



The SMI-Wizness Social Media Sustainability Index

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Executive summary

What a difference a year makes.

Back at the end of 2010 we published the first ever review of how major companies were using social media to communicate sustainability. The reason for our research was fairly straightforward: social media had been fully embraced by the marketing, PR and internal communication professions. At the same time, each company was looking to show its commitment to full sustainability, or at least to corporate and social responsibility programs. How then, we wondered, were the two strands of building a better business being pieced together? We believe the numbers tell the full story.

“Fast-forward to the end of 2011 and a new landscape of social media sustainability has emerged.”

The inaugural Social Media Sustainability Index trawled through 287 major companies in North America and Europe and found 120 that were using social media for sustainability comms. Yet, when we dug deeper, just 60 of those were devoting any dedicated resources to that mission.

Fast-forward to the end of 2011 and a new landscape of social media sustainability has emerged. Today, at least 250 major corporates are engaged in some form of social media sustainability comms and more than 100 have a blog, YouTube, Facebook or Twitter channel dedicated to talking about sustainability.

What has changed? Well, first, companies have come to realise that embracing social media has made them all media companies, and that means they have to publish regularly and with reliable content. Next, take your pick from the Pepsi Refresh Project, GE's Ecomagination Challenge or IBM's Smarter Cities and you'll find big budget, big ideas that made CMOs sit up and say: "We need our good deeds to go viral"or words to that effect. The grand ideas of these projects really made sustainability/CSR communications a

sexy proposition for many in the world of marketing and corp comms who, up until that point, had felt the do-gooder stuff was best left buried somewhere at the back of the annual report.

Here are some of the ways the smartest companies are using social media to not just communicate their sustainability stance but also to involve the public in building a better world:

- **Homage to compelling reportage:** Hire experienced filmmakers, writers and reporters to tell a complicated story well: IBM, Allianz
- **Crowdsourcing:** Tap the public for big innovative ideas: General Electric
- **Crowdfunding:** Enable collaborative fundraising and donations: BBVA and Bendigo and Adelaide Bank
- **Bold alliances:** Team with established NGOs, charities and conservation watchdogs to support common goals and raise awareness: Levi's
- **Leveraging community:** Task your massive online following to build a better future through campaigns, contests: PepsiCo
- **Platforms not campaigns:** Build an ongoing social media sustainability communications vehicle: Danone
- **Making technology accessible and digestible:** Create content that shows how sustainability technology and initiatives matter to the general public: Philips, Sony
- **The wisdom of your crowd:** Collaborate with fans to break taboos and challenge status quo: Kimberly-Clark

Of course this mainstream marketing embrace of sustainability didn't simply emerge because of competitive jealousy. In a number of high-profile cases it has been driven by a real commitment on the part of companies to become more sustainable operations. And the companies that truly are making their business more sustainable - be it through improved energy efficiency, lowering emissions, policing their supply chains, pioneering ethical sourcing and promoting equitable working environments - have a distinct advantage in social media communications. That's because they have a good and believable story to tell and, good storytelling remains the most valuable currency in social media.

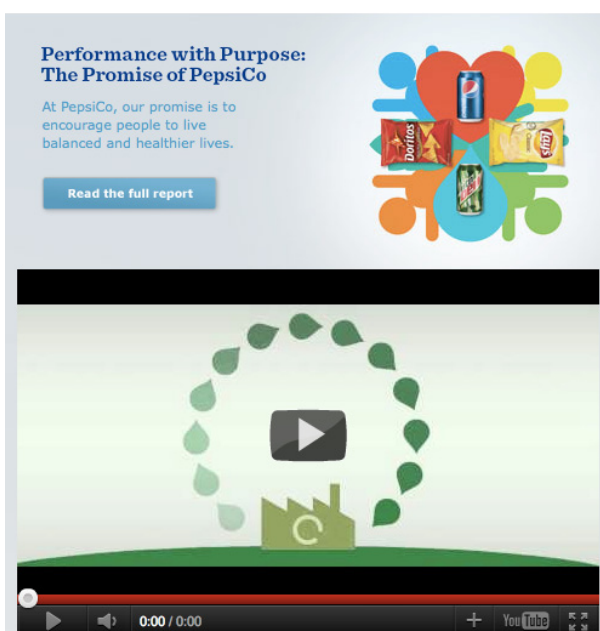
“Social media is a new, disruptive and very powerful business philosophy”

Our goal, in this second annual Social Media Sustainability Index, has been to sift through the new noise of all that new People, Planet, Profit social media commentary to identify the best practice trends. By doing so we hope to provide a social media road map for communicators throughout the sustainability and CSR community.

Why social media and sustainability?

Much digital ink has been shed during 2011 espousing the value of using social media in sustainability comms. Needless to say we agree with the general sentiment. But while many commentators and practitioners continue to look at social media as a channel strategy - part of their overall digital mix so to speak - and continue to think about activating short burst “campaigns” to grab attention, we take a very different view. Social media is not a marketing channel and neither is it a marketing strategy. Instead, social media is a new, disruptive and very powerful business philosophy - one that, when embraced and applied within business, has the ability to reboot a jaded company mentality and prepare it to compete, prosper and be profitable for the next generation of customers.

Sound familiar? It should because the central tenet of a social media philosophy - transparency, authenticity and learning from your community to build a stronger more profitable and, yes, better business - are the same strengths that make sustainability such a compelling business philosophy. There is a trend right now for corporate leaders to espouse the need to show love, goodness and caring in business. What better way to communicate this to the people who matter - customers, employees and community - than through social media?



PepsoCo made its sustainability report accessible through Facebook.

What makes best practice social media sustainability?

The stand out leaders in this year's Social Media Sustainability Index all have a few things in common: they fully embrace their new-found power to publish and provide useful, regular, transparent and creative content for their social media communities.

Some like Levi's, IBM, Sony, Kimberly-Clark and PepsiCo seek to mobilise sustainability and cause-related awareness through heavy marketing-led dig-

Future City Design: Hangzhou, China



ital programmes like Levi's' Pioneers, Smarter Cities, Open Planet Ideas, Huggies' Moms Inspired, PepsiCo Women's Inspiration Network and, yes, Pepsi Refresh (still going strong).

Others, like GE, Ford, Allianz and VF Corporation's Timberland have structured their sustainability communications around a very professional editorial operation, supplying information and content through a variety of social media platforms.

Companies like Renault and Banco Bilbao Vizcaya Argentaria (BBVA) seek to build a cohesive community around social media projects like Sustainable-Mobility, Friends & Family and Open Mind.

Finally there are those companies that take a lower-key approach preferring to use social media to update audiences on their own sustainability actions. These include the likes of FedEx, UPS and Novo Nordisk.

“The stand out leaders in this year's Social Media Sustainability Index all have a few things in common: they fully embrace their new-found power to publish”

Fifty of the companies included in the Index have a ranking above 60 out of 100 - our benchmark “pass” figure for demonstrating social media proficiency. The others are somewhat muddling by with plenty of room for improvement.

It is worth noting some companies lauded for their sustainability activities that are not included in the Index. They include Marks & Spencer, a company that has an impressive Plan A website but is not really effective in making its

Key Findings

Of the 100 companies on the Index:

- 53 have dedicated sustainability blogs
- 67 have Facebook pages or subpages
- 70 have Twitter feeds
- 71 have YouTube accounts
- 36 have Sustainability/CR reports that are shareable through social media
- Consumer Goods is the strongest sector on the Index
- Oil & Gas is the weakest
- 40 North American companies are on the Index
- 54 European companies are on the Index
- 6 rest of the world companies

message social, US retailers Trader Joe's and Wal-Mart (though we should note it launched a new blog, The Green Room in January 2012 so will be considered for next year's Index.)

What you'll find in this report

We live in an information-drenched, time-restricted digital age. Witness the explosion in popularity of the Infographic, once the geeky plaything of "Front of the Book" magazine editors who lovingly packed full-length feature story ideas into an energetic graphic single page, and, in doing so, crushing the hearts of would-be Norman Mailers while delighting budget-beleaguered managing editors. But we digress...

While we've tried not to over do the infographics we have sought to demonstrate the state of social media sustainability in as digestible and sharable form as we can. Hence you'll find a section showing the main findings of the report in chart form, mini features on social media strategies from the Financial Sector, ten tips to make your sustainability report more social and a handy chart deconstructing some of the biggest social media sustainability projects of 2011.

We also include sections on managing reputation, the Top 10 companies on the Index and, of course, the entire 100 companies by ranking.

How we compiled this Index

For this year's Index we scanned leading sustainable company lists including: Corporate Knights Global 100, Newsweek's Green Rankings, The Dow Jones Sustainability Index and Interbrand's Best Global Green Brands. That gave us a very long list of around 400 companies and from that we are able to identify 250 companies who were communicating CSR or sustainability using some form of social media.

However, to qualify for the 2011 Index, companies had to publish a blog, Facebook page or subpage, Twitter account or YouTube channel dedicated to sustainability/CSR. We found 108 such companies and from that number we chose the top 100 based on a ranking criteria explained below.

We chose only to include companies with dedicated social media channels because it demonstrated, in our eyes, a real commitment to sustainability communications in terms of resource and community building.

Our philosophy

Social Media Influence is an editorially-led website, conference and consultancy. Our background is business, technology and environmental journalism and we believe that smart editorial content and storytelling is crucial for communicating through social media, especially when it comes to sustainability.

After nearly seven years advising companies on social media strategy and content, we believe that the best social media communication has to be useful, transparent, open to community input, authentic, regular and ongoing – and, yes, creative.

That interpretation of successful social media communication forms the bedrock of our judging criteria for the 2011 Social Media Sustainability Index. With this in mind we've ranked the 100 companies on the Index based on what we're calling (not exactly immodestly) SMI's Golden Rules for Social Media Sustainability Communication. They are:

SMI

Golden Rules

for Social Media Sustainability Communication:

- How useful is the social media communication?
- How connected is the brand/company to its community?
- How transparent is the communication (open to comments)?
- How good is the company at communicating sustainability actions rather than simply beliefs?
- How social is the sustainability or CR report?
- How regular are social media updates?
- How creative is the social media communication?

We also believe that good social media communication should not be judged by the number of fans amassed on Facebook or followers on Twitter. Too often over the last year we've seen interesting and engaging sustainability projects - often cause-related - sullied by brands insisting that Facebook visitors "like" the brand in order to contribute to the cause. Surely even the most numbers-driven brand manager can spot the mixed message in that call to action? Ultimately, successful community-building and social media engagement is about attracting the right audience, not necessarily the biggest audience. That's why we haven't ranked any companies by the quantity of fol-

lowers, fans or viewing figures even though we freely admit that many of the most impressive social media sustainability projects also attract impressive audiences/participants.

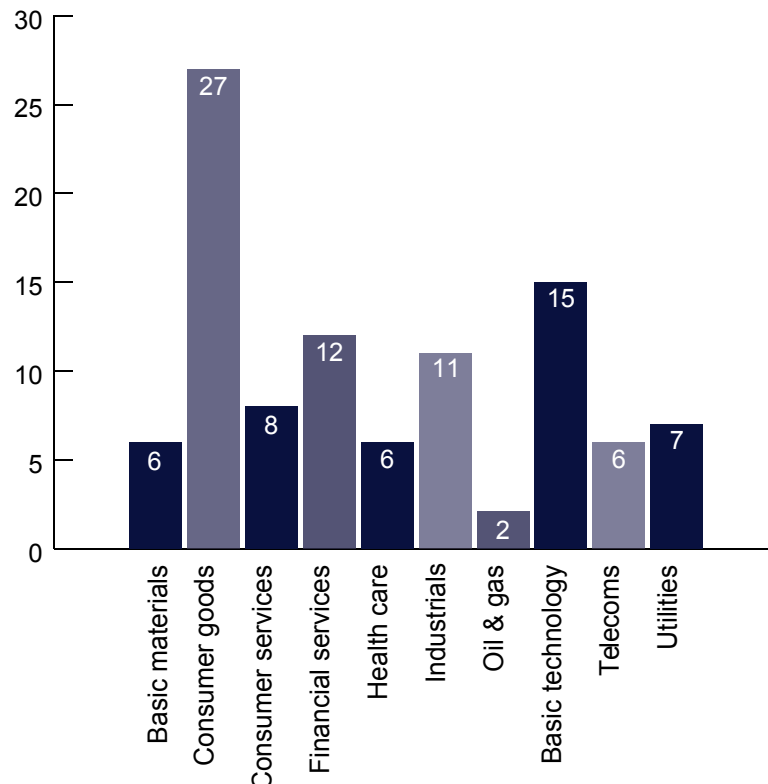
Finally, we should stress that this Index and ranking system is, of course, subjective. We use rigorous criteria for inclusion, and they do form the basis for the final rankings. But, in the spirit of social, we must note that the opinions expressed in this report are our own. We welcome the chance to hear your feedback on what you think we've got right and got wrong. And let us know if you think we've missed out any companies that deserve to be included in the index or if it needs updating already.

Matthew Yeomans, January 2012

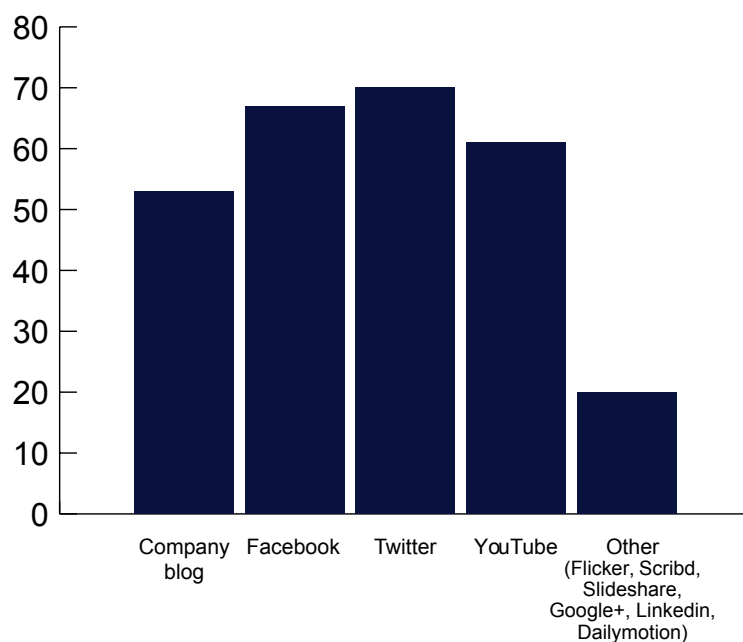
By the numbers

Social media comms by sector

This is how the 100 companies break down by industry sector

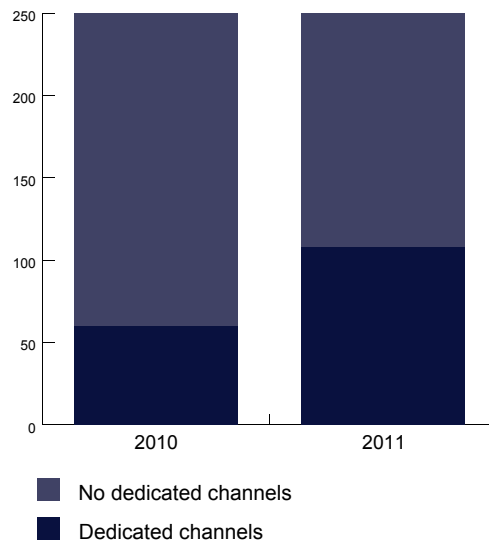


The breakdown of social media platforms used to communicate sustainability



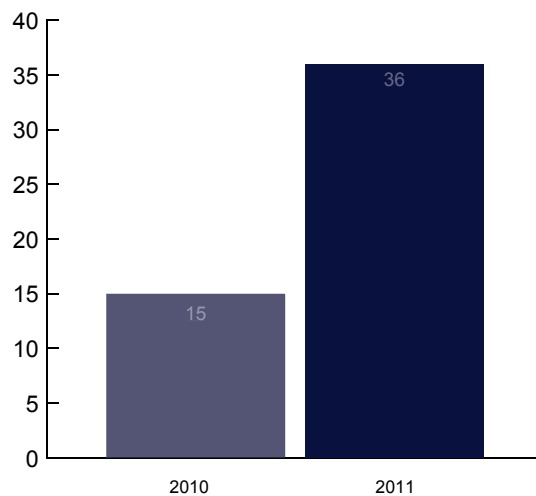
Dedicated channel breakdown

In 2010 just 60 companies had dedicated social media comms.
By 2011 there were 108.



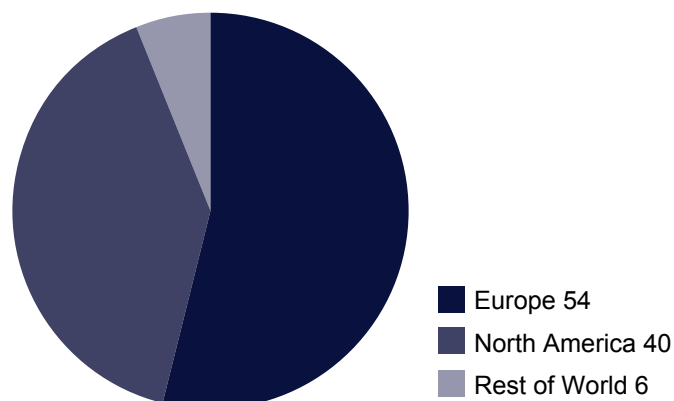
Growth of social online report

In 2010 just 15 companies allowed their Sustainability/CR report to be shared using social media. In 2011 that number increased to 36.



Geographical breakdown

How social media sustainability communications looks on a global scale



Social storytelling checklist

Every company is an online publisher nowadays so how do you go about preparing an effective social media storytelling operation?

Here's a quick checklist to get you thinking:



Do you know what your audience cares about?

Do you know where they prefer to receive their information?

What compelling stories does your company have to tell?

Who are the best people on staff to tell them?

Do your stories demonstrate what you are doing to be sustainable or do they merely tell others what you aspire to do?

Do you know the best social media platforms to optimise those stories?

Do staff members have the writing, editing and visual storytelling skills to communicate the stories effectively?

Do you have the editorial resources to execute what you want to achieve?

Do you have an editorial plan to guarantee quality ongoing content and avoid staff burnout?

A question of reputation

By nearly every measure, social media is becoming a major business force. For example, did you know that the global social network ad spend will top \$8 billion in 2012 and approach \$10 billion the year after? And, the so-called social commerce boom is even bigger. Expected to take off this year and next, social commerce will see revenues top \$30 billion in 2015, a recent Booz & Co. study forecasts.

the global social network ad spend will top \$8 billion in 2012

Booz & Co.

There's another social media figure on the rise too: despite the increased investment in "social," companies are getting hit by social media-fueled PR crisis with greater frequency. Why is that? Companies are wisely deploying money and manpower into the latest social media technology, yet most remain ill-prepared for the threat of the social media crises and the longer term effects these reputation-bruising mishaps can have on business.

Indeed, any company or brand that maintains an active Facebook or Twitter presence now has to invest time and effort to manage its reputation on those channels. In 2011, companies as diverse as energy provider PG&E, K-C's brand Kotex and Facebook itself have found themselves having to spend a lot of social media time dealing with sustainability reputation issues.

Here then are a few important tips

to consider for integrating social media into your sustainability communications plan. Many of these tips we've pulled directly from the findings of our "History of Social Media Screw-Ups," updated annually. From the most recent report, we've distilled these eight take-away points. They are the most oft-repeated missteps and misconceptions that lead big brands into trouble with the public.

1 Underestimating influence/impact of your social media critics at your peril.

Kryptonite and its "meh, bloggers don't matter" attitude from way back in 2004 is still the business school case study here, but loads of brands since – from Nestle telling off eco-Facebook protesters last year to Unilever dismissing the viral power of Greenpeace's YouTube channel – have failed to understand that online activists may not be The Guardian or The New York Times, but they do hold plenty of weight.

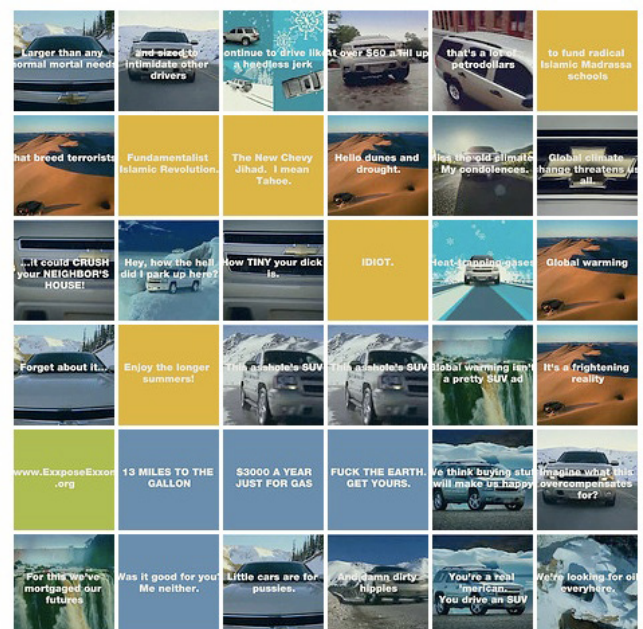
2 Giving the online community flashy marketing messages when they just want simple, straightforward detail. These days, companies can get into big trouble for issuing fictitious glowing reviews or trotting out seemingly genuine testimonials by paid actors. Even before these consumer protections were put into place, Ford paid a higher price – it got burned by vigilant bloggers who saw through its “greenwashing” claims in a 2006 ad for its SUV, the Ford Escape, fronted by - yep, the greenest of the green – Kermit the frog.

3 A corporate culture of unresponsiveness can torpedo the reputation of even the most altruistic brands. Case in point is Dell. The computer maker is often cited as one of the greenest of tech companies. Its commitment to sustainability and eco-friendly sourcing is commendable. But even whilst it was taking a leadership role in the area of sustainability, it had a more visible problem: its customer service track record was literally hellish. One well-connected critic, the journalist and media watchdog Jeff Jarvis, blew the whistle on Dell, coining the phrase “Dell Hell” and the restive consumer avalanche ensued. Dell is still working to improve its image as a compassionate brand despite its significant investment in sustainable business.

4 Failing to understand the Coke credo: “our consumers control our brand.” Co-cola-Cola once tried to stifle conversation around the

combustible combo of Diet Coke + Mentos. Later, it would acknowledge, you cannot hope to muzzle what everyone is talking about. It now encourages its fans to speak out. Not surprisingly, we’ve seen some of Coke’s most forward-thinking sustainability efforts since it learned to embrace social.

5 Petition the public for crowdsourced ideas, only to be caught out when they have something nasty to say. Crowdsourcing is in vogue these days, giving loyal fans a chance to name a new product or devise a new soft drink formula. But as Chevrolet learned in 2006 with its Tahoe SUV, be prepared to get from the public more than a clever new slogan.



6 Asleep at the wheel: giving junior employees full reign of the channels and providing them with little direction. What could go wrong? Where to start here? In 2009, the epic

#fail was engineered by Habitat which gave an “overenthusiastic intern” the keys to the Twitter feed. The result? Famously tweeting sale promotions by piggy-backing on the trending Iran election hashtags. Similarly, the whole Nestle-Greenpeace debacle of 2010 came down to leaving the keys to Nestle staffers who grasped too late what they were up against. Point out to your team: a Facebook fanpage can attract, yikes!, even critics of your brand. Be prepared to handle the heat. (More on this in Point 8).

7 Don't assume attempts at feel-good social media washing won't come back to bite. Wal-Mart took the most heat here when a folksy, it-will-be-blogged “Wal-Marting Across America” road trip launched in 2006 just as it was getting pressured elsewhere for its checkered labor practices. All goodwill was lost when it was revealed Wal-Mart was funding the feel-good road trip.



8 Facebook is not just a forum for fans and “Likes.” Burger King, Nestle, and BP, to name just a few have seen their Facebook pages overwhelmed by critics who want to expose dodgy company practice. Greenpeace has had great success mobilising its followers in a series of corporate Facebook pressure campaigns. BK quickly caved to the demands to cheers. Nestle, on the other hand, shouted back, inviting more opposition.

Social Media Screw Ups

Learn more about reputation dos and don'ts through the History of Social Media Screw Ups



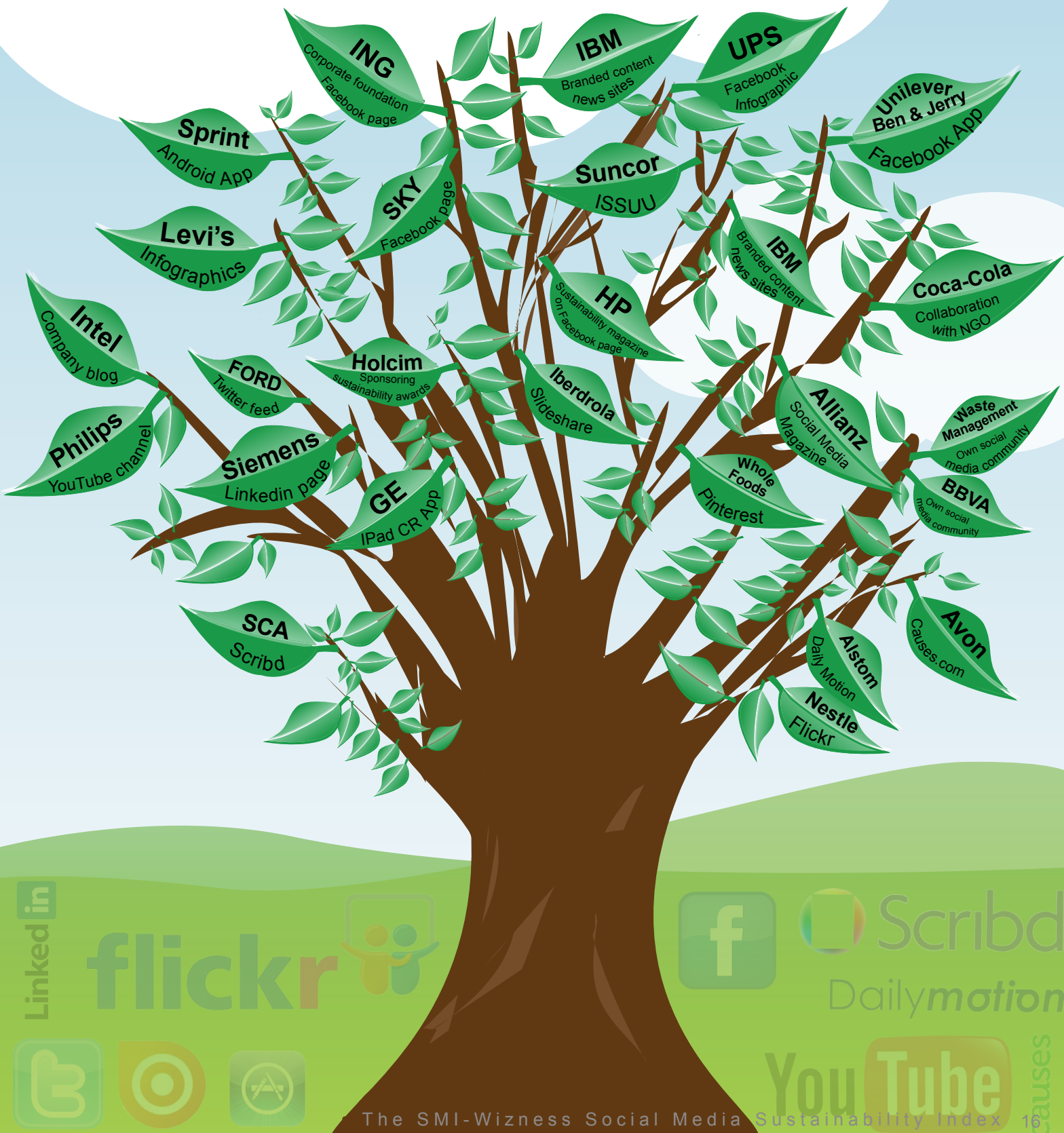
Intelligence in social media

Presents

A Short History of Social Media Screw Ups

The sustainability content tree

One of the main questions we pose in our Top Ten Storytelling Checklist (see page 12) is a fundamental one: "Do you know the best social media platforms to help tell your story?" As companies come to understand the need to be wherever their communities are online, they soon realise that one form of sustainability content doesn't fit into all those social media platforms and channels. In this Social Content Tree, we show the various ways sustainability communicators are using social media platforms to great effect.



The sustainability index top 10

When we started researching this year's Index we didn't expect GE, IBM and Pepsi to feature as prominently as they did in 2010. After all Ecomagination Challenge, Smarter Cities and Pepsi Refresh were trailblazing social media projects but surely they would be eclipsed by all the new social media sustainability marketing taking place?

Well yes, fresh initiatives from companies like BBVA, Aviva, Coca-Cola, Philips and Sony have sought to repeat the magic of combining smart social media marketing with authentic sustainability and CSR community communications. And yet GE, IBM, PepsiCo and also Ford continue to command a place in our top 10. The reason is simple. Unlike the pure campaign mentality of so much traditional marketing, the social media sustainability work of all these companies has built on the platform of what has been achieved before to create a springboard for new initiatives like PepsiCo's Women's Innovation Network, IBM's Smarter Cities, Ford Social and GE's Ecomagination news and expertise hub.





1 GE

The sustainability index

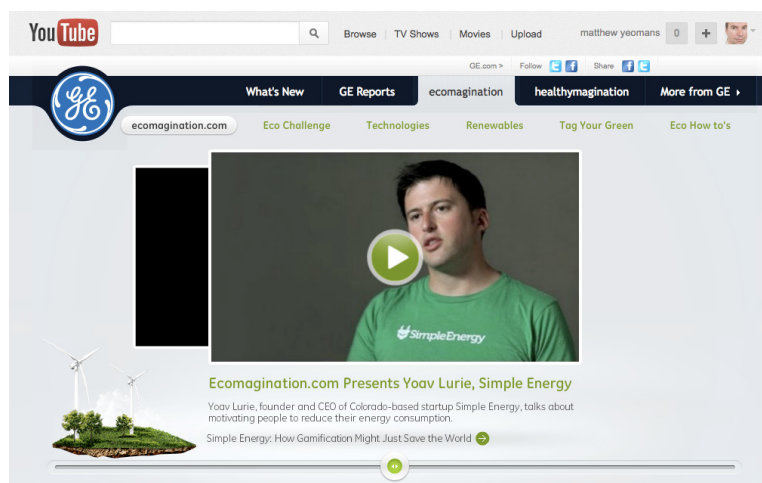
top 10

Last year's Sustainability Index leader holds onto pole position, once more fighting off a sustained effort from IBM.

Both companies place sustainability at the very heart of their business and both, through Ecomagination and Smarter Planet (more of that later), have created a social media communication framework that explains their work, inspires the public and offers leadership on sustainable living and business thinking.

In 2010, GE created the Ecomagination Challenge to crowdsource innovative clean energy ideas across America. In 2011, as that challenge finished, GE doubled down on its main Ecomagination site, honing a social media magazine and content hub that emulates the likes of Wired and Popular Mechanics in terms of visual design and editorial smarts. Not surprisingly, Ecomagination boasts a 20+ strong team of editorial contributors and they help drive an engine of content that ensures GE's Twitter, Facebook and YouTube channels are useful, fresh and relevant.

GE also innovates with its dedicated Healthymagination venture, not least through the development of apps aimed at helping the rest of us manage exercise, diet and even sleep schedules. GE's app-titude also extends to sustainability reporting. Creating an iPad app of the GE Sustainability Report is a smart piece of social media packaging that opens up GE's thinking to a new audience.



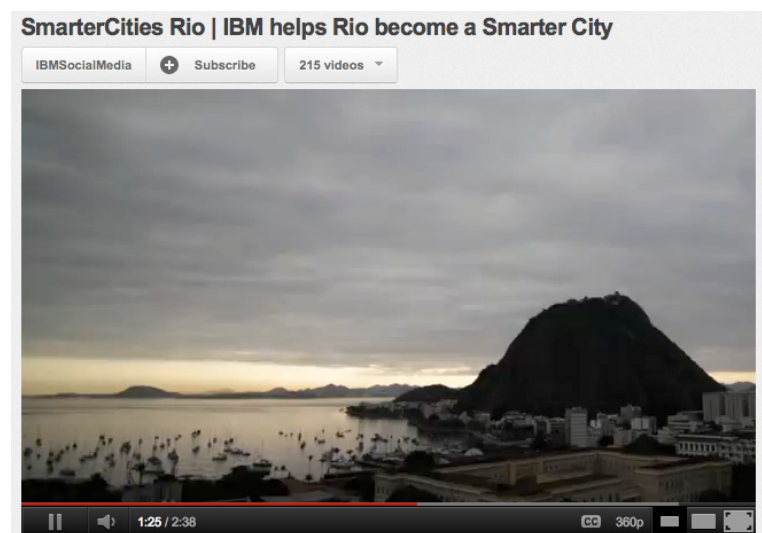
The sustainability index

top 10

2 IBM

Smarter Planet has been around for a few years now so why doesn't it feel stale and spent like so many social media campaigns? One reason is Smarter Planet is the antithesis of a traditional marketing campaign. Instead it's a continually evolving expression of IBM's core vision for growth. The second reason is that by telling the stories of how IBM is working with communities, cities and other companies, Smarter Planet creates consistently compelling and useful content for its blog, Tumblr community blog, Facebook page and other social media channels. As with GE, Ford and Allianz, IBM has developed a fully-functioning editorial operation.

2011 has seen the Smarter Cities initiative come to the fore. Documentary-style videos and blog posts about how IBM has worked with cities as far afield as Rio de Janeiro and Glasgow to create more efficient and sustainable infrastructure are exactly the forms of traditional storytelling that really informs social media communities and feels like an antidote to traditional message-driven advertising (though IBM still produces plenty of that as well). Most of all, having smarter stories and insight to share on a daily basis will help IBM cement a lasting connection with social media communities for a long time to come.





The sustainability index

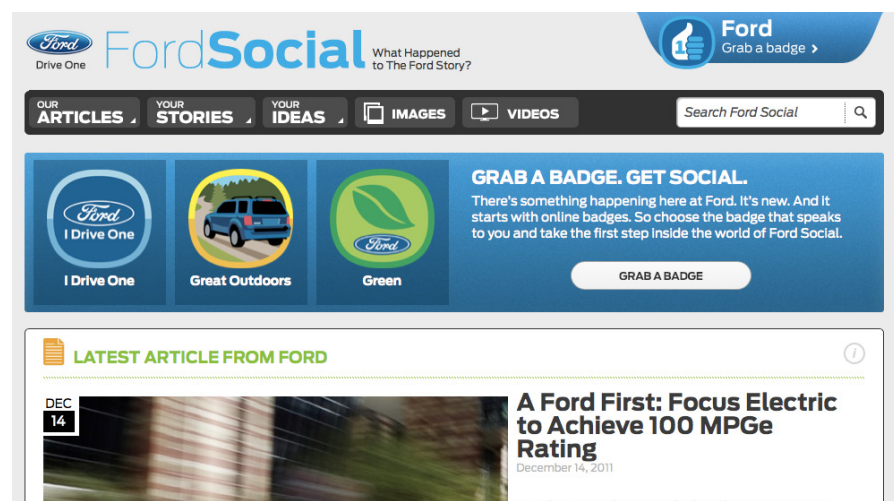
top 10

3 Ford

Ever since companies started dipping their toes into social media, car companies, more than any other sector, have understood the power of appealing to their loyal fan base. GM's Fastlane blog and podcast (remember those?) was an early example of connecting with fans so it's no surprise then to see Ford building on its fan-based social media project "The Ford Story" with a new social media hub called Ford Social.

A mix of consumer news, information on new clean technologies and a playground for Ford fans, the Social allows Ford to create an environment of constant conversation that can act as a springboard for specific brand and sustainability campaigns. This includes the collaboration with BlogHer on the What Women Want initiative and joining with General Mills on the Box Tops for Education initiative. Ford Social also has a dedicated Your Ideas section a la MyStarbucksIdea or Dell's Ideastorm.

Oh, and kudos for doing away with the dull mono-voiced press release.



The sustainability index

top 10

4 PepsiCo

For two years running PepsiCo has been riding the wave of cause-related social media marketing thanks to the groundbreaking Pepsi Refresh Project. That big budget piece of community-minded sourcing prompted marketing managers all over the world to rethink their social media strategy and has spawned any number of “campaigns” that pay homage to Refresh.

Today, while the Refresh Project goes on, what makes PepsiCo a social media sustainability leader is the range and variety of social media programmes it is running and the content it is creating to explain its own sustainability activities -- along with its continued support community causes.

There’s the collaboration with 7-Eleven socially fueled by Facebook Places to raise money for Feeding America. Then there’s another budding partnership between PepsiCo’s Mountain Dew and Burton to create sustainable snowboarding clothing from recycled plastic bottles that is currently flying under the radar on YouTube but will no doubt get a big push next year. On another level PepsiCo has launched the Women’s Inspiration Network, a stand alone social network aimed at “offering global female perspective and idea sharing from leaders, innovators and real women around the world”. But perhaps the most impressive part of PepsiCo’s social media storytelling is the way it is trying to communicate, on an ongoing basis, to a social media audience its own sustainability commitment to using less energy and water and creating more healthy products.



By highlighting the Performance with Purpose sustainability report on PepsiCo’s Facebook page, PepsiCo is proving sustainability communication isn’t a glossy marketing program that has to be buried deep in the corporate website. Over time, the PepsiCo Facebook, Twitter and Sustainability page on its own site could play as important a role in telling the company’s sustainability story as any Refresh-like project.

The sustainability index

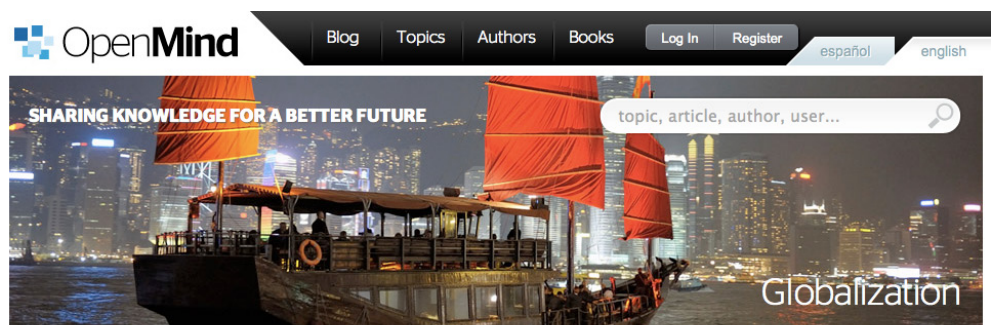
top 10

5 BBVA

2011 appears to be the year that financial services companies really got to grips with how social media could help tell their stories most effectively. And while a number of companies have embraced this philosophy (see our feature: Focus on Financial Services) we have little doubt that Spanish bank, BBVA, is the leader at present.

Last year BBVA launched the Banca Para Todos (Bank for Everyone) platform along with Twitter, YouTube and Facebook “satellites” to highlight its commitment to “working for a better future for all people.” This year it has added two new specific social media fueled projects: Friends & Family, a fledgling (and admittedly slow-burning) fundraising effort through Facebook and Twitter for individual and local community causes, and Open Mind, a knowledge sharing network of 300 members from various professional areas as well as almost 70 experts who make their insight available to social media communities.

BBVA founded Open Minds out of its belief that, “progress of society, understanding progress as a better future for people, must be linked to the democratization of knowledge, as only knowledge is able to provide us with the skills required to thrive in the broadest sense”.



The sustainability index

top 10

6 Allianz

If successful social media communication for corporates is about sharing expertise, being an information leader and creating an authentic and ongoing conversation with relevant communities, then the Allianz Knowledge news and analysis operation is the model, ticking all of those boxes. A good example of reinforcing market leadership by demonstrating expertise and smart thinking, the Knowledge is an important destination for anyone wanting to stay on top of climate change, energy and human impact thinking.

The epitome of what we refer to as a social media satellite system, Knowledge is driven by content on its blog hub which is then magnified and taken to various social media communities through spokes such as Facebook, Twitter, YouTube, Slideshare and, yes, even Google +.

What Knowledge lacks in panache and editorial style it more than makes up for with the quality of its thinking and breadth of topics it covers. It's another good example of how the leading sustainability communicators realise they need to be publishers with smart content in order to cut through the mass of social media noise.





The sustainability index

top 10

7 VF Corporation

Before June 2011 VF Corporation wasn't exactly on our radar when it came to social media-savvy sustainability communicators. But then it bought Timberland and that, together with the work of another of its brands, The North Face, really got our attention.

Timberland, through its Earthkeeping commitment that plays out on The Bootmakers Blog, YouTube, Twitter and Facebook channels has long been vaunted in social media circles as a storytelling pioneer, and an authentic one at that. Often that story was told by Timberland's CEO Jeff Schwartz. He left when VF took charge. In his final blog post he provided some blunt direction for VF. The fashion conglomerate has pretty big shoes to fill to live up to Timberland's trademark values of transparency and honesty. Schwartz is confident they will do so, and, if the social media sustainability communication of The North Face is anything to go by, that faith may be well founded. Its online sustainability report, released in November 2011, was a textbook example of how reporting can be rescued from dull corporate speak and brought to life then shared by online communities.



The sustainability index

top 10

8 Levi's

The jean maker has a long record for supporting social causes - its AIDS awareness campaigns have been running since 1982. When it comes to social media, Levi's has taken a four-prong approach that addresses CSR causes and its own drive to be more sustainable. First there's the Water<Less brand campaign (enabled for Facebook and Twitter sharing) that shows how Levi's is reducing by an average of 28% the water required to make its jeans.

Levi's also looks to tell its own social responsibility story through its Unzipped corporate blog and through the tweets of Gareth Hornberger, social media lead for the company and self-proclaimed "Levi's Guy". And when it comes to social media causes, Levi's has adapted its Pioneers' marketing campaign to support individuals and organizations who are making a difference around the world.

The first push for Pioneers was a sponsored story collaboration with Facebook to support Water.org, a nonprofit organization that supplies clean water to people in the developing world. By tapping into the recommendation engine of the social network's news feed Levi's raised awareness for Water.org and then donated the funds to provide "8000 people with clean, safe water for the rest of their lives."



The sustainability index

top 10

9 Siemens

In the battle to facilitate Smarter/Livable/Green Cities, Siemens' social media communications seems a little less fluid and polished than its "rivals" IBM and Philips. Yet the industrial giant warrants a place in the Sustainability Index' top 10 because of its range and scale of social media activity.

There's the Green Cities Index, a research project analysing and comparing major cities around the world by their environmental impact, that has its own Twitter feed and receives major play through Siemens' Facebook page. Then there's Siemens Answers, a storytelling initiative using YouTube, Twitter and Facebook, where journalists and filmmakers document technological innovators around the world.

Siemens also sponsors sustainability third-party communities, the Sustainable Cities Collective, the Energy Collective and the German language Erde 3.0 on LinkedIn. And it produced an iPad/iPhone App both for its 2011 Sustainability Report and for navigating the recent COP17 Climate Change Conference in Durban.

COP17 By Siemens AG

[View More By This Developer](#)

Open iTunes to buy and download apps.



Description

The COP17 App enables you to access all information available on the 2011 COP17 Climate Change Conference in Durban. Anytime and anywhere. The app provides you with a map enabling you to locate the sites in which the conferences take place. The app also includes interesting information on the Climate Change Response Expo and

[COP17 Support](#)
[...More](#)
[View In iTunes](#)

Free

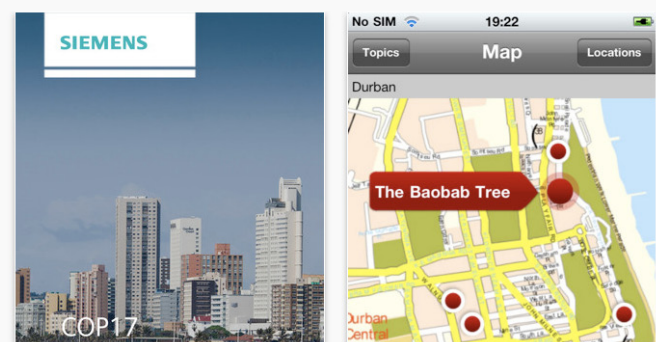
Category: News
Released: Nov 22, 2011
Version: 1.0
Size: 1.6 MB
Language: English
Seller: Siemens AG
© 2011 Siemens AG
[Rated 4+](#)

Requirements: Compatible with iPhone, iPod touch, and iPad.
Requires iOS 4.0 or later.

Customer Ratings

We have not received enough

iPhone Screenshots



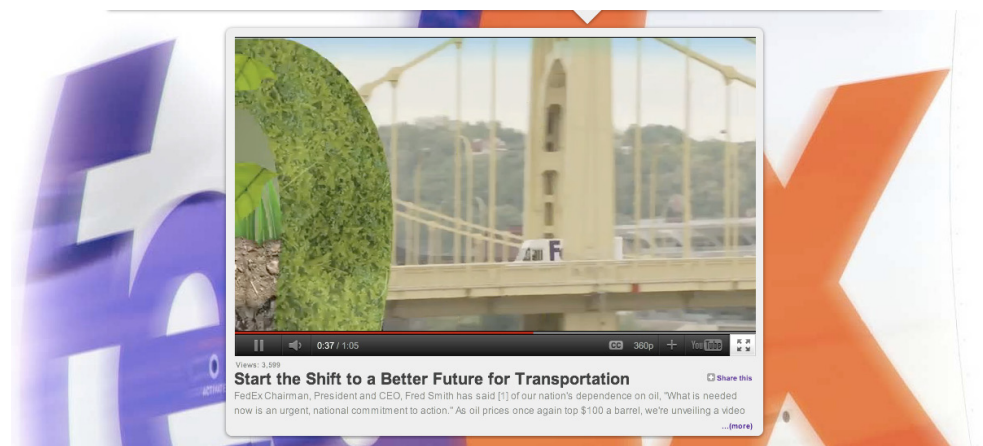
The sustainability index top 10

10 FedEx & Kimberly-Clark

Rounding out the Top 10 are two companies with very different approaches to sustainability communications.

FedEx, through FedEx Cares social media channels, does a good job, in a non-flashy style, of documenting its commitment to local community and to responding to global crisis and environmental events. The company also uses YouTube to explain how it is trying to reduce its carbon footprint using hybrid and more energy efficient transportation.

Kimberly-Clark takes a more marketing driven approach to highlight its support for target communities, be mothers through the Moms Inspired entrepreneurial programme and through the Break The Cycle YouTube account, Twitter account and Tumblr blog for Kotex tampons that seeks to “empower women and girls to celebrate their bodies and talk openly about periods and vaginal care.”



10 ways to liberate the sustainability report

In last year's report we lamented the massive amounts of time, effort and money that were spent on producing annual corporate and sustainability reports only for them to languish in the bottom desk drawer of vaguely interested stakeholders, or buried online, eight links deep, in the sustainability section of a company's website.

This year we've seen great progress, and not a little imagination in the way companies have worked to liberate their reports from the dungeons of disinterest. While in 2010 just 15 out of the 120 companies (12.5%) we profiled made their Sustainability Reports shareable and "social", this year 36 out of our newly revised 100 Social Companies (36%) have done so. Based on what these companies are doing, we've compiled this best-practice guide of Sustainability Report suggestions:

#1 Add an App like GE

GE Ecomagination 2010 Annual Report By General Electric Company [View More By This Developer](#)

Open iTunes to buy and download apps.



[View in iTunes](#)

Free
Category: Business
Released: Nov 23, 2011
Version: 1.0
Size: 303 MB
Language: English
Seller: General Electric Company
© General Electric Company
Rated 4+

Requirements: Compatible with iPad. Requires iOS 4.0 or later.

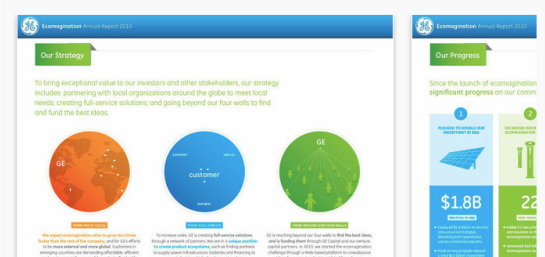
Customer Ratings

Description

"Solutions for the World's Toughest Challenges" shows how ecomagination is a competitive force for growth across GE's businesses. With more than \$85 billion in sales and services through 2010, ecomagination is a business strategy to create new value for customers, investors and society by solving energy, efficiency and water challenges

[GE Ecomagination 2010 Annual Report Support](#) [...More](#)

iPad Screenshots



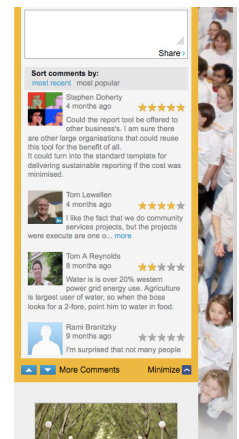
#2 Make your microsite shareable like Alstom



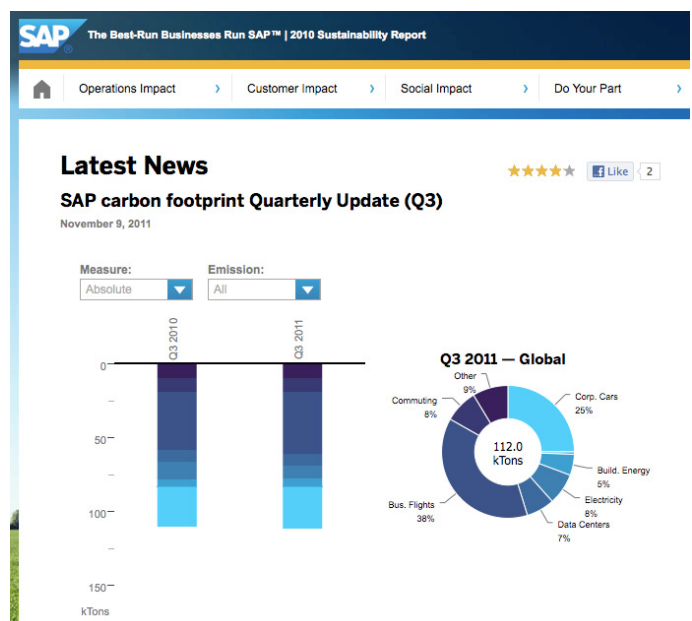
#3 Include your social channels in your corporate report like Timberland



#4 Let users play with your data through an interactive Materiality Matrix like SAP



#5 Offer regular updates like SAP (again)



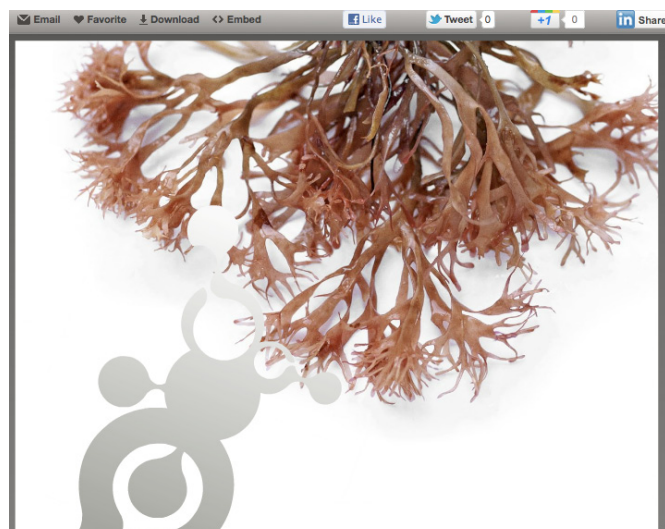
#6 Provide a compelling video summary like The North Face



#7 Publish your report on Scribd like Alcatel Lucent



#8 Or on Slideshare like Danisco

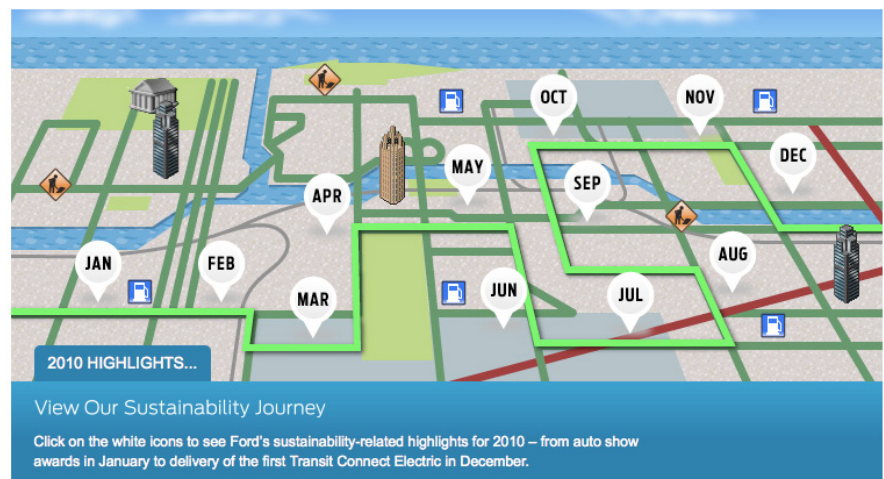


#9 Crystalize all your key findings in a shareable infographic like UPS and McDonald's



#10 Create a shareable digital map like Ford

Map of Our Year

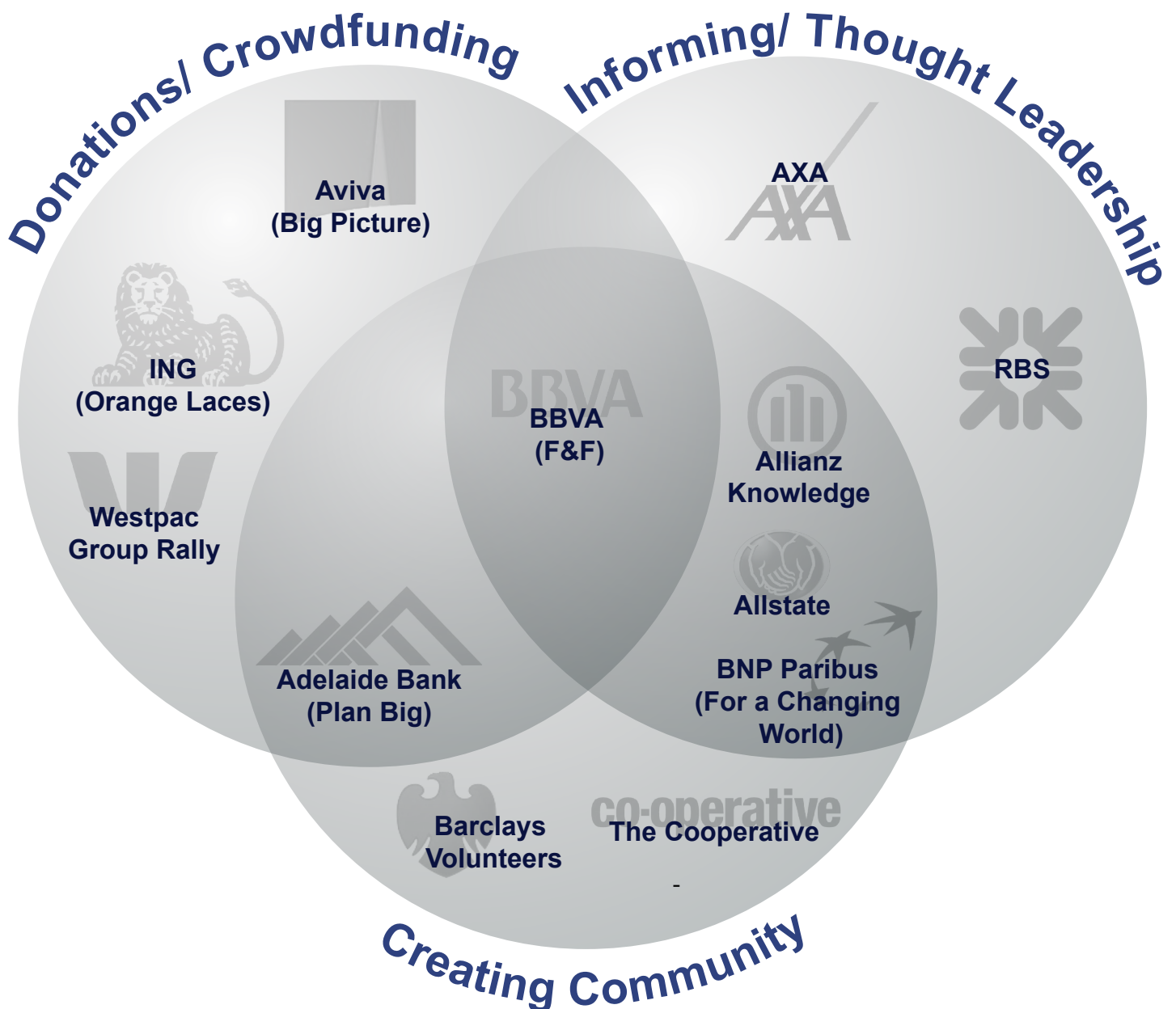


Focus on financial services

The intersection of financial service social media communications

There are 12 financial services companies listed in our top 100 and the sector is notable for its social media innovation. As the illustration shows financial services communicators have focused on three main areas of social media communication: Information/Thought Leadership, Community Building and Crowdfunding/Social Donations.




Two firms, the Spanish bank BBVA and the German insurance giant Allianz, make the 2011 top ten thanks to a combination of creating useful, community building content through their Friends & Family, Open Mind and Knowledge projects.







What's the big idea:

A guide to social media campaigns

GE Ecomagination Challenge, Pepsi Refresh, Sony Open Planet Ideas. These were three big budget social media sustainability projects, started back in 2010, that opened CMO's minds to the power of stressing sustainability credentials using social media. In 2011 they were joined by a number of other projects that sought to demonstrate a company's sustainability commitment through tried and tested social media marketing techniques. Here we compare seven of the highest profile "campaigns."

Company	What's the big idea?	Wisdom of the crowd	Change the worldability?	Social Payoff
Ecomagination Challenge 	GE's latest challenge focused on innovation around home energy	Sort of. The public offered support on the Ecomagination site but the finalists were chosen by a team of experts.	Spurring real world solutions for real life energy problems and backed by serious cash.	The winners got \$200 million capital investment by GE and its partners.
Pepsi Refresh Project 	The granddaddy of social media sustainability: Millions given away to local causes and community projects	Pepsi Refresh was super-charged through the brand's 6 million Facebook fanbase and massive media coverage of the innovative idea.	Demonstrated the power of corporate social media to support community causes.	One of the most talked about and copied social media programs despite criticisms that it did nothing to boost the bottom line.
Pioneers 	Support a global charitable "Pioneer"	Voting takes place via a dedicated Facebook page on Levi's main page. Support your Pioneer and it shows on your Facebook wall.	The first Pioneer was Water.org, addressing one of the biggest natural resources issues on the planet.	A CSR program that plays off Levi's' larger Pioneer marketing campaign and taps into the company's Water<Less ethos.

Company	What's the big idea?	Wisdom of the crowd	Change the wordability?	Social Payoff
Open Planet Idea 	A collaboration with WWF to reuse existing technologies to address major environmental issues	Sony received 400 different concepts from 17,900 members of the Open Ideo community.	The final concept sought to spread green awareness through social content and game theory to spur community participation.	Good idea hampered by a finite campaign mentality. What will new project FutureScapes bring?
Moms Inspired 	\$15k micro-grants to support smart ideas of Mommy entrepreneurs	Huggies tapped into the not inconsiderable social media power of Mommy bloggers to spread word.	Acupressure to cure morning sickness, magnetic fasteners for easier baby changing. Baby brain, schmain. Never underestimate the ingenuity of stay-at-home Moms.	Huggies wins kudos from its target audience and gets some good R&D ideas at the same time.
Friends & Family 	This crowdfunding platform allows BBVA customers to get friends and family to donate to a cause or personal project they are involved in	BBVA is helping tap into the crowd closest to you and in doing so fund projects - sometimes a holiday or a piece of crockery - that only your friends and family would probably help fund.	One little bit at a time	BBVA solidifies its community credentials.
Arctic Home 	Working the WWF to save polar bears	Social media/online users pledge \$1 to save polar bears and in return receive "virtual parcels" to explore arctic habitat.	If this is going to save the polar bear world, it will first have to stop crashing our browser.	Less chance of a backlash than rebranding your iconic red can polar bear white

The Wizness Green Twitterati

The social media sustainability sector is full of knowledgeable voices on Twitter. We've selected 100 of the most useful tweeters on sustainability in business to create the Wizness Green Twitterati.

Media

[@GreenCollarGuy](#)

Publisher of GreenCollarEconomy.com

[@X_Environ](#)

Insightful blogging from environmentalists

[@Environupdates](#)

Useful aggregator of top sustainability stories

[@SustainableBiz](#)

News source focusing on the triple bottom line

[@GreenBiz](#)

Far-reaching green business news from San Francisco

[@GuardianSustBiz](#)

Sustainable business tweets from The Guardian newspaper

[@CorporateKnight](#)

Business ethics magazine

[@reworld](#)

Prolific renewable energy news source

[@Greenwombat](#)

Environment editor of Forbes magazine

[@matmcdermott](#)

Business, politics and energy editor for TreeHugger.com

[@Ethical_corp](#)

Strong sustainability and anti-corruption voice

[@Marcgunther](#)

Contributing editor to Fortune, writer at GreenBiz.com

[@CSRWire](#)

Leading source for CSR and sustainability reports and info

[@BusinessGreen](#)

Leading UK site for green business news

[@EthicalMarkets](#)

News for on an ethical, green economy

[@ReutersGreenBiz](#)

Leading global source of green business-news

[@3BLMedia](#)

Green CSR and marketing news

[@HuffPostGreen](#)

The latest environmental and energy news

[@Grist](#)

Edgy green journalism

[@Elainecohen](#)

Author of CSR for HR

[@Amansinghcsr](#)

Founder: Singh Solutions; ED at CSR-Wire



Consultants & Agencies

@FHSustain

Communications team helping business think sustainably

@makower

Sustainability author and speaker, founder of GreenBiz.com

@Wiznessplatform

An online collaborative network focused on sustainability

@GreenAdvantage

Informed green business consultant

@Justmeans

Green resource for businesses

@Goodcorporation

Working to make companies responsible and ethical

@TaigaCompany

Prolific sustainability consultants

@Futerra

Progressive sustainability agency

@Mrochte

Finding business opportunity in sustainability

@DrMeyer1

All-round sustainability whiz

@FabianPattberg

Experienced blogger and consultant

@DavidCoethica

CSR, environment and sustainability consultant

@CorinnaKester

Engaging CSR consultant

@Bhaig

Specialist energy and media consultant

@Elaineishere

Respected green business strategist

@TriplePundit

Agency focused on triple bottom line

@HLovins

President of Natural Capitalism Solutions

@AaronQFu

Sustainability-focused marketing pro

@ceciledemilly

Corporate transformation consultant with green bent

@celesahorvath

CSR blogger, speaker and consultant

@EvershedsEnergy

Clean energy tweets from respected law firm



Companies

@Ingredients4CSR

Sustainability tweets from Danisco and Genencor

@FordDriveGreen

Engaging sustainable motoring tweets from Ford

@SmarterPlanet

IBM CSR

@JamesFarrar

Sustainability for SAP

@Intel_CSR

Intel CSR

@Microsoft_Green

Microsoft's environmental sustainability team

@JNJStories

Stories of sustainability from Johnson&Johnson

@danonecommunity

Tweets on Danone's CSR projects

@BiggerPicture

Sky's 'bigger picture' approach to reducing climate change

@sustainableSAP

Sustainable tech tweets from the software solutions company

@Jim_Starbucks

Starbucks' director of environmental affairs

@LivableCities

Innovation from Philips on improving life in cities

@PGsustainable

Proctor & Gamble's vision for a better future

@MCFoundation

MasterCard's efforts to target poverty and tincrease global education

@GreenerTesco

Consumer-focused green tweets from Tesco supermarket

@travelforgood

Travelocity's green travel channel

@nestlecsv

Nutrition, rural development and water management tweets from Nestle

@TheCooperative

Large mutual retailer, pharmacy and bank with strong ethical and sustainable bent

@talkingenergy

Energy news, issues and events from UK electricity supplier E.ON.

@DaveStangis

VP CSR/Sustainability/Community- President @campbellSoupCo Foundation

@SprintGreenNews

News and Information about Sprint's sustainability, wireless recycling and green initiatives.

@NovoNordisk

Official Novo Nordisk voice tweeting about Corporate Sustainability



NGOs

@worldresources

Organisation addressing issues of environmental and human need

@Forum4theFuture

Respected organisation working towards a sustainable future

@RockyMtnInst

Rocky Mountain Institute researching efficient resource use

@dcarli

Tweets from Don Carli of the Institute for Sustainable Communication

@350USA

Washington DC-based environmental lobby group

@EWEA

Voice of the wind industry in Europe and worldwide

@RepowerAmerica

Focus on a more cleanly-powered America

@GlobalGreenUSA

Environmental non-profit dealing with green building

@BankTrack

Network of organisations prompting sustainability in the financial sector

@Wilderness

Working for clean energy, forests, parks and national parks

@EnvDefenseFund

Working with business and government to address environmental problems

@Foe_US

Champions of a healthier world

@HumanityNews

Promoting humanitarian environmental issues

@ecogeek

Organisation focused on all things eco-friendly

@Greenpeace

Much-famed global environmental organisation

@ClimateGroup

Driving a clean revolution

@ClimateReality

Championing the reality of climate change

@Global_Witness

Bold, resource anti-corruption action

@zerofootprint

Enterprise with a mission to apply technology to issues of sustainability

@Wrap_UK

Working towards a resource-friendly future



Academia Politics & Community

@respbus

University of Berkeley's Centre for Responsible Business

@socialyell

Community for finding socially responsible companies

@Ghoberg

Respected environmental professor at University of British Columbia

@YaleE360

Yale opinion and analysis on environmental issues

@EarthJustice

Environmental-focused lawyer

@GreenEnergyBrf

Green news from the White House

@SustainableProf

The International Society of Sustainability Professionals

@DevCrossing

Community promoting growth of CSR

@SustainableComm

Community working for sustainable communities

@CeresNews

Community moving corporations toward a sustainable global economy

@AndrewLShapiro

Self-billed co-creator of 'ecoimagination'

@GreenLeafBooks

Publisher of hard-hitting environmental and sustainability books

@EPANews

News releases from US Environmental Protection Agency

@DECCgovuk

UK's Department of Energy and Climate Change

@SustainBrands

Community focused on sustainable life media

@environmentsite

Largest green living forum on the web

@PSUEcoWiki

Sustainability updates from Portland State University

@ecopolitologist

Environmental politics commentator



Social media & sustainability:

What's coming next?

The convergence of social media use in business and the rising importance of sustainability within corporate strategy provide numerous opportunities and challenges for both firms and their stakeholders.

Companies are now faced with an increasingly complex set of issues that require more expertise and cross-supplier collaboration. With complicated supply chains that include vendors scattered across the globe, it only takes one wayward supplier to create a massive public relations headache for a company. They must be proactive and fully engage all stakeholders on a wide range of issues, and bring their peers together as well to share information and best-practices across industries.

At the same time, stakeholders expect corporations to provide a more relevant engagement and high level of transparency on their business practices, operations, and supply chains. Adding to this complexity, these stakeholders, from suppliers to customers, are most of the time scattered across the globe. Stakeholders, companies and sustainability practitioners all could benefit from a tool that allows for rapid communication and collaboration within and outside their organizations.

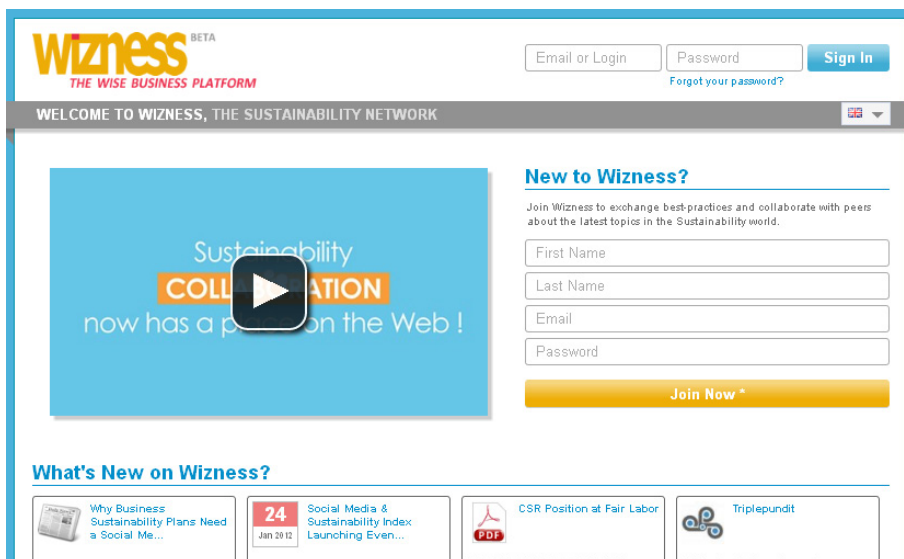
Wizness.com, Enablon's advanced sustainability platform, came to fruition on the understanding and realization that solving many of the most difficult sustainability challenges requires a level of collaboration and engage-

Wizness provides Sustainability professionals with the resources necessary to improve their companies' environmental, social and financial performance.

ment well beyond traditional business practices. At the crossroads of trends that are transforming business today - Sustainability, Cloud-based services and Social Media – Wizness provides sustainability professionals with the resources necessary to improve their companies' environmental, social and financial performance.

First developed so that Enablon's employees and customers could quickly communicate and share "wise business" and innovative ideas across the globe, Wizness has been opened to all sustainability professionals and companies after it was launched at the Business for Social Responsibility (BSR) Conference in San Francisco in November. Not only does the platform facilitate collaboration and quick sharing of ideas and innovation, it also allows a deeper and more interactive stakeholders' dialogue. Individuals have access to sustainability thought leaders and can follow organizations' environmental and social performance, while companies can dialogue with industry-peers and control their communication and image in a way that is not possible on social media sites.

Nowadays, corporations require the ability to control who can see their information, much of which is highly sensitive. For now, such technology is either relegated to internal communications on intranets or is opened on social



media sites like Twitter, LinkedIn, and Facebook. By allowing a highly granular degree of communication within their respective private areas, companies on Wizness share even more information in an arena where they know their ideas are safe and can gain constructive feedback. At the same time, they have access to accurate and audited data as well as the latest ideas and best practices from their peers.

Upon creating a corporate area that allows them to showcase their sustainability updates, news, events, documents or good-practices, they can choose

and have full control over how and who they exchange their successes and challenges with. A vice president of supply chain management, for example, can select to share best practices with his counterparts at other companies; express his or her setbacks and goals with suppliers and partners; and announce successes and milestones with peers and investors.

The seamless design of Wizness and its collaborative tools provide a platform that everyone in an organization, from the CEO to the newest hire, can leverage while working together on issues from workplace safety to greenhouse gas emissions monitoring. The ability to disclose carefully what is private (such as a compliance challenge) and public (the latest greenhouse gas emission reductions) allows sustainability officers, their organizations, and their stakeholders to reach their common goals: a triple bottom line that balances profit, people, and the planet. With the demand for action on climate change, human rights, and a more transparency, Wizness helps sustainability professionals confront their everyday challenges by providing a safe and controlled environment for the sharing of ideas.

Philippe Tesler

Philippe Tesler is the co-founder of Enablon,
The World's Leading Sustainability Software Provider

Methodology

For this year's Index we have ranked the 100 companies based on their success in reflecting what we believe to be core values of social media and sustainability communication.

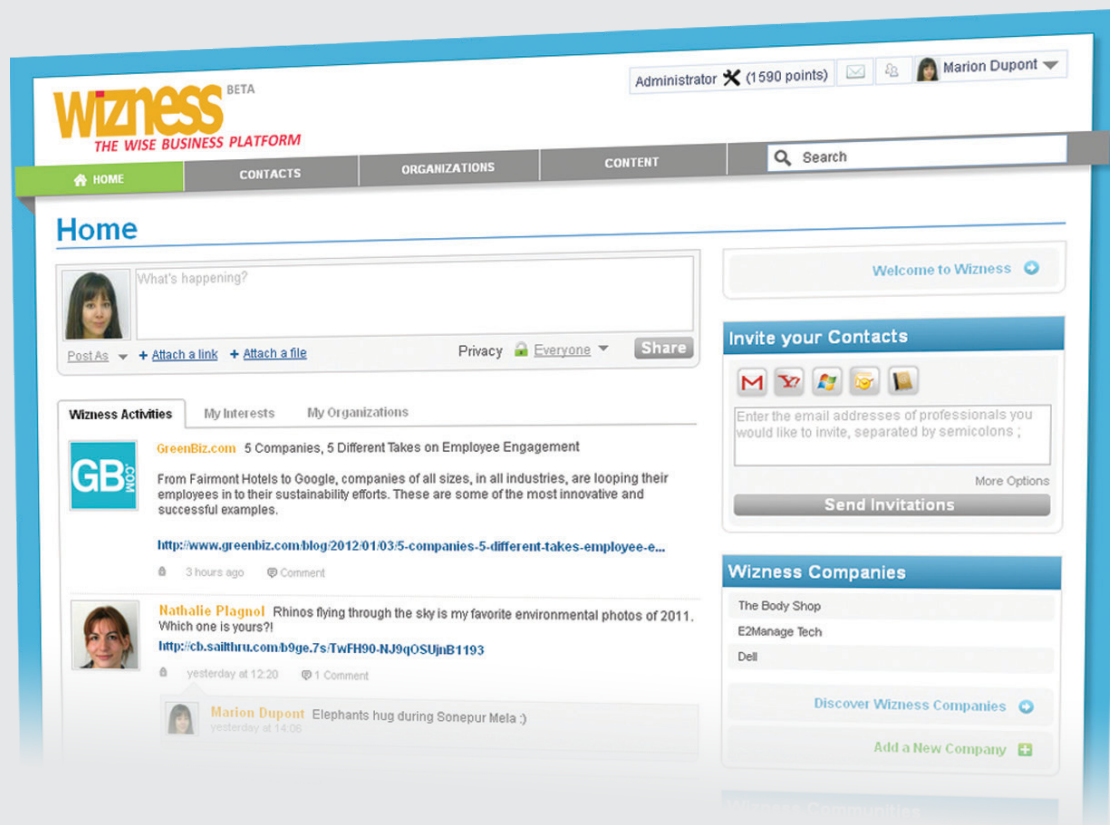
Each company could score a possible top score of 100 and we divided the scoring categories like this:

- Useful communication: possible 20 points
- Commitment to community: possible 20 points
- Transparency (allowing comments and replying) - 10 points
- Communicating actions not beliefs - possible 10 points
- Social media shareable CR/Sustainability Report - possible 10 points
- Regular updates of social media communication - possible 10 points
- Creative storytelling - possible 20 points

You can see every social media platform being utilised by the 100 companies via this [Google Spreadsheet](#).

Wizness

THE WISE BUSINESS PLATFORM



Introducing Wizness, an online network dedicated to Sustainability Professionals.

Join an Advanced Sustainability Network

Use wizness.com to collaborate with other Sustainable Performance professionals. Strengthen your professional network, find relevant Sustainability content and join communities of experts!

Exchange Best-Practices with Peers & Experts

Share your Sustainability successes and find solutions to your challenges by exchanging good practices with your peers. Vote for your favorite ones to elect the best-practices of the community!

Engage Your Key Stakeholders

Follow companies according to your stakeholders relationship and leave your feedback! Manage your profile page & comments, and disclose tailored information to each groups of stakeholders.

www.wizness.com

Wizness is powered by Enablon, the world's leading provider of Sustainability and QEHS software solutions.

The Index

Ranking	SMI Score	Company name	Sector	2010 ranking
1	93	General Electric Company	Industrial goods & services	1
2	91	IBM	Technology	2
3	90	Ford Motor Company	Consumer goods	3
4	87	PepsiCo	Consumer goods	6
5	86	Banco Bilbao Vizcaya Argentaria S.A.	Financials	11
6	85	Allianz SE	Financials	7
7	84	VF Corporation	Consumer goods	-
8	83	Levi's	Consumer goods	-
9	82	Siemens	Industrial goods & services	58
10	81	Kimberly-Clark	Consumer goods	34
11	81	FedEx Corp.	Industrial goods & services	12
12	80	SONY Corp.	Consumer goods	-
13	80	Danone S.A.	Consumer goods	20
14	80	Koninklijke Philips Electronics N.V.	Consumer goods	16
15	80	Starbucks Corp.	Consumer services	4
16	78	BNP Paribas S.A.	Financials	24
17	77	Cooperative Bank	Financials	-
18	77	Campbell Soup Co.	Consumer goods	17
19	77	Novozymes A/S Series B	Health care	111
20	76	British Sky Broadcasting	Consumer services	33
21	76	NOVO NORDISK A/S	Health care	-
22	75	Svenska Cellulosa AB Series B	Consumer goods	11
23	75	Puma AG Rudolf Dassler Sport	Consumer goods	10
24	75	UPS	Industrial goods & services	86

Ranking	SMI Score	Company name	Sector	2010 ranking
25	74	Johnson & Johnson	Health care	53
26	74	Intel Corp.	Technology	30
27	74	SAP AG	Technology	39
28	73	Renault S.A.	Consumer goods	42
29	73	Microsoft Corp.	technology	26
30	73	Telefonica S.A.	Telecommunciations	27
31	72	ABB LTD	Basic materials	41
32	72	Procter & Gamble Co.	Consumer goods	14
33	72	Whole Foods Market Inc.	Consumer services	29
34	71	Allstate	Financials	52
35	71	Vodafone	Telecommunciations	-
36	69	Unilever PLC	Consumer goods	23
37	69	Dell Inc.	Technology	6
38	68	Aviva PLC	Financials	22
39	68	Iberdrola S.A.	Utilities	31
40	67	Natura Cosméticos S. A.	Consumer goods	-
41	67	LEGO	Consumer goods	-
42	67	Bendingo and Adelaide Bank	Finance	-
43	66	Kraft Foods	Consumer goods	71
44	65	PG&E Corp.	Utilities	15
45	62	Westpac Banking Corp.	Financials	-
46	61	Coca-Cola Enterprises	Consumer goods	19
47	61	Applied Materials Inc.	Technology	51
48	60	Avon	Consumer goods	-
49	60	Nike	Consumer goods	-
50	60	Advanced Micro Devices	Technology	28
51	60	Alcatel Lucent	Technology	-

Ranking	SMI Score	Company name	Sector	2010 ranking
52	58	McDonald's Corp.	Consumer services	-
53	58	Nokia Corp.	Technology	9
54	57	Roche Holding AG	Health care	105
55	57	Cisco Systems	Technology	50
56	57	Schneider Electric S.A.	Utilities	55
57	57	Suez Environnement S.A.	Utilities	43
58	55	DSM	Basic materials	-
59	55	Acciona S.A.	Industrial goods & services	63
60	54	Nestle S.A.	Consumer goods	108
51	54	Syngenta	Basic materials	66
62	54	Waste Management Inc	Industrial goods & services	18
63	54	TNT NV	Industrial goods & services	38
64	53	Ericsson	Technology	-
65	53	Swisscom AG	Telecommunications	-
66	52	Tesco PLC	Consumer services	44
67	51	AXA S.A.	Financials	93
68	51	ING Groep N.V.	Financials	21
69	51	AstraZenica	Health Care	117
70	51	Sodexo S.A.	Industrials	45
71	50	Danisco	Basic materials	-
72	50	Henkel AG & Co.	Consumer goods	36
73	48	SAB Miller	Consumer goods	-
74	48	Bayer	Health care	-
75	48	Alstom	Industrials	-
76	48	Sprint Nextel	Telecommunications	-
77	48	Panasonic	Consumer goods	-
78	44	Centrica	Utilities	-

Ranking	SMI Score	Company name	Sector	2010 ranking
79	43	Alcoa	Basic materials	67
80	43	Barclays	Finance	-
81	43	RBS	Finance	-
82	42	BP	Oil & gas	-
83	40	Pirelli & C. S.p.A.	Consumer goods	35
84	37	Samsung	Technology	-
85	36	Holcim Ltd.	Industrials	68
86	36	Autodesk	Technology	75
87	35	Hewlett-Packard	Technology	49
88	34	Kohl's Corp.	Consumer services	54
89	33	Encana Corp.	Oil & gas	-
90	33	BT Group PLC	Telecommunications	56
91	32	AP Moller Maersk	Industrials	-
92	32	Ricoh Co. LTD	Technology	-
93	32	E.ON AG	Utilities	119
94	32	EDF	Utilities	-
95	31	Safeway Inc	Consumer services	59
96	31	Verizon Communications	Telecommunications	69
97	30	Stora Enso	Basic materials	99
98	27	Ikea	Consumer goods	-
99	27	Kelloggs	Consumer goods	-
100	26	Reed Elsevier PLC	Consumer services	91

About this report



This special report is a partnership between SMI and Wizness. The lead author is Matthew Yeomans, co-founder of SMI and a social media sustainability writer and consultant. Matthew has written about business and technology for The Guardian Sustainable Business, Time, Wired and other publications. He tweets at @mateoy and @socialinfluence. He can be emailed at matthew@socialmediainfluence.com



Intelligence in Social Media

Social Media Influence provides intelligence and analysis for business professionals looking to understand and navigate the world of social media and social business. It comprises a website, training operation, special reports and the annual Social Media Influence conference.

www.socialmediainfluence.com



Wizness is an online network dedicated to Sustainability Professionals. Wizness features intuitive services that help professionals promote their expertise and share best practices, allows companies to engage in meaningful conversations with their stakeholders in private and public communities, and enables industries to gather together to solve the most pressing compliance issues and shape the sustainability agenda. Wizness is powered by Enablon, the world's leading software provider of Sustainability Management solutions.

www.wizness.com

Credits:

Writing by Matthew Yeomans and Bernhard Warner
Research by Rachel England and Jowa Coffey
Design by Sonia Malpeso
Production by Jowa Coffey