RISK ASSSESMENT CALCULATOR RESULTS:

LOW RISK

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LOW RISK

WHAT A LOW RISK SCORE MEANS FOR YOUR ORGANIZATION

With a low risk score, it would be easy to deprioritize potential social media risks. No matter how low-risk your score, one thing is certain: good things come to those who prepare. A basic risk mitigation plan, which spans consumer touchpoints like customer service, paid media, and public relations, should be in place and include social media.

A basic social media risk mitigation plan is a necessary piece when ensuring teams can move swiftly to mitigate crises that may start or end across paid, earned, or owned social media channels or conversations. Read on to learn more about how to prepare your company with a basic social media risk mitigation plan.

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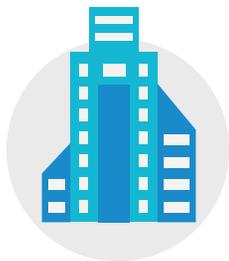
YOUR COMPANY

TIP #1: ALIGN SOCIAL OPERATIONS WITH REGULATIONS

The world of social media in the workplace is still continuing to rapidly evolve, especially in terms of regulations. Keep updated to ensure your social operations align with the latest federal and state employment laws. If your company is multinational, don't forget to keep an eye on related global laws as well. Visit this page for four big changes in employment law that could impact your social media operations.

TIP #2: FORMALIZE SOCIAL GOVERNANCE

Form and maintain a social governance council or committee. Executive sponsorship and cross-functional reach are critical requirements for success. Marketing or corporate communications may drive a hybrid social governance and social center of excellence model to utilize everyone's time most effectively, or simply feed back learnings from a small social governance team back to the center of excellence. See the Sprinklr Social Governance whitepaper.

TIP #3: TRAIN KEY ROLES FOR SOCIAL INTERACTIONS

Educate employees globally on basic social media policy. Train employees beyond policy to ensure a consistent approach to online conversations wherever consumers interact with your company (e.g., through customer service, marketing, sales, or recruiting). See this blog post on how the American Heart Association uses social governance training to empower 80+ community managers spread across the U.S.

TIP #4: EMPOWER EMPLOYEE ADVOCATES

Empower employees to act on your brand's behalf with social media usage guidelines and employee advocacy programs. Training your workforce to effectively harness their collective social media power to support your brand's online goals is a great long-term investment. Simply provide employees with the tools they need to act compliantly on your behalf and you'll have hundreds of employees to activate. Review these 10 steps to successful employee advocacy.

TIP #5: INCLUDE CUSTOMER ADVOCATES

Empower customer advocates to act on your organization's behalf via customer advocacy programs. With appropriate training and activation, customer advocates can be a valuable addition to your brand's public face. Just ensure your company's basic social governance principles are integrated into the training. Before events or campaigns, hold mini training sessions and office hours for customer advocates. See the Sprinklr Customer Advocacy whitepaper.

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CRISIS MANAGEMENT

TIP #1: MONITOR CONVERSATIONS

Track top social conversation topics real-time and in aggregate. Use insights from social monitoring to improve your engagement and publishing efforts across paid, earned, and owned social media on a regular basis. For example, tracking the top 10 questions asked by your customers and creating content around the answers is an easy way to provide value and enhance search marketing efforts. Read more about how listening and monitoring trumps talking if you're a brand.

TIP #2: LISTEN AND RESPOND

Ensure your company is taking advantage of the competitive advantages presented by being a responsive brand, such as increased order size, more branded impressions, and bigger audiences. Real-time monitoring paired with a service level agreement for all employees engaging on behalf of your brand is a great start. Read more about how Sprinklr helped improve a client's SLA compliance to 97% across 45 countries.

TIP #3: CREATE AN ENGAGEMENT PLAYBOOK

High volumes of social conversations often mean employees can inadvertently "trip" over one another while engaging with customers and prospects. An engagement playbook will ensure your customer experience is seamless. A playbook also ensures accountability by the right team for customer responses before it's needed. Read about how Groupon created "One Playbook" that connected teams for a better customer experience across millions of social conversations globally.

TIP #4: PREVENT CUSTOMER CHURN

Great social customer service is a brand differentiator today. In fact, 95% of customers tell others about their bad experience. Consumers are also more likely to avoid or select brands to buy from based on a good or bad customer experience than ever before. It costs more money to acquire a customer than to retain one. Why leave money on the table by neglecting your social media customers? Learn how to avoid customer churn by reading this whitepaper.

TIP #5: EMPOWER CUSTOMER ADVOCATES

Empower your customer advocates to drive conversation on your behalf. Once you identify, nurture, and activate customer advocates, ensure you monitor and moderate conversations to identify opportunities where your brand should provide input to keep the discussion moving forward. You can arm your advocates with early access to new content and information to enhance your efforts as well. Learn how to create a customer advocacy program.

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SOCIAL AUTOMATION RESOURCES

TIP #1: AUTOMATE RISK MANAGEMENT

Make legal happy! Automate risk management with enterprise social software like Sprinklr. Track trigger words in association with your brand or industry and ensure the right teams receive alerts when a certain volume of mentions occurs, for example. Similarly, prevent certain keywords from ever being published across your social accounts by accident. If legal requires approval on all outbound content before it goes live, that's easy to do automatically too. Here's a checklist.

TIP #2: MAKE COMPLIANCE EASY WITH SOCIAL ASSET MANAGER

Make it easy for employees, agency partners, and customer advocates to share and engage on your company's behalf. Using Sprinklr's Social Asset Manager, you can store pre-approved content snippets for easy use by teams like customer service, or for customer advocates who are a part of existing loyalty programs incented to share on behalf of your brand. Marketing and PR teams can even set expiration dates on content so it's not available for use after a certain campaign ends.

TIP #3: COLLABORATE ON HIGH-PERFORMING CONTENT

Empower agency partners, vendors, and marketers from across the globe to share quickly using pre-approved social content that is resonating. Using Sprinklr's Social Asset Manager, you can get real-time analytics on what is performing well. From there, you can share effective content across functional teams, lines of business, and geographic regions worldwide, cutting down on the number of resources it takes to create high-performing content.

TIP #4: CREATE INFORMED CONTENT

Use social listening data to analyze what top topics your community is interested in and proactively create content based on their interests, questions, or concerns. Track these topics over time across earned, owned, and paid social media and share insights from listening data to teams that are helping you to solve issues, change business strategy, or enhance marketing efforts. Bonus: Use Sprinklr's Audit Trail to ensure legal approves it all before it goes live!

TIP #5: ENSURE POSITIVE ENGAGEMENT

With paid social, not all engagements are created equal. If a post has more engagement than any other (e.g., likes or comments) but also more negative sentiment than any other in comments, you likely promoted the wrong post by basing your decision purely on the number of engagements. Audit your approach to paid social amplification, and ensure you have a moderation plan in place to address negative comments or swap out paid media posts quickly. Read more about dark social in this blog post.

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ABOUT SPRINKLR

Sprinklr is the most complete enterprise social media management technology in the world, purpose-built for large companies to drive business outcomes and manage customer experiences across all touch points. Called "the most powerful technology in the market" by Forrester Research, Sprinklr's fully integrated social media management software powers more than four billion social connections across 77 countries. Headquartered in New York City with more than 550 employees globally, Sprinklr is revolutionizing customer engagement for more than 750 top enterprise brands, including IHG, Intel, Microsoft, Samsung, and Virgin America, and partners like Deloitte, Accenture, R/GA, Golin, and AKQA. For more information, visit sprinklr.com or tweet us @sprinklr.

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THE SPRINKLR EXPERIENCE PROMISE:
HOW DID THIS ASSESSMENT **MAKE YOU FEEL**?
TELL OUR CXO, janzlotnick@sprinklr.com.

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