

The Wikipedia on social media



To be heard over the constant chatter on social media takes a great story and an even better strategy. Twitter, Facebook, YouTube, LinkedIn and the growing universe of social media networks offer unparalleled opportunities for social connections. They can also create steady streams of misinformation, available in real time to millions of people around the world.

See how we actively manage our online presence to build reputation and minimize the risks of reputation-damaging commentary.

A

AMBASSADORS

Employees – always our number-one ambassadors – can help Suncor build our reputation by contributing to conversations.

“We want employees to share the Suncor story with their networks, but to do so in a way that reflects our values,” says Melanie Schmarje, director e-Communications. To guide those conversations, we have clear company-wide policies and standards to follow when sharing Suncor stories on social media.

C

CRISIS COMMUNICATIONS

A process-affected water release in Fort McMurray earlier this year illustrates how we use social media to communicate to stakeholders during an incident.

People from across North America as well as interest groups such as Greenpeace immediately began asking questions, talking about the incident and generating a stream of comments that included misinformation.

“Other people were telling the story for us,” says Paul Newmarch, senior advisor social media. “We needed our official voice to tell the facts about the incident and explain what we were doing in response.”

When first notified of the release, Suncor’s e-Communications team immediately updated our crisis response site (response.suncor.com).

Behind the scenes, the team actively monitored the questions raised in social media conversations so we could respond with the latest and most accurate information. We also posted current news and photos of the site. And we provided regular updates about the nature of the released effluent (water used in our operations) as well as the results of water sampling.

Speed, transparency and accuracy are critical during a crisis, says Paul.

“Information moves very quickly in social media. By listening first, we become aware of the conversation so we can participate and get our story out,” explains Paul. “In an incident, we may have to act very quickly to keep people informed; we can’t always wait until we know the whole story.”

H

HIRING

Social media is a quickly evolving channel in our hiring strategy. It’s used to share job alerts, career tips, oil and gas industry news and relevant updates to drive awareness about Suncor careers and engage in a conversation with potential recruits.

“Our social media channels reach over one million users per month and are some of the top referral sources for our job openings,” says Lauren Larose, marketing & communications advisor, talent acquisition. “Eighteen months ago, that was not the case.”

S

STRATEGY

Having a social media strategy and processes means Suncor is using social media in a purposeful way that supports operational excellence.

“We’re working to ensure our social media channels are followed by key people such as the media, politicians, community partners and other interest groups,” says Melanie. “Our strategy is all about using social media channels to support Suncor’s reputation and reduce risks.”



360+
Familiarize yourself with our policies and standards. You can find them on *the Core* > Tools and Resources > Policies and Guidelines > Social Media Hub.

Suncor uses Twitter, Facebook, YouTube, LinkedIn and other networks to not only manage bad news, but also to promote good news – like what’s happening in our United Way campaign and the benefits of our Aboriginal businesses partnerships.

“We want to provide credible social media channels that people can turn to when they have questions about us and our operations,” Melanie says.

VALUE

The value of our social media efforts hit home in June during Calgary’s floods.

Suncor Energy Centre was closed for more than a week and many employees could not access e-mail, *the Core* or their work computers. The Response Management Team used Suncor’s social media networks and website to communicate with employees until they were able to return to work.

“The response was amazing,” Paul says, adding that Suncor generally uses social media for external communications. “Employees were getting critical information and passing it on to their colleagues.”

One employee’s home in High River flooded. He didn’t know who to contact; so he commented on Suncor’s Facebook page to ask if someone would give his neighbour protective equipment to clean up his house.

“We connected him with the right people and they got everything they needed,” Paul says. The Facebook page also connected volunteers with flood victims who needed help and was where many Suncor employees shared their stories of neighbourly generosity. ●

Social media dos and don’ts

- DO:** Discuss only publicly available information
- DO:** Identify yourself as a Suncor employee
- DO:** Be clear that you are speaking only for yourself and that you are not speaking on behalf of Suncor unless you’re an authorized spokesperson
- DON’T:** Speak disrespectfully about any of your colleagues
- DON’T:** Post anonymously about Suncor operations.

By the numbers*

t
8,600 followers @suncorenergy
1,528 Twitter posts reaching about 800,000 users monthly (6.4 million in 2013)

1,500 followers @SuncorCareers
672 Twitter posts reaching about 75,000 users monthly (593,000 in 2013)

f
3,000 likes at Suncor’s Facebook page, reaching about 24,000 users monthly (193,000 in 2013)
6,559 Facebook posts created using our content in 2013

3,000 likes at Suncor Careers Facebook page, reaching about 21,000 users monthly (169,000 in 2013)
4,473 Facebook posts created using Suncor content in 2013

YouTube
15,000 video views per month average on the Suncor YouTube Channel
121,000 views in 2013

in
67,000+ followers
10,948 Suncor employees on LinkedIn
3,500+ unique monthly visitors
Almost 100,000 views per month of Suncor employees profiles

*All numbers current as of October 2, 2013