Assessing Your Resources: Money, Personnel, Time

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Assessing the situation

• We’re living in an information overload environment
• We’re highly reliant on technology for our news and are more “socially” connected than ever before
• In this precarious economic environment, our audiences are often oblivious to us and our messages – it’s about them!

How do we breakthrough and become relevant?
It’s about relationships – Externally

• It’s easy to hate companies, but harder to dislike individuals
• Big dollar programs that aren’t targeted don’t always work as well
• In this economy, we need to avoid even the perception of frivolous spending
• Social media and networking outreach is low to no cost – can personalize and target messages
It’s about relationships – Internally

• Cross-functional collaboration and respect are key
• It helps to have a common super-focused goal
• Clear priorities allow tough decisions to be made on whether or not to provide resources & support
• Shared or pooled budgets
• Joint meetings give everyone a voice and stake
• Good ideas should be “allowed” to win
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