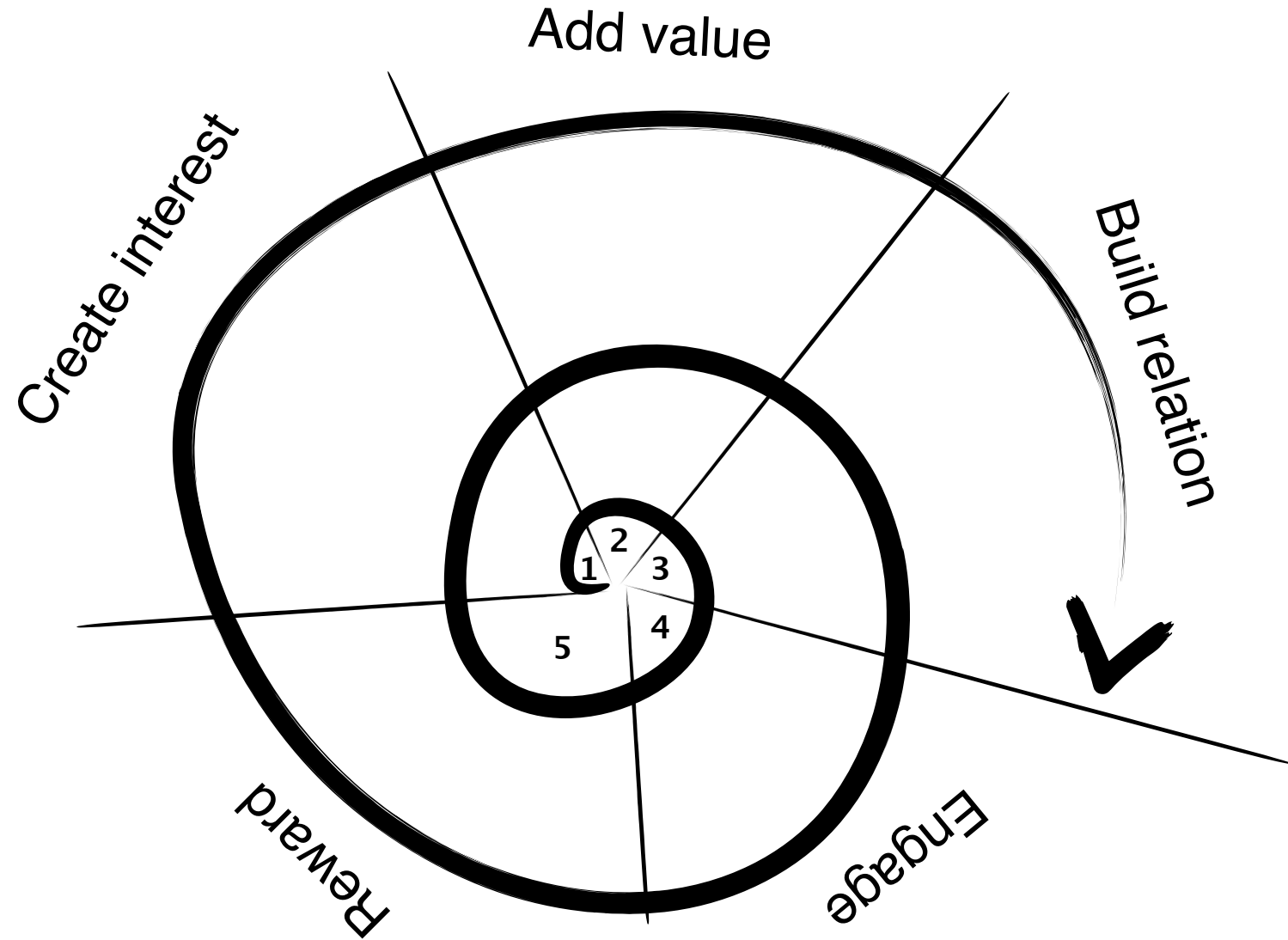


# Social Media Spiral



# History Channel uses Foursquare

The HISTORY Channel was one of the first TV networks to partner with foursquare for a branded badge. At an invitation-only event held at the Tower of London this morning, they unveiled their second badge, [HISTORY ♥ London](#).

As you can guess, it's specifically aimed at uncovering the history of London's famous sites and landmarks, as well as little-known streets, bars and cafes.



By following [HISTORY](#) on foursquare, you'll have a chance to earn the badge by checking in to four of the locations where they've left tips. In the process, you'll unlock their interesting historical facts about more than 600 locations. As with the tips they've left in the US, they often offer intriguing facts about the location rather than just the typical things you might find on a historical marker. Take [this one](#) at the Tower Bridge, for instance:

To mark the 50th birthday of the Royal Air Force in 1968, Flight Lt. Allan Pollock flew his Hawker jet under the walkway of Tower Bridge. This unauthorised stunt won him a court martial.

In addition to the badge, HISTORY has teamed with some of London's best-known attractions and museums to offer a discount to foursquare users. The participating sites include The Tower of London, HMS Belfast, Shakespeare's Globe and The Clink museum. The specials, which vary by location, range from two for one ticket deals to 20% gift shop discounts.

Users who unlock the badge will be entered in a drawing for a luxury VIP weekend for two in London. The badge campaign will run for six months. The unlock text reads:

From Big Ben to Hampton Court Palace, you're finding HISTORY all over the city. Admiral Nelson's got nothing on you! As a bonus - you're now entered into a prize draw to win a luxury London break. Good luck and keep exploring with HISTORY.

As a history buff, their US badge and tips are among my favorite foursquare campaigns. It's good to see that they've brought the same sensibilities to the London version.



# my Starbucks Idea... a success!

by Reddit Stumbleupon

Starbucks has over 705,000 followers on twitter and over 5,428,000 fans on Facebook. You could say that they're doing something right on the Web. Syncapse found that fans of Starbucks annually spend \$235 with the coffee brand – more than twice as much as non-fans. Fans of McDonald's average a spend of more than \$310, while non-fans spent half as much. That means its 5.4 million Facebook fans are worth almost \$1.2 trillion per year collectively.

What is it about Starbucks's social media strategy that makes it so successful?

Let's analyze Starbucks social behavior across the Web:

## 1) Starbucks on twitter –

Starbucks engages with customers on twitter, answering questions, retweets, what people are saying about the brand and creates an open communication channel to speak with the public.

2) **Starbucks on Facebook** – Starbucks uploads content to their Facebook page such as: Videos, blog posts, photos. The company also invites people to events. Fans have a place to open discussions and comment as many of them do.

3) **Starbucks on YouTube** – Over 4800 people subscribe to Starbucks YouTube Channel. They upload videos of commercials as well as informational videos explaining the origins of the different coffee blends and some of their charity work videos. They also upload videos showing their history thus enabling people to relate more to the brand. This video showing the beginnings of Starbucks received over 11, 800 views:

Starbucks also allows people to embed its videos anywhere they like on the Web. Many companies don't allow this because they're afraid their videos might end up on places they don't want to be associated with. However, from Starbucks' experience as well as the experience of other brands (such as Dell), this strategy has proven to only increase the positive exposure of brands that allow embedding and not the opposite.

4) **My Starbucks Idea** – Starbucks' own version of a social network where customers are asked to share their ideas on anything related to Starbucks. The site gives users the ability to see what others are suggesting, vote on ideas and check out the results. This site is a brilliant and important aspect of Starbucks social media strategy. Users who are part of this network feel that they have some role in the decision making process of the company and it makes them feel a part of it.

## 5) Starbucks Blog entitled “Ideas in Action” –

This blog is written by various Starbucks employees and talks about what Starbucks is doing with the ideas given by users on the My Starbucks Idea site. The blog keeps customers in the loop and in the know regarding what's happening with their ideas and increases their sense of loyalty to the brand.

Overall Starbucks's social media strategy integrates many different elements into the mix and combined together, these elements create a social media plan that works beautifully to create millions of fans for the brand and keep them involved in the brand's doings. The brand has created a digital dialogue with its customers, enabling people to give their feedback and receive a response back from Starbucks addressing their concerns/comments. Starbucks is showing its customers and potential customers – “hey, we care about what YOU have to say.”



# How to respond to social media attacks

This past July, LOFT, a brand owned by Ann Taylor Inc., [posted photos](#) on its Facebook page of a tall, blonde model wearing LOFT's new silk cargo pants, with a click-to-buy link in the captions.

What happened next is a perfect example of how social media can suddenly turn on you, even when you've done nothing "wrong," or seemingly out of the ordinary. [Fans of the brand complained](#) that while the pants looked good on the model, they weren't so flattering on anyone who wasn't 5'10 and stick thin.

Fans requested that LOFT prove their pants could look good on "real women." And they did. The following day, the company [posted photos to Facebook again](#), this time with their own staff posing in the pants. The "real women" came from different company departments and ranged from a size 2 to size 12, and in height from 5'3" to 5'10".



## What to Learn from Ann Taylor

This is a perfect example of how to turn a possible threat via social media into an opportunity. Ann Taylor had the good sense to stop the attack before it escalated. Here customers had a direct and valid complaint about a product and how it was featured. The company did the best thing possible, they stayed calm and listened to the comments. They took the comments into consideration and came up with a constructive resolution.

By responding to Fan requests to post photos of women of different sizes wearing the pants, the company proved that they really do listen and care about their customer concerns, and they were able to back up the product. It's a double win for Ann Taylor as they actually gained customer support, while avoiding a potential disaster.