

How the World's Largest Telco Avoided Waking Up Online Trolls That Had Been Sleeping For Seven Years

OVERVIEW

The social media team for the world's largest telecom company was blindsided when their TV commercial actor & spokesperson was harassed online.

Yonder revealed the narrative had been circulating online since 2013, but fringe groups were coordinating to make it trend seven years later.

The brand did not engage and activity tapered off two days later. A communications crisis was avoided, time and money were saved, and brand integrity was preserved.

The Challenge

Online groups were making inappropriate comments about the brand's spokesperson who appears on TV commercials and advertisements. The team was seeing these comments spread and didn't know who started them or why. They couldn't see the groups who were engaging and didn't know where the story was headed online. More data was needed to inform decisions and make recommendations for strategic communications and social media teams.

The Solution

Social intelligence revealed the comments had been circulating on 4Chan and Reddit since 2013, but had recently reached mainstream audiences via YouTube. Online power groups including "Barstool Bros" and "Fringe Trolls" were coordinating to bait the spokesperson or brand to engage. Yonder's historical analysis of these factions revealed that it would be detrimental to respond and provided a "do not engage" recommendation.

The Result

The brand decided not to engage and saw mainstream social activity taper off over the next two days. This decision saved time, money, and energy for the communications, analytics, and leadership teams since they didn't need to switch into crisis mode. The brand continues to monitor the narratives with Yonder's social intelligence as research shows that successful narratives will re-emerge 9 times out of 10.