

## **Melcrum Social Media Benchmarking Group announces dates and topics for remainder of 2010**

- *Balancing Social Media Business Innovation & Governance*
  - *Overcoming the Social Media Measurement Challenge*

**London, 2 July 2010** -- Following on from Melcrum's recent Social Media Benchmarking Group session in London on June 10th, the organisation has announced dates and topics for the remaining Social Media Benchmarking Group meetings to be held in 2010. Based entirely on feedback around areas of interest to members of the group that comprises European Fortune 500 companies from across industry and geography, the session agendas will focus on:

### **September 30th 2010 - Balancing Social Media Business Innovation & Governance**

Key themes to be explored at this event include:

Who should define and moderate your SM governance policy?

How are companies developing a sense of responsibility amongst employees for what they say in SM channels, and how they say it?

How do companies develop operating principals / frameworks across multiple business divisions that often think of themselves as separate companies? What is the role of the central team here?

### **December 2nd 2010 - Overcoming the Social Media Measurement Challenge**

Key themes to be explored at this event include:

What evaluation criteria are our senior leaders looking for to justify continued SM investment?

How are companies blending hard (clicks, response rates) and soft metrics (engagement) to fully evaluate SM ROI?

Can we link SM activity to business outcomes to create the 'ultimate' metrics?

The Social Media Benchmarking Group is a community of communications practitioners who are pioneering social media for internal communication at large organisations. It provides a 'safe space' for organisations exploring the business potential of Social Media, to come together and discuss key challenges in order to compare and benchmark their findings.

Rebecca Richmond, Melcrum's Research Director and facilitator of these events says, "We're excited to be drilling down into these two important areas and helping major organizations overcome governance and measurement challenges by sharing our perspective on best practice whilst enabling senior internal communicators to exchange ideas across the table".

For more information about these events, please contact Rebecca Richmond, Research Director, at [rebecca.richmond@melcrum.com](mailto:rebecca.richmond@melcrum.com).

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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.

### **About the Social Media Benchmarking Group**

The Melcrum Social Media Benchmarking Group is a community of communications practitioners tasked with pioneering social media for internal communication at large organisations. The Group meets quarterly to share successes and challenges in an open-discussion format facilitated by Melcrum – who also contributes its latest findings in this area from a research agenda driven by ongoing member feedback. Membership includes companies such as Coca-Cola Enterprises, Ericsson, RBS, HSBC, Belron, SABMiller, Ferrovial and Axa.

For further information visit [www.melcrum.com](http://www.melcrum.com) or contact:

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