

# B2B Social Listening

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Level 3 Communications

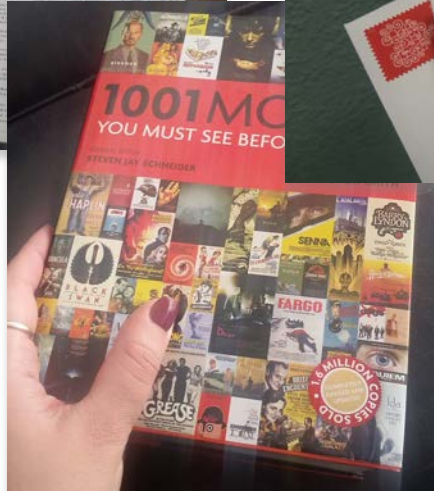


The Social Shake-Up  
May 22-24, 2017 | Atlanta

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

#shakeupshow  
@sassymarketeer

# About Me



# About Level 3



Over **\$8B**  
In Annual Revenue



**~13,000**  
Employees

Hallo  
もしもし  
Bonjour Olá  
Hola Hello 你好

Connecting  
**60+**  
Countries and  
Counting



**200,000+**  
Route Miles of  
Fiber Globally



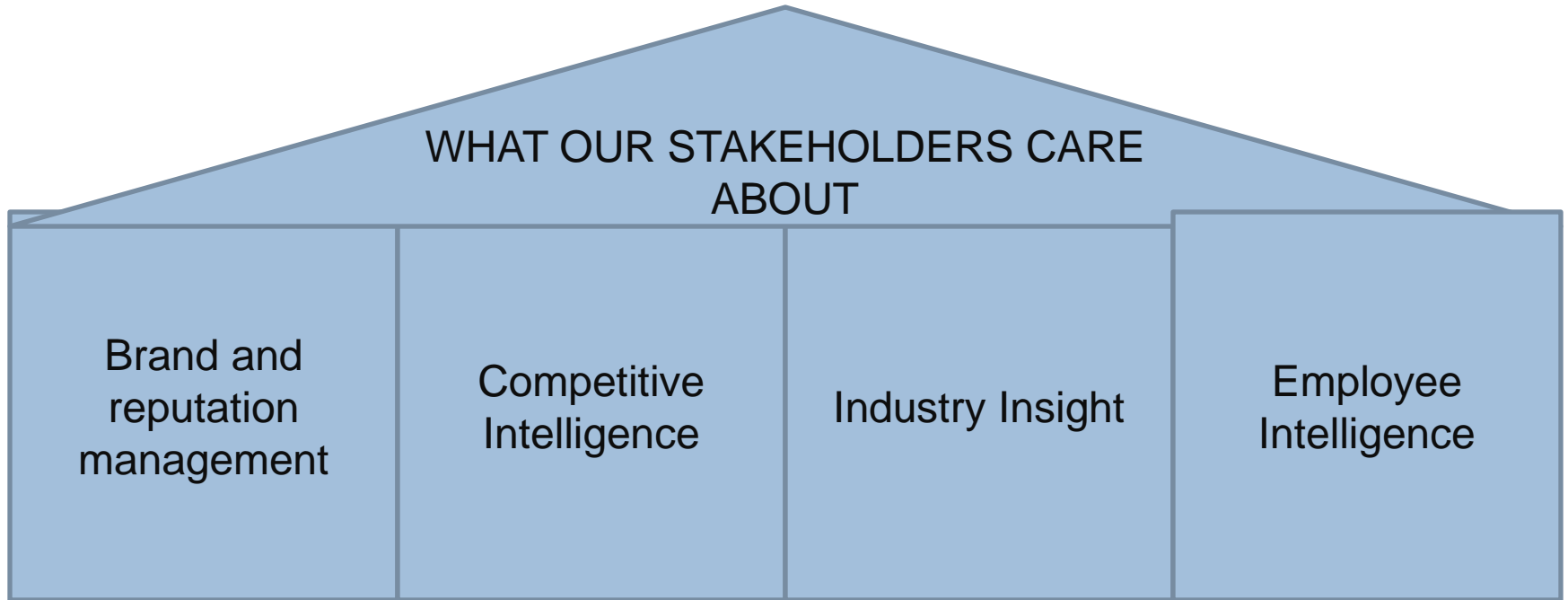
**~43,000**  
On-net buildings  
worldwide

**Level(3)**  
COMMUNICATIONS

Connecting and Protecting  
the Networked World™

# Why We're Listening

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# How We're Evolving

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**CX**

# Case Study

# Lessons from the Dyn DDoS Attack

(or, The Day the Internet Stood Still)



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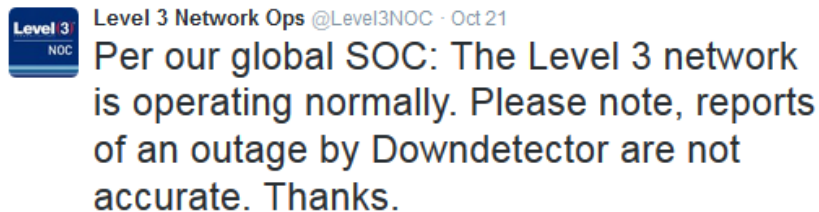
#shakeupshow  
@sassymarketeer



# What Happened?

7:12am: First notifications roll in.

8:04am: Issued proactive statement.



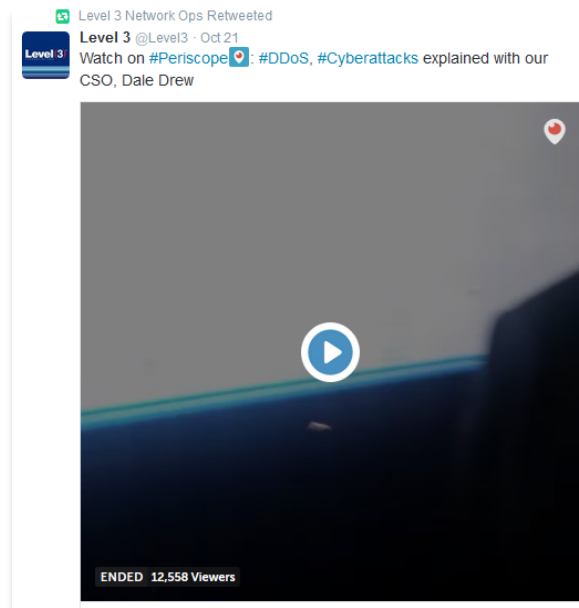
A screenshot of a tweet from Level 3 Network Ops (@Level3NOC) dated October 21. The tweet text reads: "Per our global SOC: The Level 3 network is operating normally. Please note, reports of an outage by Downdetector are not accurate. Thanks." The Level 3 NOC logo is visible in the top left corner of the tweet.

Level 3 Network Ops @Level3NOC · Oct 21  
Per our global SOC: The Level 3 network is operating normally. Please note, reports of an outage by Downdetector are not accurate. Thanks.

8:05am: Direct replies to social media influencers using approved statement.

10:50am: “We need to do more.”

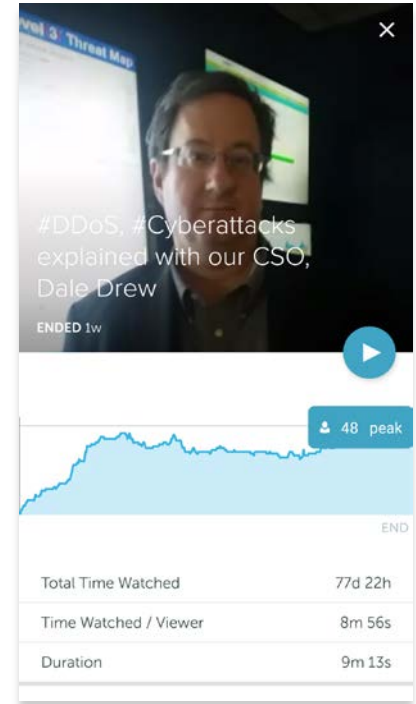
1:13pm: Went live from the Level 3 SOC via Periscope.





# What Happened Next? (1 of 2)


- 78 days worth of watch time in this first week alone
- 5,000+ views within first 24 hours
- 12,000+ views within first 7 days
- 48 people/second tuned in at peak times (Fun fact: In the time it took me to put together this deck, the stream was viewed 22 more times)
- 40+ mentions in news, blogs, articles and the like
- 1 invite to speak before Congress




# What Happened Next? (2 of 2)

 **Steve Herman** @W7VOA · Oct 24  
Yes. Here's the link to @GlennF's article:  
[medium.com/@glennf/that-m](https://medium.com/@glennf/that-m) ... @Dyn

**Level 3 Network Ops** @Level3NOC  
Via @GlennF: The map of the internet failing you saw on Friday didn't tell the story ... [medium.com/@glennf/that-m](https://medium.com/@glennf/that-m)... #IoT


 **briankrebs** @briankrebs · Oct 21  
looks like the Internet is on fire. well, at least in the US [downdetector.com/status/level3/](https://downdetector.com/status/level3/)

 **Glenn Fleishman** @GlennF · Oct 21  
@briankrebs Level 3 says this isn't an accurate reflection; no problems. (See PCWorld story; they got comment.)

**Level 3 Network Ops** @Level3NOC


@GlennF @briankrebs #nailedit. This map is not an accurate reflection of our network activity.

RETWEET 1

 **Nicole Perloth** @nicoleperloth · Oct 21  
Not sure if you will ever see this tweet but Level 3 says it is working just fine, no outage from #DDoS attack on Dyn and others.

**Level 3 Network Ops** @Level3NOC · Oct 21  
@nicoleperloth @SteveD3: For your reference. It's still accurate:

**Level 3 Network Ops** @Level3NOC  
Per our global SOC. The Level 3 network is operating normally. Please note, reports of an outage by Downdetector are not accurate. Thanks.

 **Steve Ragan** @SteveD3 · Oct 21  
@Level3NOC @nicoleperloth I'm not going to lie. I used the map because it's pretty.


**Level 3 Network Ops** @Level3NOC


@SteveD3 @nicoleperloth If you like pretty maps ... [level3.com/~media/files/](https://level3.com/~media/files/) ... 🌍👍

RETWEET 1 LIKES 8

6:19 PM - 21 Oct 2016

Reply to @Level3NOC @SteveD3 @nicoleperloth

 **Catalin Cimpanu** @campuscodi · Oct 21  
@Level3NOC @SteveD3 @nicoleperloth I'm just going to quietly star this tweet, thank you very much...

 **Steve Ragan** @SteveD3 · Oct 21  
0\_0 These maps are awesome


**Level 3 Network Ops** @Level3NOC  
@SteveD3 @nicoleperloth If you like pretty maps ... [level3.com/~media/files/](https://level3.com/~media/files/)... 🌍👍

**Level 3 Network Ops** @Level3NOC

@SteveD3 We think so!

LIKE 1

 **Kenn White** @kennwhite · Oct 21  
@Level3NOC @Dyn understood, and I did post your statement & updated my thread to clarify outage reports came from 723 of your users, not L3.

 **Eric Leszczynski™** @LeszczynskiEric · Oct 21  
@Level3NOC thank you for clarifying.

# What We Learned

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- Our Successes
  - Seizing the opportunity
  - Proactive conversation
  - Teamwork
- Our Opportunities
  - Contextual Considerations
  - Scale