

# FedEx and Ketchum Study Benchmarks Best Practices in Social Media

An in-depth social media study conducted by FedEx and Ketchum of more than 60 well-known companies has found that significant changes are on the horizon for the way companies will use social media tools to communicate internally. The study also examines programming, team structure and budgeting trends, including how companies are increasingly working across functions to ensure collaboration on social media projects. Interviewees also discuss why some are eager to take a leadership role in social media while others are comfortable in a more general participatory mode.

## Meet the Experts



**Bill Margaritis**  
Corporate VP of Worldwide Communications & Investor Relations, FedEx

[BIO >](#)



**David Rockland**  
Partner, Managing Director Global Research, Ketchum

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**Renee Horne**  
Staff Director of Digital & Social Media Engagement, FedEx

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**Daniel Dworkin**  
Senior Consultant, Ketchum Pleon Change

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Social Media Study Highlights



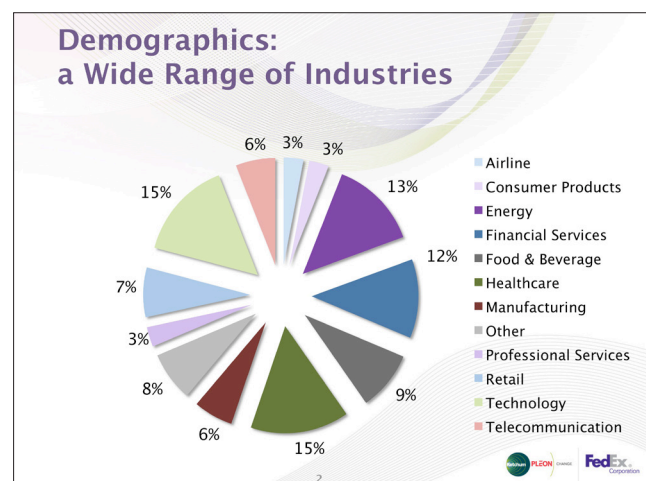
**Daniel Dworkin**  
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## The Findings

[DOWNLOAD FULL STUDY](#)



The study included a wide range of regulated and non-regulated industries. The findings also define what constitutes leadership in the space, as well as how companies plan to use social media tools to facilitate communications internally.

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[SOCIAL MEDIA ENGAGEMENT >](#)

## Twitter and Facebook

**FedEx FedExBlog**

**Infrastructure=Access.**  
Infrastructure gives societies the ability to connect:  
<http://citizenshipblog.fedex.designcdt.com/node/865>  
about 4 hours ago via web

FedEx team members take you behind the scenes of a recent TV #commercial: <http://bit.ly/bLTISD>  
10:50 AM Nov 15th via web

Mitch Jackson writes: "Makina a Difference: It takes innovative

**Ketchum** The latest post from the Ketchum Blog...

**Our Path to Unique Value**  
This post originally appeared in the Council of Public Relations Firms blog, the Firm Voice. As strategy gurus have told us for years, any business will have difficulty thriving if it struggles to identify and deliver unique value to the marketplace. The same is true for...

Source: Ketchum Blog - <http://blog.ketchum.com>  
Published: 2010-11-11 00:29:24 GMT  
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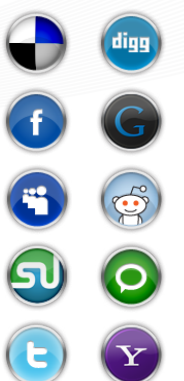
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**Ketchum** The latest post from the Ketchum Blog...

**Just Like Individual Human Beings, Countries Are Open Only to Multinationals That Are Listeners, not Broadcasters**  
At the Ketchum Global Media Network conference last week (Twitter #Ketchumgmnl), a panel of four public relations experts from the BRIC countries were asked "What is the biggest mistake clients are currently making in your local markets?" To a person, Russia, India, China...

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