

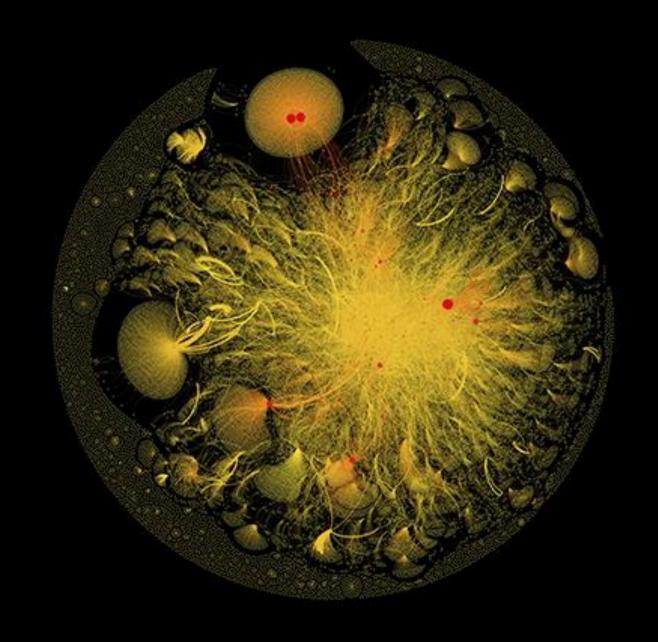
# Social listening

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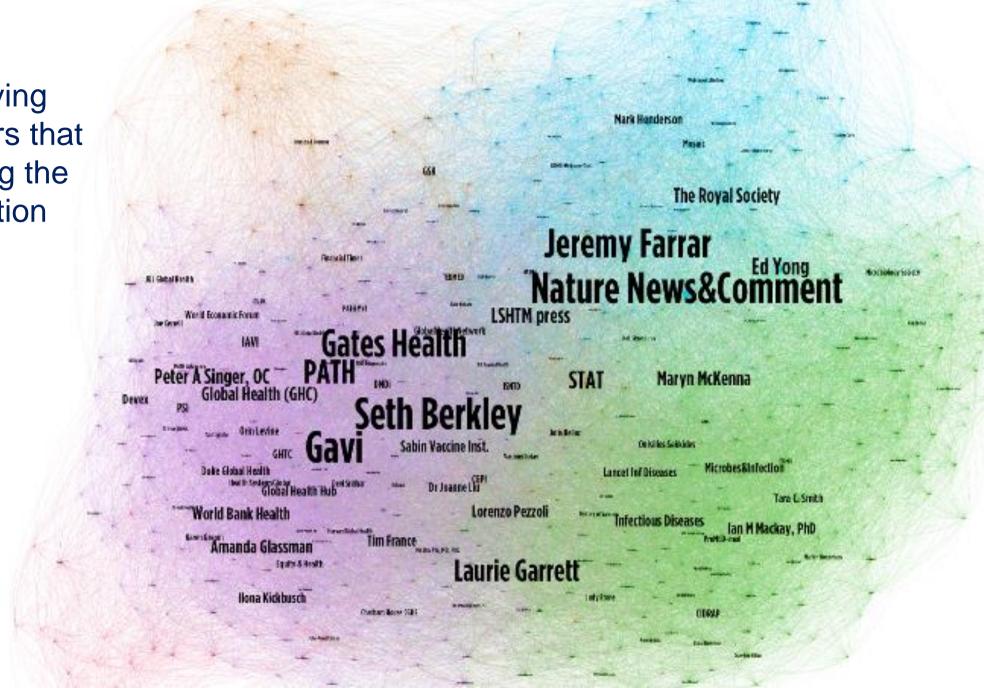
## What is social listening?

### 3 examples

1. Visualising the ecosystem – are you in a bubble or cutting through?

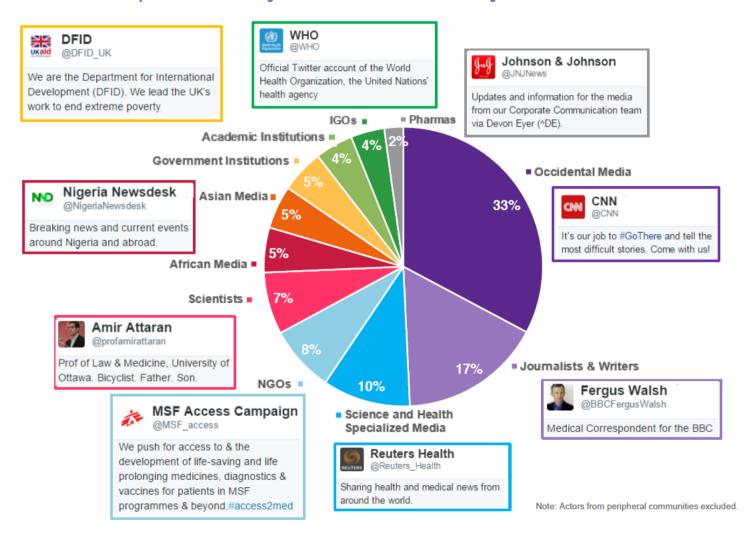


2. Identifying influencers that are driving the conversation



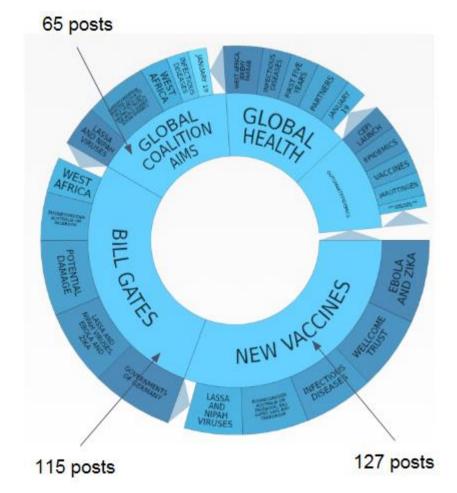
#### Top 400 influential actors related to Ebola vaccine

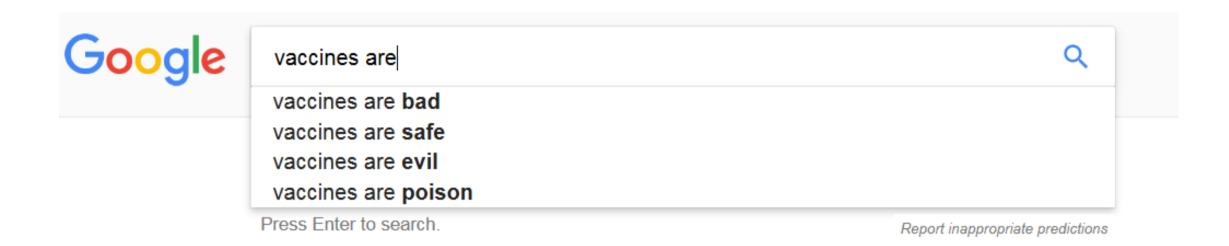
Period of Analysis: From the 1st of August 2014 to the 31st of March 2015 - English - 116 countries

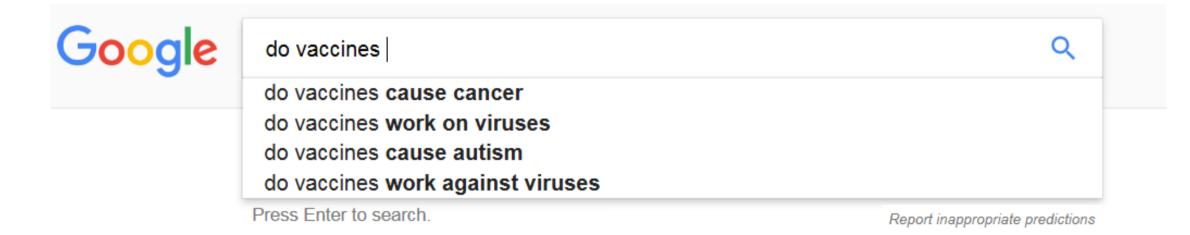


## 3. Insight to inform effective engagement

#### Alto **Ebola executive summary** Period of Analysis: From the 1st of August 2014 to the 31st of March 2015 – English – 116 countries KEY METRICS EVOLUTION ON ONLINE COMMENTS 8.000.000 37.4M 1.5M 26M 6.000.000 Total results Conversations Authors Contents 1.000.000 Audience shared 2.000.000 TAG CLOUD 1-4 Aug 25-1 Sep 22-29 20-27 17-24 15-22 12-19 9-16 Jan 9-16 14 14 Sep 14 Oct 14 Nov 14 Dec 14 Jan 15 15 Mar 15 GEOGRAPHICAL DISTRIBUTION ON ONLINE COMMENTS 3 TOP AUTHORS WITH THE HIGHEST TOP SOCIAL SOURCES BY ACTIVITY ACTIVITY AND AUDIENCE Twitter @233liveOnline 235K POSTS In Twitter Ebola has been associated mainly to Africa and key affected 95.3% countries as well as cases in the West. News feed from Ghana Facebook @cnnbrk 2 The highest amount of contents was on the 17th of October. Followers 3 The majority of the conversation created was located in United States with a 34.8%, following by Switzerland with a 4.1%, Breaking News United Kingdom with a 2.3% and Nigeria with a 1.1%







#### How to go about social listening

## Key pointers

- Be clear on what you are trying to achieve / what are your research objectives
- Outline the key research questions you want answered
- Set parameters (what time period will you track, which languages will you track, which countries/markets will you track, which keywords are most pertinent)
- Work with experts (in-house or agency) depending on needs and budget
- Move quickly to insights the amount of data can be overwhelming

#### Some tools

#### Free tools

search.twitter.com

Google analytics

Google keyword planner

Google search

Google alerts

Facebook insights

**Social Mention** 



## Thank you

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