

Social Media

Belgians spend on average 13.6 hours per week on the Internet compared to 4.5 hours reading the daily press and 3.8 hours reading press magazines.

Internal social media or usage of a collaborative intranet can increase productivity of highly qualified employees by 20-25%.

77% of Belgians have more confidence in a company whose CEO communicates through social media.

47% of journalists use Twitter as a source of information.

While these trends have a direct bearing on traditional media, they have a greater impact on an organisation's stakeholders and create opportunities and hazards for corporate communications.

At akkanto, we believe that digital media is more than just communication and conversation. It is about managing corporate reputation, scanning the environment, supporting media relations, enhancing employer branding and recruitment, engaging employees and improving productivity, as well as preparing and giving the appropriate answer in a crisis situation.

akkanto helps large Belgian and international organisations that haven't yet integrated digital communication into their strategic thinking, who want to support their communication strategy with online tools and channels, or who have already implemented a digital communication policy and want to go further.

akkanto claims two exclusive ingredients to help you successfully implement a digital communication strategy:

- > A multidisciplinary approach involving competences from the areas of internal communication, crisis and reorganisation communication, media relations, public affairs and reputation management.
- > A combination of more than 20 years of experience in strategic communication and technical knowledge as required by these new communication channels thanks to our partnership with Adforce, a digital communication agency based in Leuven.



akkanto advises and assists with:

Strategy development

Definition of objectives, content plan, KPIs, internal and external policy and budget strategy, based on thorough research and benchmarks whereby we define the as-is social media presence.

Implementation

Based on your needs, we make sure you can get started with digital media by setting up your desired social media platforms, website, collaborative intranet, SEO and/or SEA campaign.

Training

A social media strategy can only be successful if a conversation manager or social media team supports it. In line with your organisational structure we define and train your social media team.

Measurement and Monitoring

How and which free tools to use to monitor social media easily at no cost? We provide the appropriate tools and show you how to use them. We also help you determine: the e-reputation of your company, your CEO, your products and services, on which platforms people speak about you, what influences your company and what is the impact of your communication or a crisis on your reputation.

For more information please contact:

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To ensure you have the latest version, please check our website: www.akkanto.com/stakeholders/social-media. You will also find testimonials from companies who have benefitted from our Social Media experience, as well as information about akkanto's Social Media consultants.

