

Social Media Best Practices

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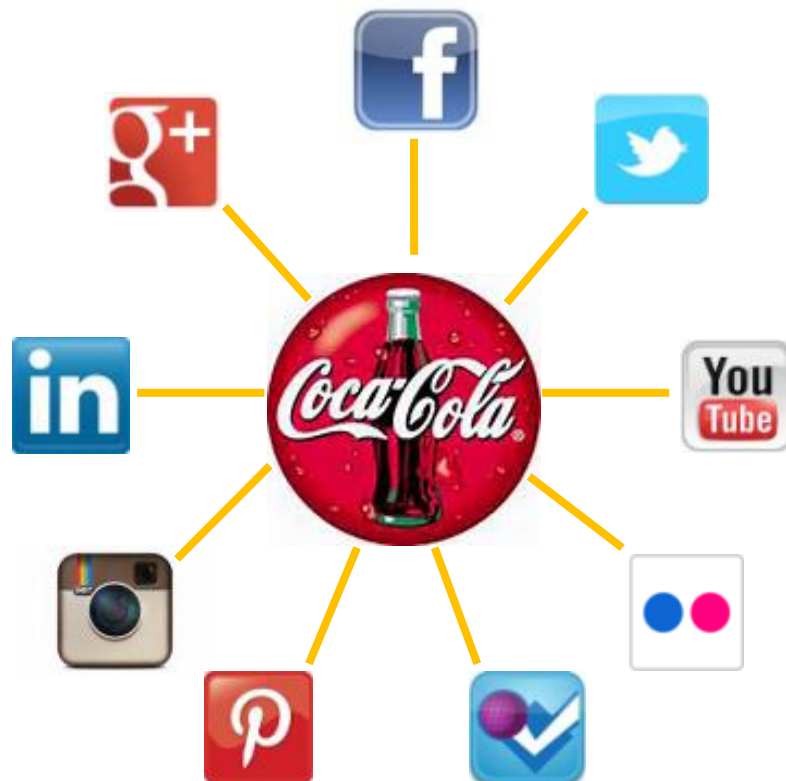


TABLE OF CONTENTS

INTRODUCTION	3
Purpose.....	3
Regions Financial Corporation	3
The Coca-Cola Company.....	4
COMMUNICATION STRATEGIES	6
Observation	6
Analysis.....	8
Vulnerabilities.....	12
Best Practices	13
Relevance to Other Organizations	15
CONCLUSION	17
REFERENCES.....	19

LIST OF FIGURES

Figure 1 - Regions Financial Corporation	3
Figure 2 - The Coca-Cola Company	4
Figure 3 - "The Chase" Ad Campaign	8
Figure 4 - @askregions Twitter Statistics.....	9
Figure 5 - @cocacola Twitter Statistics.....	9
Figure 6 – Complaint Resolution via Twitter	11

LIST OF TABLES

Table 1 - Ranking of Best Practices.....	15
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INTRODUCTION

PURPOSE

The purpose of this report is to identify and compare two companies that use social media consistently to communicate content to their target audience and beyond. The two companies identified in this report are Regions Financial Corporation and The Coca-Cola Company.

REGIONS FINANCIAL CORPORATION



Figure 1 - Regions Financial Corporation

Regions Financial Corporation (RFC), the parent holding company, has \$120 billion in assets, is a member of the S&P 500 Index and is one of the nation's largest full-service providers of consumer and commercial banking, wealth management, mortgage, and insurance products and services. RFC serves customers in 16 states across the South, Midwest and Texas, and through its subsidiary, Regions Bank (Regions), operates approximately 1,700 banking offices and 2,100 ATMs (Regions, 2013).

Regions is a relative newcomer to the social space, launching the first of its two Twitter feeds, @askregions in December 2011 and initiating Facebook and YouTube social media channels in April 2012. (The other Twitter feed is @regionsjobs.) Even though Regions' social media initiative is just over a year old, the bank has already been recognized for its digital marketing prowess in the banking sector in a recent report published by J.D. Power and Associates (Wisniewski, 2013).

MISSION STATEMENT

"To achieve superior economic value for shareholders over time by making life better for customers, associates and communities and creating shared value as they help them meet their financial goals and aspirations." (Regions, 2013).

To accomplish this, Regions incorporates five core values that guide everything they do. They are:

1. Do What Is Right
2. Put People First

3. Reach Higher
4. Focus On Your Customer
5. Enjoy Life

PRIMARY AND SECONDARY AUDIENCES

Regions' primary audience is their customer base. This includes all the members who currently use Regions' for banking services. The secondary audience is comprised of both investors and non-customers interested in information that Regions' distributes. This includes other consumers of banking products and services and others in the banking industry. In an effort to make information relevant to either audience, Regions strives to put the "customer" at the center of the content as they create it (Wise, 2013).

COMMUNICATION METHODS

Regions' uses a variety of methods to reach their primary audience. These methods include websites for personal and business customers, print and internet publications/ads, email, e-newsletters, and social media. Regions uses six social media channels to reach their audiences. They are Twitter, Facebook, Google+, YouTube, Flickr, and Foursquare.

THE COCA-COLA COMPANY



Figure 2 - The Coca-Cola Company

The Coca-Cola Company (Coca-Cola) began as a fountain drink formula in a Columbus, GA drugstore in 1886 and is now one of the world's largest companies and purveyor of the most popular soft drink in history; as a result, Coca-Cola is the best-recognized and most valuable brand in the world. While still headquartered in Atlanta, Georgia, Coca-Cola is a diverse and global brand offering 500 varieties of beverage in over 200 countries.

MISSION STATEMENT

"To refresh the world - in mind, body and spirit; to inspire moments of optimism - through our brands and actions; and to create value and make a difference everywhere we engage" (The Coca-Cola Company, 2013).

By adhering to their mission, Coca-Cola continues to provide the refreshing beverages that they are known for, while building sustainable communities, reducing their environmental footprint, and enhancing the economic development of the communities in which they operate.

PRIMARY AND SECONDARY AUDIENCES

Coca-Cola's primary audience is the consumers who already partake in their various beverages. Secondary audiences include potential consumers who do not currently enjoy Coca-Cola products, potential investor in Coca-Cola, and prospective employees possibly interested in working for Coca-Cola.

COMMUNICATION METHODS

With such a large outreach, Coca-Cola employs a variety of more traditional methods of communication, including television, radio, and print ads, as well as corporate and brand-specific websites. However, Coca-Cola also employs a vast array of social media platforms, including Facebook, Twitter, Google+, Instagram, Flickr, YouTube, Pinterest, LinkedIn, Foursquare, and many others.

COMMUNICATION STRATEGIES

OBSERVATION

REGIONS

Regions uses the slogan, “*Let's chat, tweet, post, check-in, view and connect.*” Regions believes in the benefit of ongoing dialogue with customers. They believe it’s good for them and their customers. They seem genuinely interested in communicating and sharing thoughts, ideas, and suggestions. (Regions Bank, 2013). Additionally, Regions restricts the hours they respond to tweets or posts for all their social media channels. The hours are Monday-Friday from 6:30am to 7pm and Saturday from 8am to 1pm CT. Regions incorporates six channels of social media, which are: ***Twitter, Facebook, YouTube, Google+, Flickr, and Foursquare.***

Twitter: Regions uses their Twitter account the most to interact with customers and fans. They have 12,354 tweets, are following 6,784 fellow tweeters, and have 6,901 tweeters following them. Tweets are about tips, suggestions for customers, bank and community announcements, and customer comments. With approximately 1000+ tweets per month, there is a lot of traffic on their account given their December 2011 launch. Regions is also researching Vine to capture and share short looping videos. Regions’ goal is to respond to communications on Twitter in less than 30 minutes during business hours.

Facebook and Google+: Regions’ Facebook and Google+ pages are populated with similar information. Both contain valuable information about Regions’ offerings, their history, valuable financial tips, and Regions-sponsored events. Their Facebook page has comments, likes, and questions from customers posted on their page with replies from the bank. On Facebook, they have 22,854 likes and 491 followers “talking about this” (these numbers change often). Their Google+ page has “likes” and places for comments but none posted to date. On Google+ they have 1,872 likes. Regions goal is to respond to queries within 45 minutes during business hours.

YouTube: Regions’ YouTube page has interesting videos from their community. On this site they introduce many of their associates and successful business clients. Their goal is for visitors to gain new insights about financial products and topics to make their financial life simpler. They also post videos of their “Better Life Award” recipients. They have 169 subscribers. A unique feature Regions offers through YouTube is a video series with Bob Cabrera who answers common mortgage questions submitted by followers.

Flickr: Regions’ Flickr page is populated with pictures showing community support and events. Regions strives to be good neighbors and to have fun. It appears the intent of this page is to be dynamic and another marketing vehicle to let viewers know what the bank has been doing. However, the bank has only posted 25 pictures and has been members since January 2012.

Foursquare: Regions’ Foursquare account provides tips on travel locations and banking advice. They also encourage bank customers to “check-in” each time they visit a Regions branch. To increase participation, they have turned it into a competition. The customer

with the most check-ins, becomes the Mayor of their preferred Regions location. And they love their Mayors! To date, they have seven friends and zero check-ins.

THE COCA-COLA COMPANY

As one of the world's largest and most recognizable brands, Coca-Cola is an active participant on a variety of social media platforms, including *Facebook, Twitter, Google+, Instagram, Flickr, YouTube, Pinterest, LinkedIn, and Foursquare*. In addition to the official corporate pages on Facebook and Google+, and the official corporate feed on Twitter, Coca-Cola maintains individual pages for the main brands (Coca-Cola, Diet Coca-Cola, Coca-Cola Zero, etc.) across various platforms, as well as Twitter feeds for various regions around the world (Coca-Cola Egypt, Coca-Cola Brasil, etc.) As a comprehensive look at the entirety of Coca-Cola's social media usage would be unwieldy at best, the ensuing analysis will focus on Coca-Cola's activity for its US Coca-Cola branded offerings on Facebook and Twitter. Examples of usage internationally, on the corporate offerings, and on other social media platforms will be referenced as applicable.

Coca-Cola's most active social media offering is the US Coca-Cola branded Twitter feed, which has been active since July of 2012 and has tweeted 60 times per day since then. The focus for this feed appears to be fan communication, as the vast majority of tweets are responses to @mentions, including requests for information about products, complaints from dissatisfied customers, and general chatting. Among the non-reply tweets, the focus is on raising awareness about the current ad campaigns and opportunities for fan involvement. For example, for the summer season Coca-Cola is asking fans to share pictures and stories about their best summer moments. Certain submissions are rewarded with Coca-Cola branded merchandise and gifts, and acknowledged on the main feed.

Similarly to the Twitter feed, the Coca-Cola Facebook page focuses on raising awareness of the current ad campaigns as well as highlighting opportunities for fan involvement. However, there is much less of an emphasis on communication with fans on the Facebook page, as the page almost never responds to any comments on its posts, or to fan posts on the page. While usage is more sporadic than with the Twitter feed, the page is very active during big campaigns. For example, during the lead-up to the Super Bowl, there were several posts related to Coca-Cola's "The Chase" advertisement that was to air during the game. The advertisement featured an opportunity for fans to vote on which group in the ad would win "The Chase".



Figure 3 - "The Chase" Ad Campaign

ANALYSIS

COMMUNICATION FREQUENCY AND INTERACTION

Regions has a well-defined plan and strategy for maintaining their communication and interaction with customers. Their goal is to respond to Twitter posts within 30 minutes and Facebook and Google+ queries within 45 minutes during business hours. This is possible by utilizing both their in-house team dedicated to the management of Regions' social media efforts and MediaManagement as indicated on the Tweetstats analysis. According to Tweetstats, on average, Regions has 27.9 tweets per day or 540 tweets per week. Since January of 2013, Regions has tweet numbers ranging from several hundred to 1000 with their peak number of tweets occurring in April 2013. Mondays and Fridays are their two highest traffic days with 8am and 3pm being their highest traffic times. Regions profile describes their basic bank history, their mission statement, and hours of engagement with social media.

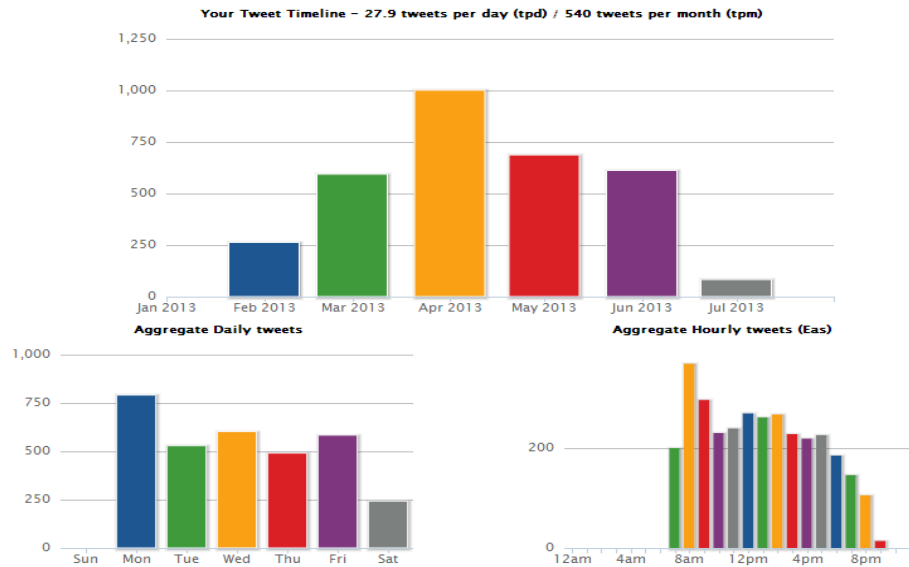


Figure 4 - @askregions Twitter Statistics

As indicated in the previous section, Coca-Cola tweets on the main Twitter feed almost 60 times per day, and is active almost every hour of every day. The Facebook and Google+ pages are less active, posting a few times a day at the most, but also going through periods of time where the page isn't used at all. The YouTube channel has numerous uploads per day, but it should be noted that Coca-Cola's use of YouTube is not by geographic region, so these updates include videos intended for other countries and languages. The Instagram feed is updated several times per week. The corporate Twitter feed is updated daily, but at a clip of about 5 tweets a day.

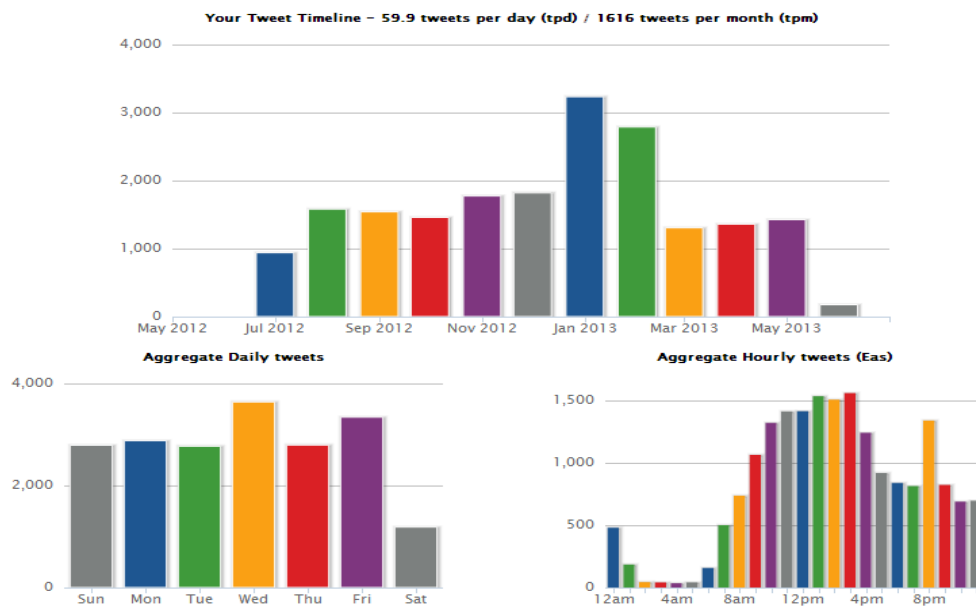


Figure 5 - @cocacola Twitter Statistics

MANAGEMENT STRATEGY AND TEAM

Regions has an in-house team of social media experts. The social media team includes two community managers, four customer care reps and the VP of Social Media. They refer to the group as the social care team. Vice President, Liliana Grip says, “It’s notoriously difficult to hire effective social media managers. The skill set is new and constantly evolving. I’m very proud of our social care team. It’s not easy to find people who are witty and can write, and work with customers.” (Wise, 2013). Grip says her team is well suited to handle any challenges that may arise.

Regions gives their social care team the flexibility to have conversations with customers. This strategy allows the team to meet the customers’ needs while still maintaining a consistent brand message. They are very mindful of their footprint and purpose and are very careful about what they post. Feedback confirms that customers enjoy photos involving children, pets, and the military.

Coca-Cola has a social media team of at least 12 employees, 8 of whom actively post to the Twitter feed. The less-used platforms, such as the Flickr group pool, are typically managed by a single employee. When accounting for all of the international offerings, however, Coca-Cola employs a massive number of people to manage its social media efforts.

TRACKING INTERACTIONS

Regions motto is service comes first on social media. The team dedicates approximately 60% of Regions’ social engagement to customer care, 30% to guidance and educations, and 10% to fun. Regions goal is to make sure their growth is thoughtful so they can support the efforts. “There's no point in being out there unless [you] can support it.” (Wisniewski, 2013).

In order to track interactions and manage their social media offerings, Coca-Cola employs the SocialEngage social media management tool. SocialEngage offers a number of interesting features which help larger companies manage a diverse social media portfolio, including:

- Workflow management, to allow SocialEngage to scale to any size social media team
- Archived conversations, to maintain one-to-one relationships with customers
- Real-time tools to keep pace with conversation flow
- Dynamic reporting and analysis tools to measure and track success

CONTENT ALIGNMENT WITH PURPOSE

Regions takes time to listen to their customers and pays careful attention to the conversations they are having with customers around their brand. Regions then uses that information to curate content and post about it. The result of these conversations is customer-driven content. E.g., Regions customers regularly inquire about savings and managing their money better. “We want to educate our customers, provide access to financial tools, and keep it friendly, simple, open, and staying true to the brand. Customers

come and they find utility and do something that helps them in some way. We decided early on to not do product sales.” (Wise, 2013).

How Coca-Cola describes themselves on social media platforms varies depending on the platform in questions and what the intent of Coca-Cola’s use of that platform is. For example, the Flickr page states “We at The Coca-Cola Company are continually inspired by the creativity that lives among fans and lovers of our brands”, followed by an invitation for fans to share “moments of happiness through photographs”. The Facebook page describes itself as “... a collection of your stories showing how people from around the world have helped make Coca-Cola into what it is today.” Across all platforms, Coca-Cola’s self-descriptions tend to associate the brand with happiness and moments, which are themes throughout the entirety of Coca-Cola’s marketing campaigns.

The main Coca-Cola branded offerings do not curate much content from other outlets, focusing mainly on sharing pictures from the current ad campaigns and maintaining the brand image. The corporate Twitter feed, however, tends to offer content aligned with causes the company is interested in, such as physical fitness, healthy eating, and environmental responsibility and sustainable practices. In some cases the links at the end of these tweets trace back to the corporate website, but usually they go to a media outlet or some other website.

Sharing on most of the platforms is fairly unidirectional, as the company is highlighting ad campaigns or sharing information related to corporate goals. The main Twitter feed is an exception, as the vast majority of tweets are in response to @mentions from fans, including complaint resolution and offering direction on how to request more information from the company on a variety of topics. The corporate Twitter feed is less involved in fan interaction, but occasionally chimes in on complaint resolution and other communication.

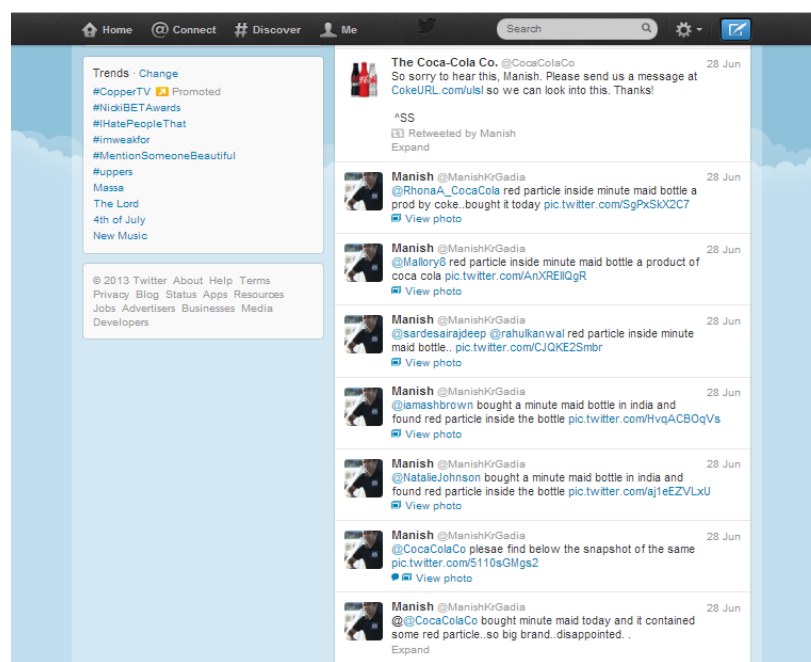


Figure 6 – Complaint Resolution via Twitter

Posts to the various social media offerings tend to follow similar styles and formats within that platform. For instance, during the ad campaign for the Super Bowl, there were several posts on the Facebook page introducing the various combatants in “The Chase”, all of which were formatted the same way. In addition, Coca-Cola engages in a healthy amount of cross-posting between platforms. For example, when a picture is posted on the Facebook page with a description, the same description and picture appear on the Twitter and Instagram feeds. As previously noted, the corporate Twitter feed will post descriptions and links back to content on the corporate blog sites. In contrast, there is very little cross-posting between the Instagram and Flickr pages, despite the similar purpose of those sites.

In general, Coca-Cola does a tremendous job of correlating the content of their social media offerings to their purpose. Coca-Cola does not maintain brick-and-mortar stores, instead distributing their product to other retailers - thus, their primary concern is advertising their product and maintaining their brand and image. The vast majority of content shared on their social media offerings aligns with these goals, usually through highlighting current ad campaigns or using fan submissions to associate the brand with happiness and creating “moments”. Content on the corporate Twitter feed echoes the goals and causes highlighted on the corporate web site.

One slight deviation from this approach is the YouTube channel, which features several videos centered around the “Happiness Machine”, “Happiness Truck” and related concepts. Essentially, modified Coca-Cola machines that “break” and vend multiple Coca-Colas per customer are placed in public areas - the resulting fan interaction and reaction is videotaped. In addition to associating the brand with happiness, videos like these have an alternative purpose of driving people to a physical location, in this case a Coca-Cola machine, to see if they can experience a similar event.

VULNERABILITIES

COMPETITION

Regions Vice President, Liliana Grip, says her biggest challenges are competition from other banks and keeping up with social network software and policies. As social media becomes more popular with other corporate banks as well as smaller community banks and credit unions, Regions risks losing customers to other financial institutions who offer similar products and services. (Wise, 2013).

Social network software comes with a price and staying updated requires a dedicated budget and technical expertise. While Regions does profess to be committed to the use of social media, staying current presents some challenges. Social media policies as they relate to the banking industry are specific and strictly enforced by bank regulators. Regulatory compliance is critical and can either make or break any program or offering by a financial institution.

In contrast, there is no evidence that Coca-Cola even references competing products in their social media offerings, and in turn does not engage in any kind of attack advertising. Correspondingly, allusions to ad campaigns by competing products are non-existent. If attempts are made to discredit or attack Coca-Cola, they do not acknowledge them on their social media offerings at all.

Conversely, the fact that there is no mention of other products is instructive in and of itself. While advertisements for Pepsi and Dr. Pepper, for example, are ubiquitous in the United States, they may not be in other countries. Less-informed consumers may not even realize there are alternative beverages to Coca-Cola in these areas. This rigorous denial of the existence of competing products could be used by those same products to attack the brand.

STRICT BANKING REGULATIONS AND COMPLIANCE

Bank regulations are another area that can leave a bank vulnerable. Regulators are taking a closer look at social media practices across the board. One reason why Regions waited to launch its social presence was to take into account regulatory requirements and concerns.

FAN INTERACTION

One area where Coca-Cola could improve is fan interaction on their offerings outside of the main Twitter feeds. As previously indicated, Coca-Cola does not engage in conversations with fans on its Facebook page. While they post calls to action intended to generate comments and likes on their posts, they do not respond to those comments at all. On a related note, there is a tendency to not use this page for long stretches of time, which is a missed opportunity for advertising, brand management, and fan interaction.

BEST PRACTICES

MITIGATING REGULATORY RISK

In mid-2012 Regions went through a painstaking process involving every department looking at risk items and producing a social media strategy that satisfied the bank as a whole. Regions currently has excellent risk control in every aspect of the business, and their customers are being protected when they're engaging in social media just as they would be in a branch (through the strict adherence to compliance regulations). (Wise, 2013).

PERSONAL TOUCH WITH CUSTOMER CARE

Regions wants people to know that their presence on social media channels isn't a bot application (automated over the internet), and management of their social media sites aren't outsourced. Regions' Twitter site also displays the names and shows pictures of the reps responding. Feedback indicates that people really appreciate that. They empower their team so they can work well, quickly, and consistently.

CALLS TO ACTION

Regions asked followers to fill in the blanks to questions posed on their Facebook page and Twitter feeds. Regions invitations generated a level of responses the bank described as "a lot of success". Regions received advice, guidance, and educational content that could be incorporated into their social media communications.

Analysis of Coca-Cola's social media usage reveals a number of best practices evident in their communication. The most evident of these is the usage of calls to action to elicit response and interaction from fans. Virtually every post to the Facebook page and most of the non-reply tweets on the Twitter feed include a call to action at the end. When the

company's intent is to sell their product to anyone and everyone, getting as many people to talk about that product as possible is a great way to achieve that, and using calls to action is one of the better ways to get people involved in a company's social media efforts.

COORDINATION

Regions has done an excellent job during the short time they have been engaged in social media. Their coordination efforts have paid off in spades. They not only receive positive feedback on their social media channels but also have been nationally recognized by J.D. Power and Associates (JDPA) for keeping their messaging consistent across platforms. JDPA hails Regions as a leading provider of social media content among banks in a study published February 14, 2013 (Wise, 2013).

Coca-Cola also coordinates their social media campaign across multiple platforms. The most salient example of this is through their use of cross-posting, where identical content is posted to multiple platforms. While their social media efforts engage a number of platforms, Coca-Cola tends to focus their attention on the most-used applications, such as Facebook, Twitter, and Instagram. However, while these platforms likely have significant overlap in their user base, there are groups that use only one or two of these, and cross-posting ensures that the widest range of consumers is reached.

TAILORING

Regions makes a concerted effort to understand and respond to consumer needs and requests across their four main social media platforms used to exchange information (Facebook, Twitter, Google+, and YouTube). Examples of the type of information customers regularly inquire about are saving money, how to manage their money better, and mortgage information. Regions "It's not all about them." Regions does a great job of creating content that their followers actually read and share. (Wise, 2013).

Finally, when they venture outside of the cross-posted content, Coca-Cola does an excellent job of understanding the purpose of the applications they use as well as characteristics of the user bases of those applications. For example, the photographs posted to the Instagram feed tend to be of a more artistic nature than those posted to Facebook and Twitter, which dovetails nicely with Instagram's built-in photo filters and the expectations of users of that platform. Conversely, the more advertisement-oriented photographs that are freely posted on Facebook and Twitter do not tend to appear on the Instagram feed, as the corporate nature of these images may alienate the typical user of Instagram. This approach requires more attention on the part of the social media team when it comes to deciding what to post where, but it serves to ensure that social media users are not alienated by Coca-Cola's social media efforts, and thereby less likely to be alienated from the brand, regardless of which platform they are using.

COMPARISON

Rank	Best Practice
1	Calls to Action
2	Tailoring
3	Personal Touch with Customer Care
4	Coordination
5	Mitigating Regulatory Risk

Table 1 - Ranking of Best Practices

In general, both Regions and Coca-Cola have similar approaches to their social media programs. Both companies use calls to action as a way of directly involving the customer in a social media efforts. When customers are directly involved in a campaign, it resonates with them on a personal level, which is a very desirable outcome for a company. Personal involvement of the customer is perhaps the most important aspect of an effective social media campaign.

Tailoring a message to the medium employed and ensuring a personal touch by putting faces on a social media team are both methods to help ensure current and potential customers do not have an adverse reaction to a social media campaigns. Not alienating the customer is also an important aspect of an effective social media campaign.

One area of difference between the two companies is Coca-Cola's degree of coordination between their different social media efforts. The same message is sent out, regardless of the medium. While Regions also follows this practice to a degree, it is not as strongly evident as with Coca-Cola. In addition, given the nature of their business and the personal information involved, Regions must mitigate different risks for their customers that do not exist for Coca-Cola. These are both important things to consider when developing a social media campaign, but not as important as the previous two topics.

This analysis has indicated that both Regions and Coca-Cola are efficient and effective users of social media. However, Coca-Cola appears to be the more effective of the two. While both companies try to directly involve customers in their social media campaigns, and also take steps to not alienate segments of their customer base, Coca-Cola seems to place a higher emphasis on coordinating their social media efforts across multiple platforms. However, Coca-Cola also has a much larger social media team than Regions, which may contribute to this effect.

RELEVANCE TO OTHER ORGANIZATIONS

In general, the best practices identified in the previous section are applicable to almost any organization – whether it is a for-profit, a not-for-profit, an educational organization, or a military organization. Depending on which it is, a “customer” might be a donor, or a volunteer, or a student, or a potential enlistee, but the same principle applies. Uses of calls to action directly involve individuals in the development and continuation of a social media campaign – regardless of how those individuals are categorized (customer, donor, etc.), this is an outcome any organization should want. Various methods for not alienating individuals – tailoring content to

nuances of a particular social media platform, humanizing a campaign by adding personal touches and putting faces to names – also apply across the organizational types. Coordinating social media efforts so the same message is being sent on every platform is also an effective practice that can be utilized by any organization.

On the other hand, mitigating risk over social media for the customer is slightly more targeted to specific industries. Any organization that handles personal customer information – traditional banks, investment banks, credit card companies, retailers – would benefit from incorporating this concept in their social media efforts. For organizations that do not handle these kinds of information, however, this practice is less applicable.

CONCLUSION

Social Media is one of the most direct ways companies can impart information, interact with followers, grow their companies, and manage their brand image. Observations indicate that both Regions and The Coca-Cola Company are revered as leading companies demonstrating their prowess in the social media space.

The analysis concluded that not only are both companies engaged in multiple social media channels already, but they are also increasing their presence and making plans to expand to other channels. Both Regions and Coca-Cola have dedicated in-house social media teams that manage their social media channels. Coca-Cola uses management tools to assist in tracking their social media traffic, while it was unclear if Regions does. Both companies share content, curate content, and interact with their audience, although Coca-Cola is primarily active and responsive on Twitter.

As expected, both companies have mitigated their risk and have few exposed vulnerabilities. Regions admits to the challenge of staying ahead of the competition and staying up-to-date with available software. They also have strict compliance and regulatory requirements that must be maintained. Coca-Cola's main vulnerability is lack of fan interaction on multiple platforms, with the one exception being Twitter.

Each company employs best practices that separate them from their competition causing them to excel and maintain their top standing. Regions is excellent at risk control, soliciting feedback from their audience and incorporating their feedback, and maintaining a personal touch with customer care. Coca-Cola has mastered their call to action invitations, maintaining uniformity in their messaging across multiple social media channels, and exercising expert knowledge of the various social media channels by understanding the purpose and relevant content for each.

Echoing the advice of knowing your audience is absolutely essential in social media as well. Both Regions and Coca-Cola demonstrate mastery in this area and it obvious when visiting any of their social media channels. Both companies have also created meaningful content for their respective audiences and understand how to engage their customers. However, the one area that stands out the most is how both companies stay connected with their customers. It is very apparent that this is a primary goal for all communications.

There are a number of different strategies and best practices that can be exercised by a company wanting to engage and rise to the top of any social media channel. From our findings, we recommend the following for organizations to consider for social media use and management:

COMMUNICATION IS A TWO-WAY STREET

Social media allows companies to talk with customers, instead of simply talking to them. Involving the customer in a social media campaign helps ensure that the customer is receiving the message, which is the most important aspect a company should consider in developing a social media campaign.

FOCUS ON THE CUSTOMER

This idea was true before the advent of social media, and it is still true today. By understanding the nuances of a social media platform and its users, companies can tailor their content appropriately and avoid alienating potential customers.

SPREAD THE WEALTH

Reaching as many customers or potential customers as possible should be a high priority when developing a social media campaign. Leveraging several social media platforms and coordinating content across them is critical to achieving this goal.

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