

Social Discovery



2015

What is Social Discovery?

Social media information that is:

1. Downloaded

2. Analyzed

3. Reported On



Platforms

Social media information is collected from:

Twitter

Facebook

YouTube

Instagram

Reddit

Message Boards

New York Times

Popular Blogs

And more!

What Social Discovery Can Do for YOU

Identify Public Opinion

- Monitor your social media mentions of your company / product / project

Review and Predict Trends

- Make predictions based on past mentions, spikes, and bursts

Improve Public Image

- Measure how positive programs impact what people are saying about your product offerings
- Listen to suggestions from the public
- Respond to positive and negative comments



Social Analysis

Social Media Highlights

Overall count of mentions

Mentions per day over a week

Count of mentions by platform (Facebook, Twitter, etc.)

Count of shares (retweets, likes, etc.)

Sentiment & Exposure

Positive or negative tone

Percent of male vs. female mentions

Reach of exposures (based on number of followers of the author or social media outlet)


Keywords & Geographical Location

Most common words used

Geographical locations of authors/posters

Common languages used

Keyword Analysis



Get the edge
on what's
being said!

Discover what people are saying about your company/project

Receive a deep dive analysis on the most popular keywords and phrases

- What platform is used most frequently for these hot topics?
- Are the keywords being said in a positive or negative context?

Trend Analysis



What happened last week...
last month...six months ago?

- Why have the mentions unexpectedly turned negative?
- What happened to cause an increase of overall social media mentions?

Analyze what has changed.
Compare past and present metrics
for the most accurate
trend prediction available!

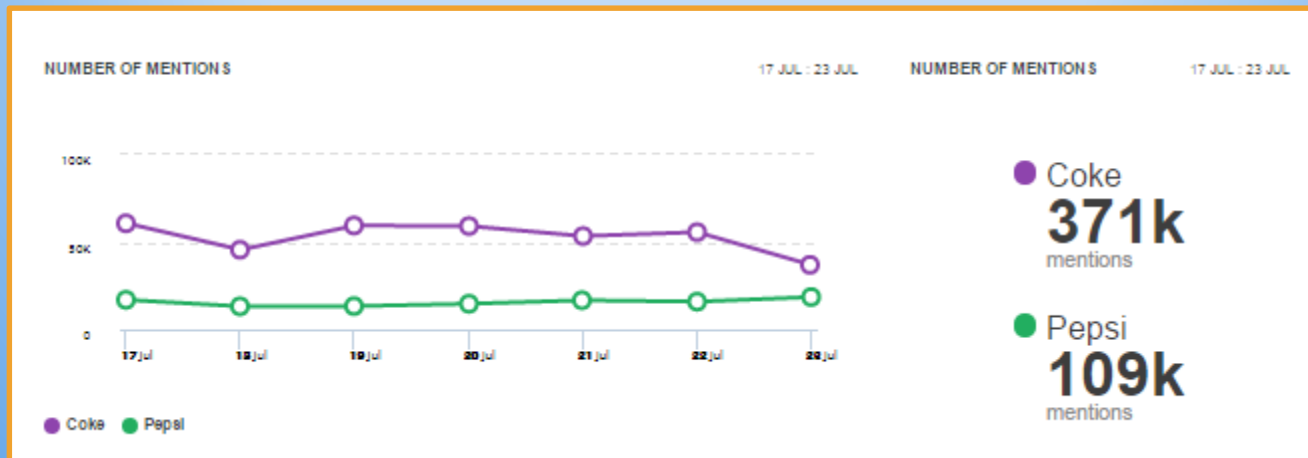
Compare Streams

Compare two or more similar streams

- Competitors streams
- Similar projects or products from the same company

Evaluate the similarities and differences

- Does the public prefer one product over the other?
- Is one project seen in a more positive light?



Standard Product Offering

Social media mentions file

- Excel file of up to 10k mentions per file
- Includes usernames, location, social platform, and mention content

Monthly metrics report

- Number of mentions
- Top social platforms
- Sharing metrics
- Overall sentiment
- Gender distribution
- Top languages
- Geographical distribution
- Exposure trends
- Key words

*Metrics report captures metrics from the beginning of the stream, not week to week (unless specifically requested)

Additional Items Offered

Keyword Analysis

Trend Analysis

Stream Comparison*

*To be used with two or more streams, if applicable

To Learn More

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