

## Social Media in Shopping Centres: The Issues, The Lessons, The Opportunities

Monday 5 December, 2011  
The Commonwealth Club, London

# Westfield

## Anna Krahn

### Digital Content Manager

### Why we engaged in social media?

- To engage with consumers
- Get feedback
- Offer a service
- Learn about our consumers
- It's the fastest way to communicate
- It's viral
- To market our retailers
- To boost search presence
- To drive footfall



It's the future...

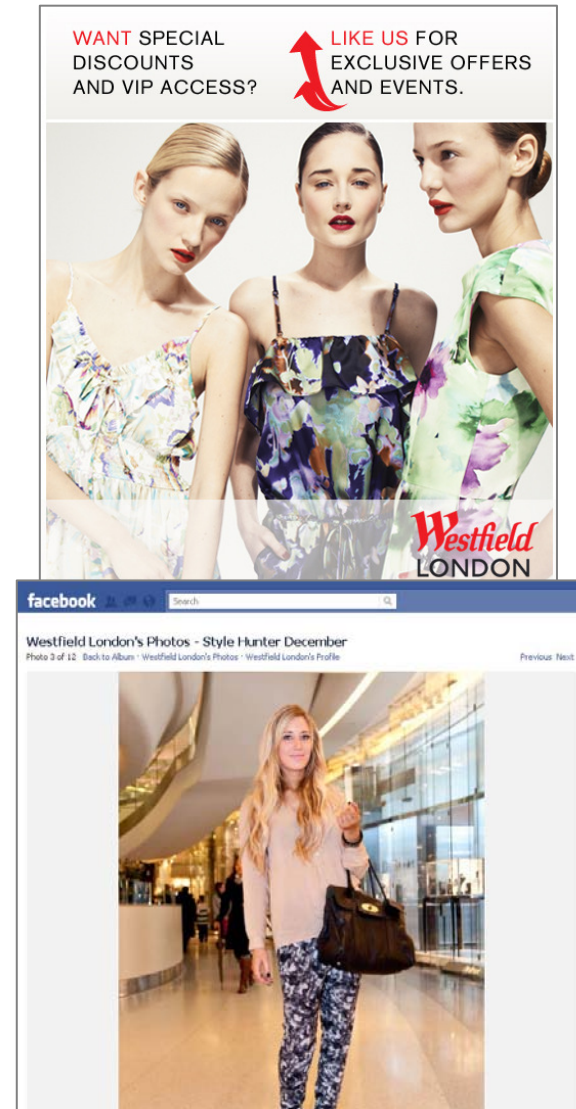


### What we've learned....

What works?	What doesn't work?
Real people	Overt advertising
Content plans	Pushing irrelevant content
Risk strategies	Over talking
Sharing best practice	Formal language
Honest responses	Ignoring the issues
Fast response rates	Slow responses
Engaging with real people	'fake' profiles

## How we've engaged

- Offers
- Retailer look books
- Sharing news
- Editor's choice
- Competitions
- Event information
- Celebrity appearances
- Creating the content they want





**Westfield London** asked We're filming a Spring/Summer trends video this week and would like to know what trend you would lik...

- Summer work wardrobe
- Summer weekend wardrobe
- Carnival costumes
- 7 more...

36,712 Impressions · 0% feedback  
17 May at 11:51 · 5 1 · Ask friends

### Capsule weekend wardrobe for summer 2011

[westfieldlondontv](#) 6 videos



#### Suggestions

- WEEKEND WAF SURVIVAL GUID by MatteoRicci 57 views
- 2010 Fall Fashion Capsulized Weel by FashionWithFlair 17 views
- Comfy and casua weekend wardrobe by SubscribeForMon 0 views
- how to pack for a weekend away by Feelbrandnew1 1,236 views
- Ask Isaac by WATCHISAAC 782 views



**Westfield Stratford City** added 25 new photos to the album The Very Best of Versace for H&M.



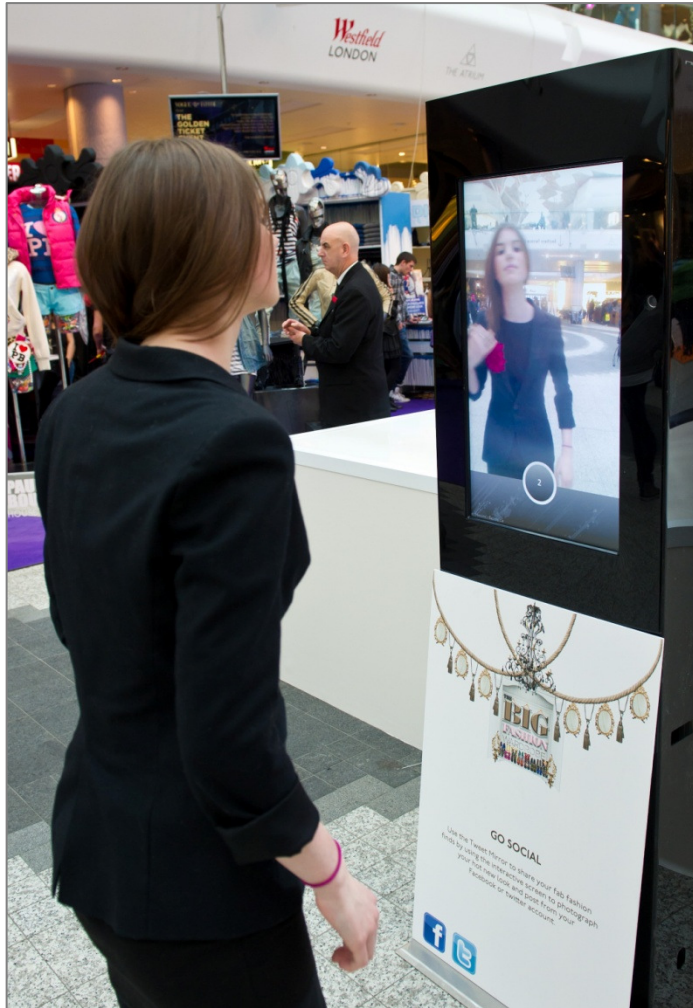
18,443 People Reached · 172 People Talking About This

17 November at 16:25


136 people like this.

20 shares

- Alice Correia** a world, I love!!  
17 November at 16:31 · Like
- Carol Christian** Yes, shame they are all made for stick insects though.....  
17 November at 16:32 · Like ·
- Ilenia Agresti** it's fantastic!!!!  
17 November at 16:34 · Like
- Hope Zea Hughes** Whoooooo Cant wait :)  
17 November at 16:35 · Like
- Mehdi Ait** Lol sOooo wurd showing som rxT pics  
17 November at 17:04 · Like



What is your favourite trend from our Autumn/Winter catwalk shows? ×

- Jewel tones  ...
- Faux fur/coats  ...
- Androgyny  ...
- Heritage  ...
- Sixties  ...
- Party wear  ...

## It's not just about marketing...



**Maja Sobieska**

Hello!  
 Do you know where I can watch the whole of the Breaking Dawn Premiere Online?

Like · Comment · 18 November at 18:30 ·



**Westfield Stratford City** Hi, we'll have an exclusive video to show you soon!

18 November at 18:43 · Like



**Maja Sobieska** Can't Wait! And I had a great time at the Premiere! Thank you ♥

18 November at 18:44 · Like

Write a comment...



**Evelyn Morton**

Where can I find my Harpers Bazaar picture from the VIP evening on Thursday?

Like · Comment · 21 November at 19:27 ·

Ania Ska likes this.



**Westfield London** Hi Evelyn, you can find your photo on our [The Village Facebook page](#).

Sunday at 19:45 · Like

Write a comment...



**Jacquie Harbach**

Is Merry Hill open later than usual yet for Chrimbo?

Like · Comment · 22 November at 15:25 ·



**Merry Hill** Yes - we are open until 10pm weekdays, 8pm Saturdays and 5pm on Sundays. See our website for full opening hours and details of when we are open until Midnight.

22 November at 16:05 · Like



**Jacquie Harbach** OK...thank you :-)

22 November at 17:40 · Like

Write a comment...



**Charlotte Burton**

hi i booked online for my son to see santa and after id payed it said i had to print the ticket. i havent got a printer but i have confirmation email could i show that on my mobile on the day

Like · Comment · 16 November at 16:04 ·



**Westfield Derby** Hi Charlotte - as long as you can show your booking confirmation you'll be fine! Hope your son enjoys his visit :-)

16 November at 16:16 · Like

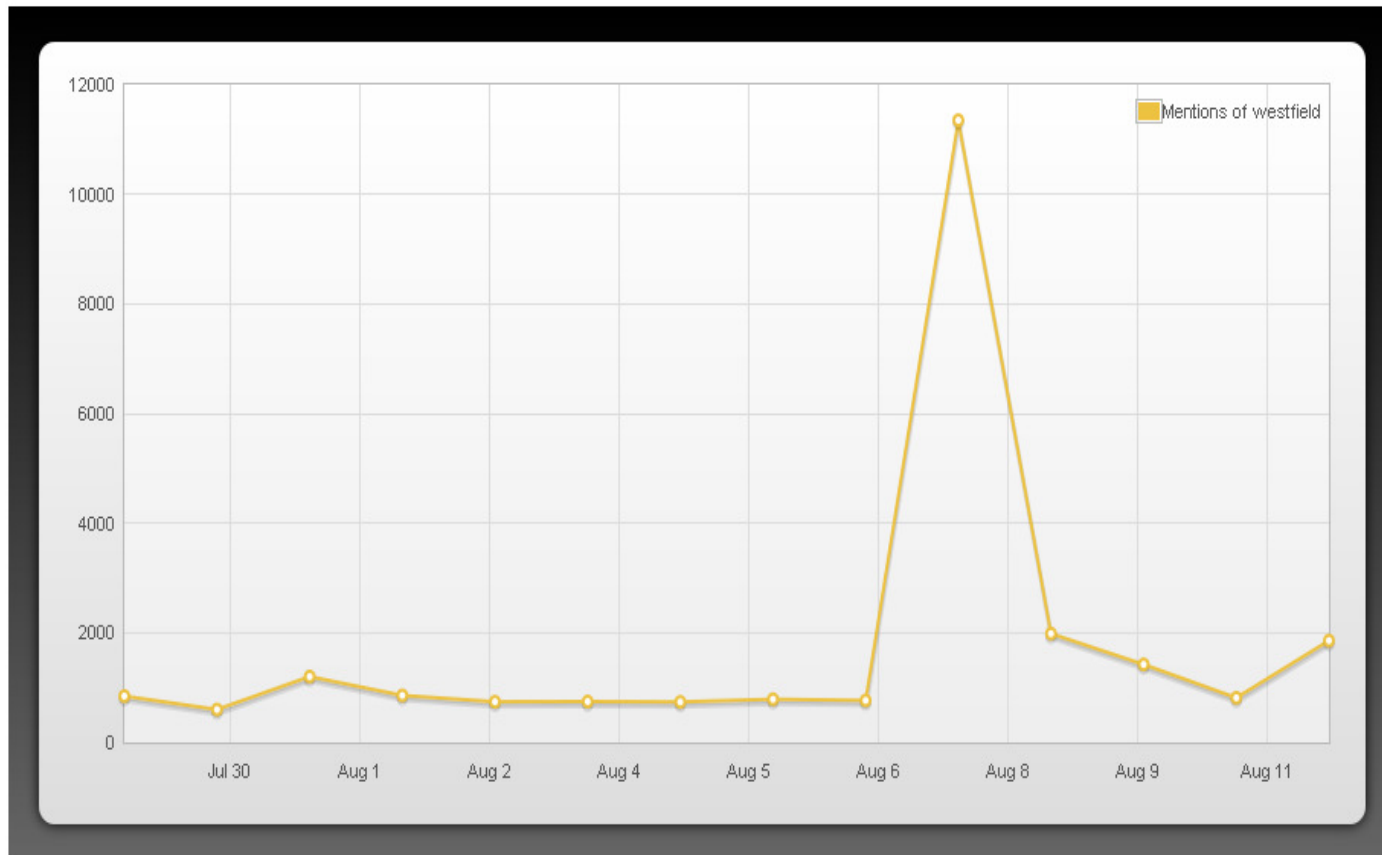


**Charlotte Burton** brilliant thank you

16 November at 17:12 · Like

Write a comment...

### Who's talking to us AND who's talking about us



*Example: mentions of "Westfield" during the 2011 riots*

### ...and engaging in those conversations

**@Simsimaaaa:** Are you okay @westfieldlondon?! I love you

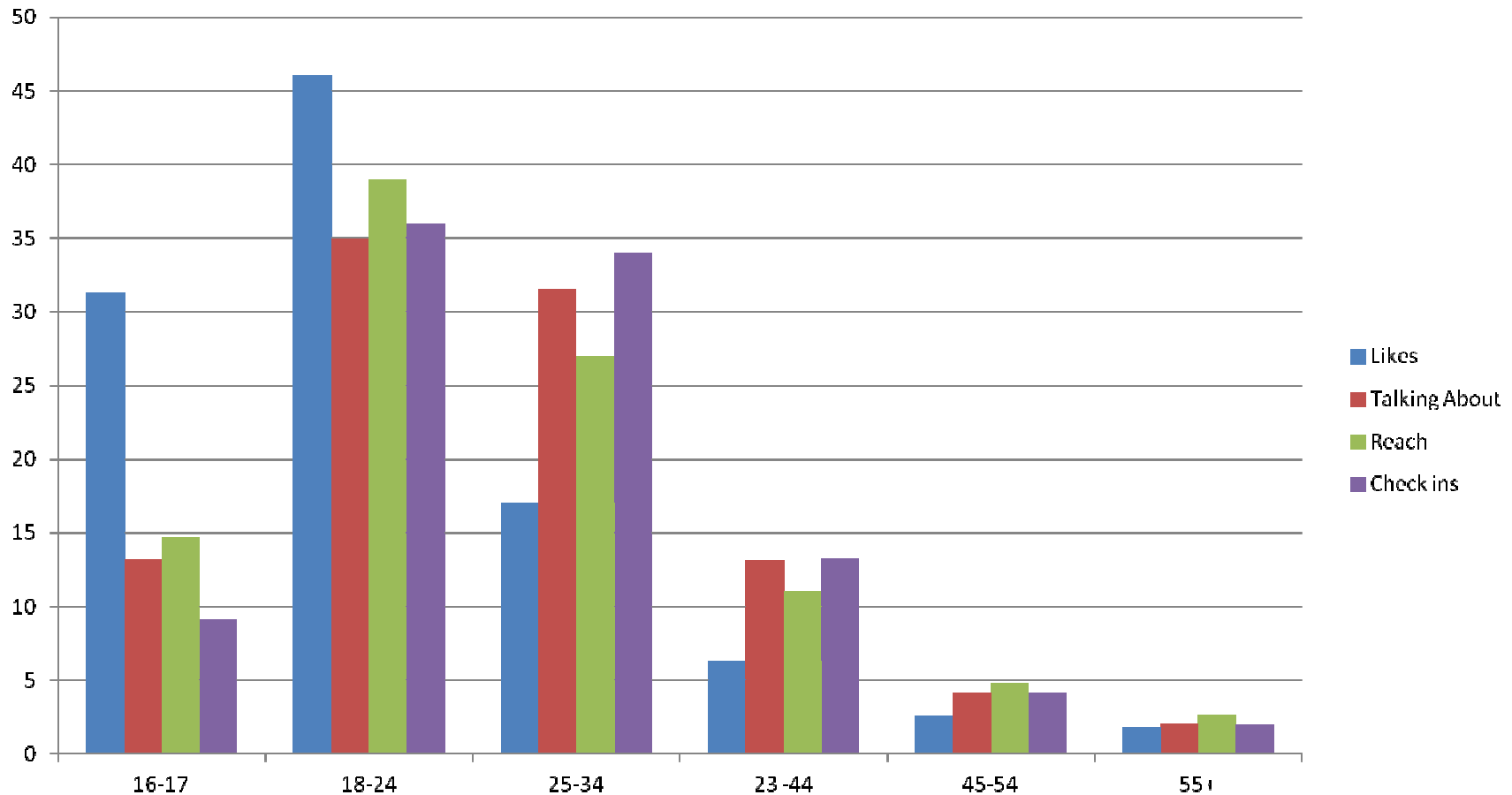
**@Courtz08:** I hope they don't touch my beloved @westfieldlondon – Such a beautiful mall. WHY ARE THERE SO MANY PEOPLE RIOTING?! #londonriots

**@WestfieldLondon:** There's a lot of speculation about the events in London at the moment. We're open as usual but are taking extra precautions

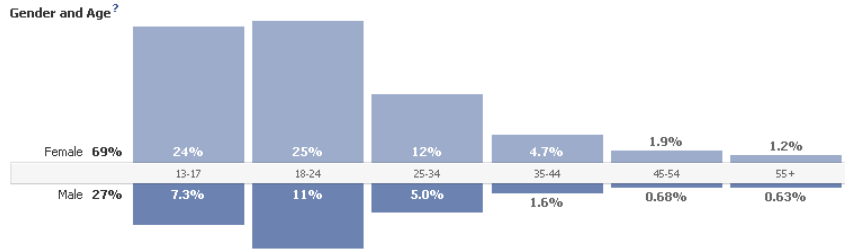
*62 retweets and reached 25,557 people\**

*\*Source Tweetreach*

Insights show us who engages, why they engage and why it's important...

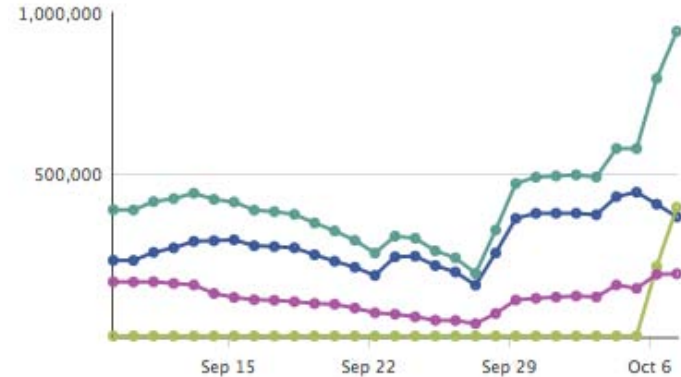


People Who Like Your Page (Demographics and Location) See Likes



Reach?

Organic ?  Paid ?  Viral ?  Total ?



tweetreach

How far did your tweet travel?

