Social Media for Procurement
5 Ways Procurement Should Start to Use Social Media
Agenda

• The Social Media Landscape
• 5 Ways Procurement Should Start to use Social Media
  1. Gather Marketing Intelligence and Monitor Supply Chains
  2. Drive Stakeholder Engagement
  3. Be an Employer of Choice
  4. Professional Development
  5. Build your Personal Brand

• Procurious
• Things to bear in mind
• Q&A
The Social Media Landscape

- Facebook is the 3rd largest country in the world with over 1.59 billion members
- Twitter users send over 58 million tweets a day
- LinkedIn signs up two new users every second
- Niche networks are on the rise
Isn’t social media just a whole lot of NOISE?
1. Gather Market Intelligence and Monitor Supply Chains

How do you currently gather your market intelligence?

Social media platforms like Google Alerts, Google Trends and Twitter are new channels which:

- Allow organisations to set up alerts based on specific terms
- See trends in searched items and in markets
- Follow the conversations of consumers

Real-time supply chain monitoring

Fire at Vauxhall on 5th May – South West Trains

Used Twitter to communicate

Allows for quick contingency plans

Consider using sites like glassdoor, an employer review platform, as a tool to evaluate the risk of working with a supplier. A high turnover rate may indicate issues with the company
Social media opens up a wider network of suppliers. Supplier are actively engaging on social media and using it to help drive innovation.

An increased number of organisations are advertising tenders, work opportunities and contracts through social media.

**Upwork** – A platform connecting freelancers with organisations requiring specific skill-sets

Organisations are held to account on social media:
- 360 degree visibility of practices and behaviours throughout supply chain
- Greater public scrutiny of ethics and social responsibilities

*Liverpool Victoria = Sourcing Operations have been using social media to attract responses to ideas and issues from small and medium sized suppliers*

*This less formal environment has led to more collaborative discussions and innovative, creative idea generation*
3. Be an Employer of Choice

The War for Talent in procurement continues and grows more critical with procurement expanding as a profession.

It’s important for organisations to be an Employer of Choice – and, in particular, attract millennials.

- 53% of hiring managers say it’s difficult to find and retain millennials.
- 58% of millennials say they expect to leave their current jobs in 3 years or less.

What does your social media profile say about your organisation?

Use platforms and profiles to highlight:
- Achievements (‘Great Place to Work’)
- Training and Development
- Rewards
- CSR
4. Professional Development

With the labour market tightening, individuals need to learn quickly or face being left behind. Social media provides an ideal learning platform

- Efficient and cost effective – access content from anywhere at any time
- Rio Tinto launched a learning academy for 35,000 employees around the world – much more effective than getting dispersed people in a room together

Variety of online learning portals and platforms to download videos and podcasts

Searching for ‘Procurement’ on SoundCloud produces 300+ podcasts, 75 procurement users and various playlists

Podcasts for organisations such as AT Kearney available on YouTube

Procurious has a whole suite of learning modules available for free
5. Build Your Personal Brand

It’s vital to have a good online presence

If you’re not online then, for many people, you don’t exist
• Future employers will seek out your profiles to check your employment, get a feel for the real you and learn more about you

As a boss, what does your profile say about you?
• Millennials pick their next role based on the boss, rather than the employer

What is it that only you know? Position yourself as a thought leader for procurement

Tell your story!

Procurement has great content to share –
• What is the weirdest thing you have bought?
• Had a negotiation experience you want to share?
• It’s not all about purchasing stationery…

All this helps to refresh ‘Brand Procurement’ and ensure people recognise the value the profession brings
Curious about Procurious?
Procurious Has An App!

- Connect with 14,000+ global peers on the run.
- Create groups and discussions to answer your questions quickly and efficiently.
- Join global niche networks
- Browse upcoming events in procurement and the supply chain

Download the Procurious App from the iTunes store now
Things to bear in mind…

• You’re dealing with commercially sensitive material

• Don’t forget your company’s Social Media policy

• If something doesn’t feel right to post, don’t post it

• Most of all, use your common sense

• Enjoy the adventure!
Questions?

The online business network for a new generation of procurement and supply chain professionals.

MEMBERS FROM 141 COUNTRIES

Top countries by members:
- United Kingdom
- Australia
- United States
- India
- United Arab Emirates

WHICH PROCURIOUS FUNCTIONS DO MEMBERS USE REGULARLY?
- Read procurement news and blogs – 82%
- Find, connect and network with peers – 70%
- Further knowledge via the Procurious Learning Area – 50%

INDIVIDUAL SPEND RESPONSIBILITY

- NA (19%)
- <$200K (11%)
- $200-500K (5%)
- $0.5-1M (7%)
- $1-5M (12%)
- $5-20M (28%)
- >$20M (26%)

TOP TEN INDUSTRIES
- Manufacturing
- Consulting
- IT
- Government
- Supply Chain
- Oil and Gas
- RMCG
- Financial Services
- Business Services
- Construction

TOP TEN CATEGORIES
- Generalist
- IT
- Components/Parts
- Commodities
- Business Services
- Professional Services
- Capital Projects
- Marketing
- Raw Materials
- Logistics

PROCURIOUS MEMBERS

- 14,000+ Facebook followers
- 15,000+ Twitter followers
- 1,150+ LinkedIn followers
- 1,800+ LinkedIn followers

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REPRESENTED ORGANISATIONS

Our members come from global businesses, including...

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