

Companies that actively monitor and engage on social media gain value in many ways, from strengthening and growing stakeholder relationships to mitigating risk and averting crises. Yet the commitment and time needed to realize this value can be a burden.



BUSINESS NEED

Our client—a major North American freight handler and transportation and logistics firm—was in search of **24/7 social media support** across multiple time zones and networks. They had implemented a technology solution (Social Studio from Salesforce) to monitor social media traffic, yet it quickly became overwhelming for internal teams to manage, curate and respond to followers.

To be truly effective, the client's social media efforts would require a marriage of software, people and process. After a failed trial with an offshore provider and an unsatisfactory scouring of vendors in North America, they were relieved to develop a successful program running in-house with support from LAC Group.



BUSINESS SOLUTION

Working collaboratively, our client's communication team and LAC Group assessed the many variables involved to develop and implement a plan. Those variables included:

- **Wide range of topics** including market segments, active marketing campaigns and general subject matter from safety to sustainability to jobs.
- **Diverse stakeholder groups** including customers, elected officials, emergency responders, unions, press and regulatory agencies.

MARKET INTELLIGENCE NEEDS

Empower industry teams and practice groups with action-oriented insights and distribute timely information directly to clients and prospects.

LAC GROUP MARKET INTELLIGENCE SERVICES



Industry deep-dive reports



Ongoing awareness and monitoring



Regular client-facing reports



Thought leadership content

ABOUT LAC GROUP

Founded in 1986, LAC Group is a leader in delivering high-quality, cost-effective business services that help organizations find, curate and manage information and high-value content.

- **Multiple social media channels** including Twitter, Facebook, Instagram, Flickr, YouTube and LinkedIn.
- **Goal to respond to followers** with standard messages or elevate to managers for personalized attention.
- **Analytics and reporting options**—Weekly Social Media Brief, a Monthly Executive Overview and a Quarterly Board Report—for various groups.

LAC Group built a process and team that encompassed:

- A team leader responsible for all tagging and responses for the social feed and daily communication with the client’s designated point of contact.
- Analysts working 24/7 to monitor and tag social posts across the client’s robust social media networks. Overnight coverage is provided to flag content that needs attention by the morning team or in the event of a crisis, immediate notification.
- Several hours of emergency surge support available for assistance in the event of crises or other special situations.

The solution is a whole greater than the sum of its parts—integrating technology, people and process to deliver efficiency and value in a timely manner.



BUSINESS OUTCOME

During the first six months of our engagement, our client was confronted with difficult situations such as a strike, round of layoffs, and multiple derailments, including one on a national holiday. With close monitoring and social listening, all were managed and mitigated, enabling the company to best allocate their efforts and resources. The team has received high praise for coverage and reporting during these events:

- “We truly feel you are the first vendor we have worked with that is an actual partner, when others say they are but don’t deliver.”
- “Your ability to work on holidays to cover major events is much appreciated and carries a lot of weight with us.”

Perhaps the ultimate praise: “We consider you true railroaders now.”

Successful use of social media monitoring with LAC Group has allowed our client to mitigate risk associated with corporate social media channels. It has freed up resources to focus on higher impact work, while delivering additional value-add through enhanced social media monitoring processes and reporting at the highest level of the organization.