



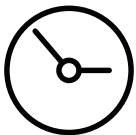
## CASE STUDY

SOCIALFLOW'S CLIENT IS THE BRITISH BROADCASTING CORPORATION, THE PUBLIC SERVICE BROADCASTER OF THE UNITED KINGDOM. SOCIALFLOW HANDLES ALL OF THE BBC'S SOCIAL HANDLES.



### OBJECTIVE

The BBC turned to SocialFlow for a way to securely streamline their social publishing and implement a standardized way for journalists around the world to publish safely and securely to Twitter, Facebook, and Google+ in multiple languages.



### CHALLENGE

With nearly 500 social properties around the world, more than 20,000 employees and no enterprise framework to manage the users or permissions, social media was an unacceptable risk. After a security breach resulted in the hack of one of the BBC's Twitter accounts, they realized they needed an Enterprise Social solution that provided greater security and better property and user management.



### THE SOLUTION

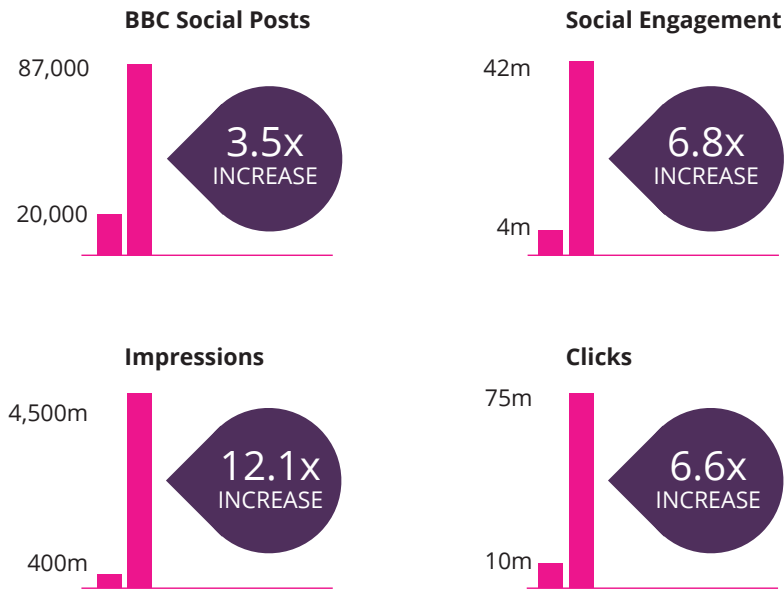
SocialFlow deployed its Enterprise Social platform to support the BBC's social properties worldwide. We developed a Single Sign On (SSO) solution that integrated with the BBC's corporate identity management system. This allowed users to log in with their BBC corporate credentials, and dramatically simplified user provisioning and deprovisioning.

To train BBC users on the SocialFlow platform, SocialFlow deployed a program to train over 1,000 users around the globe, by initially training 10+ super-users within the BBC. After spending 2-3 days with the SocialFlow team, those super-users then moved on to train teams internally.

Anna Vissens, Audience Analyst at BBC News, Audience Engagement and Data, noted, "We started our trial with a small group of producers who were very keen to test the tool. Because of their enthusiasm, we could see benefits straight away. This gave us a strong case to roll out the tool for the whole BBC World Service. We didn't force anyone to use the platform. We widely shared and promoted our positive experience and, as a result, we had a queue of people asking to sign up."

## SUCCESS

In addition to the security successes, using SocialFlow also provided increased social performance metrics across all BBC social handles.



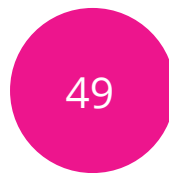
Messages  
Per Month



Enterprise  
Users



Social  
Properties



Countries

## RESULTS

The BBC has seen the following increase in social engagements:



Improvement  
in Clicks



Increase in  
Shares &  
Retweets



Increase in  
Reach



Increase in  
Comments

*"WHAT WE REALLY LIKE IS THE OPTIMISATION FEATURE. I HAVEN'T SEEN ANOTHER TOOL THAT OFFERS THE SAME OPTIONS. IT'S ALSO VERY CONVENIENT TO HAVE ALL OUR SOCIAL MEDIA CHANNELS IN ONE PLACE FOR PUBLISHING, INTERACTING, AND, OF COURSE, ANALYTICS."*

**Anna Vissens**

*Audience Analyst at BBC News,  
Audience Engagement and Data*

## ABOUT THE BBC

The British Broadcasting Corporation (BBC) is the public service broadcaster of the United Kingdom, headquartered at Broadcasting House in London. It is the world's oldest national broadcasting organisation and the largest broadcaster in the world by number of employees, with over 20,000 full-time staff.

The BBC is established under a Royal Charter and operates under its Agreement with the Secretary of State for Culture, Media and Sport. The BBC World Service, launched in 1932, provides comprehensive TV, radio, and online services in Arabic, and Persian, and broadcasts in 28 languages.