

PRESS RELEASE

**Melcrum establishes The Social Media Benchmarking Group**

9<sup>th</sup> June

- Meeting on 10<sup>th</sup> June in London
- Major corporations already signed up

Melcrum has announced the foundation of The Social Media Benchmarking Group – a community of communications practitioners pioneering social media for internal communication at large organisations.

Melcrum CEO Victoria Mellor explains, ‘our new Social Media Benchmarking Group is designed specifically for internal communicators leading social media initiatives at large organisations. Membership already includes companies such as Coca-Cola Enterprises, Ericsson, RBS, HSBC, Belron, SABMiller and Axa.’

Says Mellor, ‘Our shared cost membership model means that members will get high-quality benchmarking and research at a fraction of the cost of hiring a consulting firm. If you’re in charge of social media programs inside the firewall at your business, then the Social Media Benchmarking Group can help you in this crucially important new area of internal communications.’

According to Marged Lloyd, senior manager – online communications, group corporate affairs at Standard Chartered, ‘Most of us in the industry agree that social media is making a dramatic difference to the way organisations need to communicate with their staff, and most also agree that new corporate approaches are needed. The question is, how do you know which approaches work? And how do you measure their effectiveness? In this relatively new environment, there are no rules set in stone – so peer-to-peer collaboration and shared experience is so important.’

The Group will meet quarterly to share successes and challenges in an open-discussion format facilitated by Melcrum – who will also contribute its latest findings in this area from a research agenda driven by ongoing member feedback and need.

The Group will also help organisations in building a business case for social media and getting senior management and IT buy-in as well as providing guidance on how to integrate social media tools with existing intranets.

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### **About Melcrum**

Melcrum, a privately held research and training business, is the leading authority on best practice, emerging trends and strategy in internal communication. Melcrum advises internal communication leaders at 69 per cent of the Global Fortune 100 largest organizations and 84 per cent of the FTSE 100. Through independent research and executive education, Melcrum helps internal communicators achieve the rewards and recognition they deserve.

With global networks and offices in the UK, US and Australia, Melcrum researchers and editors spend their time meeting and talking to practitioners to find out where the best work gets done. Melcrum makes these tools, techniques, and case studies available to its members through publications, research, events, forums and web sites.

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