



McLELLAN MARKETING GROUP
Where strategy and passion collide 

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Drew's marketing minute Where strategy and passion collide
DREW IS TOP DOB AT McLELLAN MARKETING GROUP

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« Have you built a rock solid foundation for your personal brand? | [Main](#) | Are you playing your competitor's game? »

Examples of social media policies
by Drew McLellan

In corporate America (and probably corporate World), rules get created when people make bad choices. It's how child labor laws came to be and why we now have sexual harassment policies. The few and the stupid are the catalyst to regulation.

Which is why it's not a shock that companies big and small are beginning to institute social media policies.

After the **Domino's pizza incident** and the world famous **FedEx tweet** – who can blame business leaders from wanting to protect themselves by setting down some rules?

I've put together a long list of **social media policy examples** for you to use as you create your own. I'll keep adding to the list as I find new ones, so you might want to bookmark the page. You can view/download them by [clicking here](#).

Technorati Tags: Business, Law, social media policies, United States
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ABOUT DREW



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IPHONE





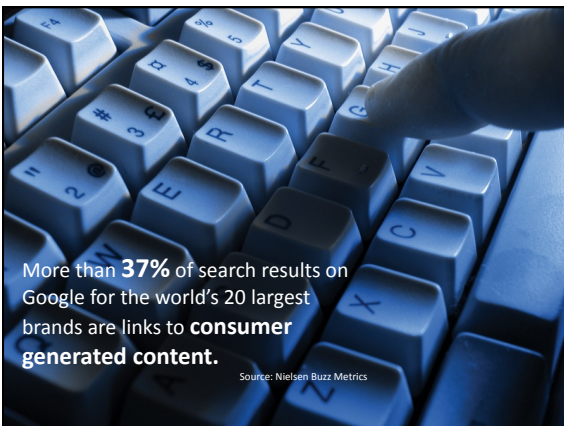
Why does it seem so much louder?

- More people shouting
- More people actively listening
- Instantly shareable



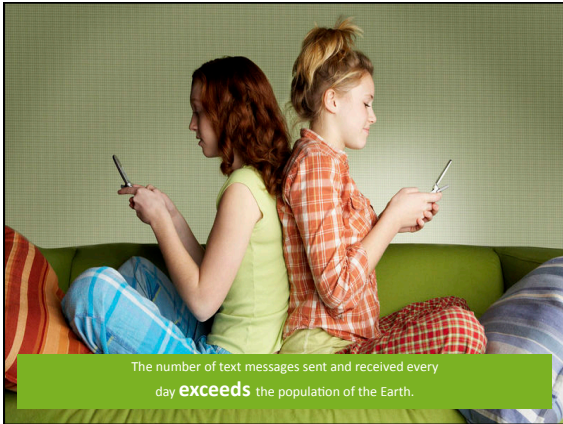


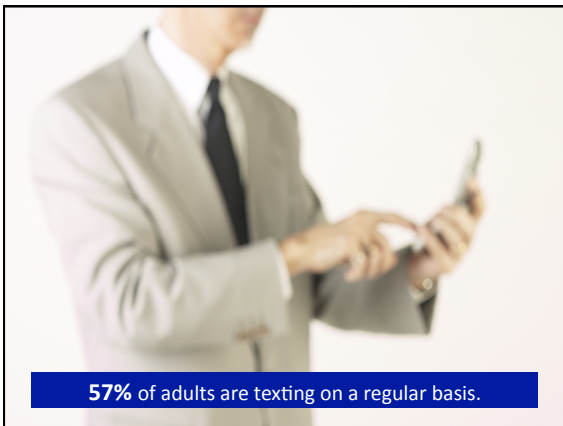
The animals have taken over the zoo



More than **37%** of search results on Google for the world's 20 largest brands are links to **consumer generated content**.

Source: Nielsen Buzz Metrics

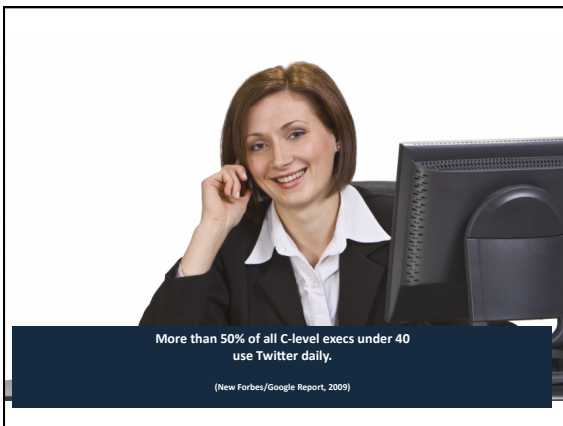


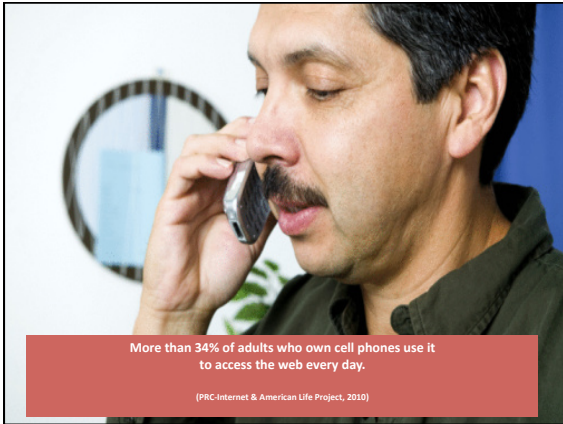












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there is no box.

ABOUT

December 31, 2008

HURRICANE KOHLS!

UPDATE: To see the Kohl's response to this post, go [here](#).

UPDATE #2: To see the Kohl's Dallas Employee blog made in response to this post, go [here](#).

Holy shit. I wouldn't be what you would consider a "luxury" shopper. Generally, I'm more comfortable in a vintage shop rather than at a Nordstrom's, but, jeez, some level of decency would be nice.

I've got this Kohl's right next to my house, and with that proximity, I'll make a stop by every few weeks to check out the sales. Its always bad, but this Dallas, Texas Kohl's would look more at home in New Orleans after the flood.

hmm, I hope they have my size!

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Drew's The Marketing Minute

El Gifeyo

hmm, I hope they have my size!

I really like the jeans display. Now that's great salesmanship!

And, maybe a nice sweater to go with those jeans?

WRITERS GUILD OF AMERICA

www.writersguildofamerica.com

RECENT POSTS

F FX (except US&P)

Tune In Saturdays: Vampire Weekend

Blockbuster Video? Nope.

The Continuous Digital Divide

The Future of Marketing

Nonsensical Mathematics

Tune In Saturdays: Hey Hey My My

Dear Google #2.

My iTunes Purchases

MUSIC

ALBUMS SONGS

Build to Split Circuit...

Build to Split & Circuit...

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ABOUT

«The First Time I Wanted to Marry a Phone | Main | Tune In Saturdays: Field Music »

January 10, 2007

Hurricane Kohl's! The Resolution, sort of.

Please know that it is our top priority to provide you, and all of our customers, a quality shopping experience. I'm very sorry that you recently encountered an unacceptable store environment, and from your pictures, clearly not up to our standards. I have advised our senior level management, they've been made aware, and they're highly committed to addressing it. So, thanks again for letting me know. I do appreciate hearing from you and we do value your patronage.

-VP Public Relations, Kohl's Corp.

Hurricane Kohl's!

If you've ever shopped one of our clean, bright department stores, you've already experienced our commitment to family, value and historical brands.

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Get Shouty

Greg Verdini's Marketing Blog

Investigator Blog

Jaffe Juice

Junior planner I am

Living Light Bulbs

Logic-Emotion

Make the logo bigger.

Apple Teardown

Marketing Hyster

Marketing Nirvana - by Mark Sander

Marketing Prof's Daily Fix Blog

Nail Guy

Nella Orchard, by the Idea Grove

"Come on man! I work at Kohl's and on our worse day we have never looked anything near this disaster.

It may not be your fault that the store gets trashed but it is your fault if you don't clean it up!

Yes customers can be awful,yes they can mess up the departments,yes it is hard to keep up but the pictures here show a store that gave up or does not care.

The comments on this blog are pretty much justified. Remember: Expect Great Things."

From Former Kohl's Employee in comments:
"Joe and Miriam (managers) need to start looking at the talent they already have within their district and stop hiring people from other companies that have no idea how to handle the volume of an average Kohl's. I worked for Kohl's here in Dallas for several years and had a wonderful experience but was always amazed when talented managers that already worked for the company were passed over for store manager because the district and regional managers wanted to hire someone from the outside. Nine times out of ten, these managers that are hired from the outside have failed miserably because they cannot handle the volume."

From Alejandra in comments:
"I started working at Kohl's last summer and I learned very quickly that people suck. I don't mean that just the customers suck, but associates suck too. Mainly because some of the ones I work with bitch and complain about stupid crap and/or do nothing to help."

From Emily in comments:
"I work at Kohl's. While we are understaffed, take into account the people that shop there. I have never seen such disgusting people in my entire life. I work with people who have worked in retail for years and have never seen such horrible customers."

Bill To Split Credits... Bill To Split Credits... Hey Hey My My Hey Hey My My iTunes Make your own

Ben Yodanis At work on a Sunday morning. When you're this close to launch, it's CRUJING! 13 minutes ago

suell to @morbuz I just bought 98 minutes ago

Dave McLellan Only the picture is off. I went back a few posts ago

Web Images Maps News Shopping Gmail more

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www.kohls.com/kohlsStore/womens.jsp - 29k - Cached - Similar pages

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hee-hawmarketing.typepad.com/hee_haw_marketing/2006/12/hurricane_kohls.html - 155k - Cached - Similar pages

Kohl's Coupons, Kohl's Coupon Codes, Kohl's Discount Coupons... all

Kohl's, Kohl's Coupons, Kohl's Online Coupons, Kohl's Coupon Codes, Kohl's Discount Coupons and Kohl's Discount Shopping
www.flemingworld.com/coupons/Kohls - 207k - Cached - Similar pages

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www.retailmenot.com/view/kohls.com - 135k - Cached - Similar pages

QA QnA

Tom Vander Well's thoughts, observations, rants and raves from the front-lines of Call-Center Quality Assessment.



- It's INCREDIBLE! | Main | Service: It's Not "Geek" to Robert Stephens Either! -

Service: It's Not "Geek" to Me

I bought a laptop from Best Buy along with an extended service agreement. When the monitor fritzed out and the card slot stopped working I took it into the Geek Squad (I just love how they've branded it) where I was told the computer would have to be sent to "Geek City" for repair.



When the computer returned (ahead of schedule) I was pleased. I asked the geek who returned my computer if both the screen and card slot were fixed and after glancing at the repair report he said they were. He was wrong. The card slot appears not to have been touched and

[The Geek Squad](#)

I returned to the Geek Squad (It's an hour drive one way) and explained the

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QA QnA

Tom Vander Well's thoughts, observations, rants and raves from the front-lines of Call-Center Quality Assessment.



- 5 Commonly Missed Courtesies | Main | Tag - You're It!! -

The Geek Squad Incident - Epilogue II

A few weeks ago, I had a series of posts about my experience with The Geek Squad at Best Buy. Robert Stephens and his gaggle of Geeks turned my frustrating customer experience into a classic example of service recovery and customer redemption. I was impressed at their responsiveness, and through the experience they've made me a loyal customer.



A few days after my repaired laptop had been promptly returned from Geek City, I was surprised to return home to find another box from the Geek Squad on my door step. Inside I found frosting on the cake. There were a few small Geek Squad tshochkes and my very own Geek Squad shirt.

I'm an honorary Geek!...and a raving fan. Well done!

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Google Blogs Alert for: "drew mclellan"

[Servant of Chaos: Our Lives in Public](#)
 By Gavin Heaton
 Take for instance, the recent examples where people have lost their jobs, been disciplined or otherwise penalised for their actions on social networking sites. As **Drew McLellan** points out in Who Really Owns Your Social Media Persona?: ...
[Servant of Chaos - http://www.servantofchaos.com/](#)

[Beth's Blog: How Nonprofits Can Use Social Media: Social Media in ...](#)
 By Beth
 Drew McLellan puts it, "If you drop the f-bomb on Twitter, does your boss have a right to wince?" He goes on to ask these questions: Do you think employee manuals of the future will have 'social media guidelines'? ...
[Beth's Blog: How Nonprofits Can... - http://beth.typepad.com/beths_blog/](#)

[Drew McLellan - 97 Bottles](#)
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 97 Bottles is a totally free service that lets you review, recommend and learn about beer with your friends.
[97bottles.com: Newest timeline items - http://97bottles.com/](#)

[IowaBiz: Dance with the one that brought you](#)
 By Drew McLellan
 by Drew McLellan in Marketing & Branding April 15, 2009. 36840161 Sure, we all want new clients/customers. After all, that's why we are in business, right? Somehow in the hustle and bustle of marketing, a very important group often gets ...
[IowaBiz - http://www.iowabiz.com/](#)

