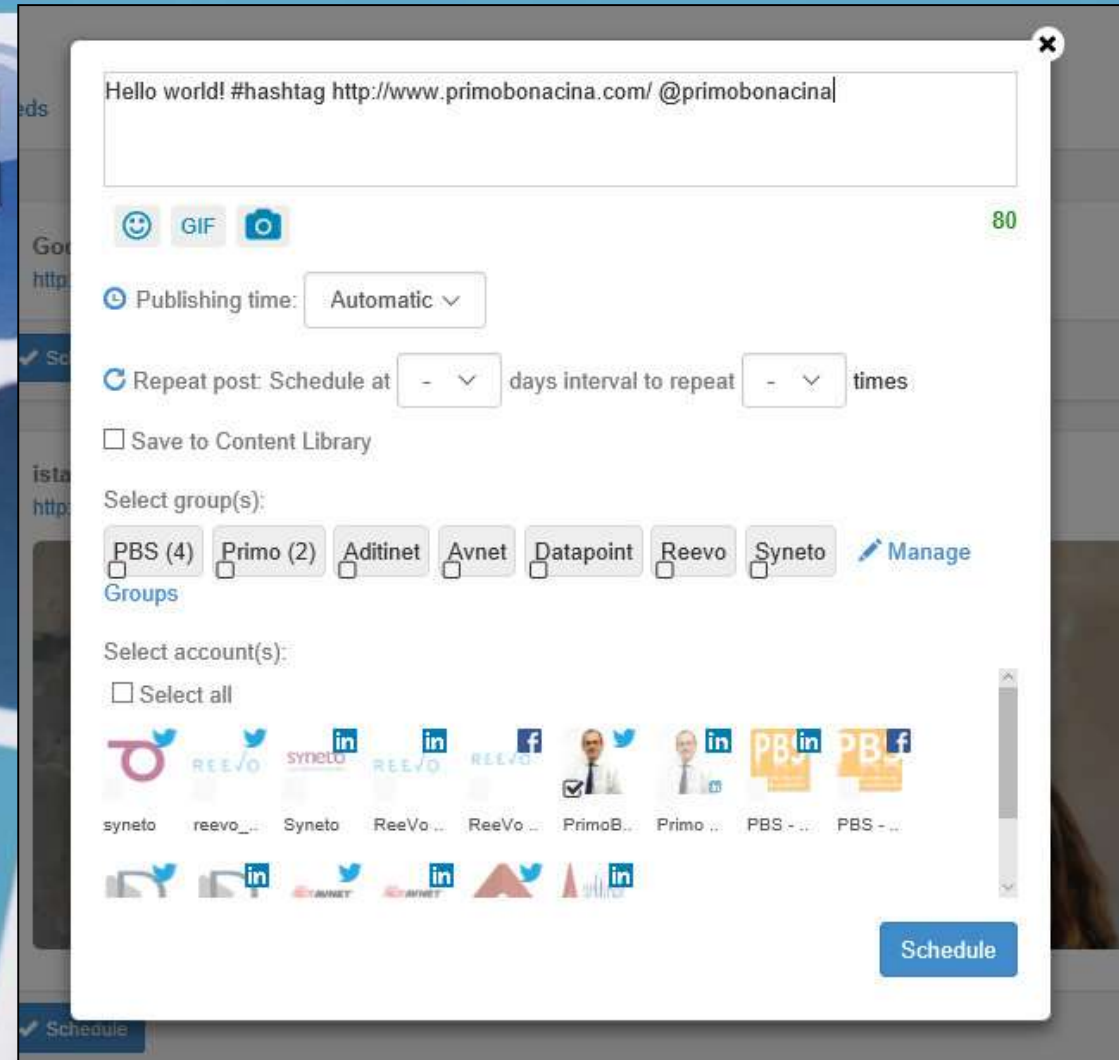
 Add Facebook account

 Add LinkedIn account

 Add Instagram account

# Siamo pronti: iniziamo a comunicare!

- Cosa
- Quale immagine
- A partire da quando
- Ogni quanto
- Quante volte
- Dove (account o gruppi)



Hello world! #hashtag <http://www.primobonacina.com/> @primobonacina

80

Publishing time: Automatic

Repeat post: Schedule at - days interval to repeat - times

Save to Content Library

Select group(s):

PBS (4)  Primo (2)  Aditinet  Avnet  Datapoint  Reevo  Syneto [Manage Groups](#)

Select account(s):

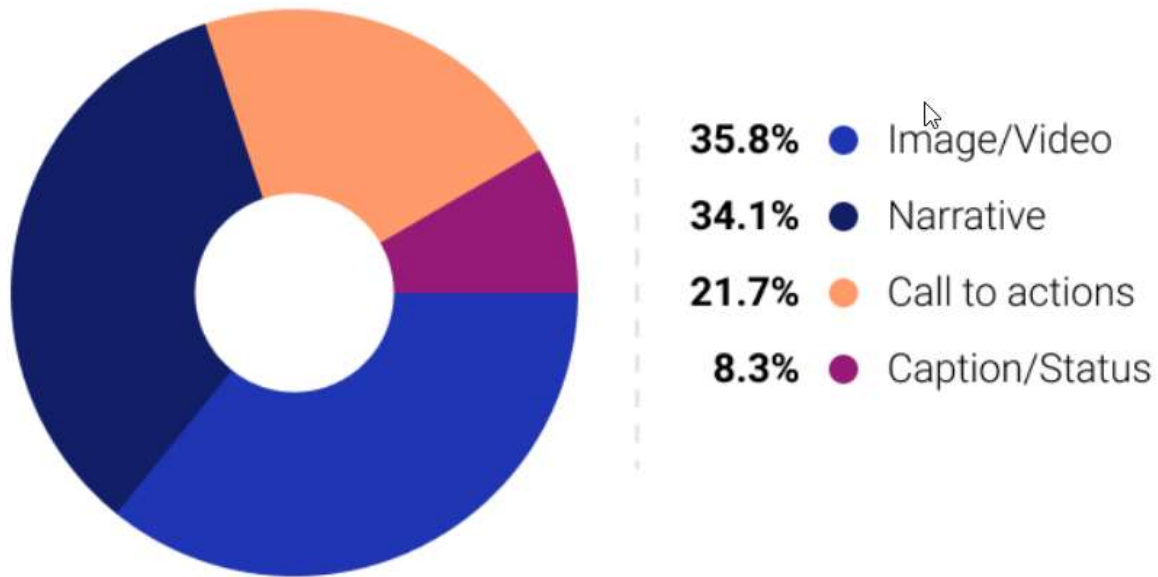
Select all

syneto reevo\_... Syneto ReeVo... ReeVo... PrimoB... Primo... PBS-... PBS-...

[Schedule](#)

# Il contenuto pubblicato deve essere coerente e «ragionato»

When creating and publishing a piece of content, what do you see as the most important aspect?



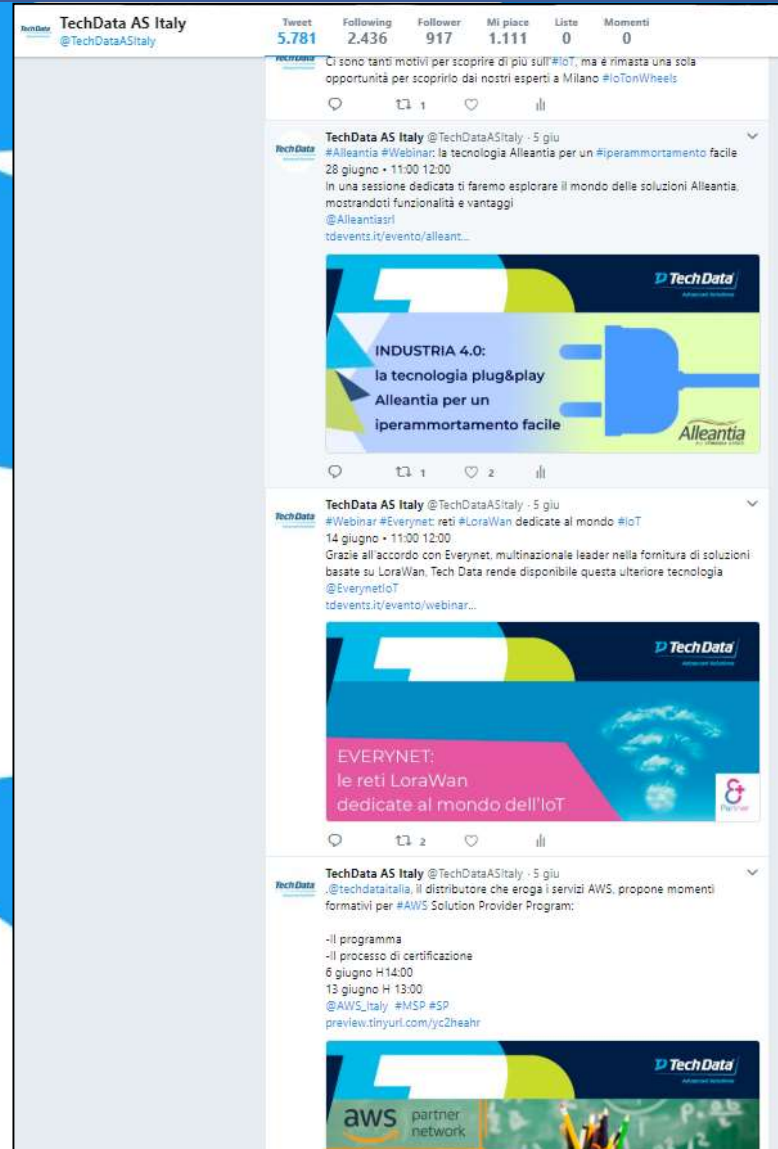
State of Social Report / 2019

[buffer.com/state-of-social-2019](https://buffer.com/state-of-social-2019)





# Costruiamo messaggi con un formato congruente (#hashtag, @citazioni, immagine) e una call to action (link)



# Scegliamo gli #hashtag giusti

## HASHTAG COMPOSITION BEST PRACTICES:



INCLUDE  
SHOW NAME



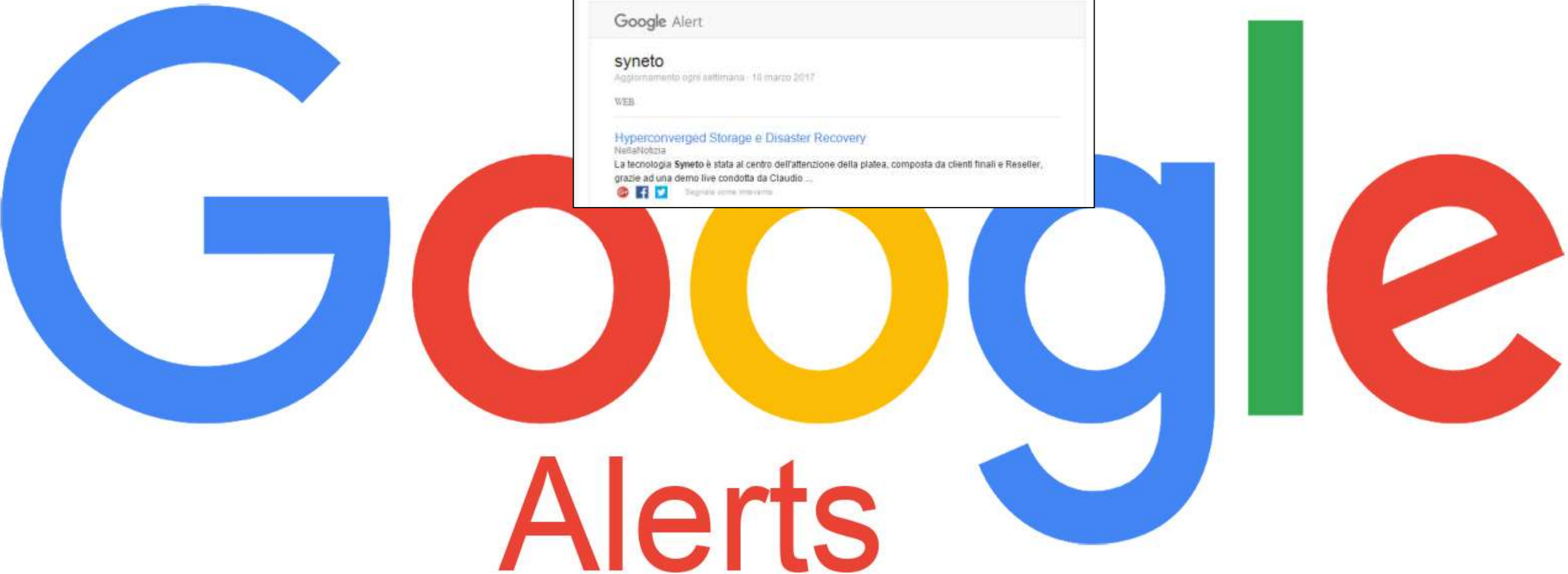
USE CAST OR  
GUEST NAME  
WITH TEAM



DESCRIBE  
A MOMENT IN  
15-17 CHARACTERS



# Recuperiamo news e citazioni dal web (Google Alerts)



**Google Alert - syneto**  
Google Alerts <googlealerts-noreply@google.com>  
In caso di problemi di visualizzazione del messaggio, fare clic qui per visualizzarlo in un Web browser.  
Inviato: venerdì 10/03/2017 11:42  
A: [PrimoBonacina@gmail.com](mailto:PrimoBonacina@gmail.com)

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Google Alert

**syneto**  
Aggiornamento ogni settimana - 10 marzo 2017

WEB

[Hyperconverged Storage e Disaster Recovery](#)  
NellaNotizia  
La tecnologia Syneto è stata al centro dell'attenzione della platea, composta da clienti finali e Reseller, grazie ad una demo live condotta da Claudio ...  
[Segnala come irrilevante](#)



# Content Curation: troviamo nuovi spunti per il tuo blog (in italiano o in inglese, con Google Alerts e Nuzzel)

**Stories** 48/17

**Google Cloud unveils its custom security chip, new security features**  
ZDNet - Stephanie Condon - mar 8 - Business leaders are growing more comfortable with the idea of moving to the cloud, but security remains one of their top concerns. Google, however, is arguing that its innovations in security should not just allay concerns about security but in...

**WD My Cloud drives are having ongoing security problems**  
Digital Trends - Jon Martindale - mar 8 - If you own a Western Digital My Cloud NAS drive, it would be best to keep it offline until WD fixes up a number of dangerous security holes. Western Digital's My Cloud network-attached storage (NAS) drives feature several unpatched security...

**8 public cloud security threats to enterprises in 2017**  
comparitechcloud.net - juke - mar 8 - As enterprises continue to invest heavily in public cloud technology, experts here agree that the market is entering a second wave. Cloud uptake will accelerate faster in 2017, according to a report by Forrester. Enterprises with big...

**Recent Cloud Issues Show Security Can Fail Dramatically**  
eWeek.com - mar 2 - The typical enterprise cloud service has its own security department, leading to better security on the whole than most companies can implement internally. Cloud-related security incidents are considered Black Swans, events that—while they...

**Google tries to beat AWS at cloud security**  
InfoWorld - Fabrice Y. Rochet - mar 10 - Google knows that if enterprises are going to move their critical services to its cloud, then it has to offer something that AWS doesn't. At Google Cloud Next, the company's leadership made the case that Google Cloud was the most secure cloud. At...

**Stories** 48

**Var Group si rafforza nella sicurezza informatica**  
digitaltrends.it - apr 24 - Attraverso Yafie, la società ha acquisito il 10% di D3Lab e potenzia la capacità di intervento nelle aree della Cyber Intel Igencia e dell'Early Warning sui possibili attacchi. Var Group si rafforza ulteriormente sul fronte della...

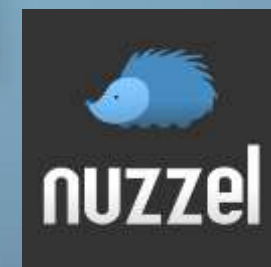
**Alground Portale Italiano di sicurezza informatica**  
business.bootstrap.com - apr 24 - To see more from Alground Portale Italiano di sicurezza informatica on Facebook, log in or create an account. To see more from Alground Portale Italiano di sicurezza informatica on Facebook, log in or create an account.

**#43 Esistono le Password sicure? L'evoluzione della sicurezza informatica**  
avvocatoconsulogico.it - Francesco Puvati - apr 10 - La nuova puntata del podcast da subito ai contenuti liberi e aperti della Rete, dopo la open call della puntata #42. Protagonista è Matteo L. Riso - in copertina, avvocato del Foro di Reggio Calabria, titolare del blog matheos.it...

**Pubblicate in Gazzetta Ufficiale le misure minime di sicurezza informatica per le PA**  
AgID - gio 8 - L'obiettivo del documento - pubblicato in Gazzetta Ufficiale - è quello di fornire alle pubbliche amministrazioni un riferimento pratico per valutare e migliorare il proprio livello di sicurezza informatica, al fine di contrastare le...

**Al Wired Next Fest si parlerà di sicurezza informatica con Mikko Hypponen**  
Wired - mar 27 - Autorità a livello internazionale in tema di sicurezza informatica e privacy, Mikko Hypponen sarà ospite dell'edizione 2017 del Wired Next Fest a Milano, che si terrà ai giardini Montanelli tra il 26 e il 28 maggio. Fiorentina.

# CONTENT CURATION



# Content Curation: selezioniamo gli articoli, proponiamo/scriviamo materiale per blog e social

TITOLO: Sprint dell'Emilia-Romagna sullo smart working, via a due progetti: equipaggiati con zainetto, pc portatile e smartphone aziendale, i lavoratori agili hanno sottoscritto un accordo individuale in cui sono indicati i compiti da svolgere

IMMAGINE (O EQUIVALENTE): <https://rulingcompanies.org/wp-content/uploads/2015/11/Smartwork.jpg>

TESTO:

Nel mese di giugno sono stati avviati i progetti di sperimentazione di smart working (lavoro agile) della Regione Emilia-Romagna e di ASP Città di Bologna nell'ambito della Direttiva Madia del 2017, che prevede un'ampia flessibilità di orari e meno vincoli di presenza nella sede di lavoro facendo leva su una maggiore autonomia e responsabilizzazione dei lavoratori per il raggiungimento dei risultati prefissati. Il progetto della Regione – primo in Italia – messo a punto da un team dedicato, composto anche da rappresentanti dei sindacati, coinvolge per un periodo di 6 mesi un centinaio di dipendenti, individuati dai responsabili delle strutture, e prevede una costante attività di monitoraggio e supporto. Equipaggiati con zainetto, pc portatile e smartphone aziendale per essere sempre on-line, i lavoratori agili prima di prendere servizio nel nuovo ruolo hanno sottoscritto un accordo individuale in cui sono indicati i compiti da svolgere.

Nelle giornate di lavoro agile è prevista l'esenzione dalla timbratura del cartellino con lo svolgimento dell'attività lavorativa nella fascia oraria tra le 7:30 e le 19:30, segnalando la presenza in servizio tramite un'applicazione ad hoc e diritto alla disconnessione fuori dall'orario di lavoro, nelle giornate di sabato, domenica e festivi.

CHIUSURA:

Conosci le soluzioni di NPO Sistemi in area **Smart Working** ([link a vostra risorsa web](#)). E per leggere l'articolo integrale pubblicato su **Corriere Comunicazioni** clicca qui (<https://www.corrierecomunicazioni.it/lavoro-carriere/smart-working/sprint-dell'emilia-romagna-sullo-smart-working-via-a-due-progetti/>)

## CONTENT CURATION

### Sprint dell'Emilia-Romagna sullo smart working, via a due progetti

Home > Lavoro E Carriere > Smart Working

Condividi questo articolo



Le sperimentazioni riguardano la Regione e Asp Città di Bologna: equipaggiati con zainetto, pc portatile e smartphone aziendale, i lavoratori agili hanno sottoscritto un accordo individuale in cui sono indicati i compiti da svolgere. In campo anche Lepida

04 Lug 2018



**N**el mese di giugno sono stati avviati i progetti di sperimentazione di **smart working** (lavoro agile) della Regione **Emilia-Romagna** e di ASP Città di Bologna nell'ambito della Direttiva Madia del 2017, che prevede un'ampia flessibilità di orari e meno vincoli di presenza nella sede di lavoro facendo leva su una maggiore autonomia e responsabilizzazione dei lavoratori per il



# Costruiamo un piano di comunicazione di base (i messaggi ricorrenti da reiterare sul medio termine), eventualmente differenziato per canale

**social media messages for datapoint europe italy - Q1/2017**

**Twitter**

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**Customer Experience, Operational Management, Operational Efficiency: oggi #DatapointEurope**  
<http://www.datapointeurope.com/> #Avaya

Interazione multichannel con i clienti: ecco #DatapointEurope <http://www.datapointeurope.com/it/it/02/> #Avaya echi  
#social #multichannel

**Customer Experience: nel #Business il cliente è al centro** <http://www.datapointeurope.com/it/it/03/customer-experience/> #Avaya

**Operational Management: controllo le interazioni tramite tutti i canali**  
<http://www.datapointeurope.com/it/it/04/operational-management/> #Avaya #multichannel

**Operational Efficiency: migliora l'efficienza del tuo contactcenter**  
<http://www.datapointeurope.com/it/it/05/operational-efficiency/> #Avaya

**Quality Analytics: scopri come ottimizzare il contactcenter** <http://www.datapointeurope.com/it/it/06/quality-analytics/> #Avaya

**MultiChannel: #SelfService, scopri come ottimizzare il contactcenter**  
<http://www.datapointeurope.com/it/it/07/multi-channel/> #Avaya

Parliamo di come ottimizzare il contactcenter <http://www.datapointeurope.com/it/it/08/contact/> #Avaya

**SuperChannel: la grande innovazione nel #CustomerService** <http://www.datapointeurope.com/it/it/09/superchannel/> #contactcenter

**SuperChannel: la soluzione per semplificare i processi e migliorare la customer experience nel contactcenter**  
<http://www.datapointeurope.com/it/it/10/superchannel/>

**SuperChannel: la soluzione cloud per gestire e condividere informazioni verso i contact center**  
<http://www.datapointeurope.com/it/it/11/superchannel/>

**SuperChannel: la soluzione cloud per inviare informazioni durante la call** <http://www.datapointeurope.com/it/it/12/superchannel/> #contactcenter

**SuperChannel: la soluzione 100% cloud per una migliore customer experience nel contact center**  
<http://www.datapointeurope.com/it/it/13/superchannel/>

**SuperChannel: compatibile con qualsiasi infrastruttura di contact center per una migliore customer experience**  
<http://www.datapointeurope.com/it/it/14/superchannel/>

**SuperChannel: la soluzione contact center per risolvere una tua richiesta durante la prima chiamata**  
<http://www.datapointeurope.com/it/it/15/superchannel/>

**SuperChannel: la soluzione multichannel interattiva che migliora la customer experience** <http://www.datapointeurope.com/it/it/16/superchannel/>

**SuperChannel: la soluzione interattiva ed efficiente a risolvere un problema o una richiesta alla prima call**  
<http://www.datapointeurope.com/it/it/17/superchannel/>

**Leggi l'intervista al primo ministro e Stefano Tassinari di Datapoint Europe nella "voce cambia il ruolo del COO"**  
<http://www.primobonacina.com/it/it/18/voce-cambia-il-ruolo-del-coo/>

**SuperChannel: la soluzione cloud per gestire e condividere informazioni verso i contact center, guarda il video:**  
<https://www.youtube.com/watch?v=2j91r1E81>

La trasformazione digitale sta diventando sempre più significativa per il business <http://www.datapointeurope.com/it/it/19/la-trasformazione-digitale-sta-diventando-sempre-piu-significativa-per-il-business/>

**LinkedIn**

Customer Experience, Operational Management, Operational Efficiency: oggi #DatapointEurope  
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Interazione multichannel con i clienti: ecco #DatapointEurope <http://www.datapointeurope.com/it/it/02/>

Nice è partner di #DatapointEurope <http://www.datapointeurope.com/partners/>

Parliamo di come ottimizzare il tuo contactcenter <http://www.datapointeurope.com/it/it/08/contact/>

SuperChannel: la grande innovazione nel customer service <http://www.datapointeurope.com/it/it/09/superchannel/> #contactcenter

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**YouTube**

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**Facebook**

La trasformazione digitale sta diventando sempre più significativa per il business <http://www.datapointeurope.com/it/it/19/la-trasformazione-digitale-sta-diventando-sempre-piu-significativa-per-il-business/>

**DatapointEurope**





# Costruiamo e gestiamo il calendario dei messaggi (vista giornaliera)

Wednesday, Oct 19

**#INNOVAZIONE: in azienda c'è chi attacca e chi difende** <http://wp.me/p589Rj-107> #innovation

Posting tomorrow 9:08 AM

☆ Delete Edit

**Proposta: check-up delle attività #marketing e #business development della tua azienda per vedere come migliorare** <http://wp.me/P589Rj-ct>

Posting tomorrow 11:40 AM

☆ Delete Edit

**Ma dove vai se la Strategia #Cloud First non ce l'hai?** <http://wp.me/p589Rj-E1>

Posting tomorrow 3:18 PM

☆ Delete Edit

**5 Types of #Twitter #Hashtag Explained (and How to Use Them)** <http://wp.me/p589Rj-13Q> #socialmedia

Posting tomorrow 4:36 PM

☆ Delete Edit

**Why Tone and Language Make All the Difference in #CustomerService** <http://www.primobonacina.com/huffingtonpost-com-tone-la-...> #customercare #ceo #marketing #sales

Posting tomorrow 6:19 PM

☆ Delete Edit

20

22 23 24 25 26

27

# Costruiamo e gestiamo il calendario dei messaggi (vista mensile)

October 2016 Now < >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		6:04p #APPIAN CORPORATION ASSU	9:08a #INNOVAZIONE: in azienda c'è c 11:40a Proposta: check-up delle attività 3:18p Ma dove vai se la Strategia #Clou 4:36p 5 Types of #Twitter #Hashtag Ex 6:19p Why Tone and Language Make A	9:09a Nella #distribuzione IT è il lavoro 10:14a Ma siamo davvero pronti per il c 10:29a Vuoi un aiuto nella creazione di 11:41a Le #PR e i rapporti con la #stam 3:19p Cari #CIO, siete proprio sicuri di v 4:36p #Job Search: You're Doing it Wro 6:04p #APPIAN CORPORATION ASSU	9:39a #INFOGRAPHIC: #Autonomous 11:03a Contattaci per sviluppare il tuo c 11:11a How to build #SOCIALMEDIA in 11:31a Costruire un #canale di validi #n 11:43a Una regola fondamentale del #n 2:20p #Cloud: dieci consigli per l'uso ht 3:15p "Less is more": come catturare l'a 6:13p Writing a Follow Up to an Intervie 7:18p Report: The top 6 industries hit by	10:49a #Vendite, come sfuggire alla traj 11:45a 7 Essential Rules to Create #Inf 2:59p Top 10 #BusinessPlan Mistakes I 4:30p €150 di #sconto sulla migliore #c
23	24	25	26	27	28	29
9:31a How to move from a #Marketing p 1:08p PBS per #Google #Adwords: corr 5p #INFOGRAPHIC: 2016 State of the # 7:33p Five Mindset Traits of #Disruptive	9:13a Quattro mosse per rendere vince 11:05a I tuoi prodotti sono pronti e ottim 11:56a Quanti producono documenti di 1:12p #2020: #VIDEO E #MOBILE SAR 2:35p 5 Speaking Habits That Underm 5:29p 4 Reasons Why #Behavioural #A 7:39p #Infographic: The \$2.7 Trillion Op	9:15a La #concorrenza è uno stimolo p 11:06a Vuoi scoprire quali sono i #cana 11:57a Il #video è il modo di comunic 12:16p #Errevi assume: 2 #Sales Accou 12:22p What #SocialMedia #Metrics Yo 1:56p Subscribe to our #blog to receive 6:37p The Answers #Recruiters Search 6:44p Looking beyond technology to dri	9:16a Le cinque regole d'oro per farsi fi 9:23a 10 Reasons Why #Infographics a 10:52a 7 Reasons Why Your #Business 11:09a Vuoi lanciare la tua soluzione IT 2:28p Il mistero delle #performance dell 2:51p #SoftwareDefined #Deduplicator 4:42p Acquiring Top #Talent for #Digita 6:56p Costruire con facilità un #catalogo 7:54p Discover the #Psychology Of #Co	11:12a Costruire #database di potenzia 2:30p Per costruire discorsi efficaci bis 3:25p Vuoi pubblicare un #eBook? Pos 5:58p 5 Steps to Generate More #Linke	11:13a #Lead generation, ecco la soluz 12:32p Il tuo sito si fa trovare da #Goog 2:31p #DataCenter aziendali, difficile ar 3:01p #Gartner: Ten #Business #Cost # 5:25p #VMware and #AWS joint venturi	10:39a L'Internet of Things è una svolta 11:09a Come definire i giusti piani incer 3:29p Can a computer really #recruit the 6:32p 2016 #Gartner #MagicQuadrant f 6:47p I 4 Vantaggi del #SearchEngine #
30	31	1	2	3	4	5
2:03p 5 #Blog Post Ideas to Bring Varie	9:19a #INFOGRAPHIC: Today it takes 10:01a Ecco la guida alle migliori regole 10:38p Un anno di #disruptive #business	10:03a Choose our #CV Rewriting servi 10:36a Non hai #previsioni accurate di f 11:24p Come realizzare i #video di successo	1:28p What #Customers Expect to See 1:29p #SocialMedia #Automation: 7 Re 2:16p Le #risorse #marketing #2016	10:43a Cercare le migliori soluzioni sul 12:12p #SOCIAL #RECRUITING: il #we 10:05p #FirstStep: 5 strategie per #social	8:07a Trovare le persone giuste da assi 10:44a Hai bisogno di uno speaker di q 10:56p Messaggio #CloudLife: qual 10:15p How To Write Your #Business M#	7:05a Taking the guesswork out of #rec 7:52a What Makes a #Marketing Cente



# Operiamo in modo coerente/integrato e in contemporanea su multiple pagine e social media

Twitter profile of Primo Bonacina (@PrimoBonacina). The profile shows 2,911 tweets, 797 followers, 616 following, and 287 likes. A tweet is highlighted with an orange border: "#INFOGRAPHIC: #Autonomous #Cars Change Every #Industry, Even Yours primobonacina.com/owyang-infogra..... #uber #google". Another tweet below it is also highlighted: "#APPIAN CORPORATION ASSUME: Top #Sales Executive, #Enterprise #Software Solutions #Milano (o #Roma) primobonacina.com/ita-applan-cor... @fpav #Job".

Facebook page of PBS - Primo Bonacina Services. The page features a cover photo with the PBS logo and the tagline "The IT-only, ready-to-run, measurable consultancy firm". A post is highlighted with an orange border: "[ITA] APPIAN CORPORATION ASSUME: 'Top-level' Sales Executive, Enterprise Software Solutions - Milano (o Roma) - OPEN - PBS - Primo Bonacina Services". The page also shows navigation tabs like "Pagina", "Messaggi", "Notifiche", "Insights", and "Strumenti di pubblicazione".

Facebook profile of Primo Bonacina. The profile shows a cover photo with the PBS logo and the tagline "The IT-only, ready-to-run, measurable consultancy firm". A post is highlighted with an orange border: "[ITA] APPIAN CORPORATION ASSUME: 'Top-level' Sales Executive, Enterprise Software Solutions - Milano (o Roma) - OPEN - PBS - Primo Bonacina Services". The profile also shows navigation tabs like "Primo Bonacina", "Diario", and "Recenti".

LinkedIn profile of Primo Bonacina. The profile shows a cover photo with the PBS logo and the tagline "The IT-only, ready-to-run, measurable consultancy firm". A post is highlighted with an orange border: "[ITA] APPIAN CORPORATION ASSUME: 'Top-level' Sales Executive, Enterprise Software Solutions - Milano (o Roma) - OPEN - PBS - Primo Bonacina Services". The profile also shows navigation tabs like "Primo Bonacina", "Diario", and "Recenti".

Twitter profile of Primo Bonacina. The profile shows 14 tweets. A tweet is highlighted with an orange border: "#APPIAN CORPORATION ASSUME: Top #Sales Executive, #Enterprise #Software Solutions #Milano (o #Roma) https://t.co/1cosyykLtzv @fpav #Job".



# Lavoriamo sulle novità e gli eventi, cercando l'interazione con gli influencer



**Pierantonio Macola**  
@macolap  
Presidente di SMAU @smaunotes The leading italian exhibition about Innovation and Technology for Business, Professionals, Startups.  
Milano  
smau.it



Pierantonio Macola ha ritwittato il tuo Tweet.

[Visualizza](#)

 **Datapoint Eur Italia** @Datapoint\_Eu\_It  
Ecco l'invito gratuito a #SMAU #Milano da #Datapoint Europe e #Avaya (25-27 Ottobre)! [smau.it/invitation/mil...](https://smau.it/invitation/mil...)



# Vi supportiamo nelle vostre campagne basate su «Influencer»



Has your business worked with influencers to help market your products and services?



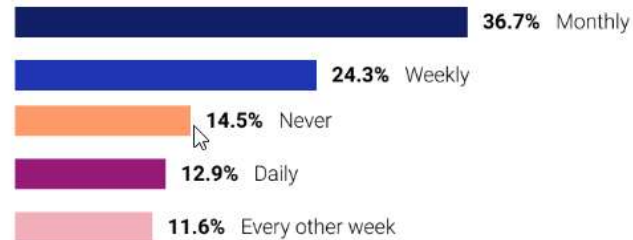
62.8% No  
37.2% Yes

State of Social Report / 2019  
buffer.com/state-of-social-2019



# Vi supportiamo nel promuovere le campagne video

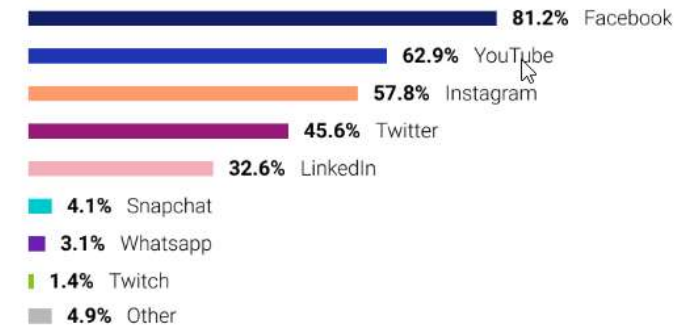
How often does your business publish video content?



State of Social Report / 2019  
buffer.com/state-of-social-2019



Which platform does your business post video content on?



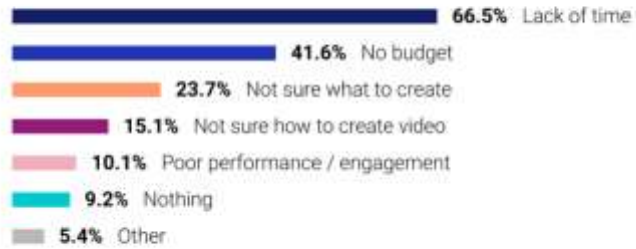
State of Social Report / 2019  
buffer.com/state-of-social-2019





# Vi possiamo supportare nella creazione di contenuti video

What factors are holding you back from creating more video content currently?




State of Social Report / 2019  
buffer.com/state-of-social-2019



# Seguiamo (o effettuiamo) le Dirette Social

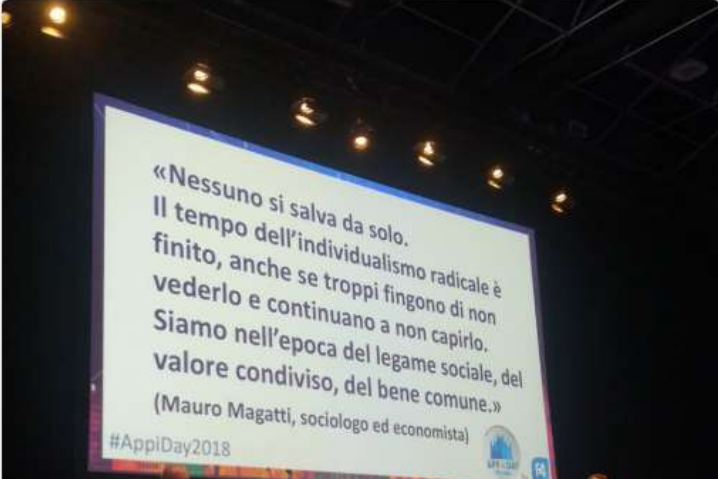
Hai ritwittato

**Monica Bernabei** @BernabeiMonica · 23 h  
#AppiDay2018 Noi ci siamo...come non vederci!! @TechDataASItaly



Hai ritwittato

**Vincenzo Bocchi** @VinceBocchi · 23 h  
Nessuno si salva da solo... Legame sociale, valore condiviso e bene comune  
#ThinkMilano #AppiDay2018 @TechDataASItaly @Faq400dotcom @IBMItalia



# Creiamo e promuoviamo «Storify» (o equivalente)

## Software-defined anything: le sfide per il canale secondo Avnet

Software-Defined Anything (SD-X): come possono partner e rivenditori affrontare questo nuovo scenario. Andrea Massari, Country Manager di Avnet TS Italy, analizza come i partner possono affrontare con successo le sfide poste dall'SD-X.

by Avnet TS Italy a Storify | 10 Views



### Software-defined anything: sei sfide per il canale | Storify

2 set 2016 ... Per Andrea Massari, Country Manager di Avnet TS Italy, il mondo software-defined offre opportunità per i rivenditori che puntino alla ...



### Miki Della Mura | @MikiDellaMura | Twitter

Storify @SDXavnet ... #SDX è accordo con #MindFocus per lo spin-off del software ... #Software-defined everything - sei sfide per il canale #AvnetTS ...



### Trade | @Inet

Software-defined anything: sei sfide per il canale ... Pensate per il cloud hybrid. Si muove dalla è una soluzione di availability unificata e globale per i parchi di ...



### Software-Defined Anything (SD-X), una sfida alla portata di partner e rivenditori

Software-Defined Anything (SD-X) è un termine molto generico e include un ampio spettro di tecnologie che potrebbero generare una certa confusione nei lettori. Tutto è iniziato dalla virtualizzazione dei server seguita dal Software-Defined Storage con un'ultima forte spinta arrivata dal Software-Defined Networking.

4 00764





# Riceviamo notifiche via e-mail, monitoriamo tramite App



# Interagiamo con continuità con la tua comunità, gestendo eventuali casi critici

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DIGITAL4 **DIGITAL4** Oct 21  
@Digital4\_biz

#AvnetRDM16 sulla strada della Digital Transformation... del canale [bit.ly/2dFDivi](http://bit.ly/2dFDivi)  
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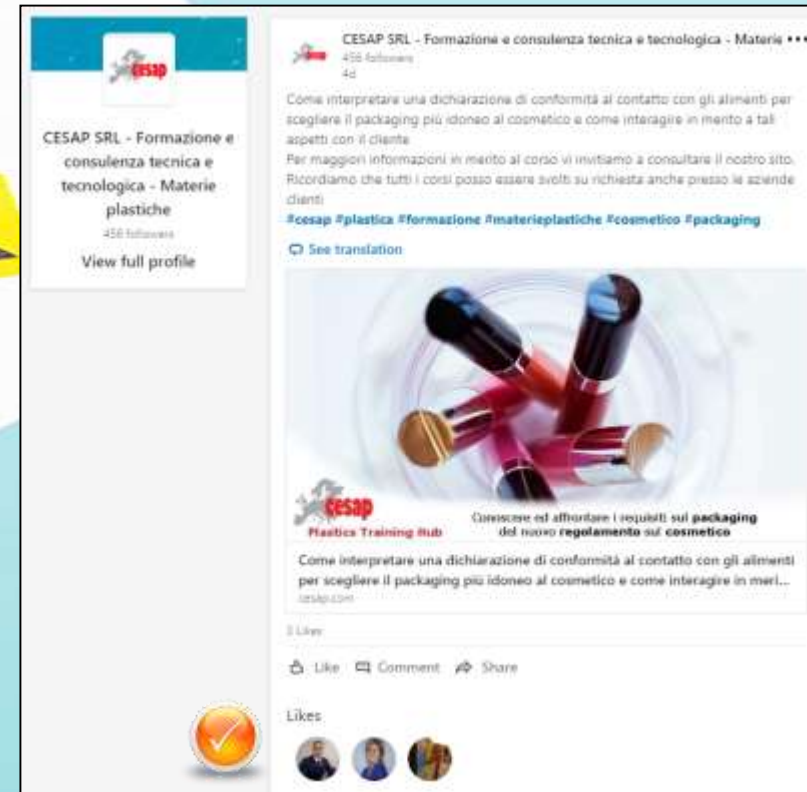
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**Gav L Brining** liked your Tweet  
Oct 15: 4 steps to follow when choosing a hyper-converged #infrastructure [syneto.eu/blog/2016/10/1...](http://syneto.eu/blog/2016/10/1...) #storage #hyperconvergence #softwaredefined

**GLE**

# Controlliamo da dove arriva l'engagement





# Azienda per azienda, facciamo selettivamente crescere la tua audience (*vera e validata: NON ci interessano i profili fittizi*)

ges



Search Twitter



## Who to follow

Follow more people from the suggestions below, tailored just for you.

Search using a person's full name or @username

Search Twitter



**Larry Dignan** @ldignan

Global Editor in Chief, ZDNet, a CBS Interactive property



Following



**SimpliVity** @SimpliVityCorp

SimpliVity offers hyperconverged infrastructure and a data architecture that simplifies IT, operations and data—delivering 300% TCO savings.



Following



**Andre Leibovici** @andreleibovici

Partner Innovation & Vertical Alliances @Nutanix. Founder, ex-VMware CTO Office, Mentor @alchemistacc, Startup Investor, coder & blogger. Speak Geek



Following



**NooBaa Storage** @NooBaaStorage

Frictionless storage, running anywhere. Followed by The IT Press Tour, Yuval Dimnik and Philippe Nicolas.



Following



**Tom Hollingsworth** @networkingnerd

Influencer. Organizer for Tech Field Day. CCIE. Networking engineer. Snarky blogger. Nerd. Followed by Max Mortillaro, Arjan Timmerman and Jon Klaus.



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Developers



Unitrends Recovery sent  
you a Direct Message.

Unitrends uses TrueTwit validation.

To validate click here:

[truetwit.com/vy450528032](https://truetwit.com/vy450528032)

# Troviamo i follower più appropriati per il tuo contenuto (con Onalytica)

onalytica   
scale your influence now








<http://www.primobonacina.com/contentmarketinginstitute-content-marketing/>  
[ContentMarketingInstitute] What Is Content Marketing? - PBS - Primo Bonacina Services [ContentMarketingInstitute] What Is Content Marketing? [ContentMarketingInstitute] What Is Content Marketing? We have some great expertise in supporting organization in their presence on B2B social media , in storytelling , in building great web sites for our customers, n marketing in general. Our capabilities are proven by the appreciation of our many custome...

Uploaded files can be .txt, .doc(x), or .pdf format and up to 10 MB in size.

Export to a Twitter list and engage, curate and follow inside Twitter.

Rate your experience ☆☆☆☆☆

LOCATION FILTERS EXPORT CSV CREATE TWITTER LIST

 <b>@Steveology</b> <b>Steve Farnsworth</b> FOLLOW	 <b>@leeodden</b> <b>Lee Odden</b> FOLLOW	 <b>@BrennerMichael</b> <b>Michael Brenner</b> FOLLOW
A Forbes Top 50 Social Media Influencer, Demand Generation Content Marketing for B2B High Tech CMO at The @Steveology Group <a href="http://t.co/jw8gPTcP3H">http://t.co/jw8gPTcP3H</a>	CEO @TopRank Marketing. Author, Speaker & Consultant on B2B Content & Influencer Marketing, Social Media, PR & SEO. Proud Dad, World Traveler, Foodie, Beardie.	CEO of @MKTGInsiders, Content Marketing Consultant, Marketing Speaker, Writer, Author, The Content Formula. Life is short. Do stuff that matters and has impact.
<b>96.5K</b> TWEETS <b>114.4K</b> FOLLOWERS <b>2.5K</b> FOLLOWING	<b>36.8K</b> TWEETS <b>98.1K</b> FOLLOWERS <b>4.7K</b> FOLLOWING	<b>46.5K</b> TWEETS <b>77.1K</b> FOLLOWERS <b>25.4K</b> FOLLOWING
 <b>@Robert_Rose</b> <b>Robert Rose</b> FOLLOW	 <b>@contentchampion</b> <b>Loz James</b> FOLLOW	<b>Tell Your Friends!</b>
I help marketers create remarkable experiences. Chief Strategy Advisor @CMIContent. Sr. Consultant @Just_Clarity. Author. Startup Advisor. Speaker. Troublemaker.	I Found Influencers With My Own Content Using @Onalytica's Free Tool. Check It Out: <a href="http://content.onalytica.com">http://content.onalytica.com</a>	Content marketing training, coaching and services to help you punch above your weight online. Catch our industry leading podcast to learn what's working now...
<b>16.8K</b> TWEETS <b>40.4K</b> FOLLOWERS <b>15.6K</b> FOLLOWING	<b>2.6K</b> TWEETS <b>34.4K</b> FOLLOWERS <b>33.5K</b> FOLLOWING	<b>TWEET THIS</b>



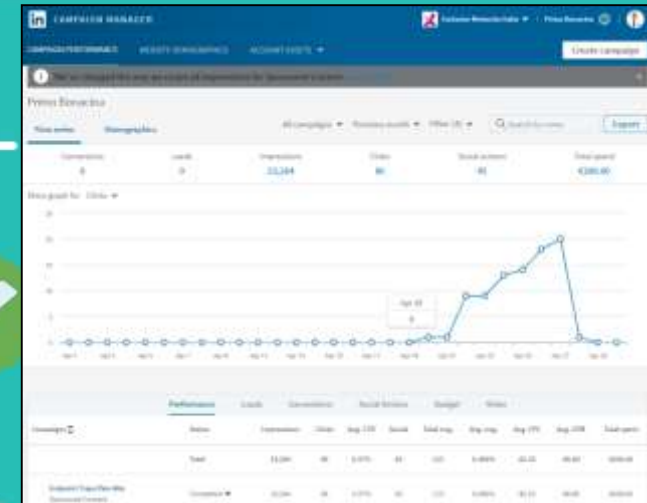
# Gestiamo campagne di Social Advertising

Do you plan to increase your social media advertising budget in 2019?



65.6% Yes  
34.4% No

State of Social Report / 2019  
buffer.com/state-of-social-2019



## Social Media Advertising



share



connect



like



engage



# Formiamo il tuo team su come usare i social media per il business



## Personal Branding e Business con LinkedIn

TUTORIAL: Perché LinkedIn è lo strumento chiave per il business, il personal branding e il social recruiting

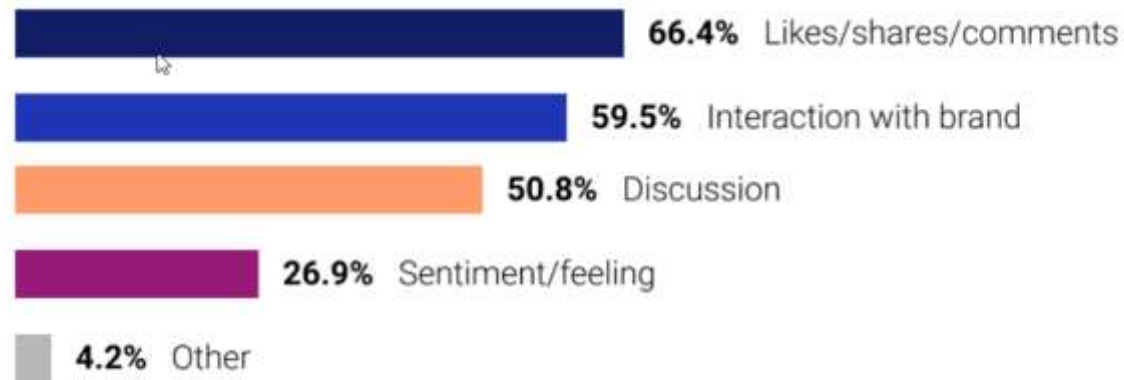
Aggiornato: [data not visible]





# Le attività sui Social Media vanno misurate

What does meaningful engagement mean to you when measuring the performance of content on social?



State of Social Report / 2019  
[buffer.com/state-of-social-2019](http://buffer.com/state-of-social-2019)





# Analizziamo i ritorni: la vista di sintesi

**Account home**  
Syneto @syneto

Page updated daily

**28 day summary** with change over previous period

Tweets: 44 ↑76.0%	Tweet impressions: 9,747 ↑62.6%	Profile visits: 698 ↑1.2%	Mentions: 16 ↑60.0%	Followers: 271 ↑13	Tweets linking to you: 57 ↑103.6%
-------------------	---------------------------------	---------------------------	---------------------	--------------------	-----------------------------------

Oct 2016 • 17 days so far...

**TWEET HIGHLIGHTS**

**Top Tweet** earned 329 impressions  
Hyperconverged vs. converged vs. traditional infrastructure: which one should you choose? [syneto.eu/blog/2016/10/0...](#) #storage #hyperconvergence

**Top mention** earned 57 engagements  
**R1 S.p.A.** @R1spa · Oct 4  
Ora dalla sala: inizia il lab con @syneto su #storage #hyperconverged @simonefratus [pic.twitter.com/cRd9cdi2C0](#)

**Get your Tweets in front of more people**  
Promoted Tweets and content open up your reach on Twitter to more people.  
[Get started](#)

**OCT 2016 SUMMARY**

Tweets: 24	Tweet impressions: 5,480
Profile visits: 381	Mentions: 4
New followers: 8	Tweets linking to you: 55

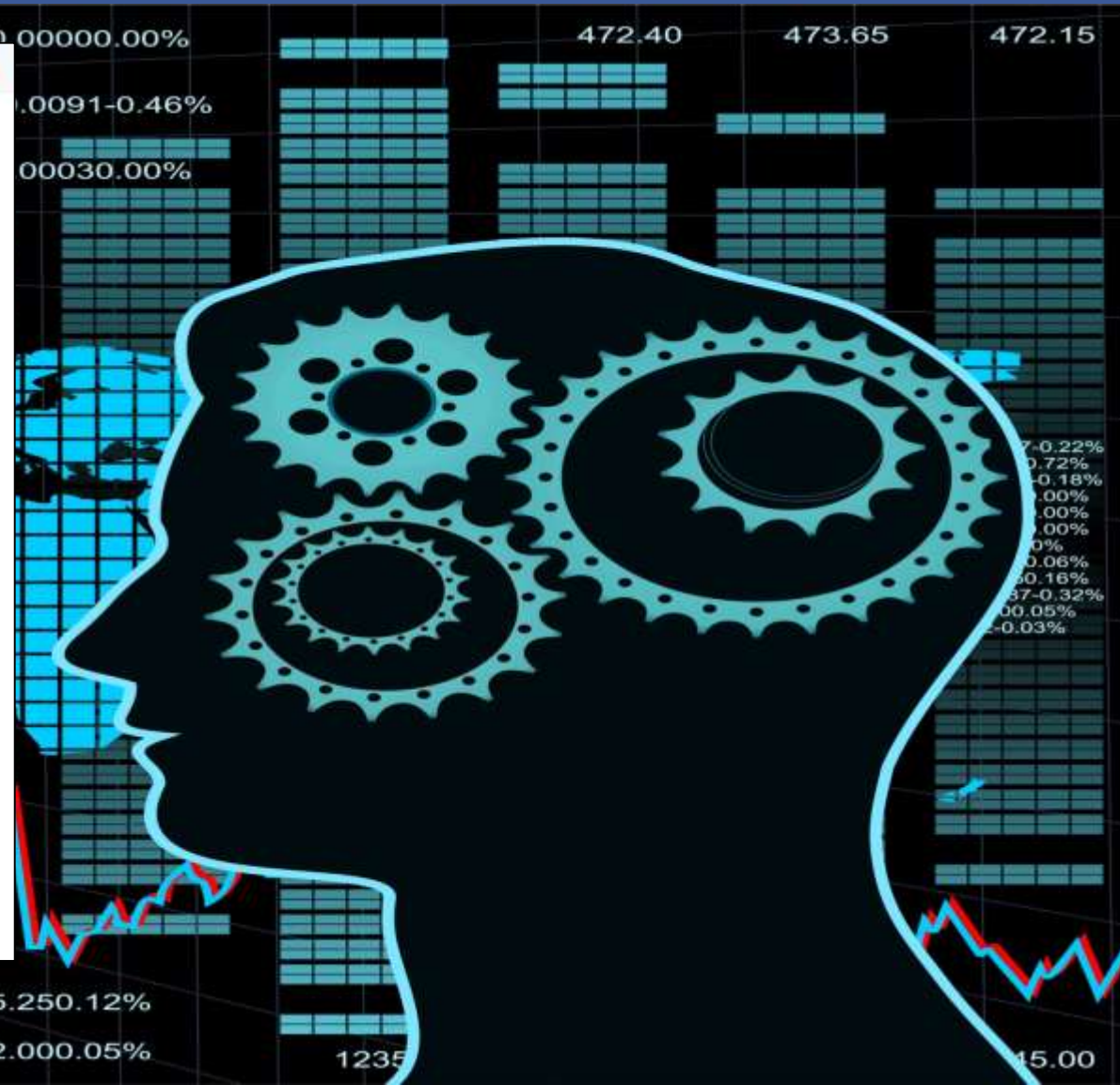
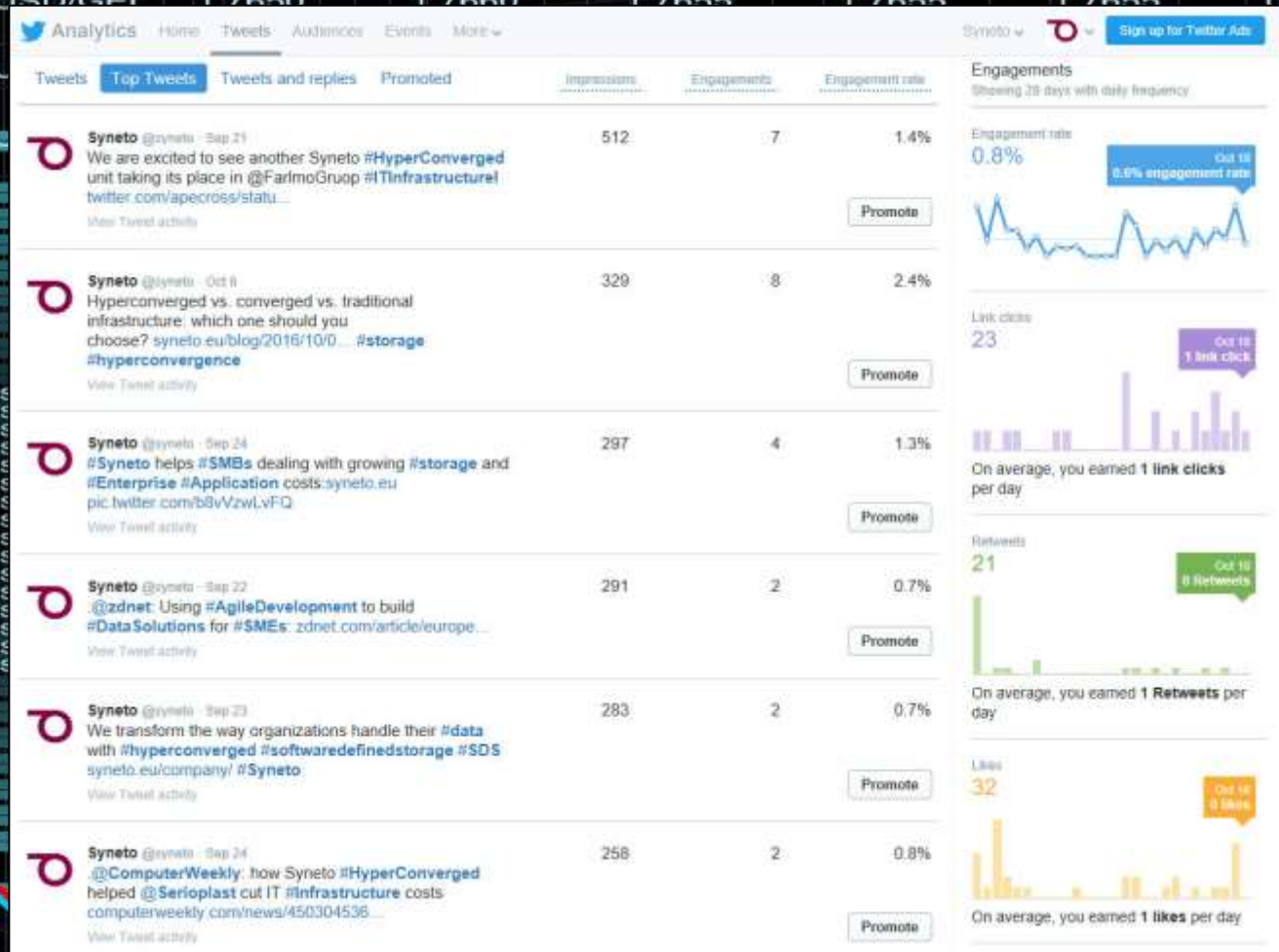
**Top Follower** followed by 217K people  
**Steve Cartwright** @FX\_Digital follows you  
I help businesses identify realistic online goals and then I help them achieve these goals using website design, content marketing, conversion rate optimization.

**Top media Tweet** earned 152 impressions  
#Syneto helps #SMEs dealing with growing



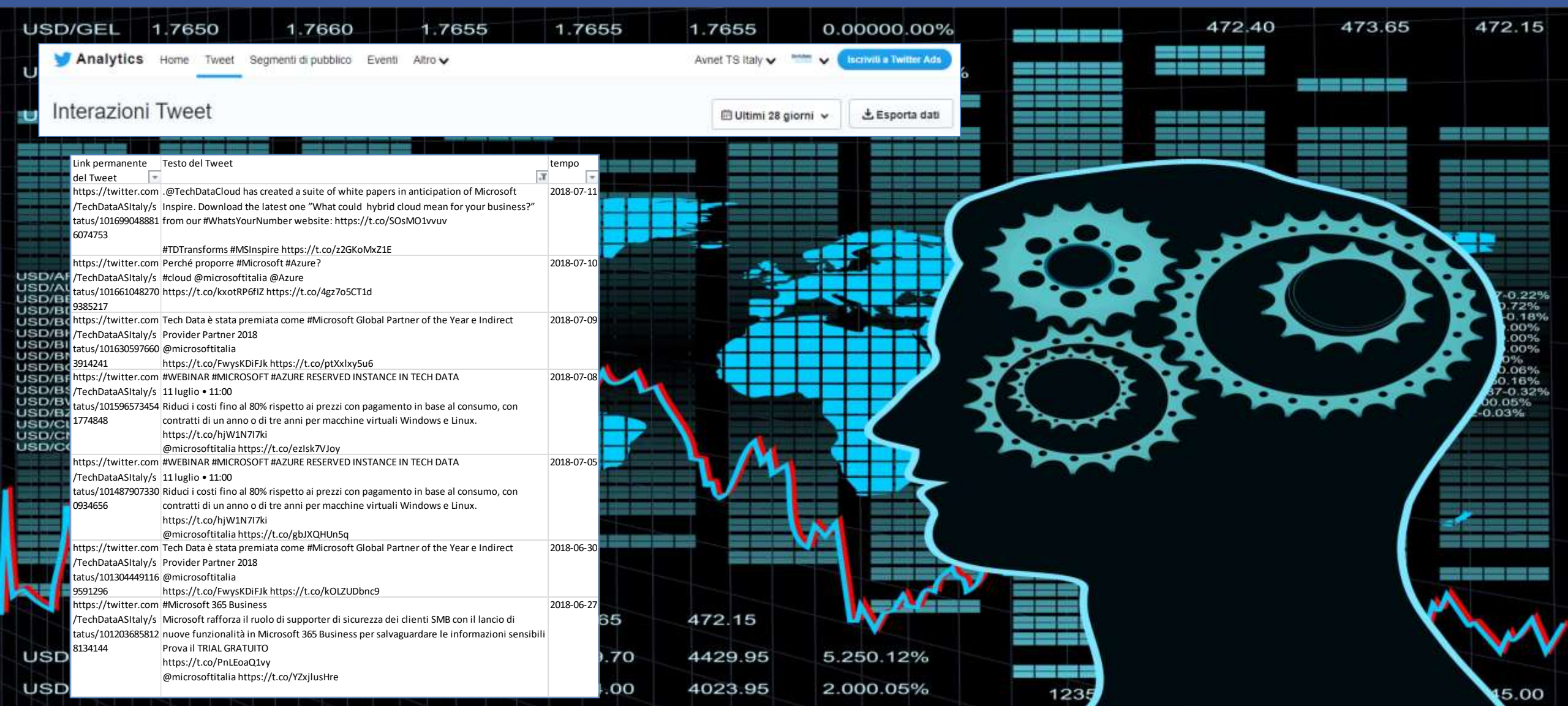


# Analizziamo i ritorni: l'impatto delle singole comunicazioni



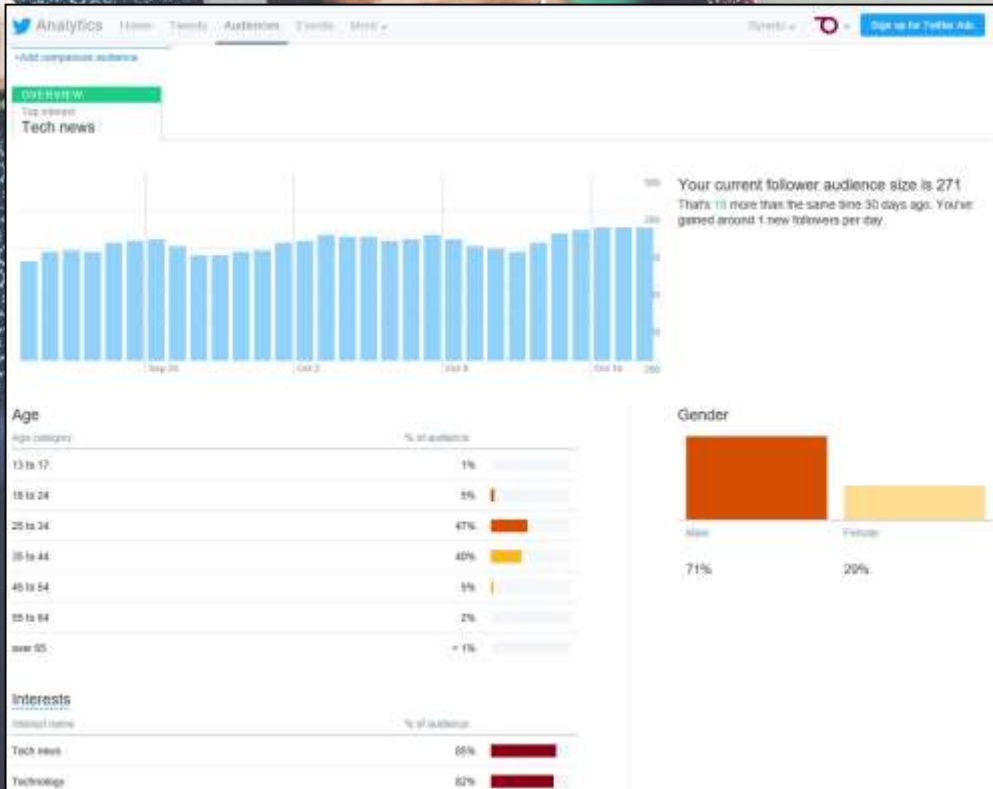


# Analizziamo i ritorni: scarichiamo i dati per analisi offline





# Analizziamo i ritorni: come si sviluppa la community





# Confrontiamo il tuo account con altri significativi (con AgoraPulse)

Twitter Analytics

INVITE FRIENDS

Primo Bonacina ▾

agora pulse

	Audience		Publishing			Conversation
	Followers ⓘ	Quality ⓘ	Activity ⓘ	Engagement ⓘ	Quality ⓘ	Activity ⓘ
 Primo Bonacina @PrimoBonacina	<b>621</b> Followers	<b>0.16</b> Interactions / follower	<b>177</b> Published Tweets	<b>101</b> Interactions	<b>0.57</b> Interactions / tweet	<b>0</b> Conversation Tweets
 Avnet TS Italy @Avnet_TS_IT	<b>569</b> Followers	<b>0.15</b> Interactions / follower	<b>87</b> Published Tweets	<b>87</b> Interactions	<b>1</b> Interactions / tweet	<b>0</b> Conversation Tweets
 ReeVo Cloud @reevo_cloud	<b>213</b> Followers	<b>0.36</b> Interactions / follower	<b>52</b> Published Tweets	<b>77</b> Interactions	<b>1.5</b> Interactions / tweet	<b>0</b> Conversation Tweets
 Datapoint Eur It... @Datapoint_Eu_It	<b>179</b> Followers	<b>0.75</b> Interactions / follower	<b>59</b> Published Tweets	<b>134</b> Interactions	<b>2.3</b> Interactions / tweet	<b>0</b> Conversation Tweets

# Monitoriamo il ranking del tuo sito e dei concorrenti (con Alexa)



# GET TRAFFIC

**Alexa** An amazon.com company

Find Website Traffic Statistics:

### primobonacina.com Traffic Statistics

Find similar sites to primobonacina.com

**GROW YOUR BUSINESS USING ALEXA**

- ✓ Keyword Difficulty Tool
- ✓ Competitor Keyword Matrix
- ✓ On-Page SEO Checker
- ✓ SEO Audit Tool
- ✓ Audience Overlap Tool
- ✓ Competitive Intelligence

How popular is primobonacina.com?

Alexa Traffic Ranks  
How is this site ranked relative to other sites?

Global Rank **2,418,748** + 771,481

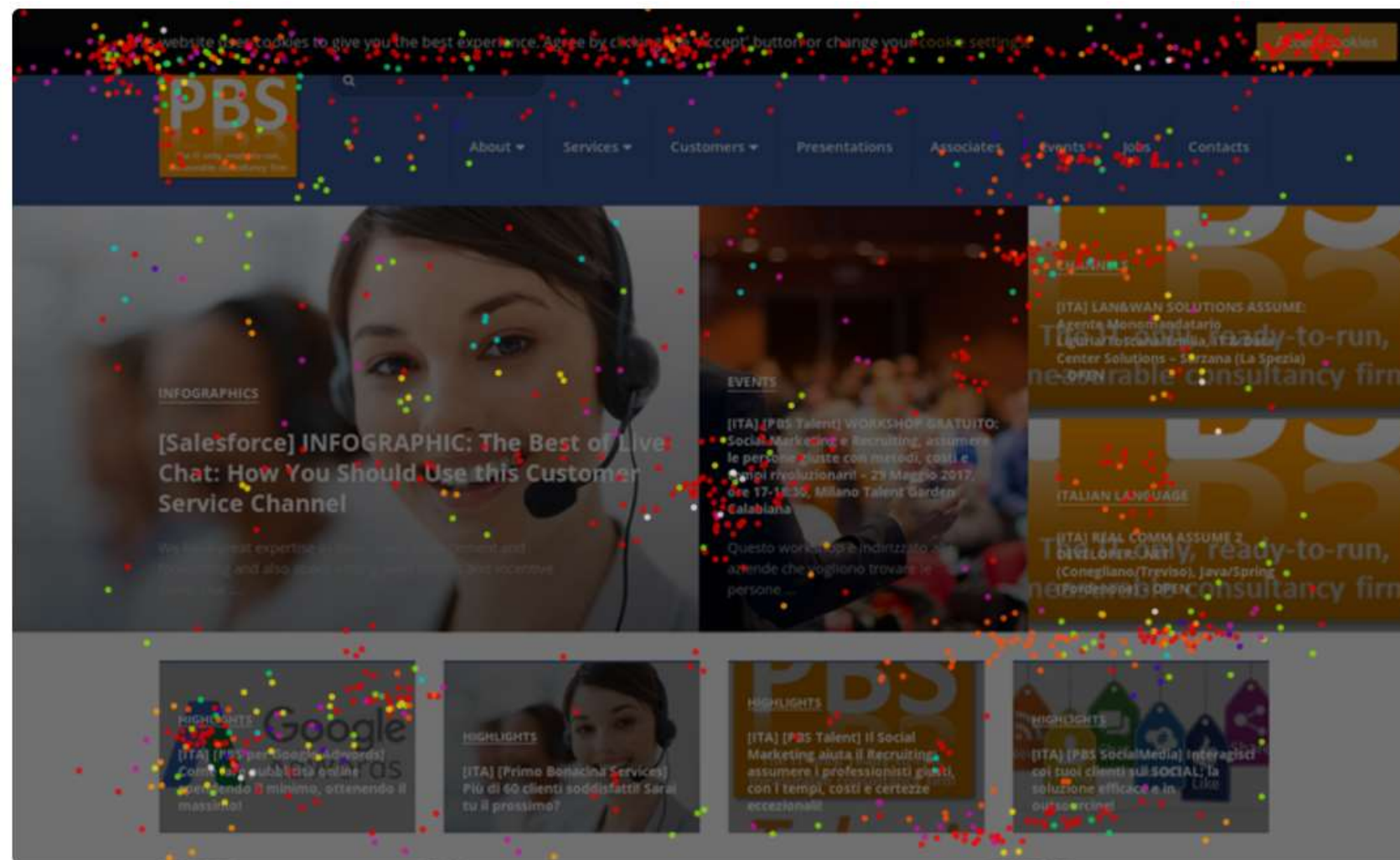
Rank in Italy **73,909**



# Analizziamo quanto traffico portano i social media, e da dove



# Analizziamo come il sito viene usato/abbandonato (con CrazyEgg)



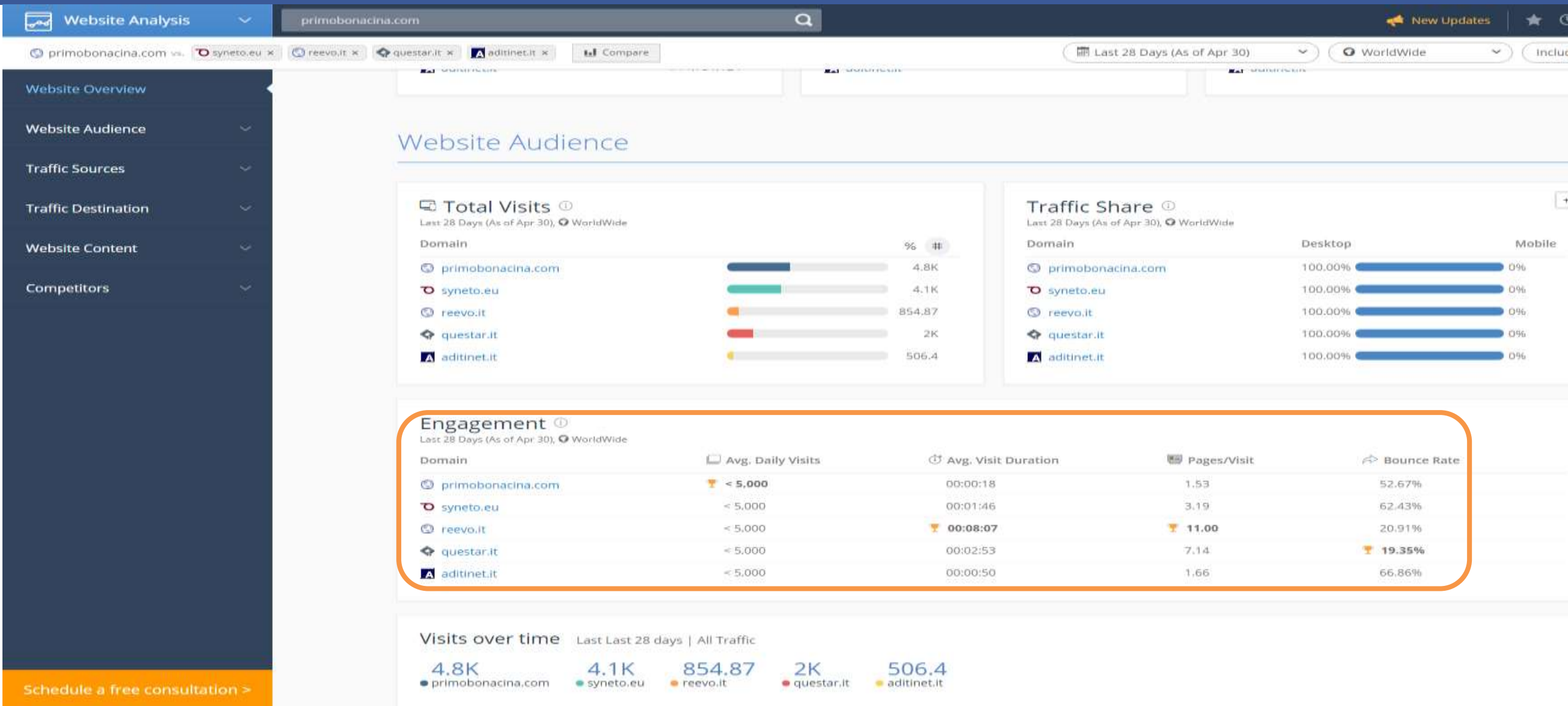
See how people really use your site

Build a site that your users and customers love. Once you know what they use and what they don't, all of your changes will make a difference





# Monitoriamo il ranking e l'engagement del sito e dei concorrenti (con SimilarWeb)



# Tutto questo per le aziende. E per i manager?

## WHY EVERY CEO SHOULD HAVE A SOCIAL MEDIA PRESENCE

*"Today, entrepreneurs need to  
take their business to where the  
conversation is happening...  
Social Media is the perfect venue."*

Sir Richard Branson





# «The Social CEO»



## The Social CEO

### CEOs and the Use of Social Media

While participation is still low, it is becoming increasingly more important and more common for CEOs to step out from behind the desk and into the digital spotlights of social media. A truly social CEO is still rare, but there are a few leaders out there demonstrating what it looks like and how it benefits their personal and professional brands.

**“ I WOULD RATHER ENGAGE IN A TWITTER CONVERSATION WITH A SINGLE CUSTOMER THAN SEE OUR COMPANY ATTEMPT TO ATTRACT THE ATTENTION OF MILLIONS IN A COVETED SUPER BOWL COMMERCIAL. ”**  
**Peter Aceto**, Tangerine CEO in The Globe and Mail <sup>(1)</sup>

**68%**  
OF CEOs HAVE NO SOCIAL PRESENCE AT ALL AND THOSE WHO DO TEND TO USE ONLY ONE PLATFORM. <sup>(2)</sup>

**2 IN 3**  
CEOs WHO USE ONLY ONE SOCIAL PLATFORM <sup>(2)</sup>





# I top manager DEVONO essere «Social Media Rockstar»



Ma il **60%**  
delle grandi  
aziende  
**NON** ha un  
programma  
in atto

SOCIAL

## How the World's Top CEOs Use Social Media

By Dillon Baker

June 12th, 2017

Reading time: 2 min



**T**hought leadership gets a lot of flak in marketing circles. Some of it is fair. “Thought leadership” is jargon for something companies have done forever: trying to position their executives as influential leaders. But just because it’s a new way to refer to an old technique doesn’t mean it’s not effective. New technology has just changed how it’s done.

That’s why, much to some people’s chagrin, the term just won’t go away. Thought leadership has fundamentally changed in the age of smartphones and social media. It’s become more effective thanks to the low cost of digital distribution and the ability for individuals to cultivate their own followings. While building up an executive as a thought leader once required an immense PR effort, professionals with loyal followings and powerful influence are now a dime a dozen.

CEOs, in particular, have become social media rockstars. Elon Musk, Marc Benioff, and Mark Zuckerberg are easy examples. But not every CEO uses social media. According to new research from CEO.com and Domo, 60 percent of Fortune 500 CEOs have no social media presence whatsoever.





# Il social ghost writing

- Realizzazione di **messaggi per i manager dei clienti**
- Utilizzo per i social media, ghost writing, sito aziendale
- Copywriting ad hoc, sulla base di briefing: messaggi di business (e non solo), con un tocco personale
- Gestione dei ritorni e delle interazioni



Tweets **15.5K**   Following **628K**   Followers **93.9M**   Likes **10**   Lists **3**

Following

**Barack Obama** ✓

@BarackObama

Dad, husband, President, citizen.

Washington, DC

Tweets   **Tweets & replies**   Media

**Barack Obama** ✓ @BarackObama · Aug 17  
Michelle and I are thinking of the victims and their families in Barcelona. Americans will always stand with our Spanish friends. Un abrazo.  
24K   320K   1.6M

Who to follow · Refresh · View all

**Justin Bieber** ✓ @justinbie...  
Follow

**Oprah Winfrey** ✓ @Oprah



Grazie per l'attenzione! ([www.primobonacina.com/social](http://www.primobonacina.com/social))



**PBS** Digital Actionable Measurable

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