



Barbara Kalicki, MBA

Digital & Social Media Marketer, MBA
Chicago, Illinois | Marketing and Advertising

Agenda



Introductions



Accuity social story – where we are at....



Principles of social selling



ICIS social media case study / **Dan Barnard; James Averell & Benjamin Devoise**

Break: 5 minutes



Social media tools



LinkedIn – growing you – growing **Accuity** + **team task**



Twitter tactics & strategies + **team task**



What can **YOU** do on social...

Break: 5 minutes



What are the competitors doing on social + **discuss examples**



How can you use social media? Round up + **team task / discussion**

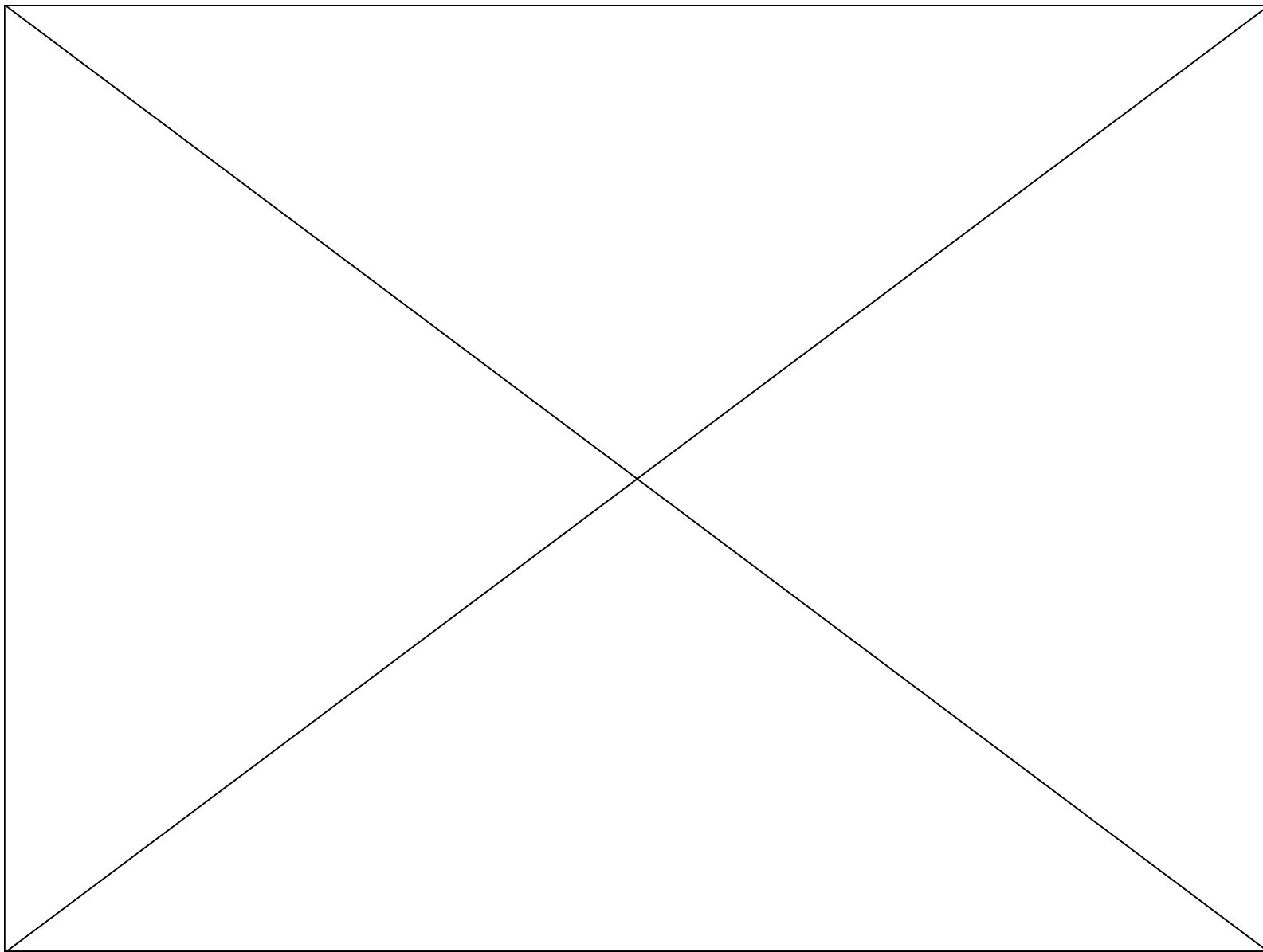


Competition

Enough about me.... Who are you?





A message from Hugh





Accuity social story

    Top Level



  Brand 'divisional'
Level



  Accuity Individuals



Types of Posts – Social Media

Accuity Henry Balani, Head of Innovation at Accuity participating on a panel titled "The digitization of trade and the supply chain: Seeking critical mass" last week in NYC at the GTR Conference!



Events/Tradeshows

Accuity @AccuityTweets · Dec 1
Access global correspondent **#banking**
#data and intelligence with our Financial
Counterparty **#KYC** solutions:
bit.ly/1vlcRXe

Accuity Finextra: "...digital payments can provide the speed, security, transparency, and cost efficiency needed to increase financial inclusion..." Our solutions provide accurate high quality payment data to support straight through processing. <http://bit.ly/1vlcRXe>



Finextra: Digital payments crucial to economic growth - World Bank report
bit.ly · Governments should step up efforts to boost the use of digital payments in developing countries to increase financial inclusion, empower women and spur economic growth, according to a World Bank report.

Like (6) · Comment · Share · 6 months ago

Souleymane Sanogo, Sfaxi Kamila +4

Products / Services

Accuity Read the Hubbis article "Surviving the era of regulatory compliance" featuring Hugh Jones



Surviving the era of regulatory compliance - Asian Wealth Management and Asian Private Banking - Hubbis

bit.ly · While the cost of compliance today might be high, and rising, the cost of non-compliance is higher. Much higher. It has become common to see the world's largest financial institutions in the headlines, being slapped with substantial penalties and...

Like (11) · Comment (1) · Share ·

Simon Lemos, Alison Holland, CAMS +9

Marc Green CAMS Excellence
21 days ago

Add a comment...

**Articles / News /
Blog / Free Content**

Accuity @AccuityTweets
#duediligence is ever evolving : Find specific national trends to help your company stay ahead bit.ly/1HiJAbA **#compliance**

View summary

Cognito @CognitoPR
@AccuityTweets featured in
@AmerBanker today regarding new set of
broker/advisor **#FINRA** advertising
guidelines - cog.to/15nSLDT


PR / Cognito

Top 10 Posts by Accuity on Social

Message	Clicks
Despite a wealth of powerful financial processing capabilities available to companies deploying SAP,	116
Read the Hubbis article "Surviving the era of regulatory compliance" featuring Hugh Jones	85
Join Accuity's London Trade Finance Workshop on 27th January 2015 to learn and discuss today's ke	69
Accuity will be hosting a complimentary "Master data management: Driving payment efficiency" web	47
Accuity Executive to Speak at GTR's North America Trade & ExportFinance Conference in New York	32
Did you miss the webinar on Trade Based Money Laundering: "Capturing Risk and Mounting an Effect	29
Accuity Data Expert to Speak at the Canadian Institute's 14th Annual Forum on Anti Money Launderi	24
Read the article "What can banks learn from the FIFA scandal" written by Henry Balani, Head of Inn	23
Join Accuity's Toronto Trade Finance Breakfast Briefing on April 23rd, 2015 to learn and discuss toda	22
Visit Accuity booth #20 at the ACAMS 11th Annual AML & Financial Crime Conference Europe in Lond	20

Types of social media connections....

Accuity Read the Hubbis article "Surviving the era of regulatory compliance" featuring Hugh Jones



Surviving the era of regulatory compliance - Asian Wealth Management and Asian Private Banking - Hubbis
 bit.ly · While the cost of compliance today might be high, and rising, the cost of non-compliance is higher. Much higher. It has become common to see the world's largest financial institutions in the headlines, being slapped with substantial penalties and...

Organic
 Targeted to: All Followers

3,759 impressions	38 clicks	18 interactions	1.49% engagement
-----------------------------	---------------------	---------------------------	----------------------------

[Sponsor update](#)

Like (13) · Comment (1) · Pin to top

Simon Lemos, Alison Holland, CAMS +11

Marc Green CAMS Excellent Article


Henry Balani follows

Kevin B. Maher @KMaher04
 The @AccuityTweets #TradeFinance Breakfast Briefing in New York is about to kick off!



View photo

Accuity Successful Accuity Event on "Sanctions and Trade Finance: actual trends and challenges" presented by Alessandro Vitucci, Key Account Manager for Accuity, today in Milan!



Organic
 Targeted to: All Followers

3,940 impressions	19 clicks	18 interactions	0.94% engagement
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[Sponsor update](#)

Like (18) · Comment (5) · Pin to top · 18 days ago

Sean Norris, CAMS, Eva Gheorghiu +16

Oleg Zadalnia Perfetto, Dott. Alessandro Vitucci
 18 days ago

Frederic Jubin Well done Alessandro, I hear first hand this was an extremely successful Accuity event
 18 days ago

Henry Balani Great to see Accuity well represented. @Accuitytweets
 17 days ago

Paolo Rodolfi Great job Ale !
 17 days ago

RELX Group and 1 other follow

SWIFT @swiftcommunity ·
 RT @AccuityTweets: #KYC theme again emerges at compliance forum- do you know your customer enough? #sibos

6

FX-MM Magazine @FX_MM_Magazine
 @AccuityTweets explains how regulation and technology combine to bring benefits to corporates bit.ly/1zcUUzF

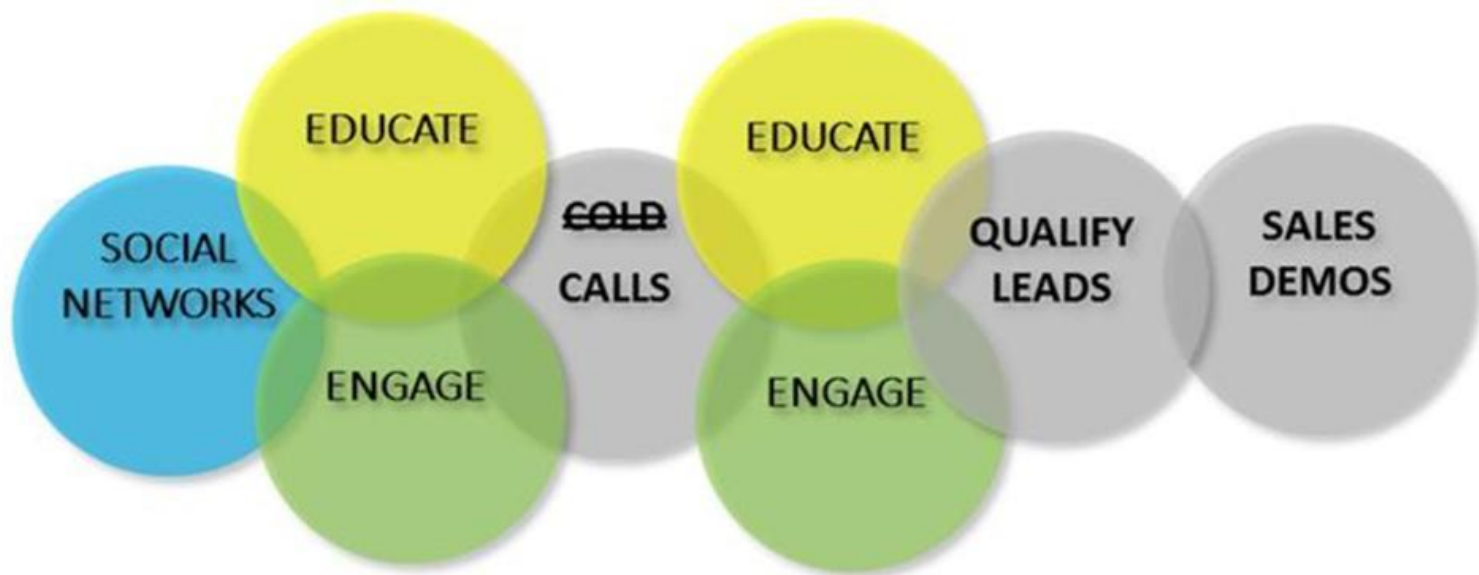


View photo

Principles of Social Selling



THE REAL **NEW** SALES MODEL



**“what’s
in it for
ME?”**



Early bird catches the worm....

“what’s
in it for
ME?”

ACCUITY

Blow the competitors out of the water.....



The Compliance Practice of Maroon Analytics



**“what’s
in it for
ME?”**

ACCUITY



Tactics & strategies for using social media

1. Use social media to break the ice



2. Leveraging on social media for warm referrals



3. Catching new opportunities with social media





CASE STUDY

How the ICIS Sales team are using social media...



Benjamin Devoise
Account Manager
ICIS

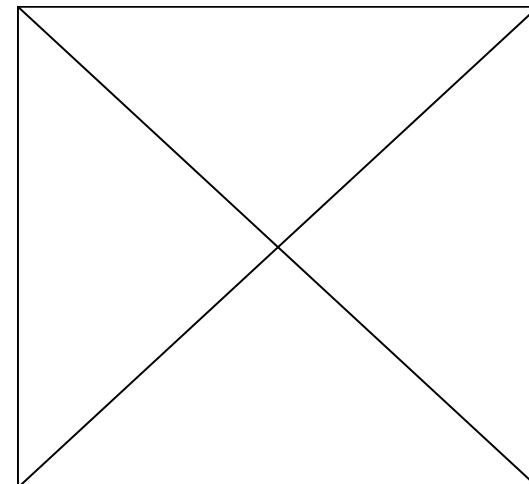
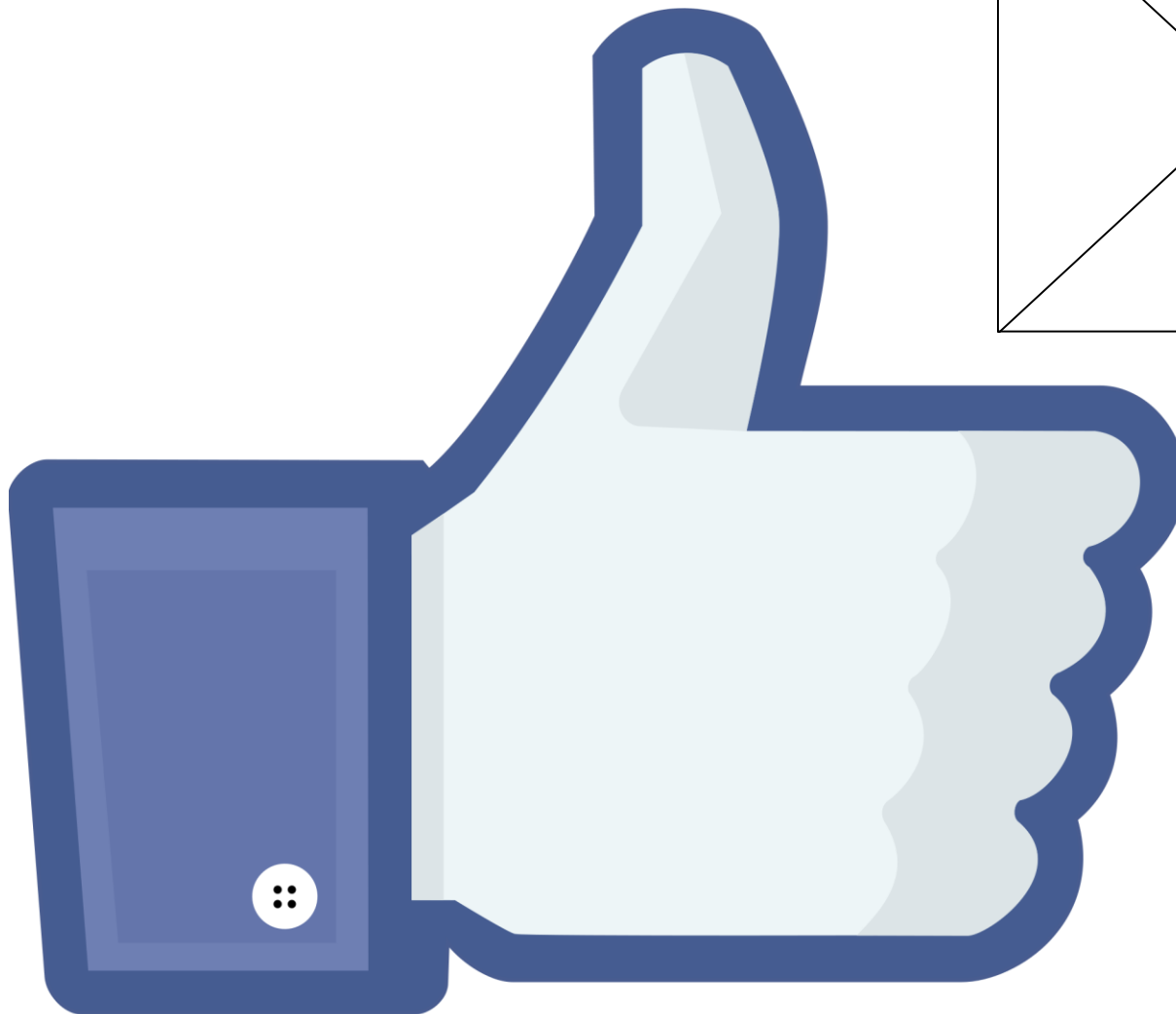


Dan Barnard
Global VP
ICIS Sales



James Averell
ICIS European
Sales Manager

“Why care, why share?”



"Marketing is no longer about the stuff that you make, but about the stories you tell."

Seth Godin

Adopting a social strategy

1. Identify champions



Benjamin Devoise

Helping companies redefine and optimize their purchasing efforts through independent petrochemical pricing information

London, United Kingdom | Information Services

Current ICIS
Previous Leaders League, Winslow Technology Group, LLC, Lanson International
Education Grenoble Ecole de Management, University of Business

Send a message

Relationship Contact Info

Background



Summary

At ICIS, we deliver intelligent information quickly and efficiently so professionals can make better decisions. We combine industry expertise to deliver critical information to leading decision makers in the petrochemical industry.

I believe that if you are not innovating, you are going backwards.

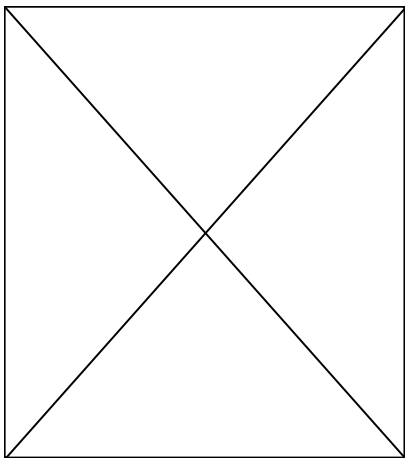
Co-founder of an automotive-focused initiative within ICIS:

2. Agree actions

- Clean up profile
- Expand network
- Start posting!*
- Start following

*"Why care, why share?!"

1st



LinkedIn	Total Connections	New Connections	Posts
Ben	752	25	11
Akmal	835	49	10
Vadym	531	7	1
Lari	189	26	12
Dan	211	30	7
Henrique	1,208	11	1
Andre			
Fabio	359	12	20
Jasvir	57	11	

3. Track activity

Most-viewed members at ICIS

1



Maribel Colmenares
Reed Elsevier, Sales executive at ICIS

2



Akmal Sultanov
Senior Account Manager & FERTILIZERS responsible at ICIS

3



ROLAND KESTER CHER
Global Business Development Manager at ICIS.

4



Ranjana MK
European LNG Pricing at ICIS

4. Create competition

5



Benjamin Devoise
Helping companies redefine and optimize their purchasing efforts through independent petrochemical pricing information

6



Jason Bean
Inside Sales Manager - The Americas

7



Luis González
Account Manager - The Americas at ICIS

8



Sophie Udubasceanu
Lead Reporter at ICIS

9

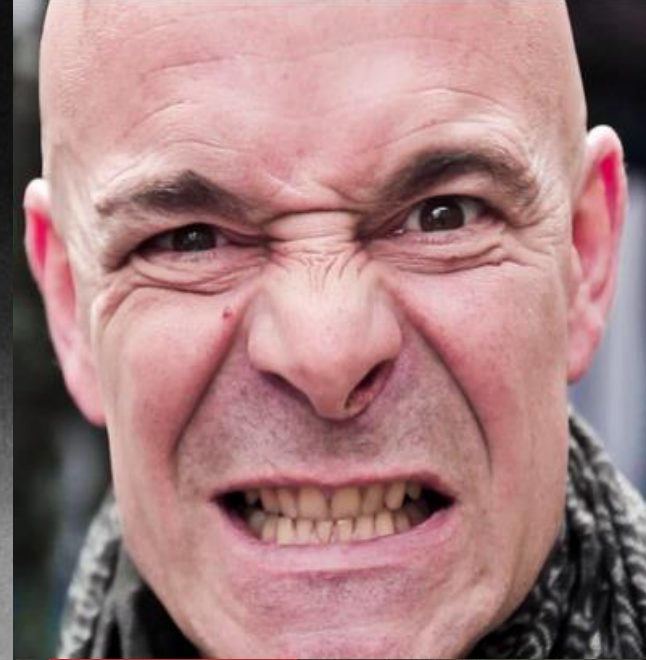


Mina Yu
Industry Analyst at ICIS

10



Deepika Thapliyal
Fertilizer Editor, ICIS at RBI - UK



The
Economist

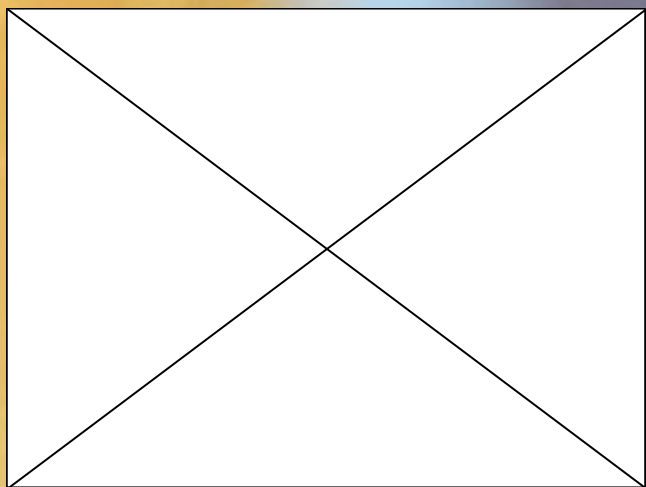
MARCH 5TH - 11TH 2011

Economist.com

In search of a Republican challenger
Getting rid of Qaddafi
Europe's week of resignations
Tata's lesson for multinationals
Psychotherapy without therapists

Just as the world
economy was
recovering





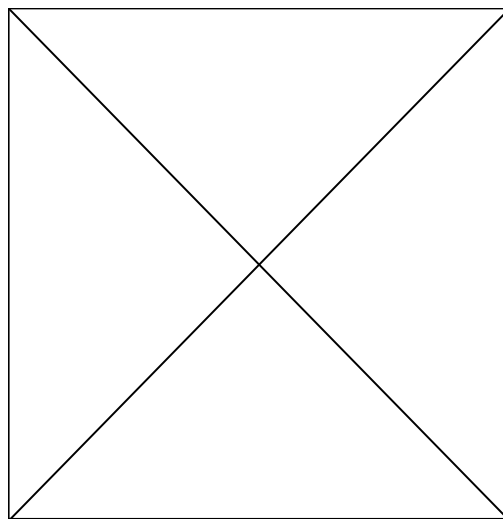
Real life scenario – ICIS Automotive

Vision Statement

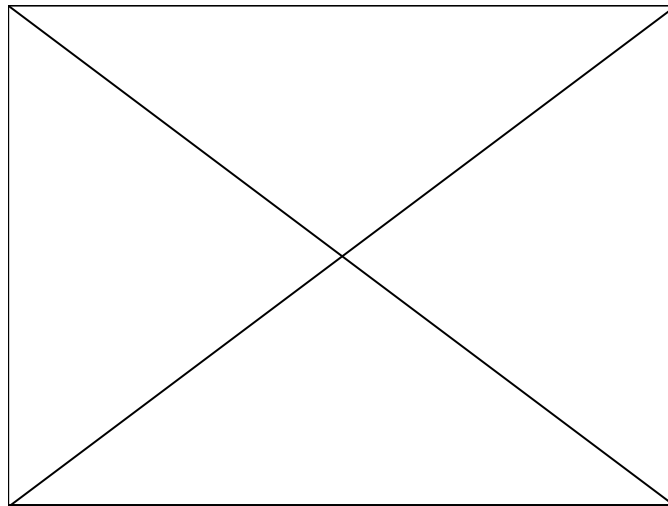
To create a highly profitable Automotive division within ICIS. Working alongside industry leaders to develop needs based product propositions and analytical services for both Automakers and their supply chain.

This starts with knowing your audience.

Do you really know who you are you talking to?



The importance of social media in developing ICIS Automotive



Simion Constantin

cost engineer at Jaguar Land Rover

Royal Leamington Spa, Warwickshire, United Kingdom | Research

Previous Renault

Education Universitatea Politehnica Bucuresti

Connect

Send Simion InMail

2nd

67

connections

★ Relationship

Contact Info

Invited 4 months ago

Background



Experience

cost engineer

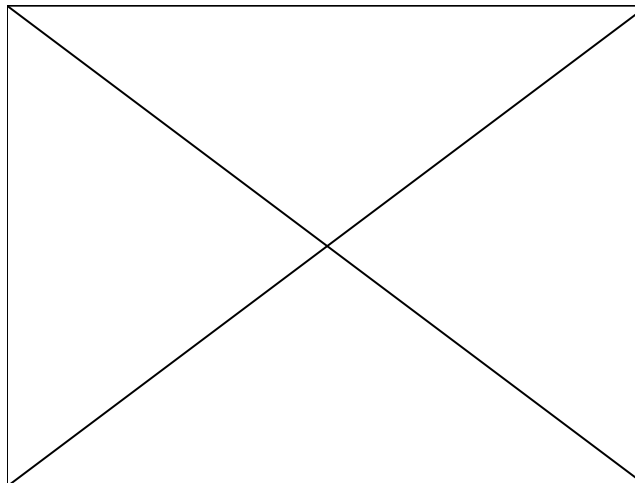
Jaguar Land Rover

May 2014 – Present (1 year 3 months)

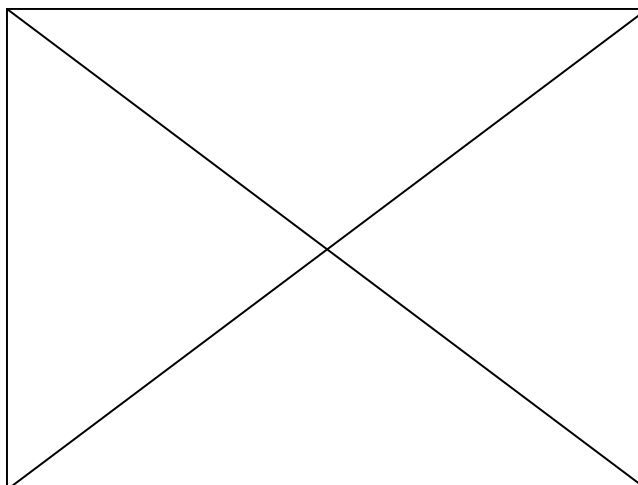
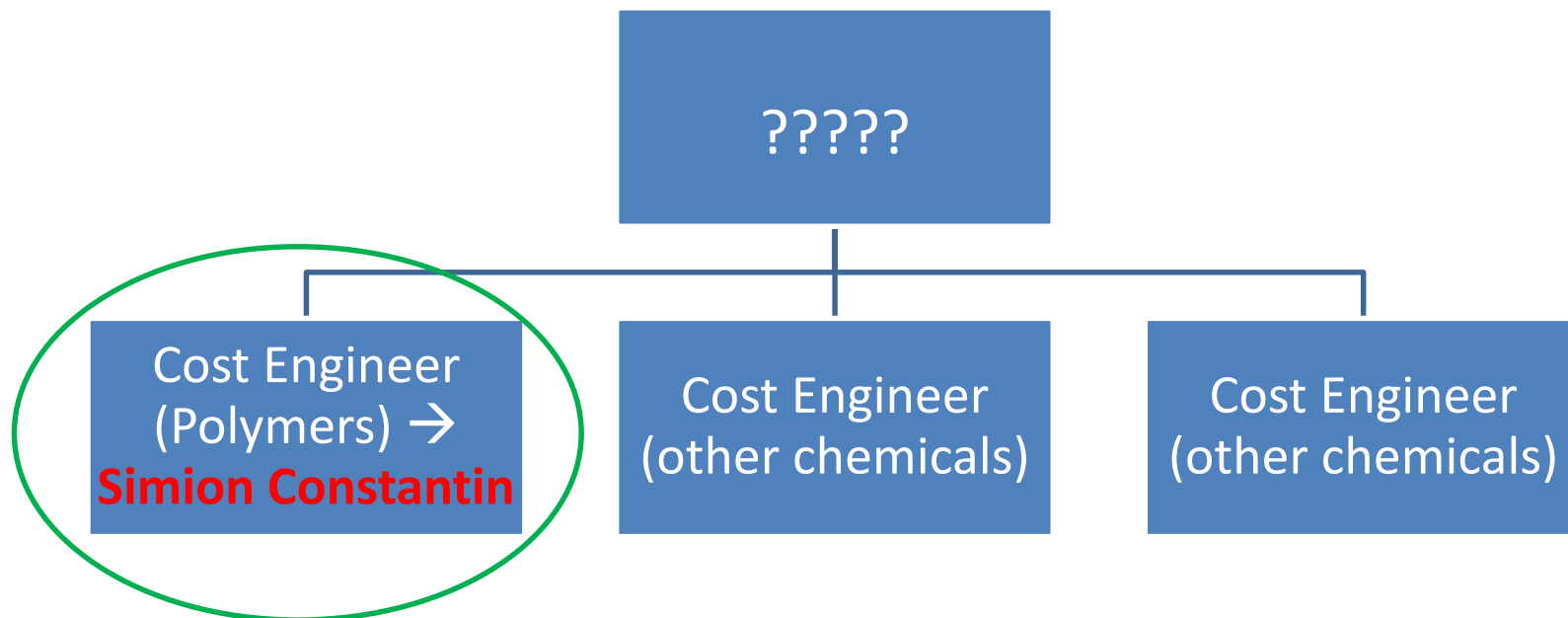


- Claims he needs a one-off piece of data
- One feasibility study needs be done internally
- Tight deadline on his end
- Looked like any deal was off
- No visibility within JLR

So... Where does Simion fit in the hierarchy?



Hierarchy has never been so important...



Neil Franklin

Cost Engineering Manager - Exterior's at Jaguar Land Rover
Coventry, United Kingdom | Automotive

Current Jaguar Land Rover

Send a message

Endorse

137
connections

★ Relationship

📁 Contact Info

Connected 3 months ago

Background



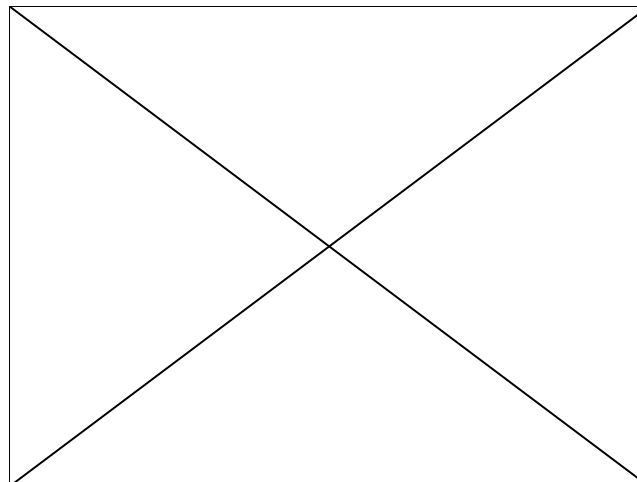
Experience

Cost Engineering **Manager** - Chassis
Jaguar Land Rover



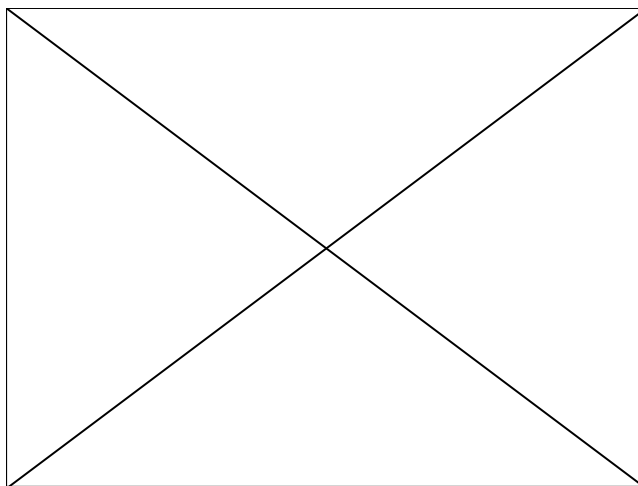
- Overlooks the team of cost engineering
- Understanding of the value ICIS can provide
- More influence in the decision-making process
- Transparent discussion
- Value-based pricing

Strong buying signals!



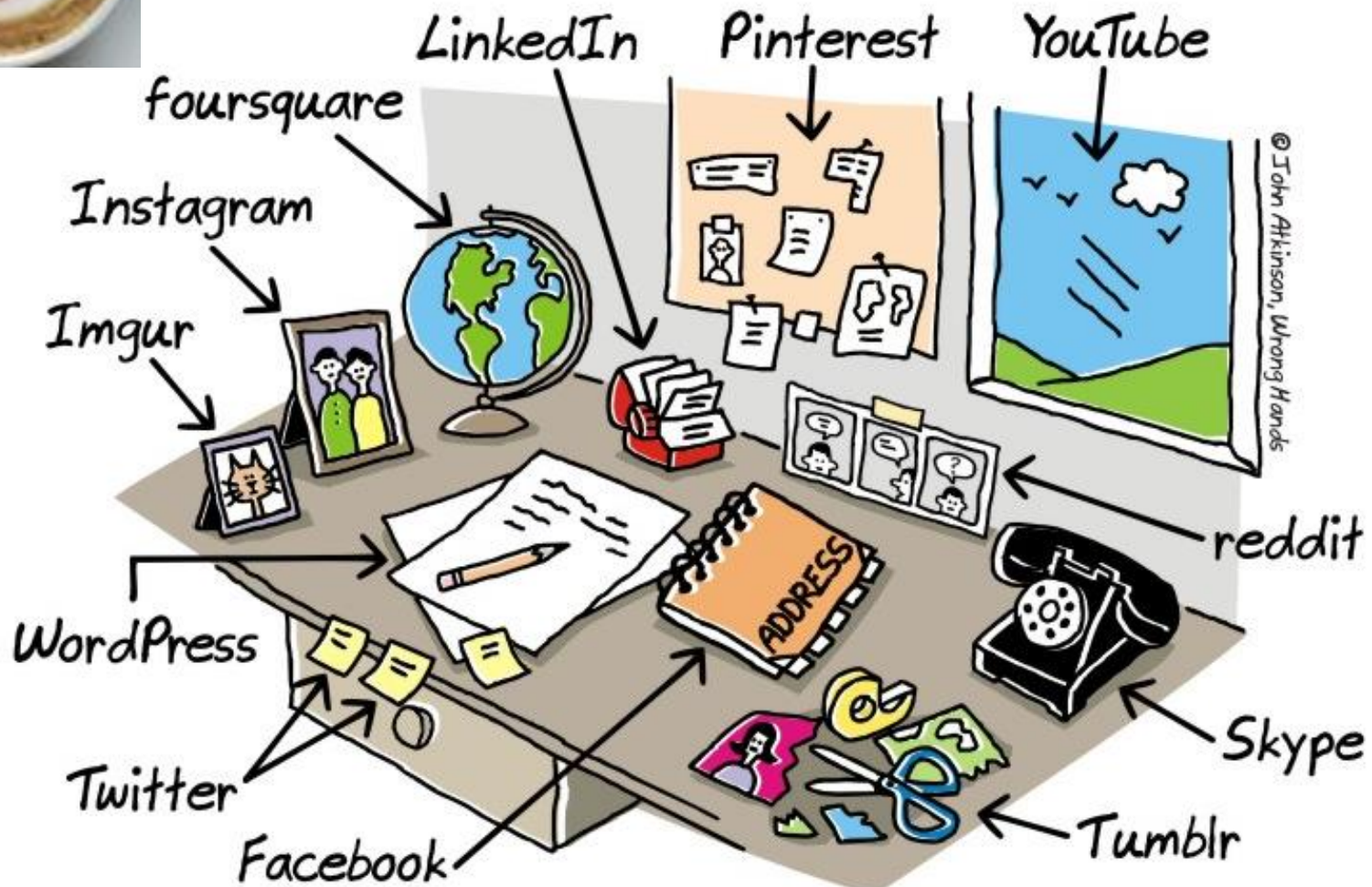
Results?

- Increased brand recognition
- Found the mid-level influencer
- Foot in the door at JL
- Shortened sales cycle by finding the right person
- **£3,000** sale straight away + further opportunities





vintage social networking



© John Atkinson, Wrong Hands

Using social media tools the right way



The big 2 social media tools



Tips for a Powerful **LinkedIn** Profile

1. **Sell Yourself** – Your headline should be catchy
2. Don't forget to **mention the industry** you work in
3. **Professional** photograph
4. Build your summary using **the right keywords**
5. **Add rich media** to make your profile stand out
6. Always **be precise** in your job description
7. Reorder your **“Top Skills”** to your advantage
8. Join **relevant groups** that will be featured on your profile
9. Don't forget to **add any volunteering experience**
10. Clear **call to action** - how do they contact you?



#1. Professionally taken headshot



Donna Serdula

Writer of POWERFUL LinkedIn Profiles Author ✓
Speaker ✓ Social Media Advisor ✓ Web Strategist ✓

#2. Attention Getting Headline

Current Vision Board Media, LLC
Profile Writer, Facebook, & Twitter
DesignPoint Solutions, Microdesk, CCC Information Services, Inc.

#3. Complete Experiences

500+ connections

#4. Connections, Contact Info, Customized URL

BACKGROUND

SUMMARY

My name is Donna Serdula and I love helping people tell their story and build a POWERFUL professional brand.

My mission is to help professionals take control of their Internet presence and present themselves in a way that inspires, impresses, and builds confidence in their abilities, products, and services.

Unfortunately, it doesn't matter who you are or what you do, it's not easy to write about yourself.

I hear it all the time, "I can't sell snow to a Eskimo / manage complex projects / lead exceptional teams ... but sell myself."

Besides, who can find

You know this ... People introduce me to the world. If your online profile doesn't showcase your skills and portray you as a polished professional, you are letting the ultimate opportunity just slip away.

Do you know what makes a LinkedIn® profile stand out from the crowd?

Well, I do.

As a LinkedIn® Profile Writer & LinkedIn® Profile Optimization Specialist, I craft engaging, targeted, & highly compelling LinkedIn® Profiles that get you NOTICED & FOUND.

Stop trying to figure it out on your own and hire a LinkedIn® Profile Writer to turn your LinkedIn® profile

#6. Clear call to action so your reader can reach out and easily contact you

To learn more about my profile optimization services, visit my website.

Visit → <http://www.Linkedin-Makeover.com/order-today>

Or call me: ☎ 215-436-9520 (Eastern Time Zone)

TIPS

FOR THE PERFECT
LinkedIn PROFILE

ORGANIZATIONS

National Speakers Association (NSA)

Member

May 2012 – Present

The National Speakers Association (NSA) is the premier organization for professional speakers. Since 1973, NSA has provided the most comprehensive resources and education designed to advance the skills, integrity and value of its members and the speaking profession.



HONORS & AWARDS

Young Entrepreneur Profile

Philadelphia Business Journal

July 2010

The Philadelphia Business Journal is a weekly business-oriented newspaper published in Philadelphia, Pennsylvania.

The Philadelphia industry.

<http://www.philly.com>

#11. Organizations, Honors & Awards, Languages, Projects, Publications, Patents, Interests...



LANGUAGES

English

Native or bilingual proficiency

German

Elementary proficiency



ADDITIONAL INFO

Interests

LinkedIn Profile Writer, LinkedIn Networking, Social Networking, In-Person networking, Social Media, Web Design, Zumba-addict, Hiking, Rafting, I love to cook (OK, that's a bit of a stretch, maybe we should just say I love to relax with occasional boiling), I am a voracious reader of books on sales (Love Jeffrey Gitomer), body language, neuro-linguistic programming, buying psychology. And I love spending time with my family!

Advice for Contacting Donna

I welcome all calls and emails. You can reach me at:

Phone: 215-436-9520

Email: hello@visionboardmedia.com

I look forward to

#12. Contact Advice and the types of opportunities you are interested in receiving



EXPERIENCE

Owner • Social Media Strategist • Personal Branding • LinkedIn®
Profile Writer • Writer

Vision Board Media

August 2009 – Present (3 years 4 months) | Greater Philadelphia Area

Vision Board Media

you to you

► What is

#7. Experiences that describe your key accomplishments and how you impacted the organization



VOLUNTEER EXPERIENCE & CAUSES

Causes Donna cares about:

- Animal Welfare
- Arts and Culture
- Human Rights
- Politics
- Science and Technology

#8. Volunteer Experiences & Causes



CERTIFICATIONS

Motor Vehicle Physical Damage Appraiser

State of Pennsylvania

January 1999 – January 2006

#9. Certifications



EDUCATION

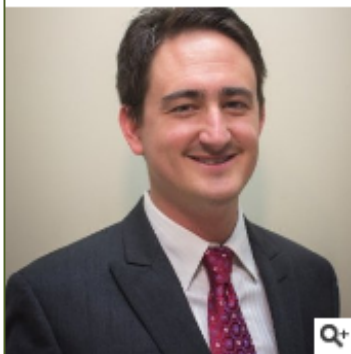
Rosemont College

BA, Humanities

1992 – 1996

Graduated cum laude. Majored in Humanities Literature. Would you like some files with that thoroughly prepared me for the wants of this German tradition

#10. Education



Ashton Russell

Business Development Manager at NRS - National Regulatory Services

San Diego, California | Financial Services

Previous **BrightScope**
Education **Biola University**

Send a message

346
connections

1st

★ Relationship

📁 Contact Info

Connected 2 days ago

Background



Summary

As Business Development Manager, I work directly with my clients solving common compliance challenges.

These include:

Consulting – Outsourcing, on-site reviews (Annual 206(4)-7 Review, Risk Assessment, Cyber Security, Compliance Program Review), remote consultation

Technology – ComplianceGuardian and ComplianceMAX

Education – Conferences, symposiums, web based compliance seminars, Core (professional certification) and IACCP (professional designation)

NRS can help with: -Review and prepare your compliance program for a SEC visit -Complete a risk assessment and deliver a matrix of risk scored with high and low priority items to knock-out. -Develop a compliance calendar, forensic testing program and AML program. -Review your marketing/communication pieces -Process your end-of-year registration filings -Update your ADV Part 1 & 2. -Be able to handle compliance inquiries.



The National Society...
3,844 members
+ Join



Financial Planning A...
381 members
+ Join



Compliance Consult...
93 members
+ Join



Independent Broker...
5,344 members
+ Join



LIMRA Compliance R...
286 members
+ Join



Financial Services R...
170,578 members
+ Join



Broker Dealer Services
2,501 members
+ Join

Following

Influencers



Richard Branson
Founder at Virgin...
+ Follow



Tim Brown
CEO at IDEO
+ Follow



David Edelman
McKinsey partner...
+ Follow



Sallie Krawcheck
Chair of Ellevest...
+ Follow



Mohamed El-Erian
Chief Economic...
+ Follow



Mark Mobius
Executive Chairman...
+ Follow



Tom Keene
Editor-at-Large at...
+ Follow



Experience

Business Development Manager

NRS - National Regulatory Services

May 2014 – Present (1 year 3 months) | San Diego

As the nation's leader in compliance and registration products and services for financial services firms, NRS can help guide your compliance strategy, minimize risk and lower costs. Through three interrelated offering - comprehensive education, best-in-class technology and expert consulting services - we can be your compliance ally and help you navigate the complex maze of regulatory compliance.

For too many firms, critical compliance strategy, advice and processes are handled by various providers outside of the financial services industry. With over 30 years of experience in financial services compliance, NRS is an industry leader with expertise in meeting SEC, State, and FINRA regulations.

Owned by the Reed Elsevier, National Regulatory Service (NRS) is part of Accuity, the global standard for payment efficiency and compliance solutions. NRS is the US leader in compliance and registration products and services for investment advisers, broker-dealers, hedge funds, investment companies, investment companies, private funds, and insurance institutions. NRS knows the critical challenges compliance professionals face and we have the proven solutions to help address them.



NRS Consulting Review Services



NRS Overview





Let's play a game!

Brand you, Brand Accuity

Instructions:

1. Find 5 ways you can optimise your LinkedIn profile
2. You have 10 minutes
3. Report back

Silhouettes of three people against a blue background. On the left, a person is looking down at a device. In the center, a person is looking up. On the right, a person is holding a device up. A speech bubble is positioned near the person on the right.

#Accuity

1

THE SHARING CONTENT TWEET



ACCUITY

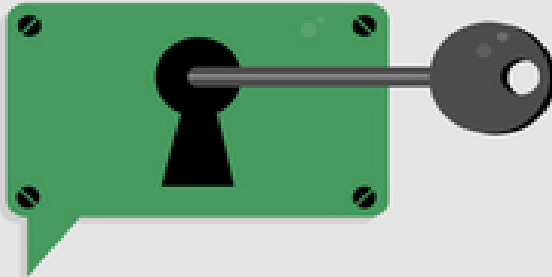
- Add @ authors twitter names for example @Accuitytweets
- Add relevant #Tags (hashtags categorise Tweets by keyword for search – gives content more exposure & makes it easier to track mentions)
- Retweet content, such as Accuity blog content

TWEET
STRUCTURE

[Positive / comment about 'Free Article Title'
www.example/news/
by @twitterhandle #relevanthashtag]

2

THE PROBLEM / SOLUTION TWEET



The quickest and easiest way to develop a relevant Twitter community that grows your company / profile is to find thought leaders, industry experts, and build relationships with them through comment & free content

*TWEET
STRUCTURE*

[Comment / link to free content or relevant landing page on Accuity

<http://www.accuity.com/blog/>

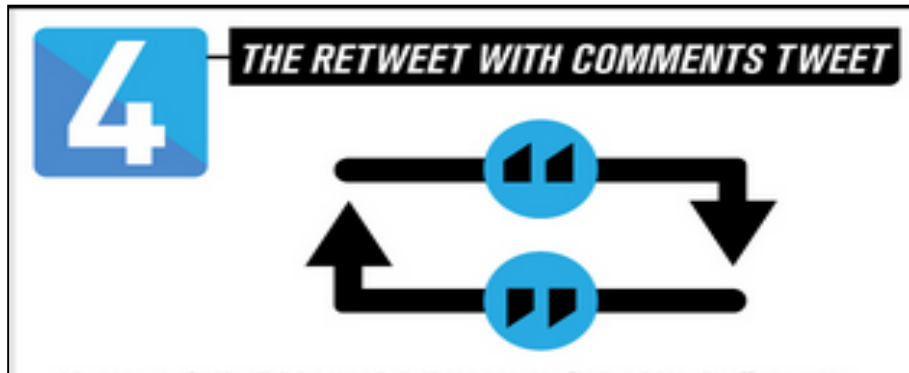
#relevanthashtag]

As twitter is a two way conversation asking questions relevant to your followers, such as a question linked to an article or content piece; topic or debate within the industry - generating engagement!



TWEET
STRUCTURE

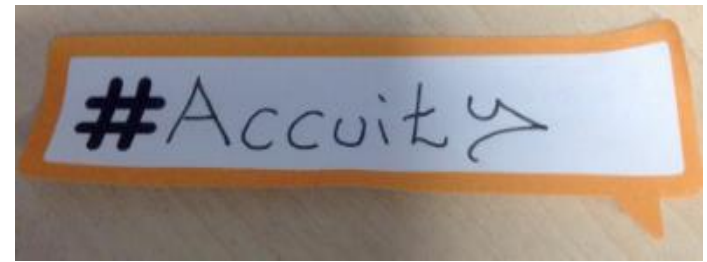
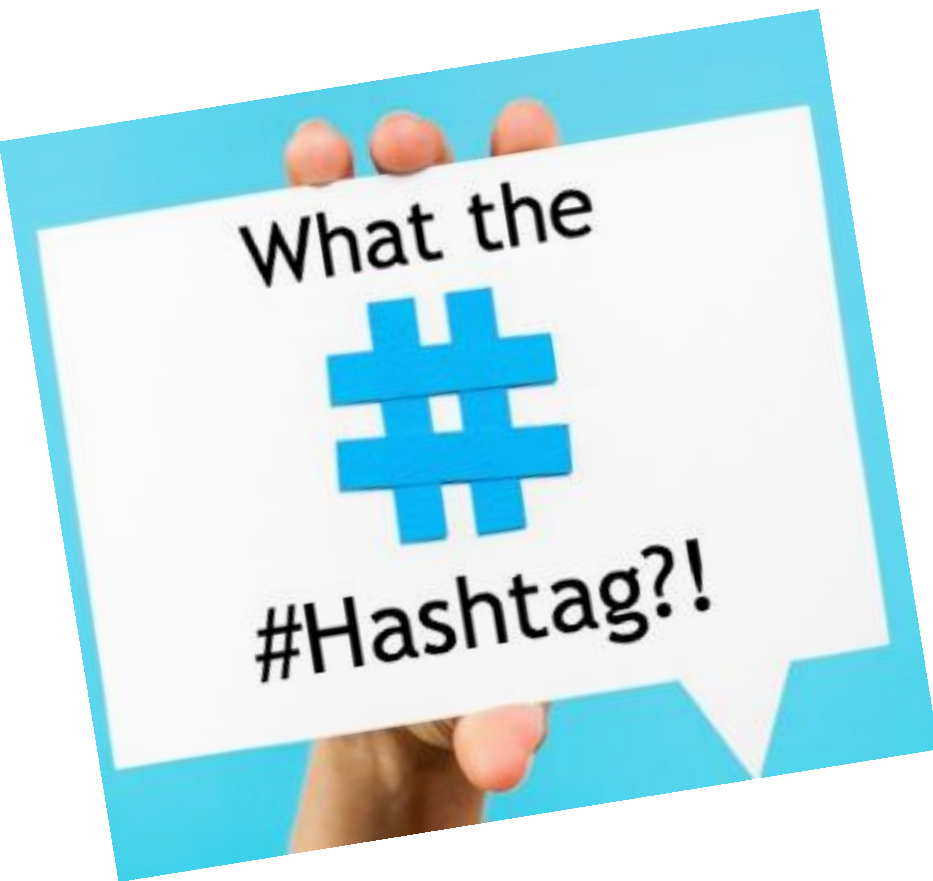
What are the key challenges facing real time payment systems?
#Accuity <http://www.accuity.com/blog/>



The option to retweet others on twitter is always a quick win, but, as and where applicable selecting the QUOTE TWEET option allows you to add comment & thought & ultimately further engagement

**TWEET
STRUCTURE**

**Your comment MT
@twitterhandle their comment**



Use hashtags to categorise Tweets by

keyword: People use the hashtag symbol # before a relevant keyword or phrase in their Tweet to categorize those Tweets & help them show more easily in Twitter Search.

Once you **hashtag** a word on Twitter (and other social media platforms), all account users can see it when they search on the social platform, even those that don't yet follow you & visa versa.

Look for what is **trending** on twitter, & get involved in the conversation using the relevant hashtag.



#sibos

#sibos

Top

Live

Accounts

Photos

Videos

More options ▾

**Sibos** @Sibos · 5m

VIDEO: Angus Fletcher, Director @talkgtb @DeutscheBank, reflects on his #Sibos experiences: ow.ly/P89GW



YouTube

**Angus Fletcher, Deutsche Bank, on the Sibos experience**

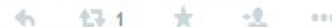
Angus Fletcher, Director, Head of Market Advocacy & Business Strategy, Global Transaction Bank at Deutsche Bank, reflects on his Sibos experiences and offers...

[View on web](#)**André Casterman** @AndreCasterman · 16h

Join us at #Sibos in #Singapore for shaping the future of #treasury and #trade finance with @SWIFTcommunity - special... lnkd.in/egbfeYQ

**Sibos** @Sibos · 17h

"The changing face of corporate treasury" -- an APAC perspective: ow.ly/PIFPz
#CorporateTreasury #Sibos 2015



Hash Tag game – what's the story in a #tag?

1. Take a news or blog story – read it & think what are the main keywords, or as we say in social media hash tags. Example #Accuity
2. Write a 140 character worded tweet adding the relevant #tag or #tags
3. When everyone is ready – read back to the group the tweet that you would post & lets see if we can guess the hashtags that you have used....

Would we find the tweet in twitter search?



#Accuity

Tips for Posting on Social Media



1. Be Valuable – share / repost Accuity free content

2. Be Brief

- 50 Character Headline
- Active voice – Accuity
- Short description

3. Credit your sources ‘Accuity posted’ @AccuityTweets

4. Embrace #Hashtags

5. Spread posts throughout different time zones – and repeat posts

6. Join relevant groups / follow companies ! Check they’re a reputable account first

7. Follow your customers’ companies

Connect, Connect Connect...

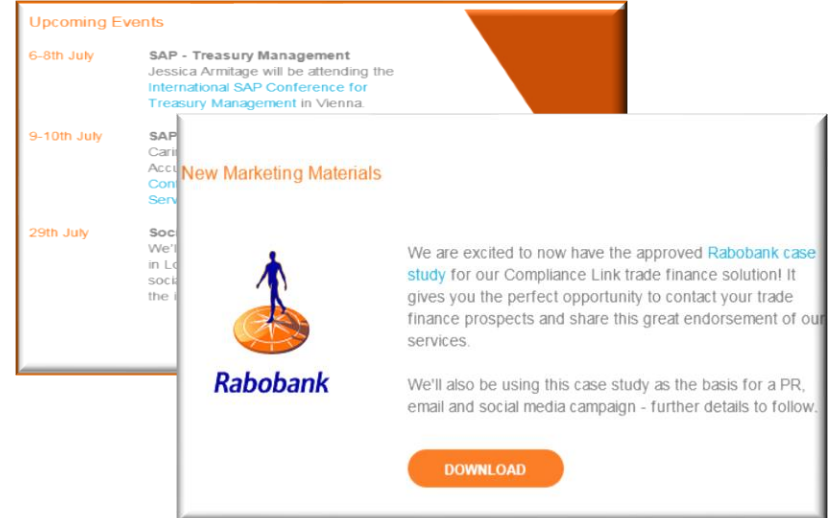


Content you can share... Accuity Marketing News



ACCUIITY FircoSoft PART OF ACCUIITY

 **MARKETING NEWS**




Upcoming Events

6-8th July SAP - Treasury Management
Jessica Armitage will be attending the International SAP Conference for Treasury Management in Vienna.

9-10th July SAP
Carl
Accu
Com
Serv

29th July Soc
We're
in L
soc
the s

New Marketing Materials


Rabobank

We are excited to now have the approved Rabobank case study for our Compliance Link trade finance solution! It gives you the perfect opportunity to contact your trade finance prospects and share this great endorsement of our services.

We'll also be using this case study as the basis for a PR, email and social media campaign - further details to follow.

DOWNLOAD

Upcoming events & marketing materials



"Follow the #AccuityInsights blog - a brand new source of #Payments & #Compliance expertise: <http://accuity.rbiblogs.co.uk/>"

Social messages you can post...

New Accuity Blog

We've just launched **Accuity Insights** - a blog linked to our website which features posts by Henry Balani, Sarkis Akmajian and others. Here's a sample of the topics we're discussing:

The International Ambition for Faster Payments

There is increasing pressure to clear payments in real time, especially with recent advances in technology and standards. Sarkis Akmajian, Senior Director Product Management discusses how the introduction of the ISO 20022 standard is affecting the

Announcements...

What content can you share... Accuity Blog



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ACCUTY INSIGHTS: PAYMENTS & COMPLIANCE BLOG

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Virtual Currencies: New Guidance from FATF

Posted on [July 3, 2015](#) by [Imogen Nash](#)

FATF have just released guidance on how countries should deal with virtual currencies. This report is significant as it acknowledges the growth of alternative forms of digital payments and the... [Read the rest](#)

RECENT POSTS

Virtual Currencies: New Guidance from FATF
The International Ambition for Faster Payments
The FinTech Market is Red Hot!
Stay Ahead of Sanctions Busters
Understanding the Challenges of Trade Based Money Laundering

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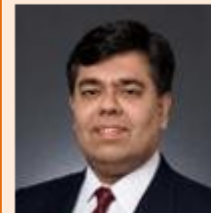
ARCHIVES

July 2015
June 2015
May 2015

Accuity Blog: launched July 2015

<http://www.accuity.com/blog/>

Henry Balani



Head of Innovation,
Accuity

<https://www.linkedin.com/in/henrybalani>
[@Hbalani](#)



The International Ambition for Faster Payments

Posted on [June 9, 2015](#) by [Henry Balani](#)

There is increasing pressure to clear payments in real time, especially with recent advances in technology and standards. Sarkis Akmajian, Senior Director Product Management discusses how the introduction of the... [Read the rest](#)



The FinTech Market is Red Hot!

Posted on [May 20, 2015](#) by [Henry Balani](#)

When Goldman Sachs decides to make serious investments into the FinTech market, you know there is something going on (1). According to the Economist, in 2014, there was \$12 billion... [Read the rest](#)



Sanctions Risk in Supply Chain Financing

Posted on [May 7, 2015](#) by [Henry Balani](#)

Supply Chain Financing in South East Asia continues to grow significantly, off the back of increased trade activities in the region. Based on the World Trade Organization statistics, total merchandise... [Read the rest](#)

Sanctions Risk in Supply Chain Financing

by [Henry Balani](#)



Managing Social in 10 Minutes per day

- Check the main Accuity social streams and competitors streams – what's the buzz of the day?
- Like; share, retweet Accuity posts
- Like; share, retweet industry thought leader posts
- Comment, like & share prospects' & customers' posts
- Post whitepapers; blog content & other helpful information to any relevant groups that you have joined

10:00

Stop

Who to Follow: Accuity Employees

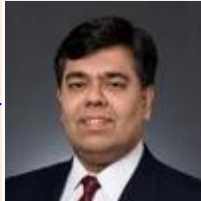
Hugh Jones



CEO - Accuity

<https://www.linkedin.com/pub/hugh-jones/2/388/a93>

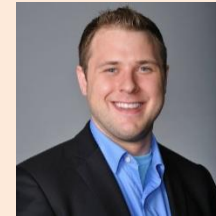
Henry Balani



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Ashton Russell



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@babs76_

Marie Renoux

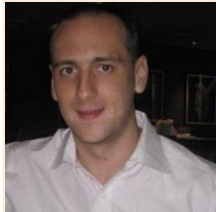


**Marketing Coordinator
& Executive Assistant,
FircoSoft**

<https://fr.linkedin.com/in/marierenoux/en>

Who to Follow: Thought Leaders

Ben Singh-Jarrold



Global Marketing

@BenSinghJarrol1

Andrea Howe



Author, Speaker,
Educator

<https://www.linkedin.com/pub/andrea-howe/0/105/22a>

@AndreaPHowe

Robert W. Mann, Jr.



Principal at R.W. Mann &
Company, Inc.

<https://www.linkedin.com/pub/robert-w-mann-jr/0/687/2b7>

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Eric A. Sohn, CAMS



Director of Business
Product at Dow Jones Risk
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@Eric9to5

John Byrne

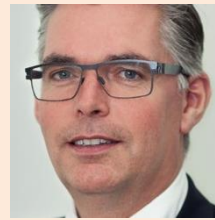


Association of Certified
Anti-Money Laundering
Specialists

<https://www.linkedin.com/pub/john-byrne/8/93/764>

@jbacams2011

Jacco De Jong



Commercial Director at
Tradewiz, Netherlands

<https://nl.linkedin.com/pub/jacco-de-jong/1/1b9/b40>



Who do you follow?

Who to Follow: Groups



Who do you follow?



Global Corporate
Fraud & Compliance
Professionals

Who to Follow: Companies



Who do you follow?



Global Corporate
Fraud & Compliance
Professionals

What are competitors doing on Social?



Accuity / FircoSoft compared to Competitors

Company	Twitter	LinkedIn	Facebook	YouTube
Accuity	443 Followers	2,028 Followers	0	0
Thomson Reuters	111,000 Followers	585,832 Followers	124,000 Likes	4,218 Followers
Experian	6288 followers	70,934 followers	0	0
Swift	8334 followers	22,574 followers	0	0

Company	Twitter	LinkedIn	Facebook	YouTube
FircoSoft	177 Followers	1,110 Followers	119 Likes	12 Followers
Thomson Reuters	111,000 Followers	585,832 Followers	124,000 Likes	4,218 Followers
EastNets	697 Followers	4,582 followers	7606 Likes	20 followers
Nice Actimize	643 Followers	4,015 followers	2516 likes	30 followers



Case Study: How Ashton Russell on NRS has used social...



"I've posted about the IACCP (Investment Adviser Certified Compliance Professional) or the conferences, someone has clicked on my post, read some information, navigated on their own to company website, read some more info, and then bought the product from the website".

How do I know this? When the individual has purchased something online, they list "LinkedIn Group" as a "How did you find out about us". I've spoken later on the phone with these individuals and yes, they said from my post.

- Use LinkedIn to **look up prospects** you're calling on.
- See **who they're connected with** (look at mutual connections) and connect with them.
- This way when they get an email or voicemail from you, and choose to ignore it, maybe 3 day's, a week, a month later they see something interesting you've posted in a group and think... **That name looks familiar**, let me go back and read his message...
- It's about **building credibility** and building another **communication** door to open.

People don't want to be sold to

They want to make the decision on their own.

You can lead them down the path to make their own choices. Help them make the right decision and work with you!

Social Media allows them to do their own **research** and then make that **decision**.

Ashton Russell: How often & what I post?

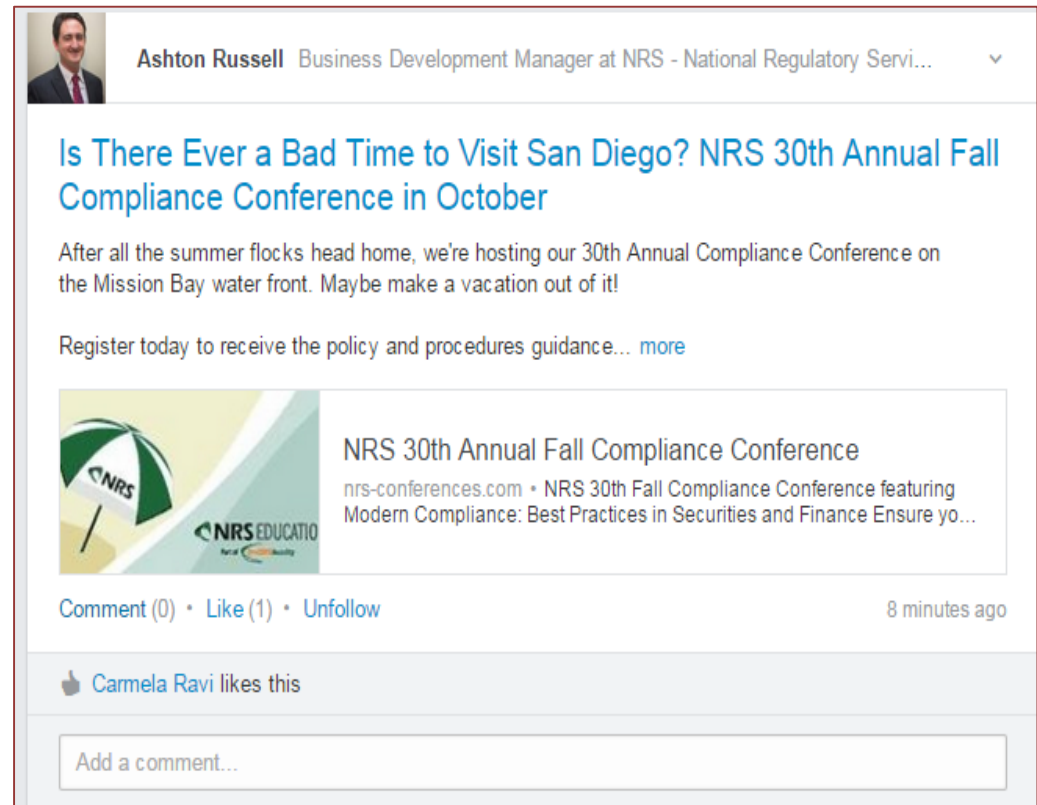


As often as you like, but not too much.

- Posting too much content will cause others to start ignoring your voice. This will defeat the purpose.

Start by posting an interesting article you've read from a credible source in a group or two & in your feed maybe once every 3 days or so.

- Be sure to think of a short, catchy title. Especially when promoting your own offerings. (See Example)
- DON'T only post about your company. People will think you're an advertising robot. Social media is exactly that, Social Interaction and thoughtful collaboration. I post about our company maybe 1 out of every 7-10 posts.
- This shouldn't take more than 5 minutes.



Competition!

BlogJacker of the month

Instructions:

1. Find an Accuity Blog Post
(other content may apply)
2. Tweet / Post about it on
LinkedIn / Twitter
3. The person with the most
likes; comments, retweets
and / or shares wins!

Send post engagement proof
to: lara.mcnamee@rbi.co.uk

End date: 31 August 2015

The Do's and Don'ts of SOCIAL MEDIA for BUSINESS



DO'S

Create Measurable GOALS



Be Consistent

- Keep your message on target and stick to your brand.
- Stick with business messages only.



Be a good social citizen



Have a **PLAN** before you start.



Give GREAT CONTENT that your network will share.



Build a Strong Network



Be Engaging

Communicate regularly with your network.



Be A Good Listener

Hear what your network is telling you.



www.TheSteelMethod.com



DON'T'S

Rely on one application

Each application has its own **strengths** and **weaknesses**.



Be PUSHY

People will not respond well ... remember, everyone connected to you can see what you write.



Build your network too quickly



Besides diluting your network, you could be banned from the site.

Spam social sites



Forget to thank people

When people promote you to their network be overly polite.





Storytelling **CONTENT LED**
EXTERNAL

INTERNET NETWORK Payments
COMPANY BUZZ

**PAGES
CREATE
NEWS**

YOUTUBE
**PRODUCT
LED**

Compliance LOGO
BUYERS PRESENCE
CUSTOMERS USERS ONLINE

ADVERTISING VIRAL
PROMOTIONS

ACCUITY

**SOCIAL
STRATEGY**

LINKEDIN
TWITTER
BLOGS



MESSAGES CONVERSION
SALES PROSPECTS
GOOGLE

Thought Leader



Thank You

LinkedIn