



Marketing

# Build a successful SOCIAL BUSINESS by empowering the SOCIAL EMPLOYEE

Includes success stories from IBM, AT&T, Dell, Cisco, Southwest Airlines, Adobe, Domo, and Acxiom

"Great brands have always started on the inside, but why are companies taking so long to leverage the great opportunities offered by internal social media? . . . *The Social Employee* lifts the lid on this potential and provides guidance for businesses everywhere."  
-JEZ FRAMPTON, Global Chairman and CEO, Interbrand

"Get a copy of this book for your whole team and get ready for a surge in measurable social media results!"  
-MARI SMITH, author, *The New Relationship Marketing*, and coauthor, *Facebook Marketing*

"Practical and insightful, *The Social Employee* is sure to improve your brand-building efforts."  
-KEVIN LANE KELLER, E.B. Osborn Professor of Marketing, Tuck School of Business at Dartmouth College, and author, *Strategic Brand Management*

"This book will change how you view the workplace and modern connectivity, and inform your view of how social employees are changing how we work and create value in today's networked economy."  
-DAVID ARMANO, Managing Director, Edelman Digital Chicago, and contributor to *Harvard Business Review*

"*The Social Employee* makes the compelling argument that most organizations are sadly missing a key opportunity to create a social brand, as well as to build a strong company culture."  
-ANN HANDLEY, Chief Content Officer, MarketingProfs.com, and coauthor, *Content Rules*

CHERYL BURGESS and MARK BURGESS are founders of Blue Focus Marketing®, an award-winning social branding consultancy and recipient of the 2012 MarketingSherpa Reader's Choice Award for Best Social Media Marketing Blog. Connect via Twitter @ckburgess, @mnburgess, @BlueFocus, @SocialEmployee. www.bluefocusmarketing.com



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THE SOCIAL EMPLOYEE

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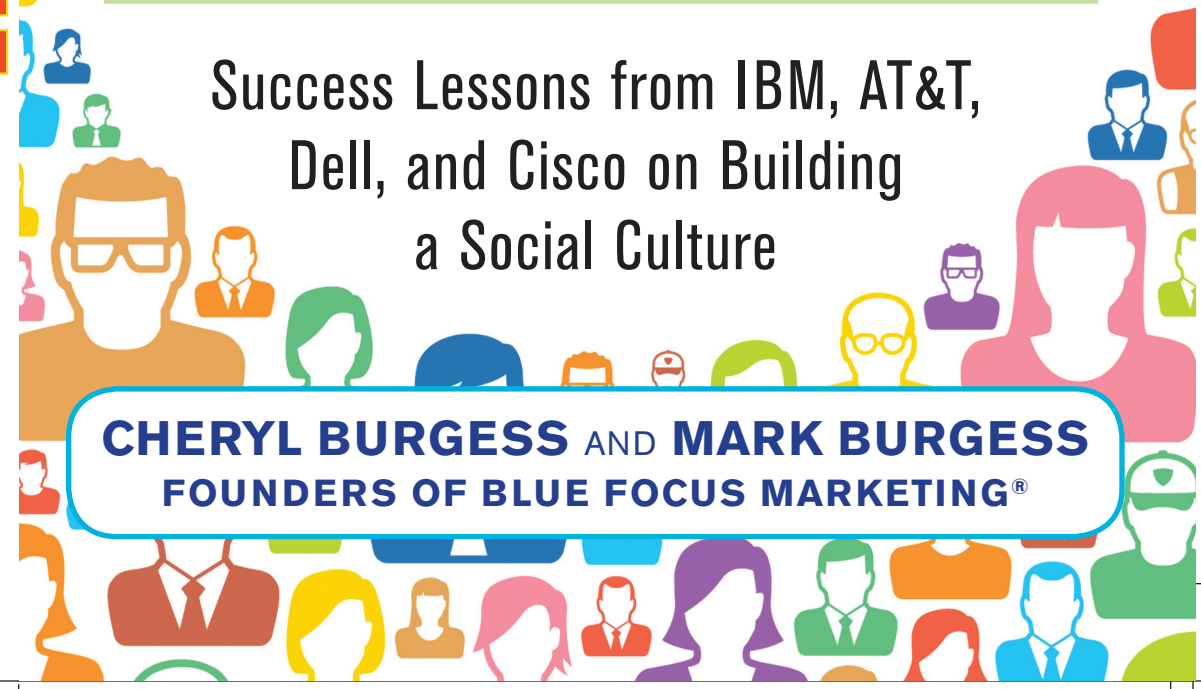
FOREWORD BY DAVID C. EDELMAN  
Global Co-Leader, Digital Marketing and Sales Practice, McKinsey & Company

# How Great Companies Make Social Media Work

# THE SOCIAL EMPLOYEE

Success Lessons from IBM, AT&T, Dell, and Cisco on Building a Social Culture

CHERYL BURGESS AND MARK BURGESS  
FOUNDERS OF BLUE FOCUS MARKETING®



## Praise for *The Social Employee*

Mark and Cheryl Burgess show real-world examples of how social is fundamentally changing brands. An important read for the legions of newly minted social employees eager to jump into the fray and start making an impact.

—**Jennifer Aaker**, General Atlantic Professor of Marketing, Stanford University, and coauthor, *The Dragonfly Effect*

In today's socially connected world, companies have to leverage their internal talent in order to drive business results. *The Social Employee* will help any company become more social, relevant, and innovative.

—**Dan Schawbel**, bestselling author of *Me 2.0* and *Promote Yourself* and columnist for *TIME* and the *Wall Street Journal*

Anyone struggling to harness social media will want to read this important book. It provides a fresh perspective—focusing on empowering and motivating the “social employee” to represent the brand. Using a host of case studies, the authors explain that success involves supporting those employees with a social listening program, C-Suite commitment, communication prioritization, systems to deliver the culture of the firm, and methods to manage risk.

—**David A. Aaker**, PhD, Vice-Chairman, Prophet, and Professor Emeritus of Marketing Strategy at the Haas School of Business, University of California, Berkeley. Author of 15 books and widely recognized as the founder of the strategic branding discipline

Big brands, big changes, big stakes . . . what's not to love? For the brands tentatively dipping their toes into the social business pool, *The Social Employee* is a much-needed push into the deep end: it's time to learn to swim. This book belongs on the desk of anyone serious about learning what it means to be an employee in the new social era.

—**Mark Fidelman**, Managing Director, Evolve Capital; *Forbes* contributor; and author of *Socialized!*

*The Social Employee* perfectly describes the current business environment, the challenges companies face, and how the more pioneering brands are leading us to the light at the end of the tunnel. Whether you're a new hire working your way up through the corporate ranks or a C-Suite executive, you need to read this book.

—**Jacob Morgan**, author of *The Collaborative Organization*,  
Principal/Cofounder of Chess Media Group

*The Social Employee* is more than a window into how the workplace has changed. It is your must-read guide for how to unlock the power of your employees to build your brand's reputation, productivity, and profits. Buy this book to empower your leadership and employees; in fact, buy them all a copy and watch your company transform.

—**Simon Mainwaring**, *New York Times*  
bestselling author of *We First*

Passion. Engagement. Authenticity. *The Social Employee* shows us why these traits above all others are the key to success in the new social era. This book belongs in the collections of executives, employees, and students alike. An absolute must-read for those ready to be pioneers in a brave new era.

—**Ann Charles**, Founder & CEO, BRANDfog

It's a giant step for brands to both grasp and act upon what it truly means to be social. Mark and Cheryl have captured powerful examples of companies doing both, adding clear insights to make them actionable. *The Social Employee* demonstrates how companies that authentically connect with things that are meaningful to employees and customers reap rewards of loyalty from both.

—**Andy Smith**, coauthor, *The Dragonfly Effect*

This book is a must-read for aspiring social businesses! Companies need to teach customer-facing employees how to nurture their personal brands as they build the company brand. *The Social Employee*

lays out the *why* and the *how* to empower any sized business to transform their team into a network of authentic, socially savvy brand ambassadors.

—**Jon Ferrara**, CEO, Nimble; Founder of GoldMine, a CRM Pioneer; coauthor, *Social CRM for Dummies*

In the future, there will be two types of companies: those that monitor and stifle the social activity of their employees and those that empower the social activity of their employees. Smart organizations will be found in the second group, and this book will help you get there.

—**BJ Emerson**, coauthor of *The Tasti D-Lite Way: Social Media Marketing Lessons for Building Loyalty and a Brand Customers Crave*

If there's one thing the incredible success stories of big brands like IBM, Adobe, and Southwest Airlines show, it's that going social isn't a predetermined, paint-by-numbers process. Companies have a duty to listen to their employees and encourage them to chart the course on their social journeys. Today, corporate brands come alive through the personal brands of their people. *The Social Employee* is a fantastic testament to this, masterfully marking this watershed moment in business.

—**William Arruda**, author of *Ditch. Dare. Do!* and *Career Distinction*

The transition from simply using social media within the business to becoming a true social business—where content sharing and social networking are integrated into processes across the organization—is an imperative yet frightening journey. Cheryl and Mark Burgess show how it's done, using examples from top global brands. *The Social Employee* is a must-read guidebook to empowering and energizing workers to build powerful brands from the inside out.

—**Tom Pick**, Digital Marketing Consultant and Managing Editor, *Webbiquity*

THE  
**SOCIAL**  
**EMPLOYEE**

**How Great Companies  
Make Social Media Work**

**CHERYL BURGESS AND MARK BURGESS**



New York Chicago San Francisco Athens London Madrid  
Mexico City Milan New Delhi Singapore Sydney Toronto

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