

SOCIAL MEDIA TIPS



Sharing lessons learned to help your business grow

Kodak

Why social media?



We have put this booklet together to share some of our thoughts and first-hand experiences using social media for our business. We

hope that you will find the information contained in this guide useful in forming your business's social media plan.

Why do I take the time to use social media like Twitter and Facebook? Because in today's media landscape, it's vitally important to be where our customers are. Kodak has always embraced this marketing philosophy, and today that means being active in social media.

The exciting thing about social media is it offers the opportunity to engage in two-way conversations with your customers. What better way to know how to best serve your customers than to hear directly from them? Social media has enabled new ways to initiate conversations, respond to feedback and maintain an active dialogue with customers.

Kodak has pages on Facebook as well as three of our own blogs at www.kodak.com. The blogs start conversations as I mentioned before, and they also have a direct positive impact on Kodak's search engine rankings. In addition, Kodak receives more than 11,000 mentions in other authors' blogs every month in the form of product reviews, opinions on products, rants, fan mail and more. We directly participate in many of these conversations to ensure our customers know we're listening and to share answers and additional insights.

Podcasts produced at Kodak are available for free download at iTunes, as well as at kodak.com and YouTube. We even have our own YouTube site where we post videos about our products, our commercials and footage from Kodak events.

Twitter, the latest trend in social media, has recently become an important part of Kodak's social media activity. We have seen very tangible returns from our participation in Twitter, including media coverage, sales leads, increased consideration, and direct product purchase.

If you are thinking of taking the plunge and want to know how to get started, I recommend that you follow the simple steps outlined in this guide. Inside, you'll find tips from Jenny Cisney, our Chief Blogger, places to find us online, and a useful Social Media Policy Guide that you can adapt for your own company.

I strongly believe that if you get involved in social media, it will grow your brand, strengthen the connection between you and your customers and keep you grounded and aware of what people really think about your company. It's well worth the time invested.

A handwritten signature in black ink, appearing to read "Jeff Hayzlett". The signature is stylized with loops and a long horizontal stroke at the end.

Jeff Hayzlett
Chief Marketing Officer, Vice President
Eastman Kodak Company
Twitter: @JeffreyHayzlett

The social media landscape

There is a wealth of information about social media that exists both on and offline. We gathered a few definitions and facts that may help you better understand the landscape.

Facebook

Wikipedia says: Facebook is a social networking website that is operated and privately owned by Facebook, Inc. Users can join networks organized by city, workplace, school, and region. People can also add friends and send them messages, and update their personal profiles to notify friends about themselves.

Facts:

- More than 250 million active users
- More than 120 million users log on to Facebook at least once each day
- More than two-thirds of Facebook users are outside of college
- The fastest growing demographic is those 35 years old and older
- About 70% of Facebook users are outside the United States

Kodak uses Facebook to connect fans to our products and brand. When we do a media campaign we use our main Kodak Facebook presence to increase its audience base. If we created different Facebook pages for each campaign it would dilute our message and work against building a core fan-base.



Twitter

Wikipedia says: "Twitter is a free social networking and micro-blogging service that enables its users to send and read messages known as tweets. Tweets are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as followers. Users can send and receive tweets via the Twitter website, Short Message Service (SMS) or external applications.

Facts:

- 72.5% of the 44 million Twitter users joined during the first five months of 2009
- 93.6% of users have less than 100 followers, while 92.4% follow less than 100 people
- More than 50% of all updates are published using tools, mobile and Web-based, other than Twitter.com. TweetDeck is the most popular non-Twitter.com tool with 19.7% market share.
- There are more women on Twitter (53%) than men (47%)
- Twitter age demographic (% of total) Ages: 25-34 - 20%, 35-49 - 42%, 55+ - 17%



For your business, you can use it to quickly share information with people interested in your company, gather real-time market intelligence and feedback, and build relationships with customers, partners and other people who care about your company. As an individual user, you can use Twitter to tell a company, or anyone else, that you've had a great, or disappointing, experience with their business, offer product ideas, and learn about great offers.



The social media landscape

YouTube

Wikipedia says: YouTube is a video sharing website on which users can upload and share videos.



Facts:

- YouTube will serve 75 billion video streams to 375 million unique visitors in 2009
- Every minute, ten hours of video is uploaded to YouTube.
- User base is broad in age range, 18-55, evenly divided between males and females, and spanning all geographies.
- Fifty-one percent of users go to YouTube weekly or more often

We created a KodakTube account to host videos we were making for many purposes such as tradeshows, commercials, how-to's, interviews, and more. This provides greater visibility to assets we were already creating.



Blogs

Blogs

Wikipedia says: A blog is a type of website, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order. "Blog" can also be used as a verb, meaning to maintain or add content to a blog. The ability for readers to leave comments in an interactive format is an important part of many blogs.

Fact:

- There are 112 million blogs, with 120,000 new ones appearing each day.

Blogs are the heart of our social media efforts. We are not tied to a platform owned by someone else or limited to 140 characters in our messaging. We use this as a place for more detailed information, stories, showcasing awards and product reviews and more. We then link to blog posts from Twitter and Facebook to give the content greater visibility..

Myths

**Social media
is for kids.**

FACTS:

- 55.6 million adults, or just less than 1/3rd of the population, in the US now visit social networks at least monthly
- 80% percent of Twitter users are over 25
- The fastest growing Facebook demographic is those 35 years old and older

**It's popular in the
US but not in the
rest of the world.**

FACT:

- Close to 70% of the 250M Facebook users are outside the United States

**Social media isn't
for business.**

FACTS:

- Thousands of companies large and small are ramping up their social media efforts from large corporations to small neighborhood shops
- Conversations are happening about your industry, your company, your competitors and your customers whether you are there or not. What is your ROI (Return On Ignoring?)

10 Social Media Tips

from Kodak's Chief Blogger

Blog

- 1. Know what you are talking about.** If you are going to work with social media, be involved in social media. Start your own Twitter account, Facebook page, read blogs and get engaged. That is the best way to understand the culture, tone, best practices, and protocol.
- 2. Always be transparent.** When you are communicating in social media say who you are and who you work for. Don't try to be sneaky and plant comments, don't hire people to go out and say nice things about you and stay away from ghost writing. Be genuine and be real.
- 3. Be yourself.** Readers can see through marketing talk. Be passionate about what you do and let that show through your personality. Let people see you as a person, not a mouthpiece.
- 4. Post frequently.** It's a lot of work but don't post to your blog then leave it for two weeks. Readers won't have a reason to follow you on Twitter or check your blog if they can't expect new content regularly.
- 5. Add value.** Share tips, tricks, and insights. People's time is precious and they need to get something out of the time they spend with you. Make listening to you worth their time.
- 6. Respond.** Answer questions, thank people even if it's just a few words. Make it a two way conversation.
- 7. Listen to what others have to say.** Appreciate suggestions and feedback, it will make what you do even better.
- 8. Learn from your mistakes.** Don't be afraid to say you were wrong and be quick to make changes when you are.
- 9. Be external.** You don't have to be 100% internally focused. Link to other blogs, videos, and news articles. Re-tweet what others have to say.
- 10. Have fun.** If you don't like what you are doing, others will notice it and won't enjoy interacting with you.

Follow on Twitter:

@KodakCB

Jenny



Tips from the industry

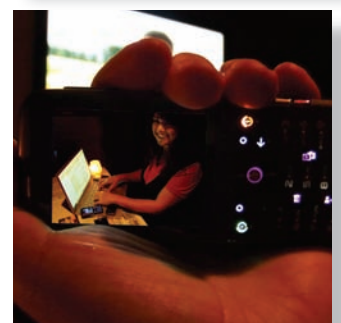
The interactive agency Razorfish released a report called “Fluent: The Razorfish Social Influence Marketing Report” that is a must read for marketers wanting to get smarter about social media. Here are a couple of highlights:

Brands must...

- socialize with their customers because “top-down” advertising isn’t going to work by itself.
- develop a credible voice along the parameters of engagement, humility, and authenticity.
- make their social relationships more symmetrical—that is, with value for both the brand and the customer.

This Top 10 list for Twitter usage is also included in the report:

1. Become familiar with Twitter by reviewing, or following, the activities of successful brands such as Dell (dell.com/twitter), Zappos (twitter.com/zappos) and Comcast (twitter.com/comcastcares).
2. Listen to what is already being said on Twitter about your brand.
3. Identify initial objectives for using Twitter, including what would qualify as a Twitter success story for your brand.
4. Look into competitive activities and potential legal considerations, especially if there is already a Twitter account that uses your brand’s name or other intellectual property associated with it.
5. Use the findings to decide on the appropriate opportunity such as offers or community building, tone of voice and method of engagement—that may be right for your brand.
6. Since Twitter is an ongoing activity—even if your company is only listening in—dedicate a resource to monitor the conversations and competitors.
7. Map out a plan for the content you will share, including valuable initial content to pique user interest.
8. Integrate your Twitter account throughout your marketing experience, by embedding it as a feed on the company Web site, including its URL in communications and so forth.
9. Maintain momentum by following everyone who follows you, responding to queries and joining in conversations without being too marketing oriented.
10. Provide ongoing direct value through your tweets by continuing to listen, learn and fine-tune your Twitter activities.



Getting started

Before you jump in to social media think about some basic questions:

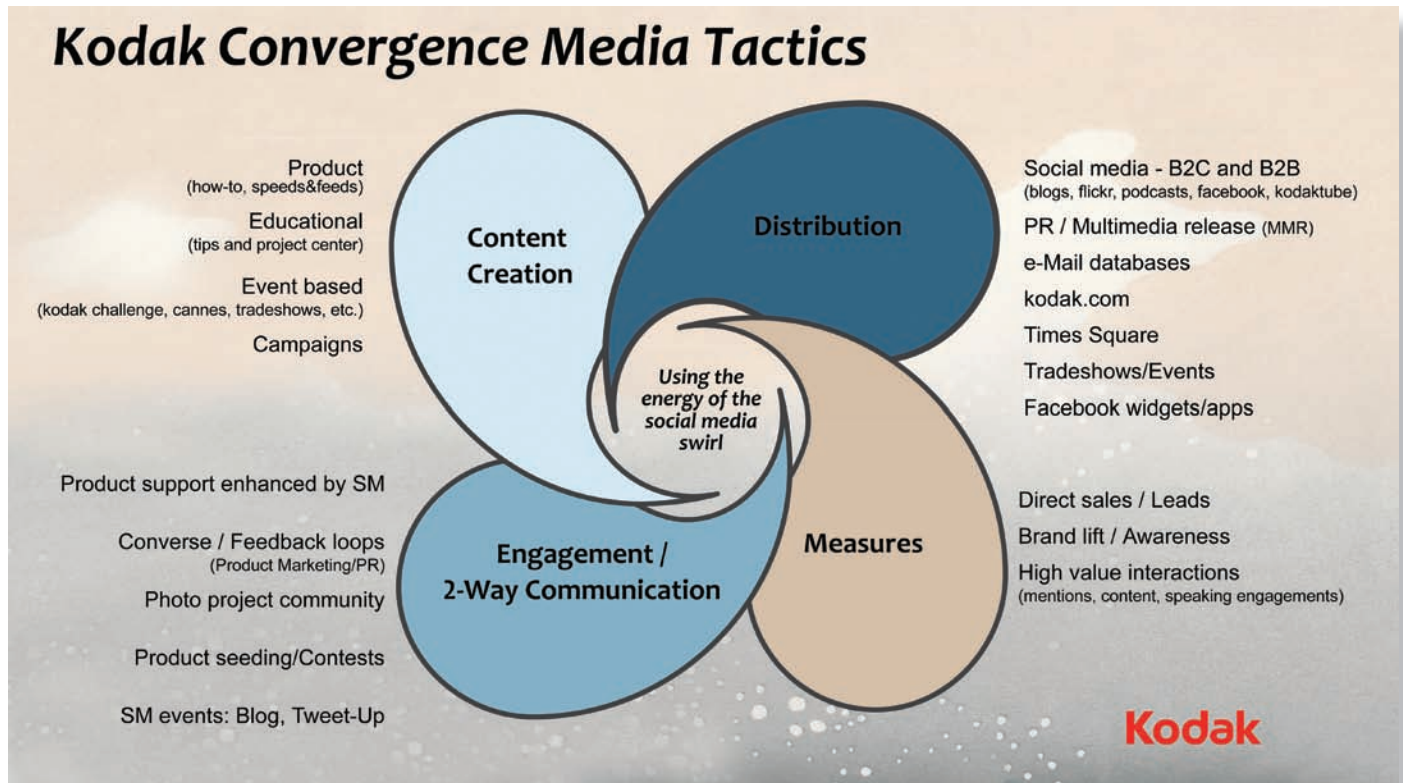
- *Why do I want to participate in social media?*
- *How can social media improve my business?*
- *How will social media be incorporated into my overall customer experience?*

Answers to these questions will help inform your engagement. Let's get going...

- ✓ **Set up profiles on Facebook, YouTube, and Twitter social networks.** It is best to use your name instead of an obscure nickname that people may construe as spam. Keep it as short as possible (e.g. John Doe instead of Jonathan Michael Doe. Be sure to create an avatar (profile picture) when you set up your accounts. Nothing says "newbie" more than having a default graphic inserted by Twitter or Facebook.
- ✓ **Download an application like TweetDeck or Seesmic to start "listening."** You can watch conversations on topics you care about; printing, photography, your company name or competitors, etc. If you see people's "tweets" you find of interest click on their profiles and see what other tweets they are making. If you find them engaging, "Follow" them. This way you will start to build your network.
- ✓ **Get a feel for the conversations.** You will see that people who come on too strong with marketing messages or who misrepresent themselves are not treated too well by the community. Think of the conversations you have in your daily life. What is interesting? Boring? Overbearing? Genuine? It is called *social* media after all.
- ✓ **Jump In.** Now that you have listened you can be more effective in your participation.
- ✓ **Add value.** People will want to know about your products and services. You do not have to hit them over the head to make them aware of them though. Give back to the conversation. Share your observations on the industry, trends that you are noticing, link to things you like, and dislike.



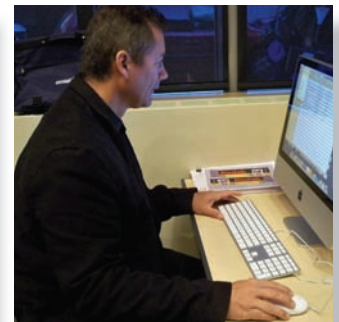
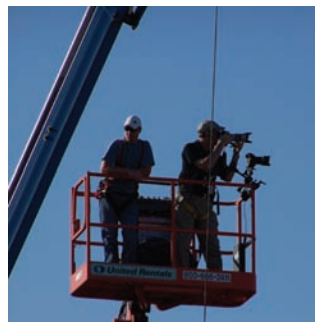
Kodak Tactics



We look at social media with a realistic lens. Companies cannot “control” or “harness” conversations about their products, people, or brand.

This graphic shows how we activate our organization around social media. There are a few Kodak specific terms shown here but the intent should still be applicable to any businesses needs.

On some level all companies are publishers. Content Creation, Distribution, Engagement, and Measures should be key areas of focus.



Some ways to measure your results...

- **Direct sales and leads** as a result of engagement
- **Reverb** – Message x Followers, Friends, BFFs, etc.
- **Engagement** – # of Videos x # of Views x Duration of video
- **Quality vs. Quantity** – “Content vs. impressions”
- **Old measures vs. New** – “Eyeballs and Ears vs. Hearts and Minds”

Kodak's social media policies

We developed a social media policy for Kodak employees that you might find helpful for your organization. Our people from Marketing, Information Systems, Legal, and Corporate Communications worked together to create these 10 “rules.” We hope that you find them helpful. Feel free to edit to suit your needs.

Getting involved in social media.

Follow these procedures to comply with our one-voice policy, and to protect Kodak and your own privacy and resources.

Kodak has been growing its participation in social media to strengthen our brand and our connection with customers and key influencers.

Networking sites like Facebook, Twitter, and MySpace, news sharing and bookmarking sites like delicious and Digg, and photo- and video-sharing sites like flickr and YouTube can be exciting new avenues for communication in our professional and personal lives. Used responsibly, they provide an effective way to keep abreast of new trends and topics, and to share information and perspectives. Kodak has thousands of followers who have subscribed to keep up with Kodak blogs, podcasts and “tweets” each day. The number continues to grow, as does the number of viewers watching content on KodakTube, our YouTube channel.

Given the reach of the internet, it's important that when you use these various media, you follow some basic procedures that support our “one voice” policy as described in the Business Conduct Guide. That policy applies to Kodak employees when they blog or participate in social media for work, but it should also be considered if personal blog activities may give the appearance of speaking for Kodak. Adhering to the following points in either situation will provide protection for you and Kodak.

Maintaining a good reputation – yours and Kodak's

1. Live the Kodak values. Always express ideas and opinions in a respectful manner.

- Make sure your communications are in good taste
- Be sensitive about linking to content. Redirecting to another site may imply an endorsement of its content.
- Do not denigrate or insult others, including competitors

In a real-life lesson, a worker in one company made disparaging ‘tweets’ about a client's headquarters city. Needless to say, some of the client's employees followed the individual on Twitter and were offended. Right or wrong,

they were upset not just with the individual, but with his company as well.

2. Be yourself – and be transparent. The story above illustrates how difficult it is to keep distinct lines between your personal and professional life in the online world. Even when you are talking as an individual, people may perceive you to be talking on behalf of Kodak. If you blog or discuss photography, printing or other topics related to a Kodak business, be upfront and explain that you work for Kodak; however, if you aren't an official company spokesperson, add a disclaimer to the effect: **“The opinions and positions expressed are my own and don't necessarily reflect those of Eastman Kodak Company.”**

Also, only those authorized by a company may use that company's logos and trade dress in communications, so be sure you do not include Kodak brand symbols or trade dress – or that of other companies – in your personal blogs or postings.

3. Protect confidential information and relationships. Online postings and conversations are not private. Realize that what you post will be around for a long time, and could be shared by others. Given that,

- avoid identifying and discussing others – including customers; suppliers, your friends and co-workers – unless you have their permission
- obtain permission before posting pictures of others, **or before posting copyrighted information;**
- never discuss proprietary Kodak information, including sales data and plans, company finances, strategies, product launch information, unannounced technology or anything considered “confidential.”

To better understand what is – and is not – acceptable in any type of communication, review the Kodak Business Conduct Guide.

4. Speak the truth. If you are in a discussion that relates to Kodak or its products, don't make unsubstantiated claims about features, performance or pricing. If you need to respond or make a comment on something specific, verify details through company-published information (such as product pages on kodak.com). Also, because situations change, make sure references or sources of information are current.



5. **Keep your cool.** One of the aims of social media is to create dialogue, and people won't always agree on an issue. When confronted with a difference of opinion, stay cool. Express your points in a clear, logical way. Don't pick fights, and correct mistakes when needed. Sometimes, it's best to ignore a comment and not give it credibility by acknowledging it with a response.
6. **Stay timely.** Part of the appeal in social media is that the conversation occurs almost in real time. So, if you are going to participate in an active way, make sure you are willing to take the time to refresh content, respond to questions and update information regularly, and correct information when appropriate.

Protecting your, and Kodak's, privacy and resources

7. **Be careful with personal information.** This may seem odd, since many sites are created to help promote sharing of personal information. Still, astute criminals can piece together information you provide on different sites and then use it to impersonate you or someone you know – or even re-set your passwords. Similarly, "tweeting" real-time about your travels may confirm you aren't at home – letting someone target your house. So, be careful when sharing information about yourself or others.
8. **Don't be fooled.** If you do post personal information on a site like Facebook or Twitter, criminals can use it to send you emails that appear to come from a friend or other trusted source – even the site itself. This is called "phishing." The lesson is: Don't click links or attachments unless you trust the source. For example, be wary of emails that say there is a problem with your account, then ask you to click on a link and input your username and password. The link may connect to a site that looks exactly like Facebook, Twitter, your bank's web site, but is really a fake site used to get even more personal information. This ploy can also be used to infect your computer with a virus or keystroke logger.
9. **Disable dangerous privileges.** If a site allows others to embed code – like HTML postings, links, and file attachments – on your page or account, criminals can use them install malicious software on your computer. If possible, disable the ability of others to post HTML comments on your home page.

10. **Heed security warnings and pop-ups.** There's a reason your security software provides warnings like:

- "A process is attempting to invoke xyz.exe. Do you wish to allow this?"
- "The process 'IEXPLORE.EXE' is attempting to modify a document 'X.' Do you wish to allow this?"

Never allow or say "yes" to such actions, unless you know that they are safe.

Social media is growing at an amazing rate – and Kodak is a leader in this area. The ability to engage online with our customers, prospects and industry influencers is an important part of our marketing and our brand strategy. Following these procedures will help ensure we stay on course as a company, and at the same time safeguard your personal privacy.



Kodak social media activation examples



Listen and Respond

Our product vs. our competitors

Late in 2008 we saw a growing number of queries in the Twitterverse asking for information comparing our new Kodak pocket HD video camera with our competitor's model. These questions weren't necessarily directed at Kodak but we saw this as opportunity to address an unmet customer need.

We put together a blog post that was an aggregation of 5 user generated comparison reviews, not always gushing about Kodak, we might add. As we saw queries in Twitter, we would identify ourselves as being from Kodak (transparency is a must!) and point them to the comparison review post. We would say that we hoped that this helped them and without fail they were appreciative of the information.

Ask yourself...

Are you missing opportunities by not listening?

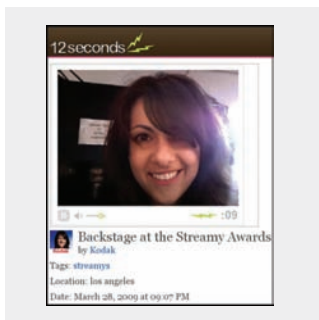
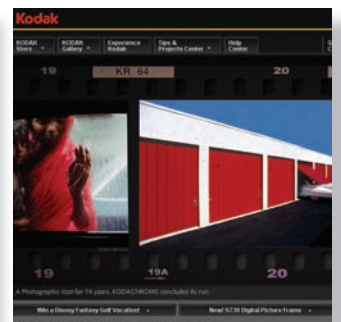
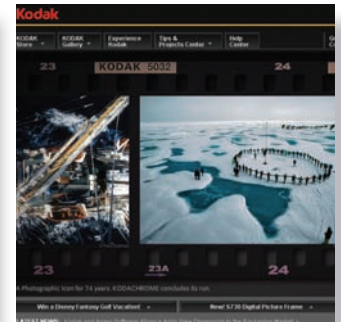
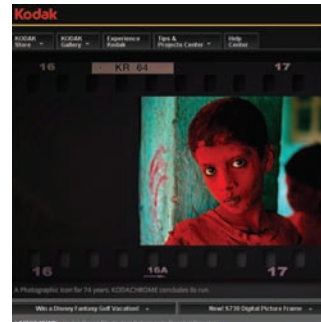
We are coming your way. Fore!

2009 is the first year of an exciting program for Kodak and the PGA. This unique partnership has a strong online activation component including a website, blog posts, and Twitter account. We launched a Fantasy Game that is getting great traction.

Social media brings the Kodak Challenge action to fans on a weekly basis by connecting to their personal networks.

Ask yourself...

Are you activating your events using social media?



Getting ahead of the conversation

On June 22, 2009 we retired Kodachrome film after a 74-year run. For a variety of reasons it made sense and we wanted to ensure the story was communicated properly. This program was done entirely online. We featured; an interactive slideshow of amazing photographs shot on Kodachrome film on the homepage of Kodak.com. We brought influential bloggers in to tour our factories and provided them access to execs to answer any questions they had. Podcasts and blog posts rounded out the coverage.

Our blog posts had hundreds of comments, not all flattering for Kodak but the fact that we had this forum in place said much about our understanding of the importance of this iconic product to our customers. We saw more than 100,000 visits to this blog post from 135 different countries.

Beyond your tradeshow floor

Kodak is using social media to expand its presence beyond the tradeshow floor bringing our messages directly to people worldwide.

We augment traditional press materials like releases and spec sheets with blog posts and video interviews generated directly from the show. We have seen tremendous results with expanded coverage by both traditional and new media.

The successes we have seen in our communications and coverage has reshaped the way we approach tradeshow. Social media is now an important element of every show.

Ask yourself...

Are you getting the most from your tradeshow investment?

Ask yourself...

When there are important announcements for your company or industry, are you out in front of that conversation?

Troubleshooting Social Media

Q: Someone left a negative comment on our blog/
Facebook page/Twitter/YouTube video!

A: Don't panic! Assess the comment to understand if it has merit or not. If the commenter has a legitimate complaint, use it as an opportunity to thank them for their feedback and take it into consideration to improve your business.

There will be people that leave comments who are beyond appeasing and will not be reasonable. That's okay and you can move on. You may be surprised at other commenters that come to your defense.

Q: No one is following our blog/Twitter!

A: It won't happen overnight — unless you're a famous celebrity. Start grassroots. Tell your friends, family, employees and affiliates to check out your sites, follow you, and spread the word. Participate on other sites and they will start to reciprocate.

Q: I don't have time to do all of this!

A: Don't try to do it all yourself. Find experts and passionate people in your organization to contribute to blog posts and Twitter feeds. Not only does it provide you with more content, but it socializes your company as a whole to the community.



Where you will find us

See first-hand how we do it - what kinds of information we share, the tone we use, and the places you will find us. Our social media efforts can be found at: <http://www.kodak.com/go/followus>. The engagement with our customers, prospects, fans, competitors ;-), and people who love imaging energizes each day (and night!).



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[@JeffreyHayzlett](#)
[@KodakIDigPrint](#)

[@GalleryExposure](#)
Europe: [Kodak_DE](#)
Asia: [@GordWeisflock](#)



www.facebook.com/Kodak
www.facebook.com/Kodakchallenge



www.youtube.com/user/KodakTube



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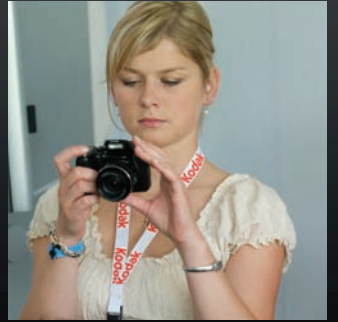
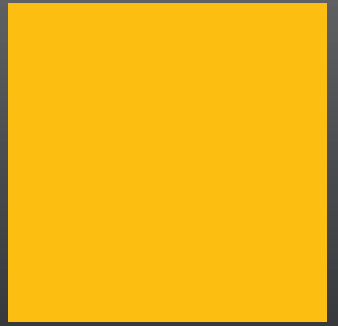
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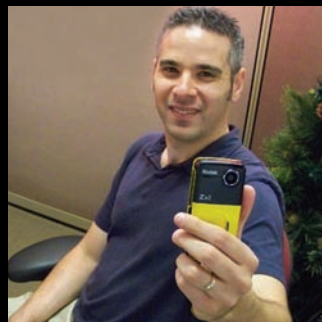
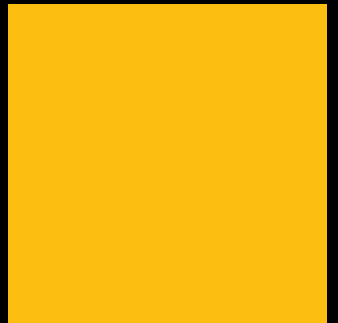
Gear for video on the go

Kodak makes products that facilitate content creation. Our pocket HD video cameras are hugely popular and are used by countless vloggers, media pundits, and just about everyone else. These über simple devices make it easy for your company to generate content. Customer testimonials, event coverage, employee activities, how-to videos, and more. What are you waiting for?

For more information, check out:
www.kodak.com/go/Zx1
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