



## How National Instruments Built and Scaled a Global Social Media Presence

National Instruments, a U.S.-based engineering company, has a solid global presence: offices in 20 countries, from France to Singapore. But their social presence was a patchwork of 57 different accounts that represented the brand world-wide—only ten of which corporate had passwords for, and none of which were coordinated. To scale their social message globally, and to ensure regional offices were both responding to local needs and coordinating with corporate's overarching message, National Instruments relied on Spredfast solutions.

Corporate headquarters needed to build relationships with social media marketers across the globe to standardize the company's social message and voice, but they wanted to keep the process collaborative, rather than single-handedly take control from each international office. National Instruments also needed to both understand the intricacies of their audience and how to best

reach each subset: audience segmenting and audience targeting became effective ways for them to tailor the content and maximize the value of each campaign. Spredfast offered a way for everyone to collaborate on content and connect with the audience in an efficient, fan-facing way.

**"Spredfast was the catalyst in getting everyone working together and showing people there's a lot of value in collaborating."**

Brian Nunnery, Social Media Program Manager, *National Instruments*



NATIONAL INSTRUMENTS  
CELEBRATING 40 YEARS OF  
**INNOVATION**

How they made it work:

Used Spredfast to facilitate global collaboration on content and coordinate the brand's message.

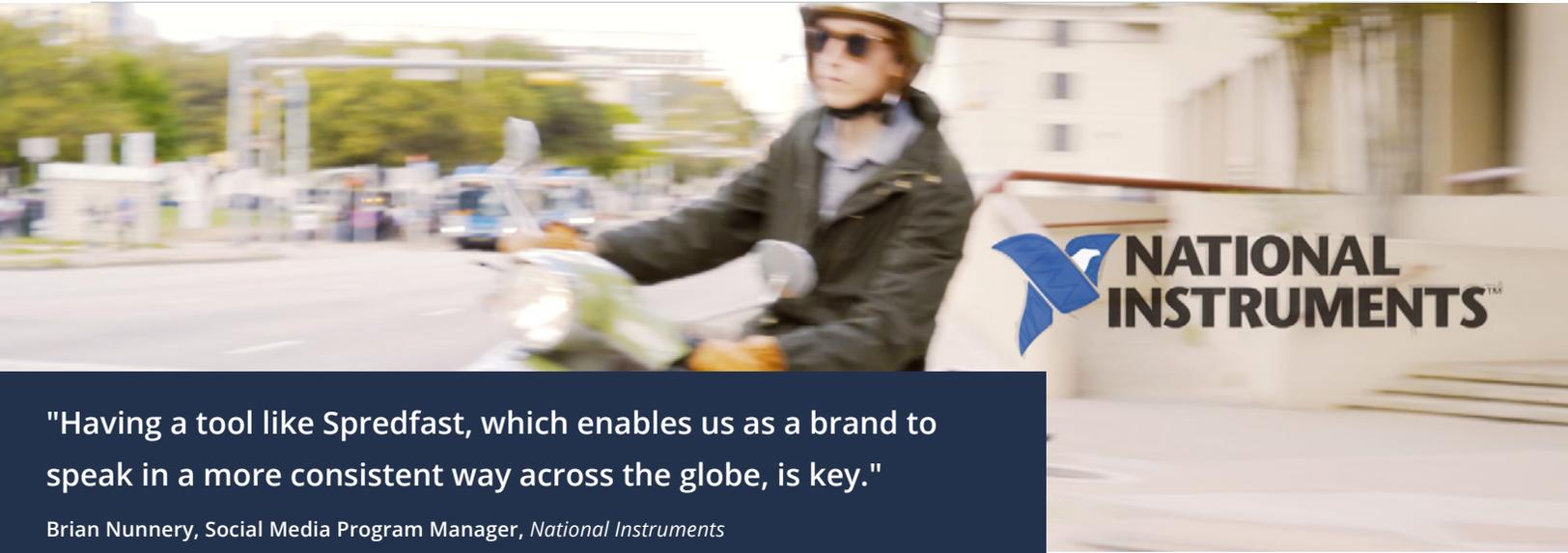
Planned a truly global editorial calendar, where everyone could ask questions and align content in order to speak in a consistent way in each country.

Used global calendar views to visualize upcoming content layout and easily make adjustments or fill in gaps.

Identified fan engagement by country to break down how audiences and fans differed by interest and demographics.

Used Spredfast to collaborate on responses to customer inquiries and escalate to internal thought leaders, whether the team was in meetings or on the road.

Assessed the purpose and goals of each campaign and reported results within a unified planning interface. Effectively used content labeling for campaign, content, copy, and version reporting.



"Having a tool like Spredfast, which enables us as a brand to speak in a more consistent way across the globe, is key."

Brian Nunnery, Social Media Program Manager, *National Instruments*

Results:

**+27%**  
YOY followers w/  
no fan-acquisition  
spending

**+464%**  
engagement  
in 6 months

**50%**  
decrease in time  
spent distributing  
content globally



National Instruments @Niglobal - Aug 19  
ICYMI: Early-Access Tech Platform for Time-Sensitive Networking (TTSN): bit.ly/2zdDg4UO



National Instruments @Niglobal - Aug 1  
Announcing: Our 2016 Alliance Partner and #LabVIEW Tools Network award winners! bit.ly/2amONTR #NIWeek

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