

**Shakers on a Panel** @katmandelstein, @missyvoronyak, @moxiemediam

# **How to Be Social in a Regulated Industry**



The Social Shake-Up  
May 22-24, 2017 | Atlanta

[www.socialshakeupshow.com](http://www.socialshakeupshow.com)

#shakeupshow

# Moderator: Kat Mandelstein

---



- Current: PwC Experience Center, [digital.pwc.com](http://digital.pwc.com)
- Former: PwC UK, PwC Customer Experience Consulting Practice, Social Media Club Global Board of Directors, Ant's Eye View, IBM, JCPenney Internal Marketing Team & [jcpenny.com](http://jcpenny.com), Malone Advertising
- Twitter & Instagram: [@katmandelstein](https://twitter.com/katmandelstein)
- LinkedIn: [linkedin.com/in/katmandelstein](https://www.linkedin.com/in/katmandelstein)
- Email: [kat.mandelstein@pwc.com](mailto:kat.mandelstein@pwc.com)

# Government Case Study: The Met Office

- The Met Office is UK National Weather and Defense Service. It is an Executive Agency of the Department for Business, Energy & Industrial Strategy
- Their Social Media Objective is to engage the public around weather topics with subject matter expertise
- Award winning #nameourstorm Social Media Campaign involved the public in choosing names for upcoming storms



The image shows a collage of content related to the #nameourstorm campaign. At the top right is the Met Office logo, a green stylized wave with the text "Met Office" below it. Below the logo is a screenshot of a news article from the "INDEPENDENT" website. The article title is "Storm Dave or Gale Gail? British public to get the chance to name their own storms". The sub-headline reads "Names can be suggested to the Met Office using #nameourstorms on Twitter". The author is "Rod Minchin" and the date is "Tuesday 8 September 2015 03:45 BST". The article has 63 shares and a "Like" button. The text of the article mentions typhoon names in Indonesia and North America. Below the article is a tweet from Anthony Carpenter (@Carpe177) dated 8 Sep 2015, which includes a link to the article and the text "British get the chance to name their t Eireann this autumn and winter." To the right of the tweet is another tweet from Mark Clay (@MarkRClay) dated 6:25 AM - 8 Sep 2015, with the text "#nameourstorms We need good British names, like Hurricane Austerity, Typhoon Disappointment and Tropical Storm Passive Aggression." Below the tweets is a photograph of a rainy street scene in London with a red double-decker bus and people with umbrellas.

# Government Case Study: The Met Office

- Both the press and the public drew a lot of attention to the campaign and engaged with over 10,000 submissions
- Once the names were chosen WIRED UK went as far as invoking the Freedom of Information act to try to uncover what names had been submitted that weren't selected
- Met Office obliged with a well written letter that Wired posted with the article



Other 'names' were discounted because they were not proper names, these include: Armegeaddon, Apocalypse, Baldrick, Big Boss, Bilbo, BlackHeart, Bluetooth, branch wobbler, Cyclops, DarkBloom, Excalibur, Freebooter, Forkbeard, Gale, Gnasher, Goliath, Goldeneye, Hades, Hammer, Holy Flying Circus, ForkBeard, Howitzer, Icy, In A Teacup (or Ena Tee Cup), Jelbuoy, King Henry V, Hot Brew, Kraken, leaf shaker, leaf stripper, Lionheart, Maelstrom, Magneto, Megatron, Melbourne, Minatour, Mr Brown, NastyBoy, Oblivion, Noddy, Poacher, Power, Poplar, Polaris, root ripper, Queen Victoria, Skylab, Smaug, Splasher, Stair rod, Stomp, Stormageddon, Sssweetcaroline, Swoosh, Tempest, Tetley, Thrasher, Thumper, Tiger, Torch, trunk trembler, Twizzle, Typhoon, Valkyrie, Vader, Voldemort, Wheatherwax, Wookie, Zebedee,

The names of retailers such as B&Q, Asda etc. were also excluded.

# Unique Regulations in Government for UK

---



HM Government



**GOV.UK**

**Social media guidance for  
civil servants (October 2014)**

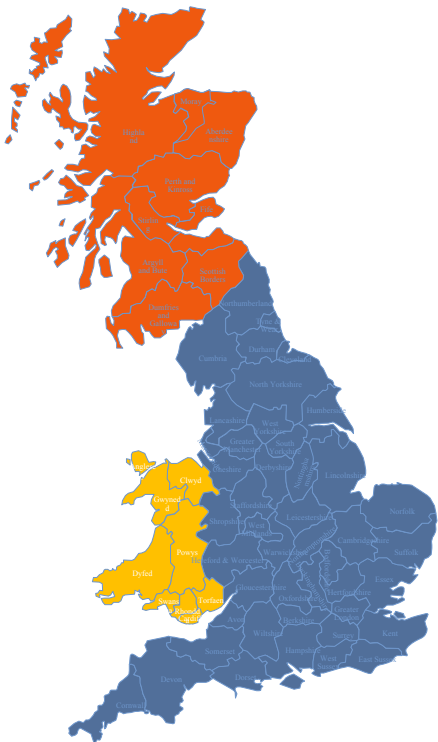
- The Environmental Information Regulations 2004
- Freedom of Information Act 2000
- Regulation 13 of EIR data protection principles, preventing release of personal data to a member of the public
- Disclosure of personal data is prohibited by Schedule 1 to the Data Protection Act 1998 of fair and lawful processing.
- Information protected by the Copyright, Designs and Patents Act 1988
- EU Data Privacy Laws (for now)



The Social Shake-Up  
May 22-24, 2017 | Atlanta

#socialshakeup  
@katmandelstein

# Key Takeaways



1

Engaging with citizens does not have to be “proper”. It can be fun

2

Personal data regulations are key consideration even on social media

3

Polling could be a better option than freeform hashtag submissions

4

Empower your employees to amplify social media within guardrails