

# SOCIAL MEDIA



Driving Change, Closing Gaps

RAPA Meeting  
October 24, 2011  
Nashville, TN

Presented by Natalie Ho, AVP, LOGIQ<sup>3</sup>

What the F\* is Social Media?!

# FUNDAMENTALS

**SOCIAL MEDIA** IS FORMS OF  
ELECTRONIC COMMUNICATION  
THROUGH WHICH USERS CREATE  
ONLINE COMMUNICATIONS TO  
SHARE INFORMATION, IDEAS,  
PERSONAL MESSAGES, AND OTHER  
CONTENT.

<http://www.merriam-webster.com/dictionary>

**SOCIAL MEDIA** IS AN UMBRELLA TERM THAT DEFINES THE VARIOUS ACTIVITIES THAT INTEGRATE TECHNOLOGY, SOCIAL INTERACTION, AND THE CONSTRUCTION OF WORDS, PICTURES, VIDEOS, AND AUDIO.

<http://www.wikipedia.org>

IT IS SIMPLY ...

“Social Media  
is people having  
conversations online.”

# FACILITATION

Edit Profile View As...

# Natalie Ho

AVP - Corporate Strategy at LOGIQ3 Corp Studied Statistics at University of Toronto Lives in Toronto, Ontario Born on May 9, 1983 Add your hometown Add languages you know Edit Profile

Update Status Add Photo / Video

What's on your mind?



**Kim Langstaff**

Hi you --- Miss you my friend. Will you be at RAPA in Nashville in October? I hope so!

Like · Comment · See Friendship · July 18 at 11:31pm



**Natalie Ho**

Yes! I will be at RAPA this year, I'll see you then!

July 19 at 10:20am · Like



**Kim Langstaff** Great!

July 19 at 9:14pm · Like

Write a comment...



**Natalie Ho** created a page.

New LOGIQ3 Corp. Page! Stay current on what is happening in the life insurance/reinsurance world and our company updates.



**LOGIQ3 Corp.**

LOGIQ3's experienced team covers all facets of the life reinsurance business: auditing, consulting, business process outsourcing and underwriting. Risk management is at the core of all the services that LOGIQ3 delivers. The risks inherent across the functions of life reinsurance are increasing and the consequences of not managing those risks grow larger if left unchecked. In today's environment, the organizations that succeed will be those with the ability to identify and then effectively manage those risks.

Like · Comment · July 18 at 12:19pm

### RECENT ACTIVITY



### Wall

- Info
- Photos
- Notes
- Friends
- Subscriptions

### Find Friends

- Best Friends
- Coworkers
- Classmates

### People You May Know

See All



**Wayne Chiu**

Add Friend



**Claudia Tse**

Add Friend

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Get Started

Wall

Hidden Posts

Info

Friend Activity

Photos

EDIT

About Edit

Life insurance experts specializing in Outsourced Underwriting, Business Pr...

More

8 like this

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Get Updates via RSS

Unlike

Share

# LOGiQ3 Corp.

Consulting/Business Services · Toronto, Ontario · Edit Info

Edit Page

Wall

LOGiQ3 Corp. · Everyone (Top Posts)

Share: Status Photo Link Video Question

What's on your mind?



New Blog Post - The Failure of Success <http://logiq3.wordpress.com/2011/10/11/the-failure-of-success/>

### The Failure of Success

logiq3.wordpress.com

As we're a learning organization, we all like to attend presentations, seminars both in the real world and online. I was recently fortunate enough to attend a presentation given by Professor Juli...

Like · Comment · Share · 2 seconds ago



New Blog Post - What Kind of Social Organization Are You? <http://logiq3.wordpress.com/2011/08/18/what-kind-of-social-organization-are-you/>



### What Kind of Social Organization Are You?

logiq3.wordpress.com

I recently read the "Social Commerce Trends Report 2011" by Bazaarvoice. The report summarizes the presentations by thought leaders of social media at the Social Commerce Summit hosted by Bazaarvoi...

63 Impressions · 0% Feedback

Like · Comment · Share · August 18 at 4:39pm



New Blog Post - Are you creating a "Place of Possibility"? <http://lnkd.in/sRaXCJ>



### Places of Possibility

logiq3.wordpress.com

Page Tips

Next



### Choose your custom URL

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Admins (1) [?]

See All



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Notifications

Promote with an Ad

View Insights

Invite Friends

You and LOGiQ3 Corp.



4 friends like this.

Recommend This Place



Help your friends discover great places to visit by recommending LOGiQ3 Corp.

Write a recommendation...

Sponsored

Create an Ad

1,000,000,000

The number of people registered on  
Facebook.



## Natalie Ho

[@ho\\_natalie](#) Toronto, ON

Head of Marketing and Brand Management at LOGIQ3 Corp. Founder of My Little Secrets, Entrepreneurial attitude, Passion for Social Media, Travel and Food.

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Lists



**ho\_natalie** Natalie Ho

[@CMurumets](#) never stop innovating - ever. When you think you're done, get paranoid - wise words from [@Dell](#).

19 Aug



**ho\_natalie** Natalie Ho

Ever consider a Nap Room? Should Your Employees Take Naps? [inc.com/articles/20110...](http://inc.com/articles/20110...) via [@IncMagazine](#)

17 Aug



**ho\_natalie** Natalie Ho

50 Social Media Stats to Kickstart Your Slide Deck <http://mknk.in/fXct2C>

18 Jul



**ho\_natalie** Natalie Ho

LOGIQ3 shares our Cloud storage experience in [@itbusinessca](#) (Page 2) <http://mknk.in/rAeNZQ>

14 Jul



**logiq3** LOGIQ3 by [ho\\_natalie](#)

Check out [@ho\\_natalie](#) on page 24 of [@SOActuaries](#) Reinsurance Newsletter [soa.org/library/newsle...](http://soa.org/library/newsle...)

14 Jul



**ho\_natalie** Natalie Ho

Latest SOA Reinsurance Newsletter - <http://mknk.in/d2Nvwvg>

13 Jul



**ho\_natalie** Natalie Ho

on topic with my blog post back in April on the THINK Blog <http://mknk.in/Tz8xFw> [http://mknk.in/WbCj\\_E](http://mknk.in/WbCj_E)

12 Jul

### Stay in touch with Natalie Ho

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Full name

Email

Password

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Curious how Natalie Ho uses Twitter?

Discover who [@ho\\_natalie](#) follows



About [@ho\\_natalie](#)

19

Tweets

73

Following

36

Followers

0

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## LOGIQ3

**@logiq3** Toronto, Cardiff, Indianapolis

*Expert resources to support the whole life insurance value chain with outsourced services ranging from underwriting, business processes, and audit.*

<http://www.logiq3.com>

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**logiq3** LOGIQ3  
 Newest blog post - The Failure of Success... [lnkd.in/pzvVdnv](http://lnkd.in/pzvVdnv) Do you have what it takes?  
 11 Oct

**logiq3** LOGIQ3  
 @cmurumets good job!! We are proud of you. Keep going!  
 10 Sep

**TECCanada** TEC Canada by logiq3  
 @logiq3 @CMurumets : Your 'The Challenge' was a great piece - it made it into tomorrow's leadership resources email!  
<http://ow.ly/6n76S>  
 6 Sep

**logiq3** LOGIQ3  
 New Blog Post: ever struggled with short vs. long term planning? Urgene vs. Important? [lnkd.in/Gh9DVB](http://lnkd.in/Gh9DVB)  
 6 Sep

**logiq3** LOGIQ3  
 Learn about how we protect our data: @LOGIQ3 Protects Laptop Data Automatically with #CloudBackup from @Asigra  
 1 Sep

**logiq3** LOGIQ3  
 The Challenge - @logiq3 featured in the @globeandmail today!  
[lnkd.in/picNkw](http://lnkd.in/picNkw)

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### Curious how LOGIQ3 uses Twitter?

Discover who @logiq3 follows

About @logiq3

<b>119</b>	<b>109</b>	<b>71</b>	<b>0</b>
Tweets	Following	Followers	Listed

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3,000,000

The average number of Tweets per day on  
Twitter.com

Female Vice Presidents - Apply to be part of the Elite Directory for Successful Women. - From Professional Biographies, LLC



Natalie Ho

AVP, Corporate Strategy  
Toronto, Canada Area | Insurance

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Natalie Ho Newest blog post - The Failure of Success... <http://Mnkd.in/pzWdnv>  
Do you have what it takes?

The Failure of Success logiq3.wordpress.com  
As we're a learning organization, we all like to attend presentations, seminars both in the real world and online. I was recently fortunate enough to attend a presentation given by Professor Juli...

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- Association Manager at Canadian Association of Independent Life Brokerage Agencies
- Past AVP - Consulting at LOGIQ3 Inc.
- Director - Business Operations at LOGIQ3 Inc
- Manager - Actuarial and Client Services at LOGIQ3 Inc
- Education University of Toronto - University of St. Michael's College
- Connections 208 connections
- Websites [Company Website](#)  
[Personal Business](#)
- Twitter [logiq3](#)  
[ho\\_natalie](#)
- Public Profile <http://ca.linkedin.com/pub/natalie-ho/3/617/813>

Natalie's Activity edit

Natalie Ho is now connected to [Kenny Chan](#)  
16 minutes ago

Natalie Ho is now connected to [David Aronson](#) and [Jimmy Lam](#)  
20 hours ago

Natalie Ho joined the group [Reinsurance Administration Professional Association](#)  
Jola Group 6 days ago

Natalie Ho Newest blog post - The Failure of Success... <http://Mnkd.in/pzWdnv> Do you have what it takes?

The Failure of Success logiq3.wordpress.com  
As we're a learning organization, we all like to attend presentations, seminars both in the real world and online. I was recently fortunate enough to attend a presentation given by Professor Juli...

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Natalie Ho has a new blog post: [The Failure of Success](#) posted with WordPress

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WordPress

logiq3 - life insurance outsourcing, audits, underwriting and more

The Failure of Success 8 days ago  
As we're a learning organization, we all like to attend presentations, seminars both in the real world and online. I was recently fortunate enough to attend a presentation given by Professor Julian Birkinshaw of London Business School on 'Strategic and Management Innovation'(http://faculty.london.edu/JBirkinshaw/). One of which the themes

Companies > LOGIQ3 Corp.

Overview Careers Products & Services Analytics

This page was last edited on 06/22/2011 by Natalie Ho

Admin tools

Share an update

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LOGIQ3 provides expert resources to support you across your whole value chain with risk management solutions ranging from Underwriting to Audit to Operational Outsourcing. We can help you fill gaps or meet your business objectives to understand and manage your risks and expenses, while maintaining

... more

LOGIQ3 Corp. has 43 followers

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How you're connected to LOGIQ3 Corp.

13 First degree connections

1 Second degree connection

16 Employees on LinkedIn



Check out insightful statistics about LOGIQ3 Corp. employees »

Your Network (14)

Your College Alumni (1)



CEO

Chris Murumets, Toronto, Canada Area



AVP - Corporate Strategy

Natalie Ho, Toronto, Canada Area



Chief Operating Officer

Simon Bell, Other



VP Technology

Ian Sanderson, Toronto, Canada Area



AVP, Audit Services

Kelly Priest, Toronto, Canada Area

One Question Site Survey

IT TAKES ONLY SECONDS TO ANSWER BELOW

How favourably do you view Manulife Financial?

SELECT ONE ANSWER:

- Very Favorably
- Favorably
- Neutral
- Unfavorably
- Very Unfavorably

VOTE AND SEE RESULTS

POWERED BY VIZU

VIEW PRIVACY POLICY

Type  
Privately Held

Company Size  
11-50 employees

Website  
<http://www.logiq3.com>

Industry  
Insurance

101,000,000

The number of LinkedIn members  
worldwide.



# The Failure of Success

October 11, 2011

By logiq3

As we're a learning organization, we all like to attend presentations, seminars both in the real world and online. I was recently fortunate enough to attend a presentation given by Professor Julian Birkinshaw of London Business School on 'Strategic and Management Innovation' (<http://faculty.london.edu/JBirkinshaw/>). One of which the themes was what he termed the 'failure of success' where former giants of industries failed to see the writing on the wall about their demise. The end result being that either their dominance in an industry was greatly reduced or they completely disappeared as a business, often swallowed up by a growing competitor.

Several common factors emerged from organizations which suffered the failure of success. Firstly a '**blinker**' view on the fundamental metrics of an organizations, the example of the electronics giant Phillips was used, where despite multiple comparative measures between themselves and the competition showing that they were losing ground they managed to justify that these weren't really competing with them and so could ignore the data. As a result Phillips ran close to bankruptcy.

A second theme was that of **arrogance** toward a new entrant, using Harley Davidson's response to Honda in the 1960s, when they perceived them as an inferior product but when they started to gain momentum they were then 'lucky' when their Honda 500cc sales took off. A final theme was **complacency** which leads an organization to believe that due to their successful history, and potentially deep pockets as a result of the past successes, there is no need to change what they're doing, a recent example being Blockbuster being blindsided by start-ups such as Netflix who reinvented the movie rental business using DVD's through the mail, right under the noses of the mighty Blockbuster, who is now desperately trying to catch-up and compete in the emerging digital streaming market.

So what does this mean to our, or your, business? Professor Birkinshaw had

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>200,000,000

The number of blogs.

Why the  $F^*$  should I care?

# FIGURES

# 3 OUT OF 4 AMERICANS USE SOCIAL TECHNOLOGY

Forresters, The Growth of Social Technology Adoption, 2008



# 2/3 OF THE GLOBAL INTERNET POPULATION VISIT SOCIAL NETWORKS

Nielsen, Global Faces & Networking Places, 2009



VISITING SOCIAL SITES IS NOW  
THE 4<sup>TH</sup> MOST POPULAR ONLINE  
ACTIVITY – AHEAD OF PERSONAL  
EMAIL.



**TIME SPENT ON SOCIAL NETWORKS IS GROWING AT 3X THE OVERALL INTERNET RATE, ACCOUNTING FOR ~10% OF ALL INTERNET TIME.**



93% OF MARKETERS USE  
SOCIAL MEDIA FOR  
BUSINESS.



# JEPHARDY!

Let's Play Jeopardy!

A BUSINESS-  
ORIENTED SOCIAL  
NETWORKING SITE

AN ONLINE  
JOURNAL, WITH NEW  
ENTRIES APPEARING  
IN SEQUENCE AS  
THEY ARE WRITTEN

FREE, WEB-BASED,  
COLLABORATIVE,  
MULTI-LINGUAL  
ENCYCLOPEDIA

# FUNCTIONS

## CUSTOMER SERVICE

- Interact with customers like never before
- Used to increase overall customer satisfaction
- Real time support
- Improve products or services

## LEARNING AND EDUCATION

- Increase in student engagement and passion in learning
- Distant learning, forums, and support groups
- “How to” and “DIY” videos

## COLLABORATION

- Encourages dialogue
- Encourages team dynamic
- Real time updates
- Sharing capabilities
- Expert advice

## NETWORKING

- Staying in touch
- Access to Experts
- Be an Expert!
- Employer/Employee relationship
- Groups
- News and Media

## TRUST AND LOYALTY

- ⦿ Humanizing the Brand
- ⦿ Ability to Connect
- ⦿ Public and Available

# FACTORS

# AUTHENTICITY



*"Authentic is to be worthy of acceptance; not false or imitation; real, actual."*

## RELEVANCY

*"People read particular magazines because of the life stages and events which currently involve them: from teenager to golfer, from having a baby to coping with retirement."*

# ENGAGEMENT

*“Engagement is all about making it relevant to the consumer”*



## *So How Do we Monitor and Track these factors as metrics?*

- ⦿ Key Employees and Public Facing Figures
- ⦿ Google Analytics
- ⦿ Networks
- ⦿ Micro-blogging Sites
- ⦿ Company Name
- ⦿ Hot Industry Sites
- ⦿ Company URL (s)
- ⦿ Product/Service Names
- ⦿ Product/Service URL (s)
- ⦿ Track your competitors
- ⦿ Employee Activity
- ⦿ Newsgroups
- ⦿ Blog Comments

## *So How Do we Monitor and Track these factors as metrics?*

- ⦿ Number of people who filled in “get more info” form
- ⦿ Reduction in support costs
- ⦿ Number of new customers/sales
- ⦿ Number of influential people who tweet something about us
- ⦿ Number of influential blogs that linked to us
- ⦿ Number of repeating, unique visitors
- ⦿ Number of new things we discovered about customers that we never knew before

FAD?

It's not a FAD

**IT'S A FUNDAMENTAL  
SHIFT IN THE WAY  
WE COMMUNICATE.**

# It's not a FAD

TALKS

## Deb Roy: The birth of a word


TED2011, Filmed Mar 2011; Posted Mar 2011



Subtitles Available in: 29 languages [Off]

FUTURE

The Future is NOW



**KINDERGARDEN KIDS  
ARE LEARNING ON  
IPADS, NOT  
CHALKBOARDS**

steven@steven.com  
(44) 512345678

STEVEN  
STEVENSON

The Future is NOW

PROFILE EDUCATION SKILLS

2010 Company you've worked at  
~ongoing [www.companyabc.com](http://www.companyabc.com)

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*a little something about you*

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# COMPANIES WILL HIRE FROM ONLINE RESUMES AND PROFILES.

2009 Sky Website  
~ongoing [www.companyabc.com](http://www.companyabc.com)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

*Your Academic History*

2006 - 2006  
First Class BA (Hons) Graphic Design  
London College of Communication

2006 Earth Website  
~aug [www.companyabc.com](http://www.companyabc.com)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

2006  
Maths, English, English Lit, Biology, German, Art, PE, Geography)  
David Davidson Community School (Oxford)

2009 Sun Website  
~june [www.companyabc.com](http://www.companyabc.com)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

softwares languages

- Photoshop / CSS
- Illustrator Basic Javascript
- InDesign jQuery
- Flash PHP (wordpress)
- Dreamweaver
- Coda

2009 Moon Website  
~feb [www.companyabc.com](http://www.companyabc.com)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

2008 CEO at Google?  
~until nov 09 [www.companyabc.com](http://www.companyabc.com)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

The Future is NOW

**RAPA** WILL BE USING  
LINKEDIN TO  
COMMUNICATE WITH  
YOU.



FANK YOU! 😊

Don't forget to ...

## SOCIALIZE with me (please!)

Natalie Ho, AVP  
Marketing and Brand Management  
LOGIQ<sup>3</sup> Corp

Email: [natalie.ho@logiq3.com](mailto:natalie.ho@logiq3.com)

Twitter: [http://www.twitter.com/ho\\_natalie](http://www.twitter.com/ho_natalie)

Facebook: <http://www.facebook.com/#!/profile.php?id=749839100>

LinkedIn: <http://ca.linkedin.com/pub/natalie-ho/3/617/813>

LOGIQ<sup>3</sup> Corp

Website: <http://www.logiq3.com>

Blog: <http://www.logiq3.wordpress.com>

Twitter: <http://www.twitter.com/logiq3>

Facebook: <http://www.facebook.com/#!/pages/LOGIQ3-Corp/221087034601971>

LinkedIn: <http://www.linkedin.com/company/logiq3-corp->