SOCIAL SUCCESS
White Paper

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Who's winning the social media battle in the semiconductor industry?

Issue 3, November 2015

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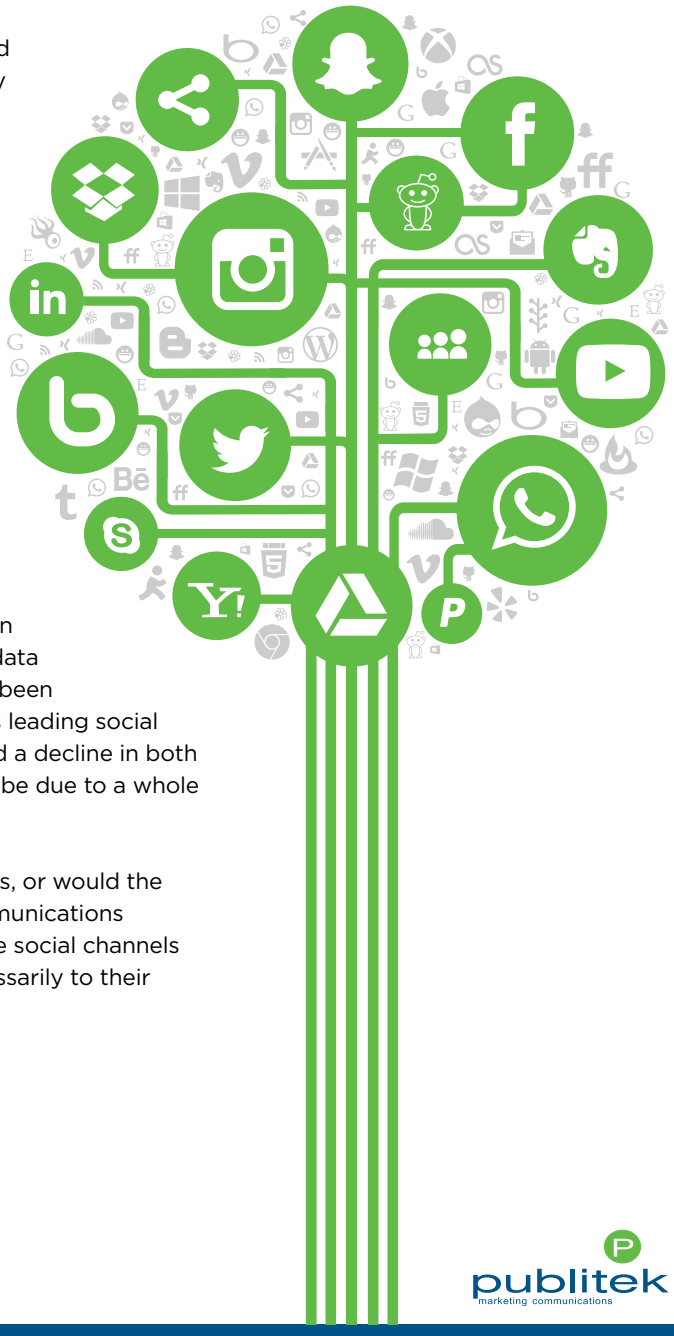
Introduction

This is our third annual analysis of the social media practices and activities within the semiconductor industry and we've evolved the format and methodology to make it even more relevant and informative. An explanation of our overall ranking methodology can be found at the end of this report.



We conducted the research over a longer period to eliminate the potential pitfalls of taking a very brief snapshot of activities. Blog posts from the start of 2015 until mid-September are included, we assessed LinkedIn, Twitter, Facebook and Google+ activities over a two month period from mid-July until mid-September, and YouTube figures are all-time results.

We've also moved towards more meaningful metrics so that we can better assess the likely success of social media campaigns through the degree of engagement they engender.

Of course, the ultimate goal of any marketing effort is to generate profit, but we don't have access to the lead generation or resulting sales metrics for the companies surveyed, so that data is not included. In our experience, few in this industry have yet been able to pin down that link in any direct sense. In fact, last year's leading social media exponent in the semiconductor industry has actually had a decline in both sales and profitability since our previous report, but that could be due to a whole raft of other factors.

Is social media vital to the success of semiconductor businesses, or would the budget be better allocated to more traditional marketing communications efforts? This survey shows that while some companies embrace social channels wholeheartedly others are largely ignoring them, and not necessarily to their detriment. Perhaps the jury is still out?

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Social media metrics

Previous reports used a combination of best practice scores multiplied by network reach (the number of likes or followers etc.) for each social channel, but this skewed results towards larger companies with broader portfolios that also spanned consumer markets. In this respect Intel, Samsung, Toshiba et al had an insurmountable advantage.

We've still referenced follower numbers in the tables but these numbers are now balanced by engagement figures. The new scoring system rewards quality over quantity. As the respected marketing speaker and author Jay Baer puts it: *The end goal is action, not eyeballs.*

Baer's approach to social media measurements groups the various elements into four parts:

1. **Consumption metrics:** How many people viewed, downloaded, or listened to this piece of content?
2. **Sharing metrics:** How resonant is this content, and how often is it shared with others?
3. **Lead generation metrics:** How often does content consumption result in a lead?
4. **Sales metrics:** Did we actually make any money from this content?

We obviously don't have access to a company's lead generation metrics or sales metrics so have to focus on the first two – consumption metrics and sharing metrics.

Avinash Kaushik, author of Web Analytics 2.0 and Web Analytics, proposes a similar theory of engagement, breaking metrics into four parts that can be applied across all social networks:

1. **Conversation rate:** This is simply the number of conversations per social media post. On Facebook, Google+, and LinkedIn, this would be comments. On Twitter, it's replies.
2. **Amplification rate:** The average number of re-shares or retweets for each post.
3. **Applause rate:** The various ways a user can promote a post on different networks—Retweets, Likes, +1s, etc.
4. **Economic value:** The sum of short-term revenue, long-term revenue, and cost savings.

We still use best practice scores as the baseline, but now use engagement as the multiplier. As before, we use a company's best practice score (qualitative measure), but now multiply this by its "engagement score" (quantitative measure) to create a ranking for each channel.

=((Likes+Shares+Comments)÷Total Posts) × (100%÷Followers)

For blog posts, we are unable to determine the number of followers (or in this instance, the number of return visitors) to a blog, and so exclude this metric from the equation. Our formula is therefore:

=(Likes+Shares+Comments)÷Total Posts

The resultant number gives us the channel score and determines the ranking for each semiconductor company in that table.

An average of ranking in each channel is then taken to calculate positions in the final table.

Clicks vs. retweets

Clicks *tell us that the headline is interesting and helpful on an individual level. Someone reads the headlines and wants to know more about the story.*

Retweets *tell us that the headline is interesting enough to share with all of someone's followers and reflects the virality of the headline.*

Broadly speaking, clicks vs. retweets comes down to individual appeal vs. mass appeal.

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Semiconductor companies analysed

The 40 companies analysed:

1. Altera
2. AMD
3. Analog Devices
4. ARM
5. Atmel
6. Broadcom
7. Cadence
8. Dialog Semiconductor
9. Diodes Inc
10. Exar
11. Fairchild
12. Freescale
13. Fujitsu
14. IDT
15. Imagination
16. Infineon
17. Intel
18. Intersil
19. Linear Technology
20. Maxim
21. MediaTek
22. Microchip
23. Micron
24. Microsemi
25. Nichia
26. NVIDIA
27. NXP
28. ON Semiconductor
29. Qualcomm
30. Renesas
31. ROHM
32. Samsung Electronics
33. Semtech
34. Silicon Labs
35. SK Hynix
36. Sony Professional Solutions
37. STMicroelectronics
38. Texas Instruments
39. Toshiba Semiconductor
40. Xilinx

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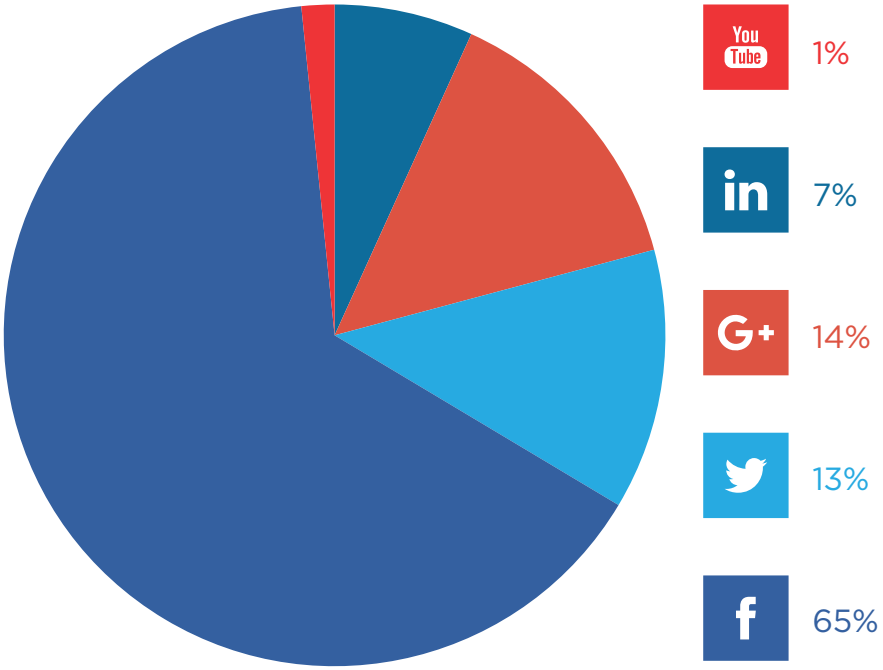
Findings

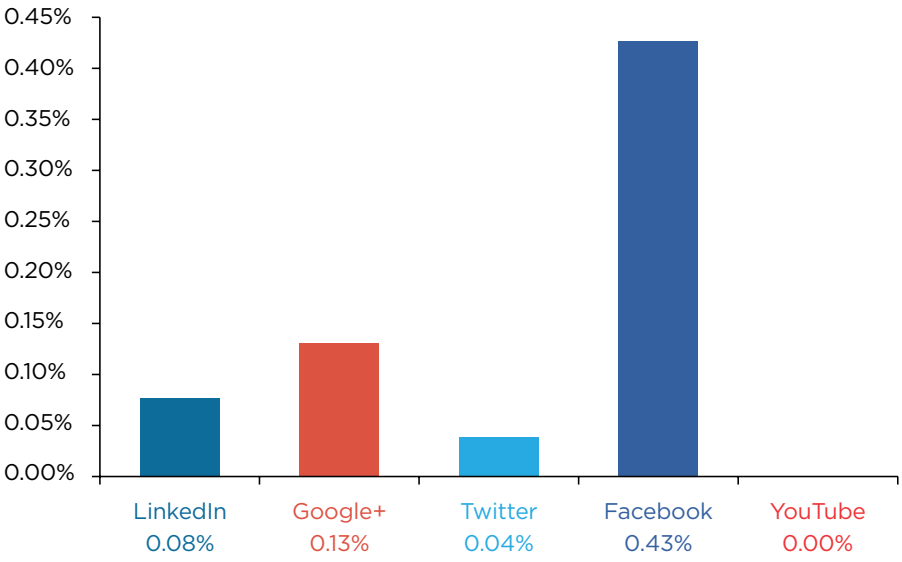
Followers

The 40 semiconductor companies surveyed have over 50 million followers over the five social media channels analysed in this report. Facebook dominates the audience figures with 65% of all followers.



Engagement

Less than 0.5% of the audience engages with content published by companies. Facebook has nearly four times the engagement levels of the other channels analysed.



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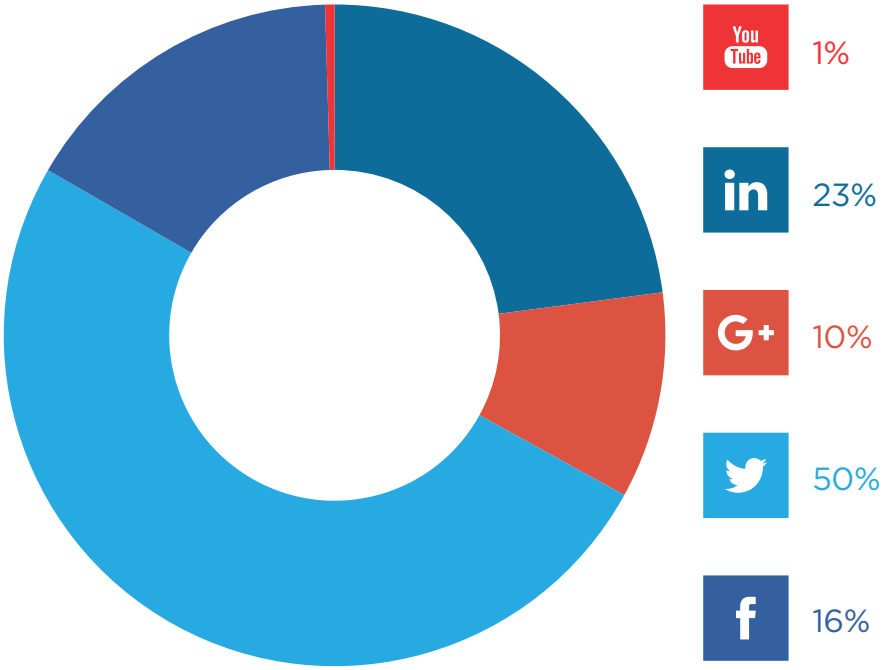
Activity

Despite having just 13% of the total audience and with lower engagement than Facebook, LinkedIn or Google+, semiconductor companies are far more active on Twitter than on any of the other social channels - Twitter accounts for 50% of all posts shared.



Blog post shares by social network

Each blog post created by semiconductor companies is shared 262 times on average.

What type of blog post gets shared the most?

65% of all blog posts shared contained either lists (35%) or videos (30%).

The impact of the length of a blog post on the number of shares

Blog posts up to 2,000 words are key for generating social shares on Facebook but for LinkedIn and Twitter, blog posts should be even longer to generate more shares.

Which company gets the most blog post shares?

Atmel receives nearly as many (47%) blog post shares as all of the other 39 semiconductor companies put together.

Which day of the week is best for posting a blog post?

Posting on a Friday generates an additional 22% shares compared to the next most popular day of the week.

Best practice score by social media channel

The average best practice scores for each channel are as follows:

Twitter: 3.74
Facebook: 4.8
YouTube: 3.30
LinkedIn: 3.45
Google+: 3.37
Blogs: 3.44

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Blogging

Last year we discussed the resurgence of forums - a great free way to generate fresh, keyword-rich content to help with search engine optimisation. The benefits are numerous. By defining a well-structured architecture, usually in the form of a support forum for key products and technologies, content is generated around key search terms by users of the forum.

Several companies use forums as the platform for their blogs in that blog posts sit alongside more typical forum content e.g. technical support areas. The reason for this may just be due to technical restraints.

Traditionally, user engagement on blogs and social media channels is low for engineers. It could be because:

- engineers are more private by nature, and do not like to engage publicly
- there is a promotional bias of messages posted by marketers
- NDAs prevent engineers from commenting.

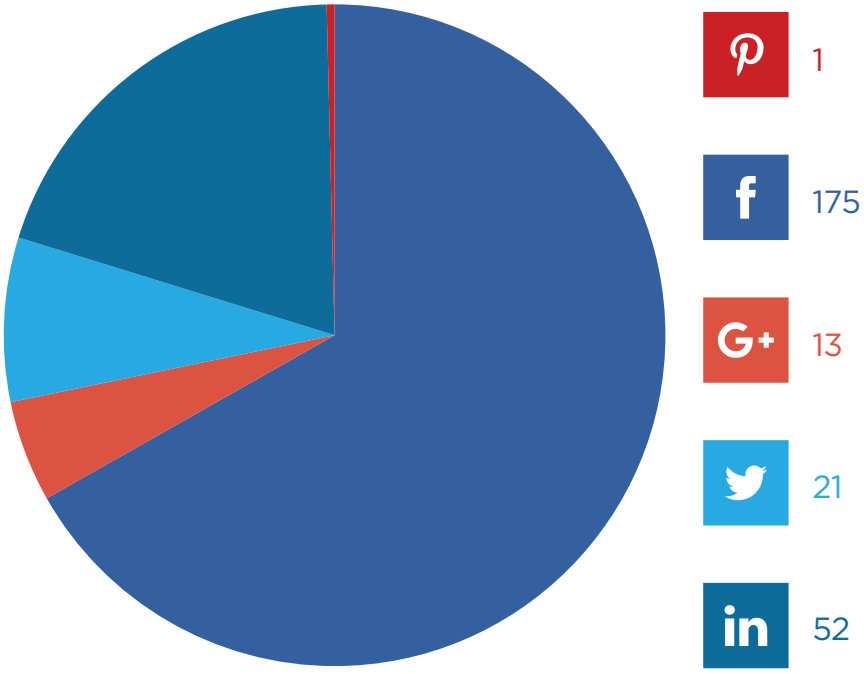
Contrary to this lack of engagement on more general channels, support forums hold thriving communities; questions are asked and answered, either by employees of the company or by other members of the community.

We plan to examine if engagement increases when companies adopt this approach but that's the topic of a future white paper.

Blog analysis: what content gets shared, where, and when?

Supporting earlier findings, where Facebook has the largest audience and the most engaged community, our analysis of where blog posts are shared shows that Facebook gets twice as many shares as all other social channels.

Average shares by network

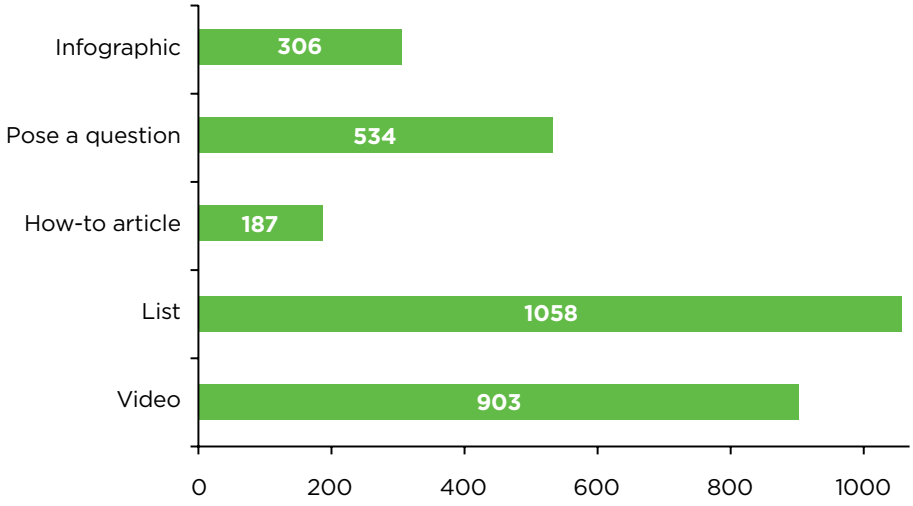


Average shares by content type

What type of content gets shared?

65% of all blog posts shared contained either lists (35%) or videos (30%).

Content has been classified by type, as show on the chart on the right.

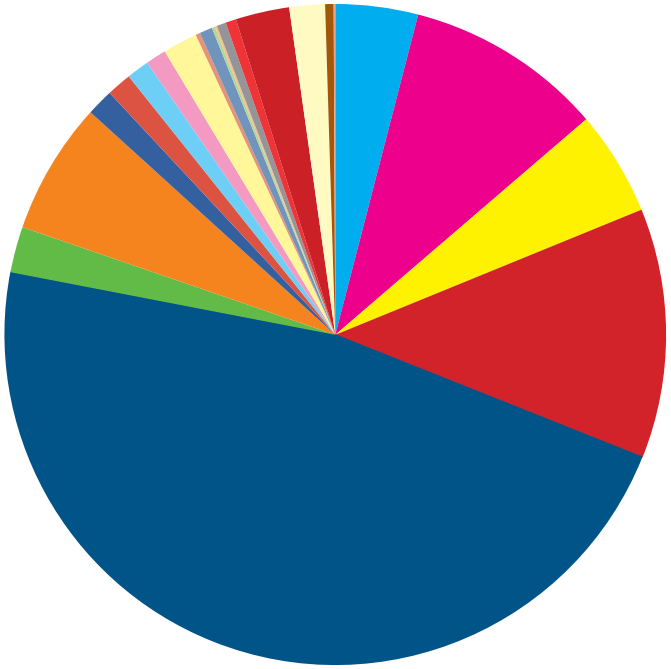


The top 20 blog posts from semiconductor companies

Remarkably, the top ten posts in terms of number of shares all belong to Atmel, with the top two posts generating a staggering 23,000 shares each.

Company	Post	Share
Atmel	Maker builds an RFID-enabled cat feeder	23,509
Atmel	Turn your Instagram selfie into thread art	23,267
Atmel	Hit this target with a NERF dart to change a song	18,916
Atmel	14 Maker projects to say "I Love You" this Valentine's Day	15,939
Atmel	Rewind: 30+ abstract Arduino projects from 2014	14,143
Atmel	National Maker Faire is coming to Washington, D.C. in June	11,748
Atmel	Video: Painting random patterns on Easter eggs with Arduino	9,780
Atmel	Atmel unveils a cloud-ready Wi-Fi/Bluetooth combo platform for IoT apps	9,280
Atmel	Tetris and Makers go together like peanut butter and jelly	9,235
Atmel	This $11 robot can teach kids how to program	8,372
Samsung	The Safety Truck Could Revolutionize Road Safety	8,285
NVIDIA	Introducing GeForce GTX 980 Ti -- Our New Flagship Gaming GPU Has Arrived | The Official NVIDIA Blog	7,973
Atmel	Sensing the atmosphere with an Arduino-based high-altitude balloon	7,759
Atmel	Video: Playing Street Fighter with pianos	7,740
Atmel	21 smart crowdfunding campaigns you may want to back this week	7,666
Atmel	Atmel launches new series of Atmel | SMART ARM Cortex-M7 based MCUs	7,665
Atmel	5 smart crowdfunding campaigns you may want to back this week	7,335
Atmel	Introducing the maXTouch U family	6,982
Atmel	Creating a Siri clone with an Arduino Yún	6,601
Qualcomm	We can officially say "goodbye" to the NYC payphone, and hello to fast, free Wi-Fi	6,488

Atmel receives nearly as many (47%) blog post shares as all of the other 39 semiconductor companies put together.



Total shares

- Toshiba Semiconductor
- Samsung
- Qualcomm
- NVIDIA
- Atmel
- Xilinx
- Cadence
- Imagination
- NXP
- Fujitsu
- Micron
- Sony Professional Solutions
- ON Semiconductor
- Freescale
- Fairchild
- Altera
- Broadcom
- Silicon Labs
- Texas Instruments
- AMD
- Linear Technology
- Intel

Looking a little deeper shows that one of the reasons for Atmel's success is in its targeting strategy. Its appeal is to the maker hobbyist market, rather than exclusively professional electronics engineers.

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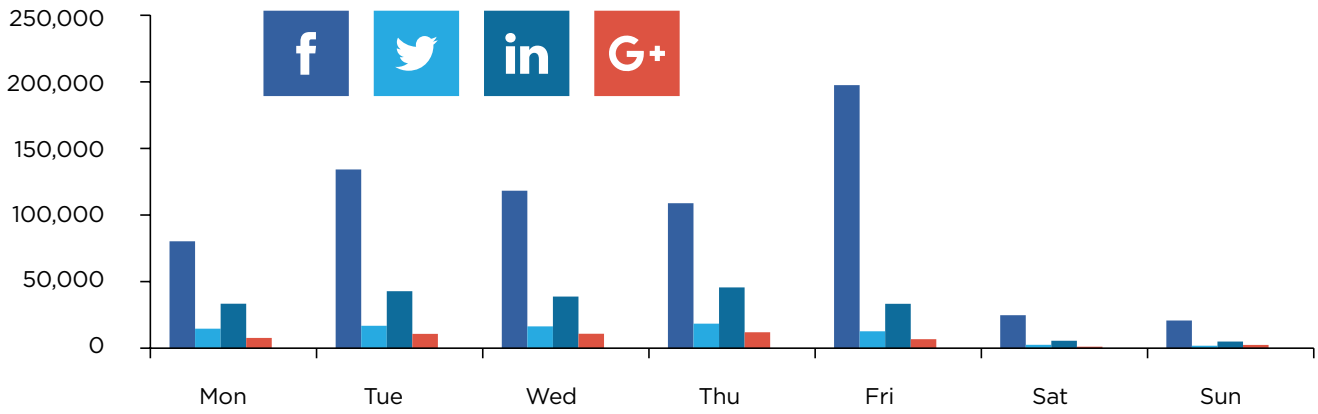
Blog post analysis: when to publish

Blog posts published on a Friday generate nearly twice as many shares as those posted on any other day of the week. It is unclear whether this is due to the behaviour of website visitors, or the days on which blogs are most commonly posted.

Total shares by day published

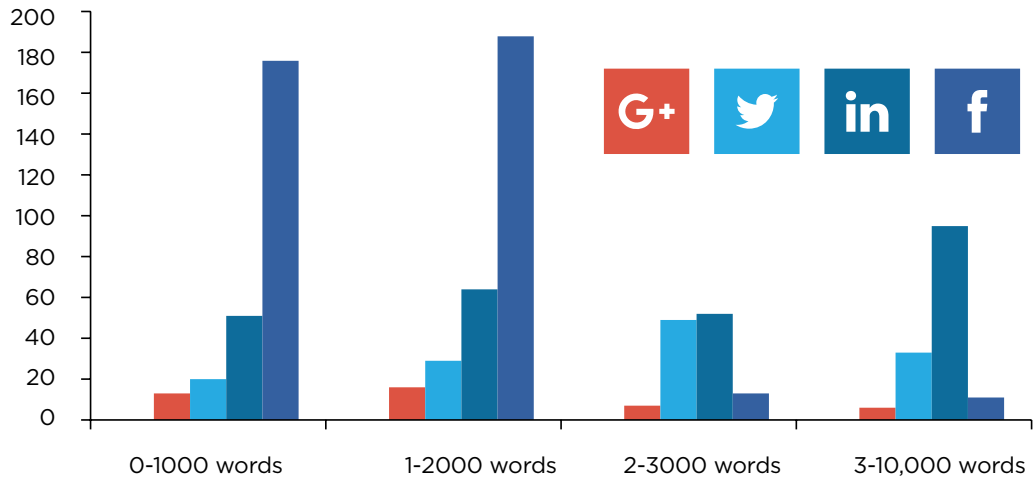


Blog post analysis: length of content

This was one of the most surprising findings of our research. Long content outperforms shorter content by a significant factor, but this varies by network.

Blog posts up to 2,000 words are key for generating social shares on Facebook; but for LinkedIn and Twitter, blog posts should be even longer to generate more shares.

Average shares by content length



Blog ranking table by shares per post

The below table details the blog posts shared by each company in 2015, how many shares each post received, the average shares per post, and the best practice score.

#	Company	Total posts	Total shares	Shares per posts	Best practice
1	Toshiba Semiconductor	45	44,577	991	2
2	Samsung	125	106,900	855	3
3	Qualcomm	82	56,576	690	4
4	NVIDIA	199	134,951	678	5
5	Atmel	1,198	519,348	434	4
6	Xilinx	72	24,786	344	3
7	Cadence	260	71,484	275	4
8	Imagination	73	14,487	198	4
9	NXP	72	13,431	187	4
10	Fujitsu	74	12,168	164	3
11	Micron	87	11,178	128	3
12	Sony Professional Solutions	146	18,665	128	2
13	ON Semiconductor	21	2,445	116	3
14	Freescale	71	6,920	97	5
15	Fairchild	17	1,638	96	4
16	Altera	13	1,195	92	4
17	Broadcom	60	5,034	84	3
18	Silicon Labs	121	5,692	47	4
19	Texas Instruments	726	29,047	40	3
20	AMD	24	778	32	4
21	Linear Technology	39	700	18	1
22	Intel	1,188	17,723	15	4
23	ARM	1,036	4,552	4	4
24	SK Hynix	367	841	2	4
25	Renesas	22	24	1	2
26	Analog Devices	n/a	n/a	n/a	n/a
26	Dialog Semiconductor	n/a	n/a	n/a	n/a
26	Diodes Inc	n/a	n/a	n/a	n/a
26	Exar	n/a	n/a	n/a	n/a
26	IDT	n/a	n/a	n/a	n/a
26	Infineon	n/a	n/a	n/a	n/a
26	Intersil	n/a	n/a	n/a	n/a
26	Maxim	n/a	n/a	n/a	n/a
26	MediaTek	n/a	n/a	n/a	n/a
26	Microchip	n/a	n/a	n/a	n/a
26	Microsemi	n/a	n/a	n/a	n/a
26	Nichia	n/a	n/a	n/a	n/a
26	ROHM	n/a	n/a	n/a	n/a
26	Semtech	n/a	n/a	n/a	n/a
26	STMicroelectronics	n/a	n/a	n/a	n/a

Facebook

What's changed?

There were three big changes in 2015:

1. Instant Articles

One of the changes with the biggest potential to affect marketing on Facebook is the introduction of "Instant Articles" a publishing platform that lives natively on Facebook. It hosts interactive stories by an elite group of launch partners including: the New York Times, BuzzFeed, National Geographic, NBC and The Atlantic. Facebook allows these publishers to sell their own ads on the service and to brand their content through typeface, colour, and layout.

2. Notes revamped

Facebook has grown into an advertising powerhouse and a tool through which publishers can promote their own content, but they may also be giving personal blogs more of a boost.

Facebook is testing a new design layout for its Notes page. With the update, Facebook users have access to a blank canvas into which they can type a blog. The new format has a cover image at the top and an enlarged headline. Some other updates from the original format include the ability to re-size images within the post, tag other Facebook users, and add links and hashtags.

3. Ecommerce integration

Facebook has partnered with Shopify to build shop sections on Pages. The new Shop section allows businesses to sell directly from their Pages. As Shopify allows shoppers to save their payment information for future purchases, it can create a frictionless shopping experience, which is crucial for conversion rates.

Impact?

When Instant Articles is opened up to more publishers, this could become a very important publishing platform. As it stands, for brands that wish to use Facebook as a native channel for content marketing to engage with fans, the revamped Notes could be a good testing ground.

The Shopify ecommerce integration is also an interesting opportunity. With more semiconductor companies interested in reaching the maker community, and trying to achieve design-in at an early stage of a project, the ability to sell development and evaluation kits from a Facebook page could provide companies with another inroad to this market.

Facebook ranking table by % engagement rate

#	Company	Fans	Posts	Likes	Comments	Shares	Engagement rate	Best practice
1	Renesas	13,286	44	22,127	115	577	3.90%	5
2	Infineon	45,735	20	16,575	28	145	1.83%	6
3	Silicon Labs	13,569	41	8,290	21	119	1.52%	6
4	Atmel	181,362	53	83,078	258	644	0.87%	5
5	Semtech	122	19	16	1	1	0.78%	5
6	SK Hynix	78,900	26	6,466	1,739	2,801	0.54%	6
7	ON Semiconductor	208	45	45	0	2	0.50%	4
8	IDT	1,296	2	10	0	0	0.39%	5
9	Xilinx	15,289	21	896	9	270	0.37%	5
10	Linear Technology	1,943	4	21	1	11	0.42%	4
11	Cadence	69,370	79	17,234	61	22	0.32%	5
12	Texas Instruments	133,473	66	22,438	84	455	0.26%	6
13	Imagination	2,566	14	106	0	27	0.37%	4
14	NXP	5,680	13	211	1	42	0.34%	4
15	Intersil	1,216	16	58	0	8	0.34%	4
16	AMD	2,058,337	28	102,510	824	348	0.18%	6
17	ROHM	3,703	5	27	0	5	0.17%	6
18	Maxim	4,336	11	90	1	8	0.21%	4
19	Analog Devices	8,383	30	324	11	22	0.14%	5
20	Qualcomm	1,979,053	17	37,010	971	1,764	0.12%	5
21	Toshiba Semiconductor	83,207	15	1,176	18	213	0.11%	5
22	Fairchild	4,491	33	178	2	20	0.13%	4
23	STMicroelectronics	12,935	21	288	5	59	0.13%	4
24	Diodes Inc	263	49	7	0	8	0.12%	4
25	Sony Professional Solutions	58,970	149	5,197	189	1,034	0.07%	6
26	Fujitsu	39,198	18	475	7	75	0.08%	5
27	Broadcom	10,161	21	147	0	18	0.08%	5
28	NVIDIA	1,809,879	34	22,434	7,470	2,278	0.05%	5
29	Intel	25,110,620	21	297,426	2,724	14,440	0.06%	4
30	Microchip	158,268	72	3,279	36	510	0.03%	4
31	Samsung Electronics	311,159	24	1,354	47	166	0.02%	5
32	ARM	81,185	17	170	0	52	0.02%	6
33	Altera	49,935	18	108	1	28	0.02%	6
34	Freescale	68,284	56	590	14	69	0.02%	5
35	Dialog Semiconductor	253	0	0	0	0	0.00%	0
35	Exar	1	0	0	0	0	0.00%	2
35	MediaTek	4,808	0	0	0	0	0.00%	0
35	Micron	5,619	0	0	0	0	0.00%	0
35	Microsemi	674	0	0	0	0	0.00%	3
35	Nichia	158	0	0	0	0	0.00%	0

LinkedIn

What's changed?

The biggest change from our perspective is the removal of group statistics - these are now only available to group managers.

Impact?

When trying to increase the reach of messages, groups have been the obvious option - either by directly posting to a group or by using sponsored updates (PPC). To help determine which groups to target, it was previously possible to not only analyse membership numbers but also activity levels within a group. Publitek even developed a bespoke tool to help marketers identify active groups in target sectors.

LinkedIn ranking table by % engagement rate

Note: Although all 40 companies have a LinkedIn page, several hadn't posted during the two-month timeframe we used to calculate engagement merics, and as such, were given a "zero" score.

#	Company	Followers	Status Updates	Likes	Comments	Engagement rate	Best practice
1	Semtech	5,400	6	110	6	0.36%	3
2	Dialog Semiconductor	8,865	3	70	3	0.27%	3
3	Linear Technology	8,703	7	70	4	0.12%	5
4	Diodes Inc.	2,264	11	37	1	0.15%	3
5	MediaTek	35,405	13	512	11	0.11%	4
6	Xilinx	50,018	10	507	17	0.10%	4
7	Broadcom	111,952	10	1,084	40	0.10%	4
8	NVIDIA	141,543	57	7,655	401	0.10%	4
9	Infineon	58,816	17	862	12	0.09%	4
10	ARM	58,858	33	1,289	42	0.07%	5
11	Analog Devices	43,600	22	749	22	0.08%	4
12	Sony Professional Solutions	263,371	13	2,355	143	0.07%	4
13	Maxim	30,949	16	394	13	0.08%	3
14	Intersil	14,059	19	144	1	0.05%	4
15	Micron	53,759	17	461	7	0.05%	4
16	Atmel	36,493	204	3,640	94	0.05%	4
17	Toshiba Semiconductor	54,837	30	1,004	91	0.07%	3
18	Microchip	36,141	119	2,712	71	0.06%	3
19	Imagination	15,233	27	264	2	0.06%	3
20	Fujitsu	147,478	51	3,250	44	0.04%	4
21	Qualcomm	219,801	24	2,073	132	0.04%	4
22	Texas Instruments	160,640	68	4,226	154	0.04%	4
23	Silicon Labs	20,087	74	568	14	0.04%	4
24	ON Semiconductor	34,455	42	509	7	0.04%	4
25	Fairchild	20,133	56	519	13	0.05%	3
26	Altera	28,298	31	407	4	0.05%	3
27	NXP	67,590	29	861	21	0.04%	3
28	AMD	118,656	37	1,319	79	0.03%	4
29	STMicroelectronics	88,116	53	1,652	27	0.04%	3
30	Intel	638,125	97	11,581	526	0.02%	5
31	Samsung Electronics	630,055	56	5,734	175	0.02%	4
32	Freescale	86,075	96	1,681	22	0.02%	3
33	Cadence	40,277	194	850	9	0.01%	4
34	Exar	2,404	0	0	0	0.00%	3
34	IDT	12,491	0	0	0	0.00%	5
34	Microsemi	25,991	0	0	0	0.00%	2
34	Nichia	764	0	0	0	0.00%	1
34	Renesas	4,169	0	0	0	0.00%	2
34	ROHM	1,360	0	0	0	0.00%	1
34	SK Hynix	15,468	0	0	0	0.00%	1

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Twitter

What's changed?

"Timeline highlights" have been launched. Posts no longer disappear into the ether if your target audience isn't online when you post. Instead, Twitter will collate and display the most popular Tweets from accounts a user follows while they were offline.

In addition, Twitter and Google have renewed their "firehose" deal, once again allowing Google access to Twitter's stream of tweets. Google will index tweets as soon as they are posted and display them in Search Engine Results Pages (SERPs) for relevant queries.

Impact?

Timeline highlights provide companies with a second chance for posts that are either poorly timed, or when followers are in disparate time zones. In theory, this could dispel the need to adopt the tactics made famous by Guy Kawasaki - "I post my Tweets four times to cover all the different time zones".

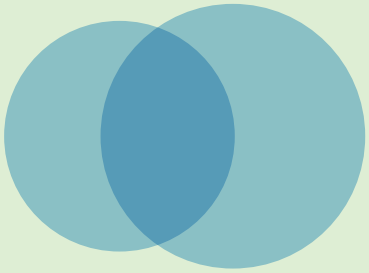
But there's a caveat. In order for your tweet to be displayed in your followers' timeline highlights, you will now be battling against the other accounts that they follow. Engagement levels are now paramount - if you want your tweet to be seen, it needs to have already been seen, and engaged with by a sufficient number of your followers. This will cause a problem for any accounts with fake followers as these will reduce overall engagement levels. It's another nail in the coffin for those only interested in follower counts.

With regards to the Twitter/Google alliance, the implication is that Twitter can once again have an impact on SEO activities - albeit briefly. If recent tweets are displayed with search results, then a correctly timed tweet could provide companies with an instant boost to the top of the search results. How will this work in practice? From a PR perspective, there is the potential for "newsjacking" a trending story from a key exhibition or trade show. When Apple releases its latest keynote, what are the tech announcements that you can leverage to your advantage?

Multiple Twitter accounts

We're often asked whether companies should have multiple Twitter accounts to service the multiple timezones occupied by their client base. Our take on this is that you should only split your social channels when targeting a different language.

Several of the companies analysed in this report have multiple channels for differing timezones but in the same language. We found significant overlap in the followers of these channels, as shown by the diagram below comparing Renesas' European and US Twitter channels.



By splitting social channels, you dilute the impact that they could have as a single entity.

Twitter ranking table by % engagement rate

#	Company	Followers	Tweets	Retweets	Favourites	Replies	Engagement rate	Best practice
1	Dialog Semiconductor	856	73	59	51	1	0.18%	5
2	Broadcom	33,434	31	604	826	20	0.14%	5
3	Semtech	628	34	12	13	2	0.13%	4
4	IDT	946	12	4	3	0	0.06%	5
5	ON Semiconductor	875	130	50	35	0	0.07%	4
6	ARM	22,867	52	365	301	6	0.06%	5
7	MediaTek	7,079	39	76	104	6	0.07%	4
8	Qualcomm	252,306	77	4,103	5,388	72	0.05%	5
9	Micron	8,350	12	27	32	0	0.06%	4
10	Infineon	3,107	98	98	70	1	0.06%	4
11	Altera	12,147	25	77	45	0	0.04%	5
12	Atmel	41,881	417	3,265	3,522	70	0.04%	5
13	Silicon Labs	10,640	87	153	197	8	0.04%	5
14	Imagination	3,227	136	93	55	1	0.03%	5
15	Xilinx	14,516	104	311	306	6	0.04%	4
16	Fujitsu	71,322	104	555	1,641	14	0.03%	5
17	Diodes Inc	520	61	4	5	0	0.03%	5
18	Samsung Electronics	7,299	48	52	50	2	0.03%	4
19	STMicroelectronics	9,435	62	99	68	0	0.03%	4
20	AMD	305,258	55	1,171	2,077	241	0.02%	5
21	Sony Professional Solutions	34,089	227	759	872	51	0.02%	4
22	Maxim	12,207	111	100	114	3	0.02%	5
23	Texas Instruments	53,648	309	1,068	1,786	27	0.02%	4
24	Intersil	1,903	15	2	4	0	0.02%	3
25	NXP	25,683	129	225	120	39	0.01%	5
26	ROHM	3,472	5	1	1	0	0.01%	5
27	Cadence	6,928	125	75	41	0	0.01%	4
28	Freescale	26,763	163	249	180	20	0.01%	5
29	Fairchild	10,806	44	28	20	0	0.01%	5
30	Linear Technology	12,998	40	25	26	0	0.01%	5
31	Analog Devices	20,908	85	75	86	5	0.01%	5
32	Microchip	23,286	128	136	123	10	0.01%	5
33	Renesas	8,254	62	27	17	0	0.01%	5
34	NVIDIA	945,763	62	1,938	3,257	570	0.01%	4
35	Intel	4,361,442	146	10,148	17,658	529	0.00%	4
36	Toshiba Semiconductor	17,100	28	6	6	0	0.00%	2
37	Exar	334	0	0	0	0	0.00%	2
37	Microsemi	2,042	0	0	0	0	0.00%	0
37	Nichia	n/a	n/a	n/a	n/a	n/a	n/a	n/a

Google+

What's changed?

Google has split Google+ apart, breaking the social network's photo element away from what it now calls "Streams". Video is also being separated from Google+ with users no longer needing a Google+ account to sign into YouTube and other services. The future of Hangouts is less clear, but it is now seen to be a separate communications service with tight integration to other Google products such as Docs.

Google+ Collections is a new feature where page managers can organise posts by topic; other users can choose to subscribe to these topics.

Impact?

The most applicable use of Collections may be for companies with non-overlapping technologies/services, or maybe to organise posts by target markets. Integrating Collections with an SEO strategy would also seem to have potential.

Google+ ranking table by % engagement rate

#	Company	Circle Followers	Page +1's	Posts	+1's	Comments	Shares	Engagement rate	Best practice
1	MediaTek	0	1,194	7	61	8	11	0.96%	3
2	IDT	168	251	1	1	0	1	0.80%	4
3	Imagination	264	416	12	16	2	4	0.44%	4
4	Infineon	439	1,089	9	20	0	2	0.22%	4
5	ARM	3,677	4,559	29	186	10	65	0.20%	5
6	Qualcomm	0	15,460	25	527	26	151	0.18%	4
7	Xilinx	1,845	3,382	21	88	7	27	0.17%	5
8	Broadcom	1,102	1,534	2	4	0	1	0.16%	3
9	Silicon Labs	314	754	3	1	1	1	0.13%	3
10	Altera	956	1,293	19	18	0	3	0.09%	4
11	AMD	35,000	78,662	21	1,158	8	101	0.08%	4
12	STMicroelectronics	0	2,240	16	17	0	8	0.07%	4
13	Maxim	0	917	86	35	1	6	0.05%	4
14	Freescale	2,831	8,662	43	141	2	38	0.05%	3
15	Cadence	865	981	66	29	1	0	0.05%	3
16	Fujitsu	3,335	4,653	2	3	0	1	0.04%	3
17	Sony Professional Solutions	1,525,547	1,965,359	14	10,157	469	474	0.04%	4
18	Toshiba Semiconductor	37,211	46,420	10	151	3	12	0.04%	3
19	Analog Devices	1,952	3,162	31	31	0	2	0.03%	4
20	Atmel	0	21,932	81	444	13	121	0.03%	3
21	Texas Instruments	12,156	29,374	59	438	5	103	0.03%	4
22	Diodes	229	492	28	3	1	0	0.03%	3
23	Samsung Electronics	787,740	839,289	18	2,153	147	210	0.02%	4
24	Intel	998,512	1,151,722	19	2,046	124	269	0.01%	5
25	NVIDIA	2,677,342	2,845,065	35	6,815	802	688	0.01%	4
26	NXP	545	625	0	0	0	0	0.00%	4
26	ON Semiconductor	0	0	41	37	0	1	0.00%	4
26	Renesas	204	329	1	0	0	0	0.00%	4
29	Microchip	426	426	0	0	0	0	0.00%	3
29	ROHM	73	73	5	0	0	0	0.00%	3
29	Semtech	11	11	3	0	0	0	0.00%	3
32	Dialog Semiconductor	7	7	0	0	0	0	0.00%	2
32	Fairchild	25	25	0	0	0	0	0.00%	2
32	Intersil	76	85	0	0	0	0	0.00%	2
32	Linear Technology	176	255	0	0	0	0	0.00%	2
32	Micron	33	38	0	0	0	0	0.00%	2
32	Microsemi	24	26	0	0	0	0	0.00%	2
38	SK Hynix	5	0	0	0	0	0	0.00%	1
39	Exar	0	0	0	0	0	0	0.00%	0
39	Nichia	0	0	0	0	0	0	0.00%	0

YouTube

What's changed?

In the last 12 months, YouTube has dropped Flash in favour of the HTML5 video format in order to make video accessible to more devices and it has also rolled out 360 degree videos. As mentioned previously, you now don't need to be logged into a Google+ account to upload video content or comment on someone else's video.

YouTube has also released a number of paid subscription services: two of these services (ad free viewing; music videos) have no relevance to the semiconductor industry but the third service might: paid videos or channels. The potential here is to offer support videos (or something similar) to specified accounts.

Impact?

Little to none. There may be some creative use of the 360-degree videos - a complete view of trade shows etc., but impact on the B2B electronics sector would appear to be minimal, at least for now.

That said, with more viewers/minutes being viewed, and its continued importance for SEO, YouTube is still one of the most important social media channels available to marketers.

YouTube ranking table

#	Channel	Subscribers	Videos	Best practice
1	NVIDIA	271,722	1,116	4
2	Intel	177,988	895	4
3	AMD	70,027	571	4
4	Qualcomm	22,513	192	4
5	MediaTek	3,726	97	5
6	Samsung Electronics	119,167	1,918	3
7	ARM	44,223	1,287	4
8	Linear Technology	2,236	122	4
9	Atmel	7,973	436	4
10	Sony Professional Solutions	13,368	759	4
11	Infineon	3,811	274	4
12	STMicroelectronics	3,630	262	4
13	Microchip	11,334	829	4
14	Broadcom	1,443	112	3
15	Analog Devices	5,586	607	4
16	Fujitsu	2,353	270	4
17	Imagination	770	91	4
18	NXP	4,323	528	4
19	Xilinx	5,644	803	4
20	Altera	2,997	348	3
21	Freescale	4,623	635	3
22	Cadence	3,735	698	4
23	Intersil	610	121	4
24	IDT	329	77	4
25	Texas Instruments	15,374	2,865	3
26	Maxim	306	68	3
27	Micron	1,520	141	1
28	Microsemi	57	6	1
29	Renesas	1,366	678	4
30	Fairchild	355	90	2
31	ON Semiconductor	750	408	4
32	Semtech	86	37	3
33	Dialog Semiconductor	71	25	0
34	Diodes Inc	21	3	0
35	Nichia	0	0	0
36	ROHM	3	3	0
37	Silicon Labs	n/a	273	4
38	SK Hynix	14	6	0
39	Toshiba Semiconductor	n/a	101	4
40	Exar	n/a	n/a	n/a

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Semiconductor industry social media index

The final rankings table in the semiconductor industry social media index uses takes the average ranking across the six channels analysed.
The winner this year is Infineon Technologies.

Final rank	Company	Blog	LinkedIn	Facebook	Google+	Twitter	YouTube	Average
1	Infineon	26	9	2	5	10	2	4.67
2	Broadcom	15	7	27	8	2	14	9.67
3	ARM	25	10	32	4	6	7	9.83
4	Imagination	12	19	13	3	14	11	10.00
5	Atmel	6	16	4	21	12	9	10.33
6	MediaTek	26	5	35	2	7	13	10.33
7	IDT	26	34	8	1	4	17	10.67
8	ON Semiconductor	9	24	7	26	5	4	11.00
9	Maxim	26	13	18	13	22	5	11.83
10	Semtech	26	1	5	26	3	37	12.00
11	Xilinx	4	6	9	6	15	40	12.67
12	AMD	18	28	16	11	20	3	13.00
13	Sony Professional Solutions	10	12	25	14	21	12	14.00
14	Qualcomm	3	21	20	7	8	29	14.17
15	Silicon Labs	13	23	3	9	13	38	14.33
16	Intersil	26	14	15	26	24	8	14.50
17	Analog Devices	26	11	19	17	31	15	15.50
18	Linear Technology	21	3	10	26	30	26	15.83
19	Dialog Semiconductor	26	2	35	26	1	33	16.17
20	Altera	8	26	33	10	11	20	16.67
21	Diodes Inc.	26	4	24	22	17	34	16.83
22	Fujitsu	14	20	26	18	16	24	17.33
23	STMicroelectronics	26	29	23	12	19	25	18.00
24	Cadence	11	33	11	16	27	22	18.17
25	ROHM	26	34	17	26	26	6	18.17
26	NVIDIA	1	8	28	25	34	18	18.83
27	Micron	7	15	35	26	9	28	18.83
28	Toshiba Semiconductor	22	17	21	20	36	19	18.83
29	SK Hynix	23	34	6	26	37	10	18.83
30	Texas Instruments	16	22	12	19	23	39	19.17
31	NXP	5	27	14	26	25	31	20.50
32	Fairchild	20	25	22	26	29	21	20.50
33	Freescale	17	32	34	15	28	16	20.83
34	Renesas	24	34	1	26	33	36	21.67
35	Microchip	26	18	30	26	32	27	22.17
36	Nichia	26	34	35	26	37	1	22.17
37	Samsung Electronics	2	31	31	23	18	32	22.50
38	Intel	19	30	29	24	35	23	23.50
39	Exar	26	34	35	26	37	30	27.00
40	Microsemi	26	34	35	26	37	35	27.83

Methodology

For each channel we recorded quantitative measures of activity, for example the number of Twitter followers. Companies were also awarded points for demonstrating good practice in how they used each channel. These good practice criteria are simple steps that companies can and should take in order to engage successfully in each channel. Each criterion has equal weighting with companies assigned a 1 or a 0 depending on whether they complied or not.

Best practice scoring system

Channel	Best practice
Blog	1. Users can comment 2. Company replies to comments 3. Company's posts include images 4. Company posts about industry news, not solely company news 5. Channel is integrated with other social media activity
LinkedIn	1. Company has created groups / showcase pages 2. Company is posting regular updates 3. Company is posting photos / videos 4. Channel is integrated with other social media activity 5. Channel is branded and linked to the corporate website
Facebook	1. Company is posting images / videos 2. Company is posting links 3. Company replies to wall posts 4. Channel is branded and links to corporate website 5. Channel is integrated with other social media activity
Twitter	1. Company is tweeting images / videos 2. Company is interacting with other users through @mentions 3. Company is sending Tweets with #hashtags 4. Company is posting to links to content other than their own 5. Channel is integrated with other social media activity
Google+	1. Company has created and maintains a G+ community 2. Company replies to comments 3. Profile has added tabs beyond "About" and "Posts" 4. Channel is branded and links to the corporate website 5. Channel is integrated with other social media activity
YouTube	1. Videos are separated into playlists 2. Featured channels are setup 3. The channel is branded, and the "About section" is complete 4. Company replies to comments on videos 5. Channel is integrated with other social media activity

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How we calculate the rankings

1. Calculate the individual company score for each of the six channels.

a. *Channel score = engagement rate X good practice weighting.*

b. Good practice weighting is an opportunity for companies to improve their overall score by the quality of how they use social media channels.

c. For each of the five good practice criteria a company can score an extra 20% above their quantitative score.

d. In the few cases where companies had zero for the good practice rating, they were not penalised - their channel score was based solely on the quantitative measure.

e. Companies that did not use a particular channel were scored at zero.

2. Rank each company from 1 downwards by its individual channel score for each channel.

a. The highest score was ranked number 1 and so on until all companies were ranked.

b. Companies with equal scores were treated as joint rankings.

c. Companies with zero scores were treated as joint last place.

3. Take the average ranking across all six channels.

a. *Average ranking = (blog ranking + Facebook ranking + Google+ ranking + LinkedIn ranking + Twitter ranking + YouTube ranking) / 6.*

4. Rank each company from 1 downwards by its average ranking across all four channels to provide the overall index.

a. The lowest average ranking score was ranked number 1 and so on until all companies were ranked.

b. Companies with equal scores were treated as joint ranked.

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How does your company rank in social media?

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