

How social media matters to your bottom line

The momentum behind using social media space as a communications tool is already strong and still growing. Many companies, non-profits and governmental organizations are increasingly adopting social media practices as a new medium to connect and communicate with customers, supporters and other stakeholders. These groups are also finding new ways to measure their efforts and monitor their achievements in using social media, blogs and websites to improve their success. Increasingly, they are coming to the conclusion that what really counts is the value of connections and content, not impressions.

Social analytics goes beyond traditional web metrics and helps provide depth to your community by understanding patterns, behaviors, trends and tonalities. It helps bring life to your numbers. Knowing how many visitors your community has had is not enough anymore. People want to know who those visitors are, what they were wearing, their favorite color, etc. While My.ComMetrics.com is not that extensive, we definitely help build trust and maintain confidence by bringing depth to your online world.

Indeed, we are seeing this wave of social media adoption and communication continue to build in 2009 and we are excited to continue to be a part of this process.

About the FT ComMetrics Blog Index

A large company's social media use is important and can be expensive – direct and indirect costs for web presence, blogs and user communities may run in the millions each year. Yet the effect on the company's bottom line of such investments is difficult to quantify and calculate precisely, whether it be termed Return on Investment (ROI), Return on Engagement (ROE) or Return on Communication (ROCOM). Sometimes positive or negative reactions to communication efforts can spread rather quickly through the blogosphere. They may be picked up by traditional media and culminate in affecting the price of a listed stock.

As blogs and microblogs such as Twitter become ever more widely used media, social media has become an essential part of an organization's communications mix.

What is needed is a way of judging whether a company's blog estate is as good as it can and/or should be. Is it achieving the things it should accomplish? As important is to see who is doing better so that best-practice or best-in-class characteristics can be adopted or adapted, if so desired. These are the tasks that the [FT ComMetrics Blog Index](#) supports.

The Index is a ranking – in fact, it is many rankings. The real aim is not to stimulate praise, blame or panic. Instead, it strives to help better illustrate what one should and should not avoid in order to make a blog as effective and successful as practically and financially possible.

The FT ComMetrics Blog Index makes it possible to compare trends of Key Performance Indicators over time. Watching trends by focusing on changes over time is key to assuring continuous improvement.

Unique index

What sets the [FT ComMetrics Blog Index](#) apart from others is that it offers you a unique overview of the dynamics of social media space and your blog's position within that space. It makes it easier to see, understand and use the information that really matters. It provides an approach that is designed to provide a concise overview of the blogosphere. The information provided is easy to understand and wonderfully user-friendly.

While consumers are embracing social media, the rules for marketers and brands have yet to be written, so there are no "quick" revenue fixes yet. The FT ComMetrics Blog Index is an excellent tool for increasing the effectiveness of your social media strategy. The index allows you to improve your efficiency at successfully harnessing blogging and micro-blogging as a viable channel for connecting with and broadcasting to your target audience(s).

Value creation and corresponding best practice

This latest report reviews the current rate of adoption of corporate blog best practices by companies listed on the FT Global 500, as well as analyzing trends and reporting good practices that create significant value for corporations. The index reveals how a corporation can gain a competitive advantage by

- blogging more effectively, thereby
- gaining financial benefits; and
- achieving improved value creation as a result of higher-quality blogging.

The FT ComMetrics Blog Index enables users to regularly assess and compare their organization's blog(s) with the best in their area of focus. In turn, comparing trends can reveal why certain actions and strategies may be more effective than others. As importantly, such comparisons enable users to improve their company's rankings in the index.

Using the 'good blogging practices' we have developed and the benchmarks included in the FT ComMetrics Blog Index allows you to find out where you stand, while enabling you to take the necessary steps to improve in a cost-effective manner.

The above is an indication of the FT ComMetrics Blog Index's usefulness as a tool for assessing performance. In turn, one can compare one's blog to others and, most importantly, use such information to improve that performance.

Process effectiveness

Good practices bring about process effectiveness as well as savings. This is partially achieved by eliminating expensive steps in the social media cycle that do not add value. This includes, but is not limited to:

- deciding upon the most beneficial posting schedule (e.g., frequency, day of week, etc.),
- providing best value for the company as well as the blog's target audience,
- having the right number of qualified writers to provide valuable content for the blog,
- ensuring that your online web content gets the proper attention from the beginning to help it spread virally,
- better identifying which audiences you need to communicate with to achieve your organizational objectives, and
- finding social media analytics that link these communications activities with your bottom line.

Results and tables



The list below provides a short overview of our data. It focuses on the ([footprint](#)) of your blog or microblog in the blogosphere. For this purpose we use five indicators, all well-established indicators, including

- [Google PageRank](#) (the higher the better),
- [Technorati Ranking](#) (the lower the better),
- [Technorati Authority](#) (the more the merrier),
- [Yahoo! InLinks](#) (more is better), and
- [Google BlogSearch count](#) (more is better and helps your viral strategy).

We normalize the data we get and give each indicator equal weighting before adding everything up to get the rankings. After examining the data for each indicator, we standardized the value of each around the mean using [z-scores](#). The final scores were rescaled:

- the highest-scoring [corporate blog](#) was assigned the number 100, and the other firms' scores were recalculated as a percentage/number in relation to that top score, after which
- the scores were rounded to the nearest whole number and corporations were placed in descending order, resulting in each corporation's rank.

Every enterprise's performance is presented relative to the other firms with which it is being compared. A corporation with an overall score of 100 does not necessarily top out on every indicator; rather, it has accumulated the highest composite score.

If you need more information, you can click on any of the hyperlinks above or visit [methodology and composite indicators](#).

What ranks as top class

What makes a corporate blog top class? What results in a good footprint in the blogosphere?



First, high performing blogs tend to do well on all of the indicators we use. This is a sign of both good strategy and proper methods.

Second, the corporate blogs with a good footprint tend to offer good content for their stakeholders. Accordingly, the blog has a clear target group, such as customers or investors and tries to serve their needs as well as possible.

Third, high-ranking blogs in the FT ComMetrics Blog Index make good use of tools available through blogs, such as

- having an RSS feed, or
- sending posts out via e-mail.

With the spread of broadband, things like podcasts and video clips make increasing sense. Nevertheless, having blog pages that load quickly and use less bandwidth-hungry tools can be just as valuable.

Fourth, the message distributed via social media by the organization uses strategic targeting and is consistent. Hence, the differing key elements for different audiences can be clearly identified.

Still, the companies at the top do more. For instance, Yahoo, the clear Index leader, stands out not only because it has a huge yet highly coherent blog presence, but because of its attention to detail. It is clear that Yahoo, as well as second-place Adobe, did not simply give

a half-hearted attempt at doing things better than everyone else. Instead, they took up the challenge and tried to meet it by suiting their respective target audiences' needs.

There are still plenty of people who want information and will try something new if the service is simple and pleasant to use. A well-designed blog with content that gets the message across is what characterizes the top performers in the FT ComMetrics Blog Index.

The key is to look at trend movements within the FT ComMetrics Blog Index. We recommend that you focus on the changes over time and not just the specific numbers of the current picture.

You can also download another copy of this report (just register for free and voilà)

[Free registration – log in and Download the 2009 FT ComMetrics Blog Index report](#)

or use this link: http://howto.commetrics.com/?page_id=43



Rank	Company Name	ComMetrics Footprint	Google PageRank	Technorati Authority	Technorati Ranking	Yahoo! InLinks	Google Blog Search
1	Google	100.0	8	5,345	3,519	643,909	107,032
2	Reuters	67.5	7	1,002	216,367	4,850,236	6
3	Viacom	43.6	6	857	2,068	996,840	8,578
4	Yahoo!	40.1	7	1,005	180,626	145,847	9,426
5	Oracle	39.2	7	1,011	192,864	131,994	6,563
6	Microsoft	38.4	8	815	2,242	38,543	370
7	Nokia	37.9	7	831	176,868	274,554	2,347
8	General Electric	36.4	7	1,027	205,377	2,718	81
9	Adobe	35.5	6	426	207,820	33,734	14,287
10	eBay	32.8	6	292	10,115	30,758	4,184
11	Dell	32.4	6	417	213,355	75	4,999
12	Boeing	31.3	6	440	209,902	21,499	234
13	GM	31.1	6	420	213,347	11,722	277
13	Time-Warner	31.1	6	424	213,329	3,899	232
13	Accenture	31.1	6	436	213,049	7,465	5
13	Coca-Cola	31.1	6	420	204,169	3,199	214
17	Chevron	31.0	6	425	213,415	322	15
17	Hewlett Packard	31.0	6	411	207,559	1,120	1
17	Alcoa	31.0	6	413	204,729	13	4
17	Amazon	31.0	6	414	204,548	6,054	129
17	Wells Fargo	31.0	6	416	204,361	621	52
22	IBM	30.4	6	334	231,729	9	1
23	Nike	30.2	6	104	42,095	3,545	344
24	News Corporation	30.0	6	70	70,144	8,946	1,063
24	Wal-Mart	30.0	6	98	45,506	2,409	140
26	Cisco	28.2	6	17	334,687	18,792	149



Rank	Company Name	ComMetrics Footprint	Google PageRank	Technorati Authority	Technorati Ranking	Yahoo! InLinks	Google Blog Search
27	EMC	28.0	5	75	64,293	4,816	211
27	McDonald's	28.0	5	77	62,261	7,686	339
29	American Express	27.1	5	110	373,493	11,418	1,873
30	Renault	26.6	5	109	375,541	12,058	49
31	Volvo	26.4	5	112	393,524	0	3
31	Fedex	26.4	5	112	393,224	1,623	47
31	BNP Paribas	26.4	5	113	392,932	1,477	7
31	Telstra	26.4	5	112	387,873	143	2
31	E.ON	26.4	5	110	372,883	267	1
31	Telenor Group	26.4	5	110	372,251	584	1
31	Ericsson	26.4	5	104	365,209	24	0
38	Emerson Electric	26.2	5	89	430,088	5,676	210
38	Daimler	26.2	5	89	427,809	15,990	263
38	InBev	26.2	5	90	401,637	5,625	84
41	SAP	26.0	5	90	429,175	40	0
42	France Telecom	25.8	5	15	376,302	4,910	37
43	Siemens	24.7	6	5	935,244	13,945	21
44	Johnson Controls	24.4	5	8	648,934	138	13
45	Petro Canada	23.6	4	12	460,707	416	29
46	Kraft Foods	22.7	3	21	272,274	701	42
47	BBVA	22.5	4	44	698,554	10,568	118
47	Johnson & Johnson	22.5	4	44	698,365	7,903	308
47	Royal Bank- of Canada	22.5	4	51	685,052	312	12
47	Samsung	22.5	4	51	681,707	2,996	19
47	Aviva	22.5	4	51	679,932	85	1
47	Procter & Gamble	22.5	4	51	678,155	58	9
53	Arcelor Mittal	22.4	4	44	701,773	341	5



Rank	Company Name	ComMetrics Footprint	Google PageRank	Technorati Authority	Technorati Ranking	Yahoo! InLinks	Google Blog Search
54	Sony	22.2	4	43	746,039	374	3
55	Sygenta	21.8	4	48	826,365	133	1
55	GlaxoSmithKline	21.8	4	48	825,469	263	15
57	Unilever	21.6	4	48	856,931	23	1
58	Swisscom	21.1	4	5	935,509	6,439	33
59	Fiat	20.4	3	50	766,460	10	1
60	Bank of America	20.2	3	50	769,900	1,124	26
60	Deutsche Bank	20.2	3	50	768,774	67	1
62	Berkshire Hathaway	20.0	3	0	770,942	7,609	89
63	Henkel	19.6	3	40	889,284	544	27
64	Bayer	19.3	3	39	931,879	2,313	3
65	Deutsche Telekom	18.5	5	2	1,725,742	1,717	17
66	ING	15.0	2	3	1,341,419	4,462	35
67	Nissan	14.3	2	6	1,515,818	23,774	140
68	ABB	14.1	2	6	1,510,889	287	4
69	Toyota	11.0	0	44	1,471,506	4,762	221
69	Novo Nordisk	11.0	0	45	1,446,585	21	3
69	Nestlé	11.0	0	45	1,439,431	70	2
72	Royal/Dutch Shell	10.8	0	44	1,483,173	0	0
73	UPS	10.5	0	45	1,553,867	0	0
74	Verizon Communications	9.9	0	43	1,645,726	2,549	46
75	Telia Sonera	0.1	4	0	4,814,328	262	7

Note. Some of the calculations used in this table draw upon publicly available information that has not been independently investigated by ComMetrics - a division of CyTRAP Labs GmbH. Other data were independently investigated and collected by ComMetrics. Rankings do not represent a guarantee of future performance for blogs.

In the case of several blogs from one company, the highest ranking one is included in this list. Check out [more about the methodology used](#) and [composite indices applied](#).

[Blogs that require registration to gain access](#) are NOT included in this list because gated communities do not follow the Internet's philosophy of making information freely and easily available to the public.

Methododology.

The [FT ComMetrics Blog Index](#) ranks the effectiveness of the corporate blogs of the top 75 companies from the US, Europe and the rest of the world listed on the FT Global 500 2008.

To create the table, the highest-scoring corporate blog is given a ComMetrics Footprint score of 100, and other scores are recalculated as a percentage in relation to that top score. The corporation with an overall score of 100 is therefore not necessarily top in every category; rather, it has accumulated the highest [composite score](#).

To arrive at a corporation's rank, we examine the data for each indicator and standardize the value for each about its mean [using z-scores](#). All criteria are then aggregated and re-standardized. The following categories are used in the table of raw data.

- [Google PageRank](#) interprets web links and assigns a numerical weighting to each site.
- [Technorati Authority](#) analyses the number of links to a blog from other sites.
- [Technorati Ranking](#) rates blogs according to authority and popularity.
- [Yahoo! InLinks](#) monitors links to a blog.
- [Google Blog Search](#) is a search engine for blogs that produces lists of results, the
- [ComMetrics Footprint](#) is the [rankings we calculate using the above indicators](#).

Data do help [demonstrate a trend](#) and while the difference between 90 versus 120 backlinks may be real, it is not necessarily something to worry about. Still, if your backlinks dropped or your competitors' backlinks improved significantly within the [last six months](#), then getting your social media budget approved probably just got more difficult. Unless you can show how this will help to [move your blog up in the rankings](#).

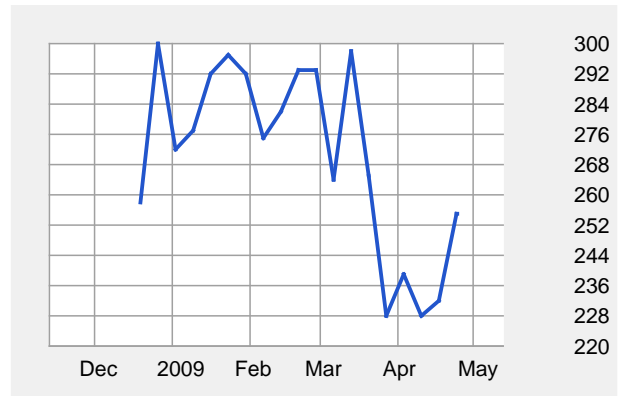


ComMetrics FTIndex Performance

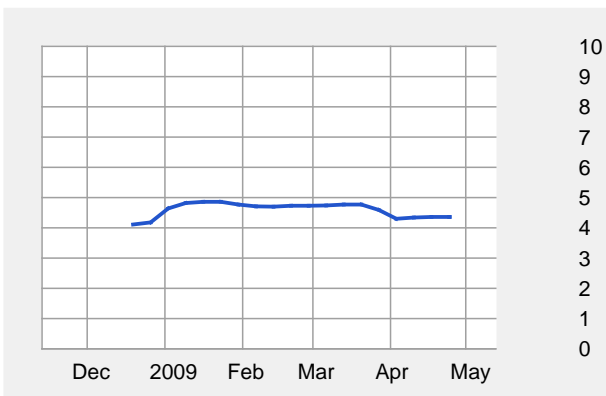
ComMetrics Footprint - TOP 3



Techorati Authority



Google PageRank



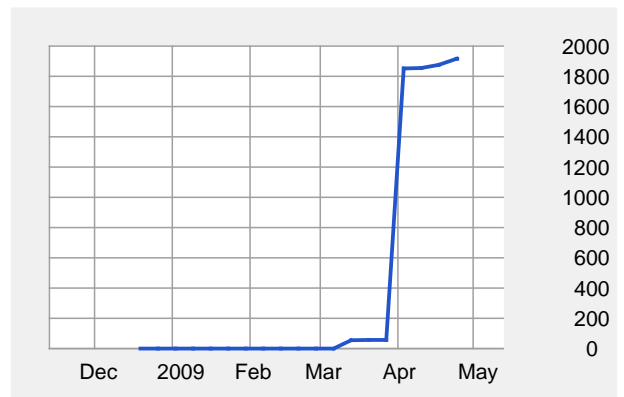
Yahoo! InLinks



Techorati Ranking



Google Blogsearch





ComMetrics FTIndex TOP 10 Performance

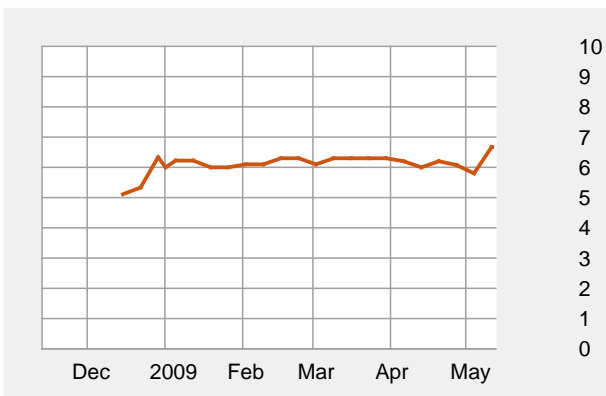
ComMetrics Footprint - TOP 10



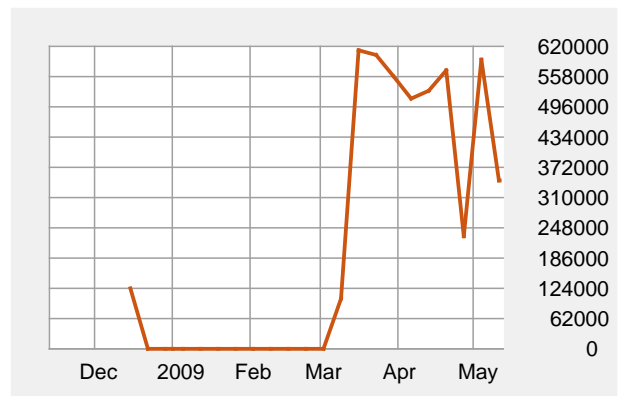
Techorati Authority - TOP 10



Google PageRank - TOP 10



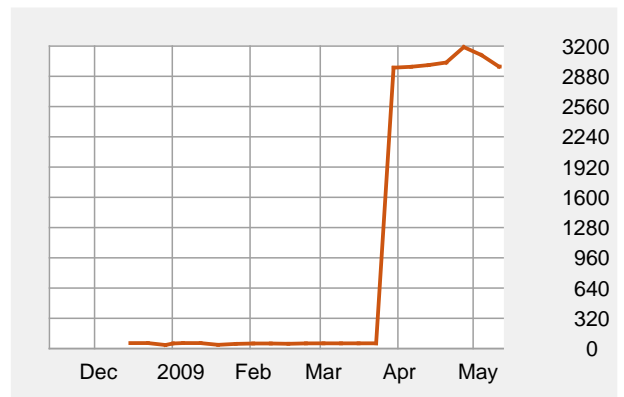
Yahoo! InLinks - TOP 10



Techorati Ranking - TOP 10



Google Blogsearch - TOP 10



About ComMetrics

ComMetrics, a division of [CyTRAP Labs GmbH](#), is an industry leader in the analysis of corporate blogs in Europe, creating web-based software used by social media experts, in-house professionals and advertising agencies to help companies improve social media performance in the blogosphere.

As an independent consulting body, we have been monitoring best practice since its inception at the turn of the 21st century and advise corporations, non-profits and governmental organizations on their social media presence. For these tasks we have developed a range of tools, some of which are offered for public use. These are available at <http://My.ComMetrics.com> ([Freemium](#), [Basecamp](#), etc).

[Urs E. Gattiker](#), the founder and chief technology officer, is based in our Zurich office. [Stefan Beck](#) specializes in Web 2.0 tools and mash-ups, while [Helga Treiber](#) concentrates on blog strategy and [Freydun Michael Badri](#) focuses on helping clients improve media analytics and compliance. Our Canadian team includes Daniel Shorten, a computing science consultant with a focus on open source technology, and Melanie Sartori, a media and communications specialist. Our team of experts is standing by to serve you.

Find out more about the [FT ComMetrics Blog Index](#) and the [FTindex results](#) using these links: [Leaders by metric](#), [What is top class](#), [Methodology](#), [Good and best practice](#), [Lessons learned](#), [Trends to watch](#), [Your own index report](#), [Free download: pdf report](#)

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