



METTER·MEDIA

CASE STUDY

MICROSOFT BAY AREA

*Elevating Microsoft's reputation and
presence in the brimming tech hubs of
Silicon Valley and San Francisco*

MEET THE CLIENT...



NAME: Desmond Rice

COMPANY: Microsoft

TITLE: Head of Employee Communications

PROBLEM: Metter Media has been working with Microsoft in Silicon Valley since 2016. When Desmond Rice joined Microsoft in 2018, he utilized Metter Media to continue managing the accounts he now owned. Desmond was looking for **high-quality social media content and strategy** that highlighted **employees, culture, and new technology being built** on campus to **boost recruiting** and **emphasize Microsoft's presence in the Bay Area**.

ABOUT MICROSOFT IN THE BAY AREA

The Bay Area is home to many of the world's top technology companies — companies that are leading the way in embedding the startup mindset into their work culture. Microsoft Bay Area, at the heart of Microsoft's vision of building best-in-class platforms for productivity, makes a point of spreading this entrepreneurial spirit throughout its offices with flexible work spaces, close proximity to rising startups, and more. These offices, located in San Francisco, Mountain View, Palo Alto, and Sunnyvale, offer convenient access to BART, Muni, and Caltrain stations, making daily commutes easier.

**“YOUR TEAM HAS BEEN GREAT AT BEING ABLE TO
INTEGRATE INTO OUR CORPORATE COMMS
STRUCTURE AND GUIDELINES. HAVING THE
INSTITUTIONAL KNOWLEDGE OF MICROSOFT IS
EXTREMELY VALUABLE AND YOUR WORK HELPS US
EXPLAIN OUR WORLD VIEW IN A COHESIVE WAY.”**



SOCIAL MEDIA #GOALS

1) Recruitment

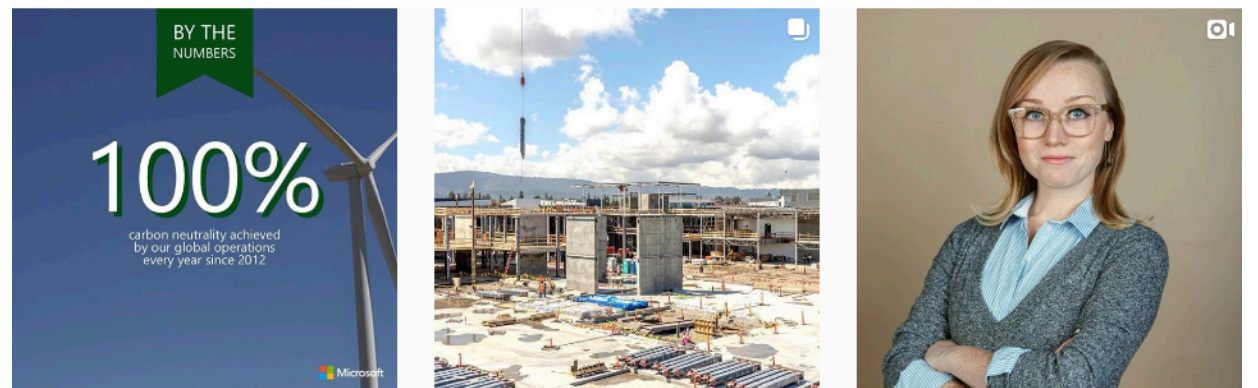
As the digital face of Microsoft's Bay Area campus, our social media channels are the first impression for potential new employees — we showcase campus life and Microsoft culture to emphasize how awesome it is to work there. Strategic advertising campaigns around open positions help Microsoft reach new local talent.

2) Emphasizing #MicrosoftLife

Using Microsoft's overarching #MicrosoftLife campaign, our social channels represent Microsoft's pillars of growth mindset, customer obsession, and a focus on One Microsoft.

3) Bay Area Leadership

As a hub for technology companies, Microsoft needs a strong social media presence to stand out. By incorporating a localized content strategy showcasing Microsoft's presence in the Bay Area, Microsoft can establish itself as a leader in a very crowded market.



BY THE NUMBERS...

*Metter Media has been running Microsoft Silicon Valley's social media since July 2016.
We recently launched their Instagram.*

785

new Instagram
followers in just
2 months

5,116

new Twitter
followers in
3 years

2,890

new Facebook
page likes in
3 years

2,014

average
engagements
per month

66,456

total
engagements
in 3 years

7.4 MILLION

total
impressions
in 3 years

An **impression is the actual number of times people see our posts.*

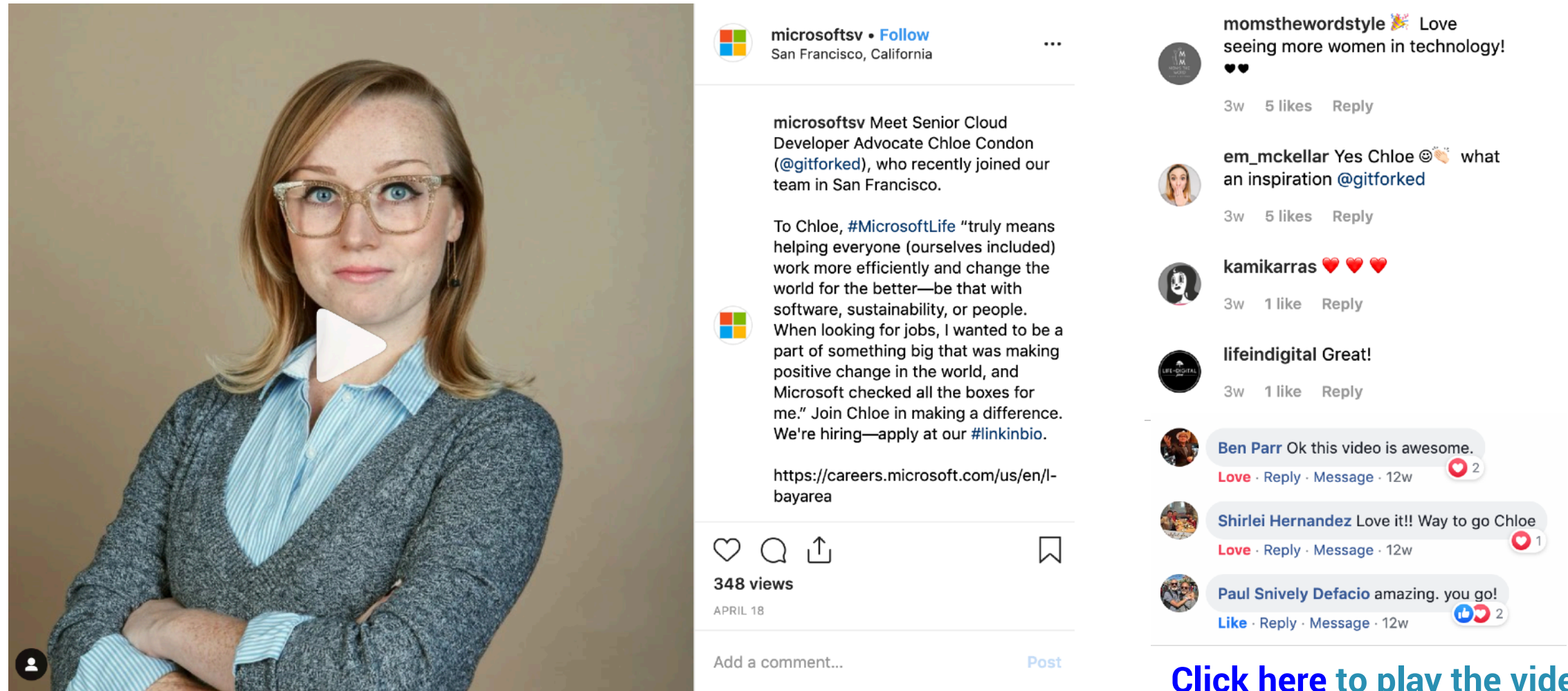
An **engagement is any like, comment, share, or retweet on our posts.*

**“HAVING A PARTNER LIKE METTER MEDIA
TO COME IN AND HELP US FIGURE OUT
CERTAIN SOCIAL STRATEGIES
HAS BEEN ESSENTIAL.”**



CAMPAIGN: STAFF SPOTLIGHTS

Here at Metter Media, we're all about coming up with creative campaigns for your business.

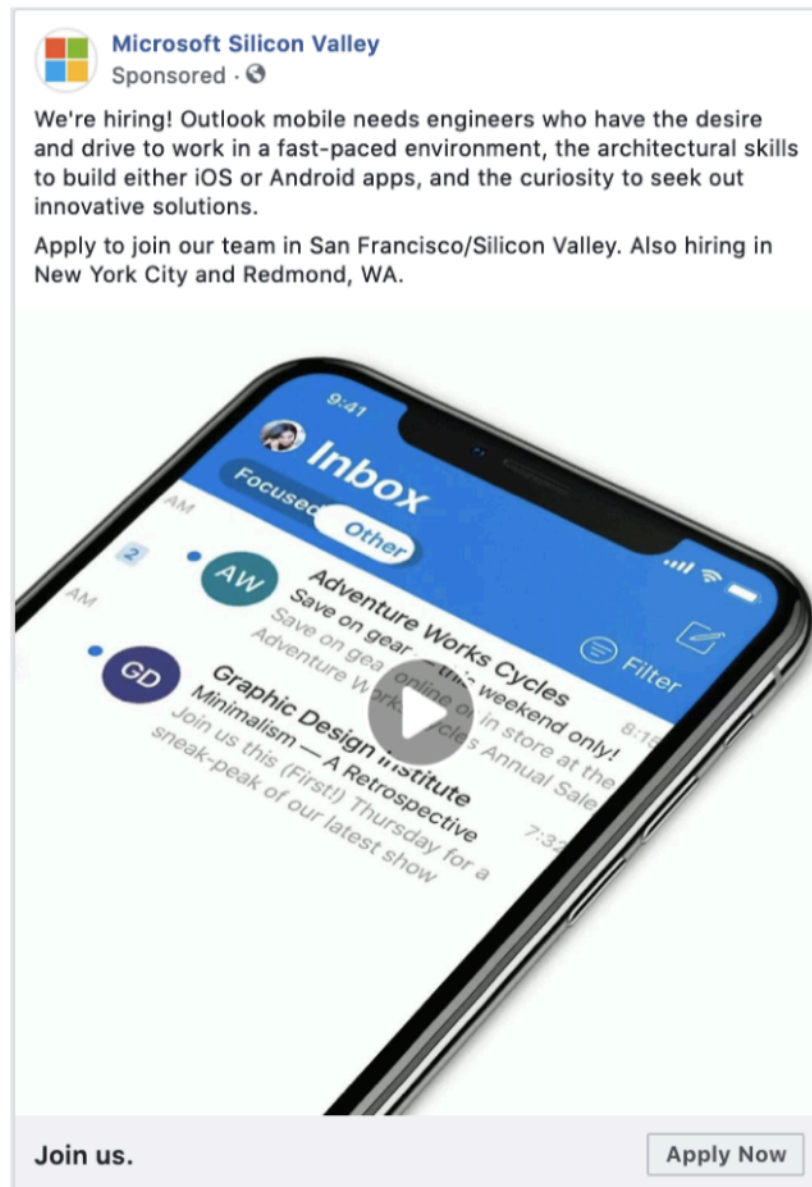


[Click here to play the video!](#)

PURPOSE: One of our goals with social media is to showcase the people behind the brand, and staff spotlights are the best way to do this. Highlighting team members with large followings on social, like Chloe, helps these spotlights stand out — and reach their unique audience. These spotlights showcase the personalities behind the teams at Microsoft, elevating individualism, identity, and employee culture. Not only do staff spotlights boost internal employee morale (by generating lots of supportive comments from people who work with the employee) but they also help with recruitment by inspiring the next generation of Microsoft employees.

RESULTS: Employee Spotlights gain the most engagements (likes/comments/shares) out of all of our content. On Instagram alone, this post gained **140 engagements, 9 comments, and 3 shares, and reached 826+ people.**

CAMPAIGN: HIRING AND RECRUITING ADS



RESULTS:

- Spend: \$500
- 264 clicks to the hiring page
- 75,442 impressions
- 0.65% click-through rate
- 25.03% engagement rate
- \$0.55 average cost per click

PURPOSE: An ultimate goal of Microsoft's social media channels is to utilize these platforms to recruit new and diverse talent. By employing these platforms to run hiring ads, we're able to showcase employee stories and directly target top talent in the Bay Area.

RESULTS: We create hiring ads across multiple teams at Microsoft on Facebook, Twitter, and Instagram. The above ad, for Outlook Mobile in the Bay Area, received **264 clicks to Microsoft's hiring page at a total spend of \$500. That's a \$0.55 cost per click — very cost effective compared to the average tech CPC of \$1.27.**

CAMPAIGN: JUMPING ON TRENDS + CELEBRATING DIVERSITY



PURPOSE: Celebrating national days and trending topics is a worthwhile way to join the conversation on social media. By sourcing relevant topics such as Women's History Month and Pride, Microsoft is able to tap into trending hashtags while also showcasing the company's inclusivity and welcoming culture. This is critical in underscoring Microsoft's commitment to diversity in a sector and region that tends to overlook underrepresented communities.

RESULTS: Posts featuring faces, people, and giving back perform extremely well on social media. Our spotlight of Swati Gulati (right) on Facebook alone received **7,177 impressions, 372 likes, and 91 comments.**

“FOLKS IN OUR BROADER [MICROSOFT CORPORATE] SOCIAL TEAM HAVE COMMENTED TO ME PERSONALLY THAT **THE CONTENT THAT YOU GUYS PRODUCE IS TOP-NOTCH**. IT’S VERY ON BRAND, WHICH MAKES AMPLIFYING THE MESSAGES SO MUCH BETTER, BECAUSE WE’RE **ALIGNED WITH THE MICROSOFT LOOK AND FEEL.**”



CAMPAIGN: HIGHLIGHTING SERVICE AND CULTURE



Microsoft Silicon Valley

Published by Gina Curreri [?] · January 22 · 🌐

Over the long weekend, we took time to recharge and invest our time in ways that are meaningful while honoring Martin Luther King Jr.

Employee resource group Blacks@Microsoft (BAM) marched in Norcal MLK's annual #MLKDay parade with Our Collective, while other employee groups volunteered their time during #MLKDayOfService at Alameda County Community Food Bank in Oakland and with City Year at August Boeger Middle School in San Jose.

Dr. King continues to motivate us to create an empowering environment that brings the power of diversity to life. #MicrosoftLife



Microsoft Silicon Valley

Published by Sarah Ribeiro [?] · August 7, 2018 · 🌐

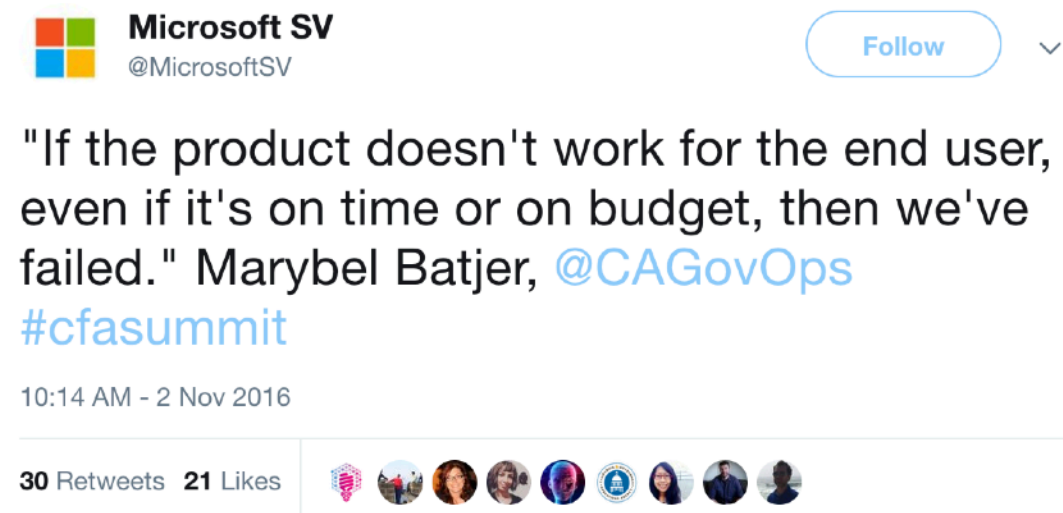
In July, our Windows Devices Group teamed up with Habitat for Humanity East Bay/Silicon Valley to build brand new playhouses for two military families, who were able to bring them home for their young children to enjoy! #MicrosoftLife



PURPOSE: Microsoft Life emphasizes storytelling that explores company culture. Through community service, employee events, and regional-based networking, Microsoft extends its reach beyond its campus, integrating within the Bay Area. Our posts highlight that and keep the conversation going with our online audience.

RESULTS: Posts featuring faces, people, and giving back perform extremely well on social media. Our MLK Day spotlight on Facebook (left) received **7,118 impressions** and **749 engagements**, including **14 shares**. Our Habitat for Humanity recap (right), earned **9,041 impressions** and **995 engagements**.

CAMPAIGN: JOINING THE CONVERSATION



PURPOSE: Microsoft in the Bay Area is in the unique position of being surrounded by thousands of community- and tech-based events each year. As a leader in the region, Microsoft is committed to engaging with the local tech community — both online and in-person. We do this by jumping on the hashtags of tech events in the Bay Area and joining the conversation.

RESULTS: By joining regional and national conferences and making Microsoft's presence known, we can engage with the audience on site as well as those joining the conversation online. Our post leading to our AfroTech recap blog earned **2,584 impressions** and **344 engagements**, including **22 shares** and **168 blog clicks**. Our tweet on the right, quoting a speaker at the national Code for America conference, received **15,471 impressions** and **87 total engagements**.

“A LOT OF TIMES IN SOCIAL, THE TYPE OF CONTENT THAT YOU PRODUCE CAN AFFECT MANY THINGS: YOUR REPUTATION, THE SERIOUSNESS OF WHAT YOU’RE TRYING TO GET ACROSS. **OUR CONTENT IS SUPER IN LINE WITH OUR BRAND AND ENHANCES OUR REPUTATION.**”



CAMPAIGN: CELEBRATING LEADERSHIP

“

You need to know that by raising your hand, you're not limiting yourself. You're creating a community for all.

Geoff Burkhart
Sales Director
Bing in San Francisco



“

It's important to work at a company where you have a supportive team and great leadership that sees a lot of potential in you.

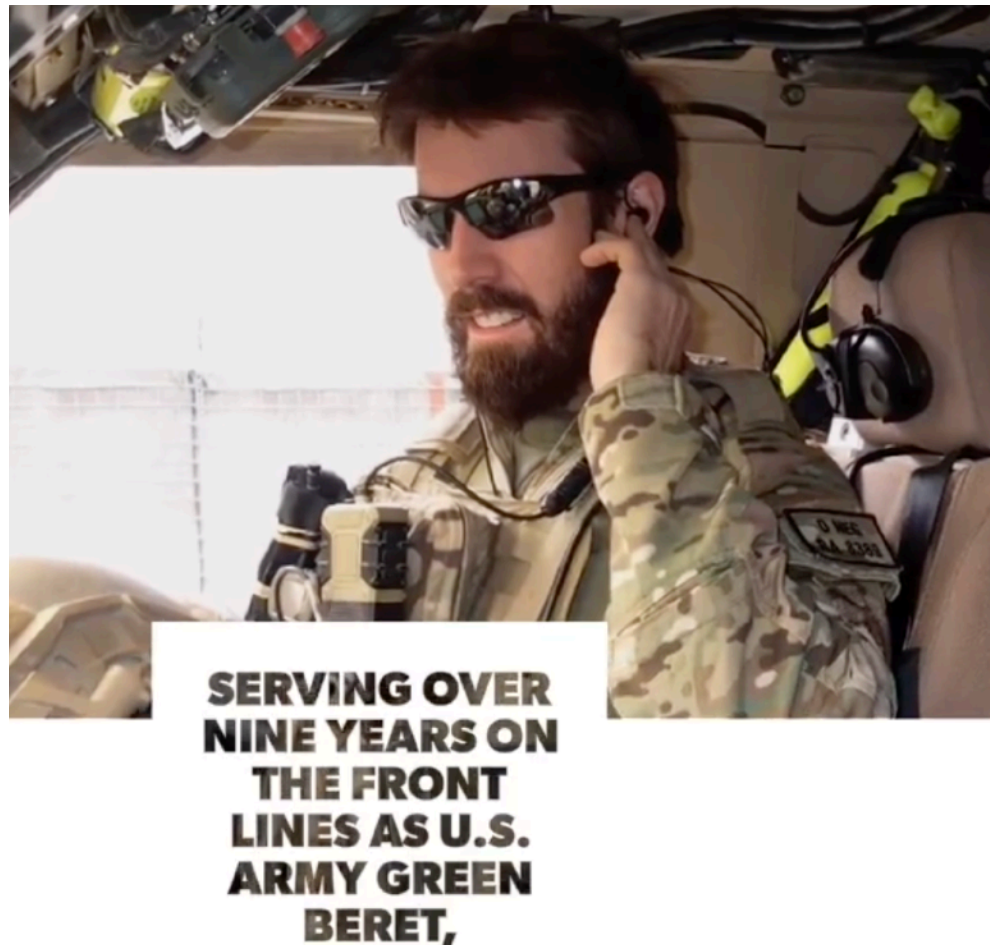
Safiya Miller
Account Executive
US Northwest Enterprise



PURPOSE: Microsoft takes great pride in its employee resource groups (ERGs), affinity groups for team members from diverse and often underserved communities. By spotlighting the great work ERGs perform, we're able to tap into individual experiences and show how Microsoft fosters a sense of community for all team members. This look into company culture is highly effective for recruiting purposes, as it shifts Microsoft's storytelling toward a more representative view of the faces behind Microsoft.

RESULTS: Spotlighting individuals on Facebook frequently leads to their friends and family interacting with and sharing those posts. This increases when our audience feels a connection to those individuals, emphasized here by their team affinity. Our GLEAM (Gay and Lesbian Employees at Microsoft) spotlight, left, earned **6,020 impressions, 425 likes, 26 comments, and 26 shares**. Our BAM (Blacks and Africans at Microsoft) spotlight, right, earned **1,470 impressions and 144 likes**.

CAMPAIGN: CELEBRATING DIVERSITY



PURPOSE: An important part in exploring Microsoft culture is emphasizing the unique backgrounds of team members. For Veterans' Day, we spoke to Microsoft employees with military backgrounds to explore the impact of their training on their successes at Microsoft. This layers multiple strategies, from tapping into national trending topics to spotlighting staff to incorporating affinity.

RESULTS: Combining our aforementioned strategies with targeted advertisements allows us to reach a broad audience that cares about the topics we explore. This video earned **7,600 views, 110 likes, 12 comments, and 29 shares.**

THANK YOU!

We'd love to talk social media with you! Reach out to us at any time at lauren@mettermedia.com or 484-553-5153.

