

Social Media in Canada

Sales & Marketing
May 2011



Agenda



- The case for Social Media in Canada
- The U.S. Experience
- What platform do we propose?
- What content will we share?
- How do we make sure they play nice?
- Questions
- Next Steps

Why should Zurich participate?



- Positions Zurich as a leader

- Two-way conversation



- **These conversations are already happening without us!**

The U.S. Experience @ZurichNAnews, @ZurichAdvocate



ZURICH®

North America News

@ZurichNAnews:

The latest news about Zurich, a leading property & casualty insurance provider globally and in North America.

- www.ZurichNA.com
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- www.ZurichRiskEngineering.com

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 **ZurichNAnews**
ZURICH

That's you!

Lists

Don't miss tomorrow's Zurich-sponsored @Advisen webinar: Managing #Risk through the Economic #Recovery <http://ow.ly/4gwCT> #riskmanagement

10:21 AM Mar 17th via HootSuite

Name Zurich

Web <http://www.zurich...>

Bio The latest insurance and risk management news from Zurich in North America, a leading property & casualty insurer and part of Zurich Financial Services Group.

1,991 **1,643** **79**
following followers listed

Tweets 865

Favorites

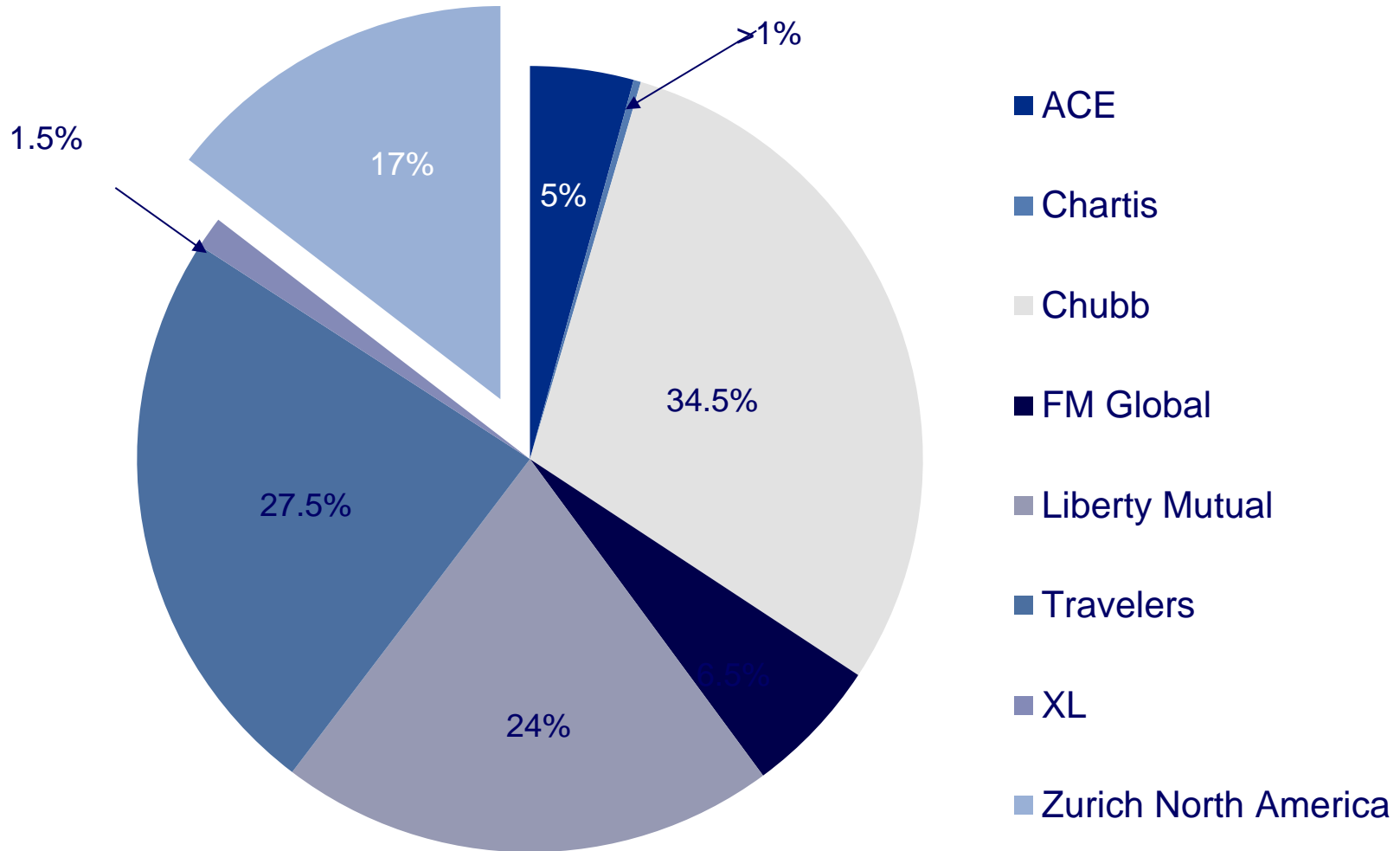
Lists

[risk-managers](#)





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The U.S. Experience

Competitors using Twitter



Evaluation of Social Media outlets

Site	Pro	Con
 Facebook	<ul style="list-style-type: none">• Arguably the most widely known Social Networking site	<ul style="list-style-type: none">• Largely B2C
 LinkedIn	<ul style="list-style-type: none">• Access to professionals in many industries	<ul style="list-style-type: none">• Discussion groups are difficult to focus• Consider for HR
 Twitter	<ul style="list-style-type: none">• Widely used in the business community• Short, timely messaging	<ul style="list-style-type: none">• Short, timely messaging
 instouch the insurance industry's social network	<ul style="list-style-type: none">• Specific to the insurance industry	<ul style="list-style-type: none">• Low membership

And the winner is...

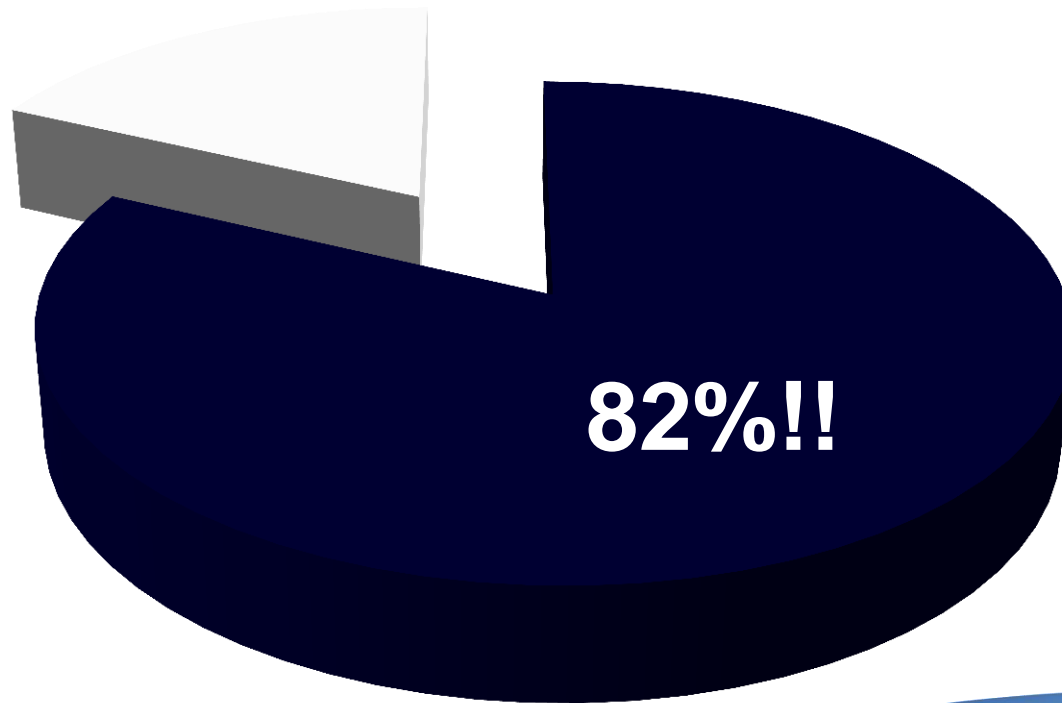


twitter

Social Media for Business???



- 82% of Fortune 100 companies update and communicate through Twitter weekly¹



From: "A Little Bird Told Me: Twitter and the RS Fleet Team",
Marc DeBruyn, March 15, 2011

¹<http://www.atkinsonpr.com/blog/stats-business-use-of-social-media>

Top 5 Business Reasons for Twitter



1. Listening
2. Sharing content
3. Ask questions
4. Extended reach
5. Extra “touch points”

How will we participate?



- @zurichcanada.com
- Minimum 2x per week
- Content:
 - Risk Tips
 - Zurich Canada news
 - Re-tweets of other relevant content

Sample Tweets

Zurich and Industry News



- ZurichBuildersRisk.ca: do you have what it takes to win?
<http://bit.ly/eDDDwE>
- RT@ZurichNAnews - Just had some exciting conversations re #RIMS2011. Can't wait to tell the Twitterverse all the great things going on in Zurich's booth 1103!
- Protect your profitability from breaks in the chain
<http://bit.ly/hPj7Kf> #supplychain
- Gravity--what's it costing you?
<http://bit.ly/e9dCYK>
- Zurich announced 2010 Annual Financial Results on February 10, 2011. Read the full release:
<http://bit.ly/gf24nb>

Sample Tweets

Risk Services - Safety Tips



- Driver rear-end collisions a problem for your fleet? Time to protect yourself and others by considering defensive driving course options.
- Use a fleet newsletter to promote your safety culture! Commend good behaviour, take driver contributions, and keep drivers informed.
- Are your drivers still up to scratch? Annual road tests give you a great look at your drivers' performance, including good AND bad habits!
- Your drivers have extinguishers, but have you trained them on how to use them in an emergency?

Who will control posting access?



- Central account using HootSuite managed by Communications:

A screenshot of the HootSuite web interface. At the top, there's a search bar with 'oose message...' and a 'Send Now' button. Below that, a browser tab shows 'zurichcanada (Twitter)'. The main content area is divided into three columns: 'Home Feed', 'Sent Tweets', and 'Mentions'. The 'Home Feed' column shows tweets from 'BusInsMagazine' with various news snippets. The 'Sent Tweets' column shows tweets from 'zurichcanada' with dates and content. The 'Mentions' column shows tweets mentioning 'zurichcanada', including one from 'TheRemote' and another from 'ZurichAdvocate'. A 'Loading More...' button is visible at the bottom of the mentions column.

How do we make sure they play nice?



- “Mentions” are automatically tracked
- Monitoring tools: Google Alerts, SM2
- New content already reviewed
- Add disclaimer and TOU in the profile

QUESTIONS?

Next Steps

Status	Step	Target Date
<input checked="" type="checkbox"/>	Develop strategy in accordance with Zurich Social Media guidelines	Completed April 30
	Key group feedback	May 24
	Soft-launch to build content	May 24
	Publicize internally <ul style="list-style-type: none">• E-News• Channel Z	May 30
	Publicize externally <ul style="list-style-type: none">• News Release• zurichcanada.com• NewzBlast• Staff email signatures	June 6

THANK YOU!