**Vanguard Runs its Social Media Operations on a Shoestring**

Vanguard says it's running a decentralized social media marketing operation by drawing on talent already present within the company and giving people freedom to work on their own. "A measure of success for me is a team that can handle social on their own and doesn't depend on me to make every single decision," Vanguard's Allen Plummer said.

***SocialMedia.org Blog 10/20/15***

<http://socialmedia.org/blog/allen-plummer-of-vanguard-on-running-a-decentralized-in-house-social-team/>