EMPOWERMENT THROUGH SOCIAL MEDIA
MEDIA PRIMA BERHAD TODAY

TELEVISION BROADCASTING

PRINT MEDIA

PAY CHANNEL - IPTV

OUTDOOR

RADIO NETWORKS

NEW MEDIA

CONTENT CREATION

INTEGRATED MEDIA GROUP
How social media started at MPB?

• As a communication tool - part of corporate communications
• A big part of our promotional tool, teaser to key initiatives
  – To get consumers’ feedback
  – First to consumers strategy
• Almost all media platforms have their respective social media pages
• Social Media executives
  – Editorial & brand guidance
We use social media in everything we do now

IMPACT?
FACEBOOK

Facebook complemented the ABPBH microsite by linking to articles and videos generated and was used to run competitions.

Facebook Likes: 63,381 (as of 12 Apr 2011) (increased by 104% from 2010)

http://www.facebook.com/ABPBH

TWITTER

Used primarily to interact with fans and nominees, to provide live event coverage, and to share and retweet content generated by fans. Fun contest was run to reward twitter followers too.

Tweet Count: 4,811
Followers: 24,416 (as of 12 Apr 2012) (increased by 207% from 2010)

https://twitter.com/abpbh

YOUTUBE

Videos posted were primarily interviews or event coverage. Channel Created on 29 Nov 2011.

Videos Uploaded: 44
Total View: 170,124 (as of 12 Apr 2012) (increased 62% from 2010)

http://www.youtube.com/user/ABPBHvids
SOCIAL MEDIA PARTY (PARTI LAMAN SOSIAL)

• A TV3 Facebook contest was held 2 weeks before the finale to get AJL26 fans to win exclusive access passes.

• 10 lucky AJL fans with strong Facebook or Twitter network gets access to the Red Carpet & Backstage to give a different insight to AJL and to further promote the hashtag #AJL26

Hashtag #AJL26, trending at NO. 1 during the event on 29 Jan 2012 from 94,000 tweets by 21,700 Twitter users
1,000 tweets generated 933,372 impressions, reaching an audience of 645,338 followers

*Statistics from hashtracking.com

Reach: 42,191 persons
Exposure: 45,073 impressions

*Statistics from tweetreach.com

HASHTAG #ASK2011

Trended at #2 in Malaysia
Over 9,400 comments on campaign related posts

1 million reach throughout the duration of the awards show

*Statistics from facebook.com*
#MY Syg
Share Your Best Moments in Malaysia
#MYSyg trended at #2 on launch date 19 July 2012
Almost 100 video submissions
4,000 photo submissions
10,190 text
25,386 Mentions on social network
Experiences of effective, responsible and secured social media

HOW?
**DO**
- Be real & honest
- Empower the team
- Careful messaging but in layman terms
- Interact
- Allow your brand to fit into the digital space & work around it

**DON’T**
- Moderate
- Censor
- Sound too corporate
- Force your brand
- If you can’t maintain it, don’t do it
Empowerment Through Social Media

THANK YOU