

**Providing Visibility into Social Media
Reports in Techrigy SM2**

Providing Visibility into Social Media – Reports in Techrigy SM2

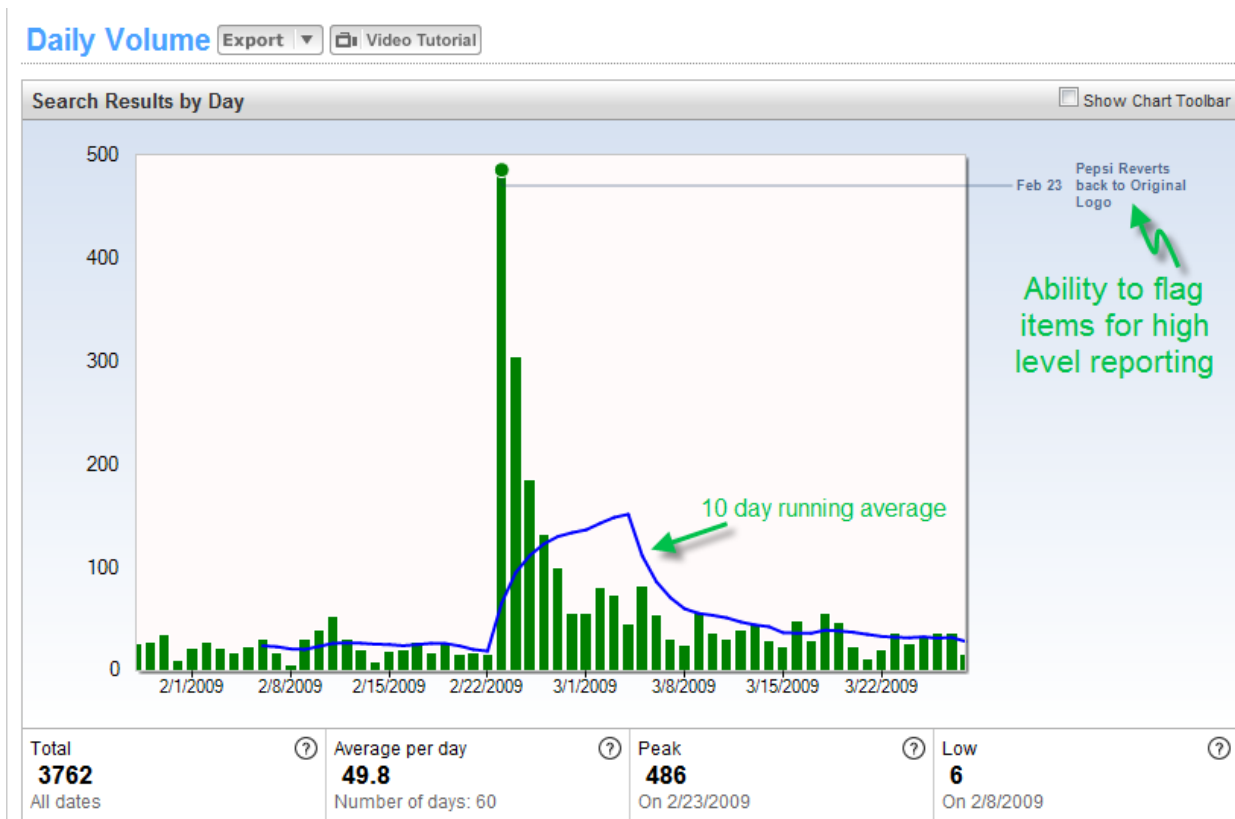
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Techrigy SM2 is a versatile tool that offers many options for reporting & analysis of the conversations. This resource outlines the uses of the reports and what type of information they offer. If you have found additional uses for SM2 we encourage you to share them.

Tip: use right click and copy/paste to put specific reports into a Word doc or PowerPoint slides.

Daily Volume Report



This report is displayed each time you log into SM2.

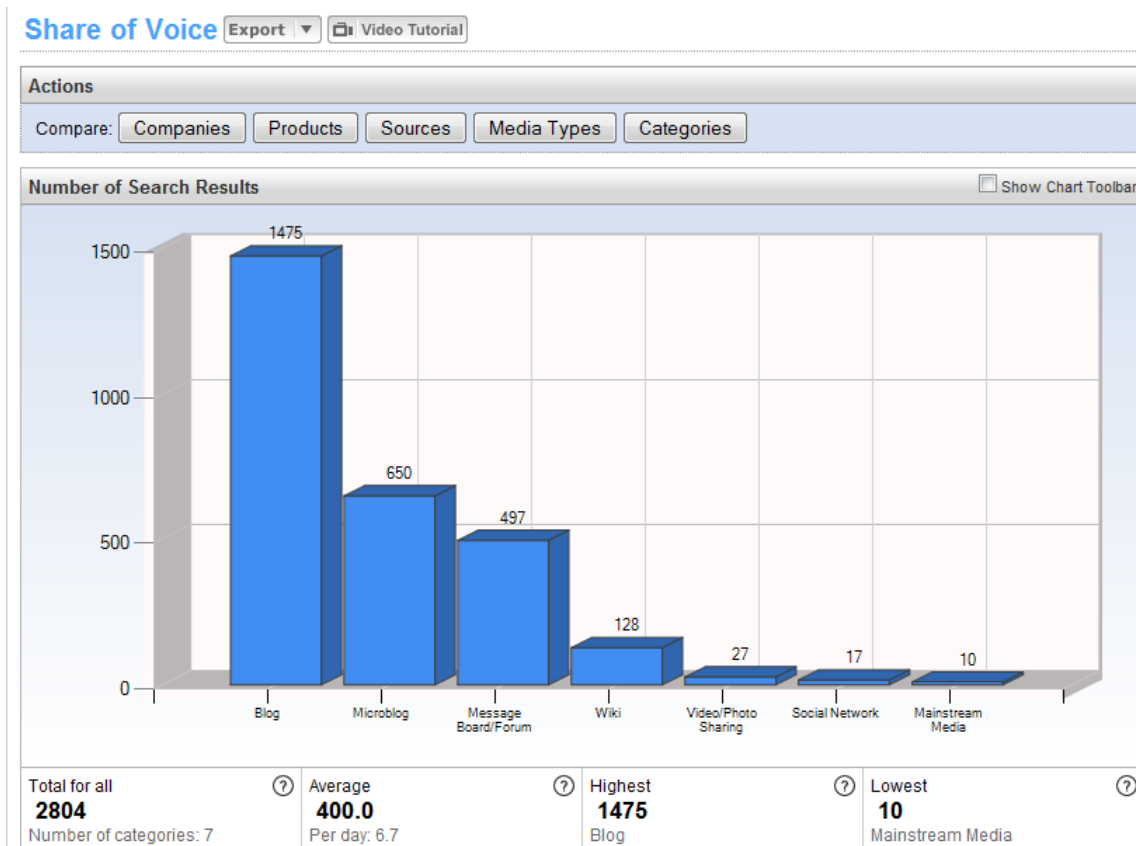
1. It offers a high level overview of the volume of search results per day. The blue line is the 10 day running average.
2. By default it shows the most recent six weeks.
If it is blank, change the date filter to a range that includes dates that you searched for.
3. You can flag dates for high level reporting.
Add flags under [Setup | Flag Events](#)

Share of Voice Report

There are two parts to the Share of Voice report:

1. The bar chart shows the distribution dependent on which button is chosen
2. The graph at the bottom charts each of the topics in the bar chart over time.

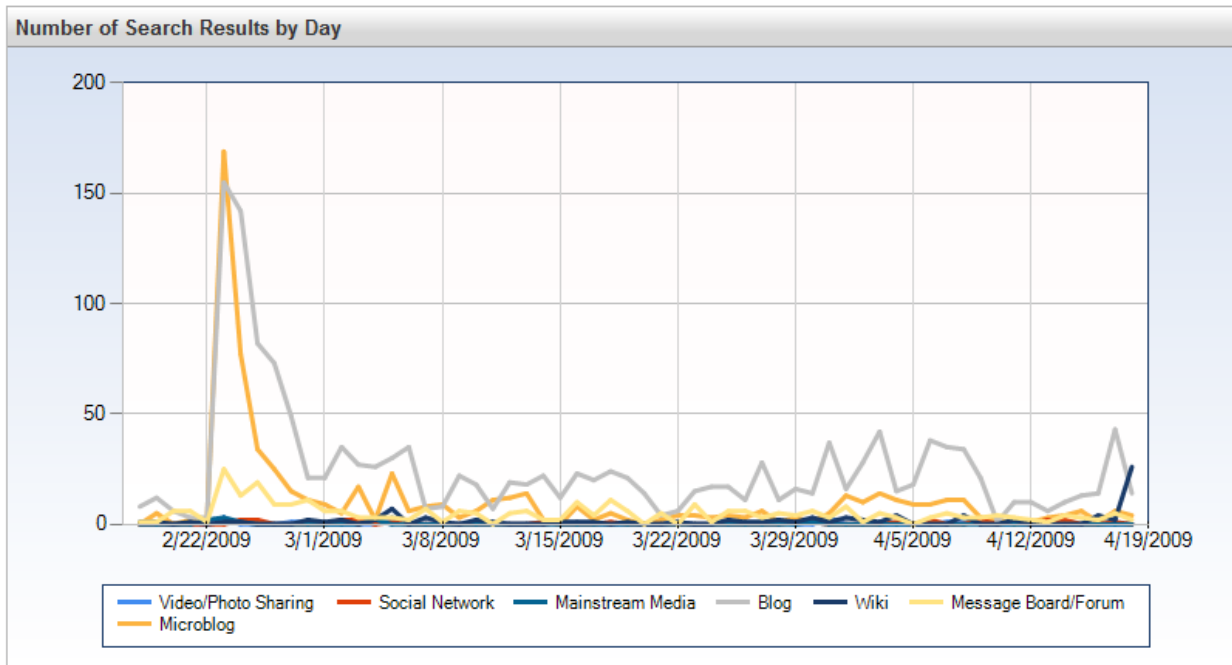
Tip: the bar chart can easily be converted to a pie chart or a number of other charts by selecting "Show Chart Toolbar" on the right side.



The Share of Voice report offers the most options for analyzing & presenting the data.

1. This report shows where the conversations are coming from. The Media Types are:
 - a. Blogs (Livejournal, Typepad, etc)
 - b. Microblog (Twitter, Plurk, Identica, etc)
 - c. Message Board/Forum (only from Basic Searches)
 - d. Wiki (sites that allow the public to make changes & updates - wikipedia.org)
 - e. Video/Photo Sharing (YouTube, Flickr, etc)
 - f. Social Network (Ning, Facebook, MySpace)
 - g. Mainstream Media (blogs from sources such as Wall Street Journal)
2. Change the Filter (category drop down menu) to a keyword that you have searched for (Company, Brand or Competitor) to see the Share of Voice distribution for each keyword.
3. Use the Categories button to choose specific categories to compare them against each other.
4. Companies shows the company & competitors (the Type needs to be selected under Search Setup - these can be edited at any time)
5. Products shows the products & competitor products (the Type needs to be selected under Search Setup - these can be edited at any time)
6. Sources show the sources of blogs broken down by provider such as LiveJournal, blogspot, etc.

The Bottom Chart on Share of Voice



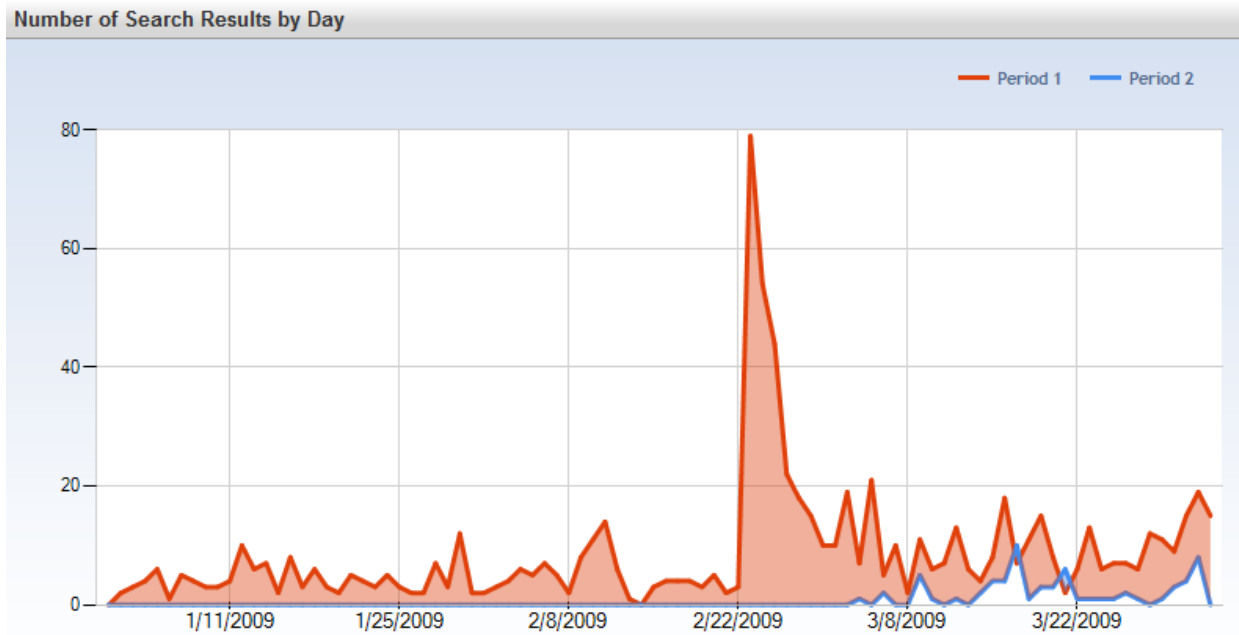
The graph at the bottom of the Share of Voice chart shows the distribution of the conversations over time. This chart is excellent for:

1. displaying velocity & acceleration of the conversation (a steeper line indicates that the conversations increased quickly)
2. you can see the shift of the conversations from one source to another (in the chart above you can see the conversations were taking place on Microblogs then continued on blogs for an extended period)
3. benchmarking (this chart provides an overview - remember that you can filter to certain dates - perhaps a period of time before your campaign began)

Tip: Filter to a specific Category, then use the Categories button to choose Positive & Negative Sentiment charts the sentiment over days for that Category. Use for your brand or a competitor.

Compare Dates Report

Select Period 1: Category: <input type="text" value="logo and tropicana"/>		Compare To Period 2: Category: <input type="text" value="logo and tropicana"/>	
From: <input type="text" value="1/1/2009"/>	To: <input type="text" value="4/2/2009"/>	From: <input type="text" value="10/1/2008"/>	To: <input type="text" value="12/31/2008"/>
<input type="button" value="Load Dates"/>			



The Compare Dates chart is similar to the chart at the bottom of the Share of Voice chart. There are two options to use this chart:

1. Choose two different date ranges (but they must be for the same length of time). ie: Quarter 4 and Quarter 1 and compare the same category.

Tip: The chart in Share of Voice can be used to benchmark where a brand stands. This graph shows the change in the amount of conversation by overlaying the second time period on top of the first.

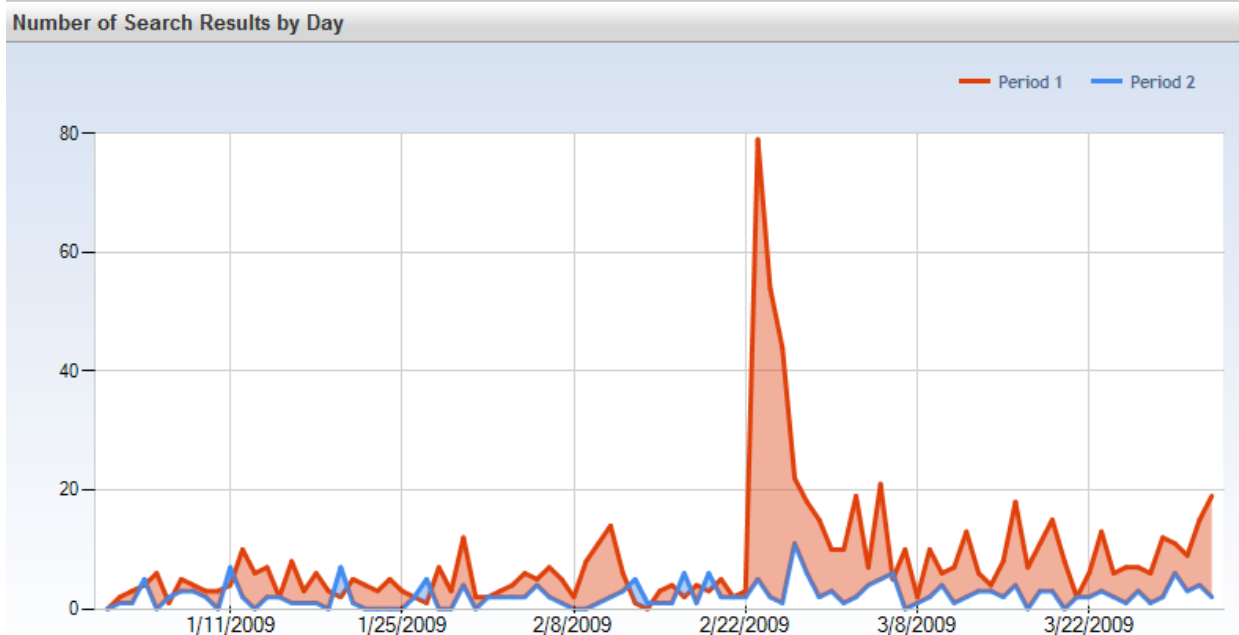
Compare Dates Report (cont.)

2. Another use of this chart is to choose the same date range & compare two different categories. For example compare the amount of conversation around the brand against the conversations against a competitor. (see below)

This graph provides information for business development. If you chart the conversations around your potential brand/client against the competitor that information is invaluable. There are only three possibilities:

- a. If there are more conversations around the brand/potential client then it's advisable for the brand to increase their online efforts to ensure that they maintain their leading presence.
- b. If there are equal amounts of conversations around the brand & competitor then the brand should engage in strategies to gain more conversations around their brand.
- c. If the competitor has more conversations then the brand definitely needs to create a strategy for engagement.

Select Period 1:		Compare To Period 2:	
Category:	logo and tropicana	Category:	minutemaide
From:	1/1/2009	To:	4/1/2009
<input type="button" value="Load Dates"/>			



Basic Themes Report

Themes

Basic and Advanced Theme Clouds can be created for all results or specific categories.

The content of the results from the category is analyzed and displayed in a cloud chart. This represents the main ideas of the conversations. Click on New Graph to choose a category to analyze.

Actions

Weekly basic theme, 3/13/2009-3/20/2009

Basic Themes Graph

added advertising agency back big blog bottle **brand** branding brands business cable called
carbonated **change** channel coca-cola coke comments companies company consumer consumers creative
customer day **design** diamond drink **drinks** exp. february food free game gold good great high home
howe january **jewelry** juice live **logo** love made make march **marketing** media medium million
mind natural nbc news online **orange** package **packaging** part people **pepsi** pepsico
platinum post posted president product products project read redesign ring **sci** series show site social
subscribe syfy team things time times top **tropicana** twitter universal video water web website world
xbox year years york

The Themes Report is automatically created on a weekly basis. A Theme Report shows the words that most frequently occur in the content of the search results. Mousing over them shows the number of mentions.

Tip: Create a separate Content Theme Cloud for the brand & each competitor. (Use New Graph & step through the wizard to choose the specific wizard).

Use of them: The Theme Clouds are good sources of market research ideas.

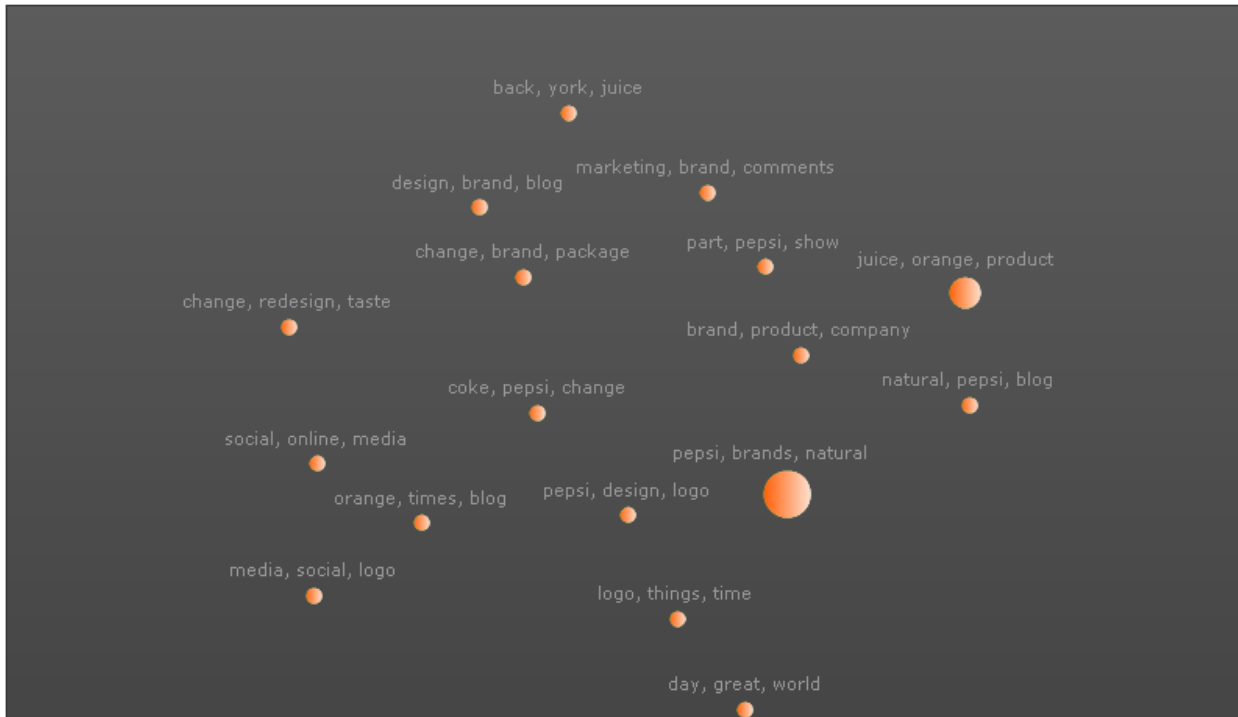
Look at the largest words for the brand. These are the terms that the consumers are associating with the brand. And, in doing similarly for each competitor you can see what main ideas are prominent for them.

If your brand is trying to reach a certain niche group or a marketing message, then it will be apparent by comparing the Theme Clouds.

Advanced Themes Report

Advanced theme graphs display the common themes within the conversations occurring over social media. Each bubble represents the posts or conversations around a set of 3 common words.

- The larger the bubble, the more posts or the larger the conversation around the themes.
- The closer the bubbles, the more related the conversations are. The further away from each other the bubbles are, the less related they are.

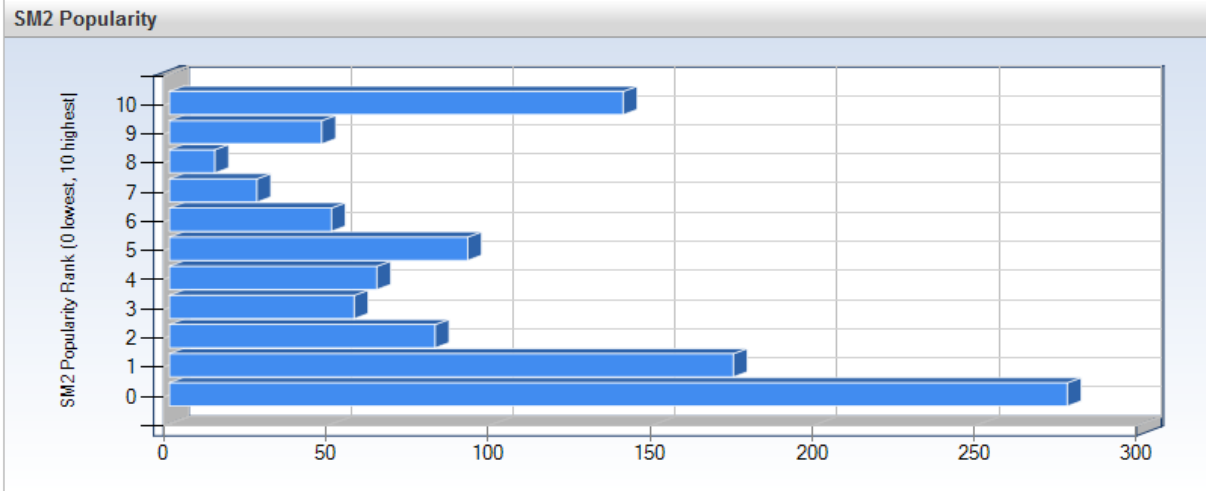


The Advanced Theme Graph shows the common themes around the content of the conversations. Each bubble is based on conversations around three common words.

The size of the bubble indicates the number of conversations around those themes. The larger the bubble, the more conversations.

The bubbles are grouped by common themes. In the example you can see 'Pepsi' in the middle and to the right. At the top, the conversations are about 'brand'. And at the bottom the bubbles are about 'logo'.

Demographics Report

 Filter: From: To: [Reload](#) [Help](#)
Demographics [Export](#) [Video Tutorial](#)


The Demographics Report identifies the sites, blogs, and people that are influential in social media. SM2 assigns all search results a Popularity Rank depending on what type of site the conversation is happening at. We use the term Popularity in SM2 because we use our own formula to calculate 'influence'. For blogs and websites we take into account the amount of traffic, the number of links from other sites to that site, and also page views per user. You can find the information that we are using under [View Results](#) | [Full Details](#) | [Stats tab](#)

Result Details

Overview **Stats** Analysis Content Workflow

Website Info (from Alexa.com)

Website URL:	travelpod.com
Online since:	05-Mar-1998
Website Title:	TravelPod
Website Description:	A service which lets you share your travels online. Also
Adult content:	no
Website Language:	en
Website owner:	TravelPod
Website email:	
Owner address:	

Traffic/Ranking Statistics

Popularity:	10 of 10 ★★★★★★★★★★
# of links to site:	3524
Traffic rank:	5409 (i.e. 1 is the most visited website on Internet)
Page views/user:	3.48

We also calculate Popularity for Twitter. That is based on the number of followers, how many they follow and their activity. For Twitter you can find the information under [View Results](#) | [Full Details](#) | [Analysis tab](#)

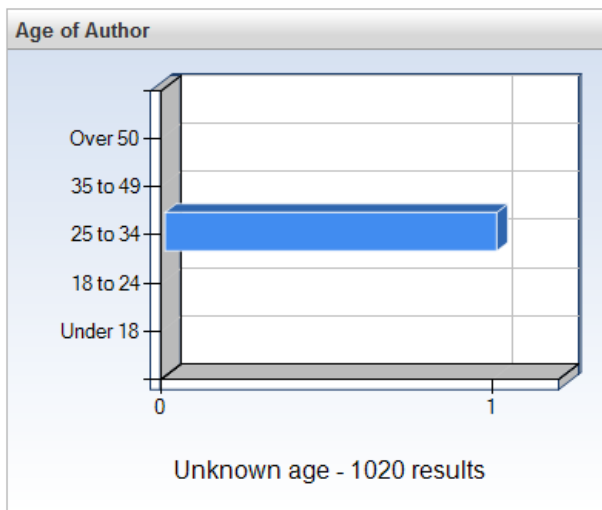
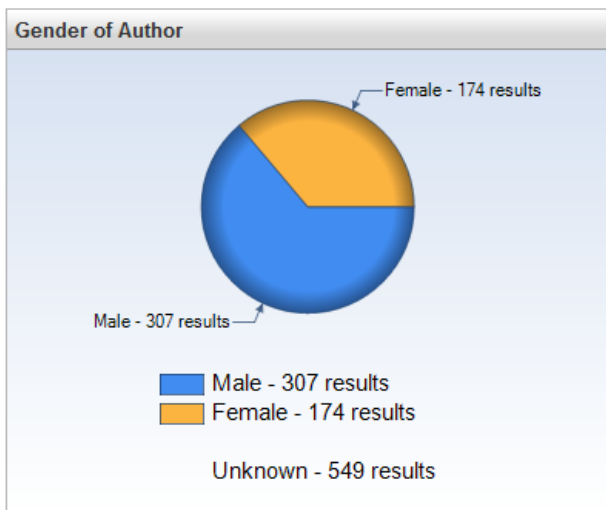
Result Details

Overview | Stats | **Analysis** | Content | Workflow

Content Analysis

Type	Value
Age	Unknown
Author	Dave Gray
Gender	2
Location	United States missouri
Language	english
Tone Likert Scale	3
friends	2,213
followers	3,585
location	St Louis, MO (38.614883,-90.19)

Tip: If you don't want your Twitter conversations added into the search results then ignore your Twitter URL. Go under [SetUp](#) | [Filters](#) | [Ignore URL tab](#) -- add: <http://twitter.com/<Twitter Username>>



The Demographics Report also provides information on the Gender & Age of the authors of the conversations. There are some factors that limit the gathering of this information:

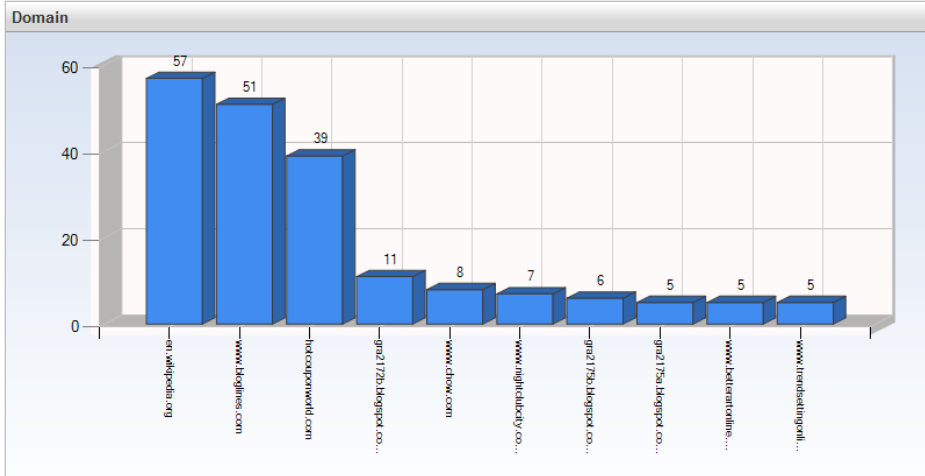
There are many unknowns for gender and age because it doesn't make sense for corporate blogs. Our culture has been taught to not openly provide this information.

Gender is also determined by the author's name against a dictionary of common names.

Domains Report

Filter: logo and tropicana From: All dates To: All dates Reload Help

Domains Export Video Tutorial



Results Domain [Top 100]	Popularity Count
en.wikipedia.org	10 4245
www.homebrewtalk.com	0 669
picasaweb.google.com/datafeed/base/all?alt=rss&kind=photo&access=public&filter=1&hl=en_US&q=%22yeast%22	10 552
www.thefreshloaf.com	6 365
www.pizzamaking.com	4 362
www.recipezaar.com	10 322
www.flickr.com	0 292
beerinator.com/beerfeeds2	4 270
www.winepress.us	4 259
www.bloglines.com	10 228
feeds.delicious.com/rss/recent	9 216
wastedstudent.com	1 176
www.youtube.com	1 173
cellartracker.com/intro.asp	6 145
ths.gardenweb.com	8 143
answers.yahoo.com/dir/?link=list&sid=396545367	10 131

The Domains Report provides valuable information on where the majority of the conversations are taking place at. The URL is provided along with the number of conversations and the domains with the most conversations are at the top. SM2's popularity rank is also provided to give you an idea of how much influence each of the sites have.

Filter by a specific category to see where the conversations are happening around the brand or a specific competitor. You can also filter by Twitter to see who on Twitter is doing the most talking about your brand or the competitors.

Tip - Domains Report is an excellent place to look for unwanted search results. In this case, there are 4,245 search results from Wikipedia. If these are not of interest they can be marked as spam & deleted.

Author Tags Report

Author Tags Export Video Tutorial

SM2 collects blog entries and other content that is often tagged or categorized by the author.

This screen highlights how the authors of the content categorized and tagged their content. This provides insight into the meaning and type of content posted from the author's perspective.

Cloud of Author Tags

1974 2012 acquisition adage adressen advertisers **advertising** advertising & branding advertising graphics **alert** alexandra salon alissa walker all altria apple aranciata around baseball art & design art and entertainment aside b b2c backlashing bad design barack obama benefits of branding berlino best of 2009 best of myspace betty beverage bizarro blackjack blog blogging **blogs** blogs and blogging blue bon boulder **brand** brand book brand watch **branding** branding + identity branding and identity branding basics branding blunders branding nashville branding;packaging brands & branding breakfast brunette business business finance carbonated soft drinks college football commentary corporate identity design culture **design** design trends economics economy editorial facebook **food** foz do iguaçu general getting to know wom graphic design hotels image kraft kroger **logo** logo design logo redesigns logos make money online feeds **marketing** mashable new york 7 results in category around the web orange juice **packaging** **pepsi** pepsiico planning a trip to las vegas podcast positioning products **rebranding** re-branding re-packaging social media sponsors **tropicana** twitter

Number of tags	?	Average	?	Highest	?	Lowest	?
406		1.0		31		1	

The Author Tags Report provides a word cloud of all the tags that people have assigned to their content. If they have a blog in Wordpress then it is also the categories that they have assigned the blog post to.

About Author Tags - When a blogger writes an article they assign tags to it. These words help search engines find the content.

This information is insight into the consumer's minds. These words are ideal to use for SEO keywords. They're not industry jargon. These are terms that people will be searching for (hence they are good for SEO - search engine optimization).

Tip - look at the Author Tag Cloud for the brand. Then compare that to the Author Tag Cloud for each competitor.

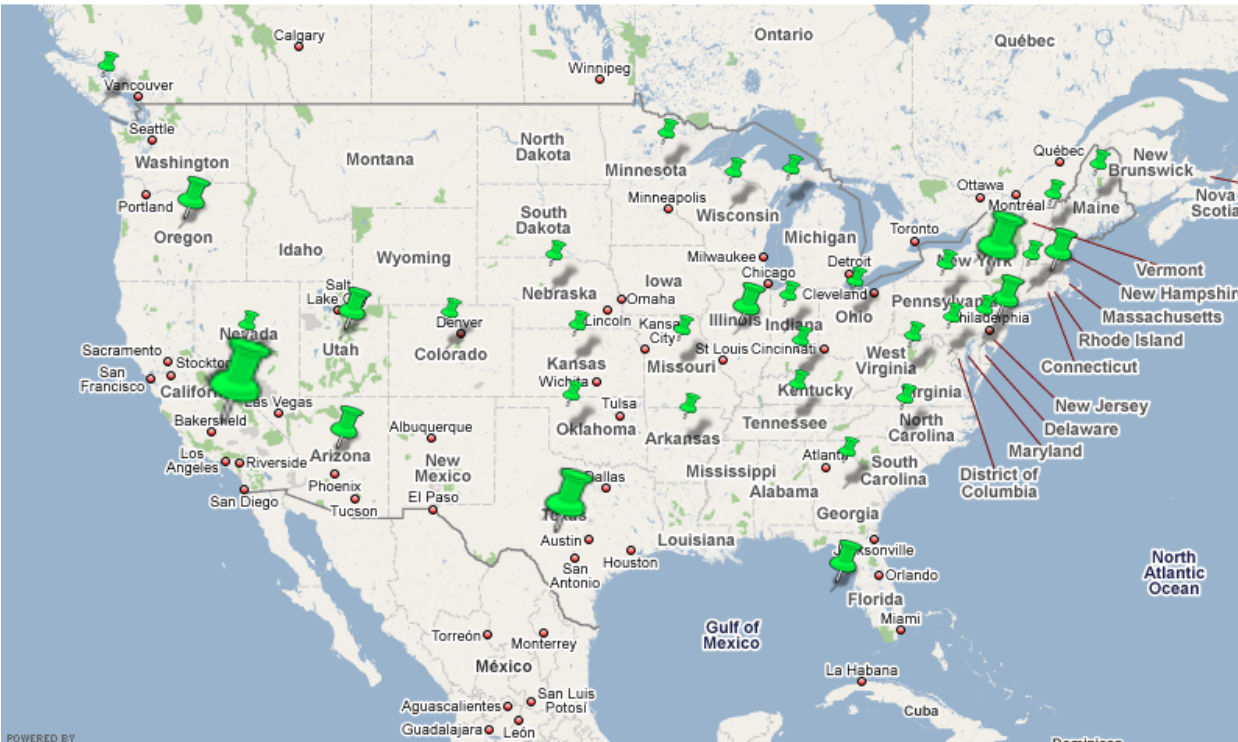
The author tag cloud is also a good report to use in clearing spam. Identify odd, unrelated words & click thru them. Delete the unwanted search results & mark them as spam.

Map Overlay

Map Overlay Export Video Tutorial

Actions

Select a map: US map



The Map Overlay Report shows physical locations of the various conversations. Note that this is NOT where the site/blog is hosted at. The larger the pin, the more conversations for that location. Mouse over each pin & you can click thru to see the search results for that location.

The US map can be changed to a world map. It's a Google map & you can zoom in by double clicking on it. This is helpful for viewing results in Europe.

Information on this map can identify new markets. Filtering by the competitors provides competitive information on their markets. The information can also be used for PPC campaigns & geo-targeted ad campaigns.

Tip - Influencers can be found for regions by:

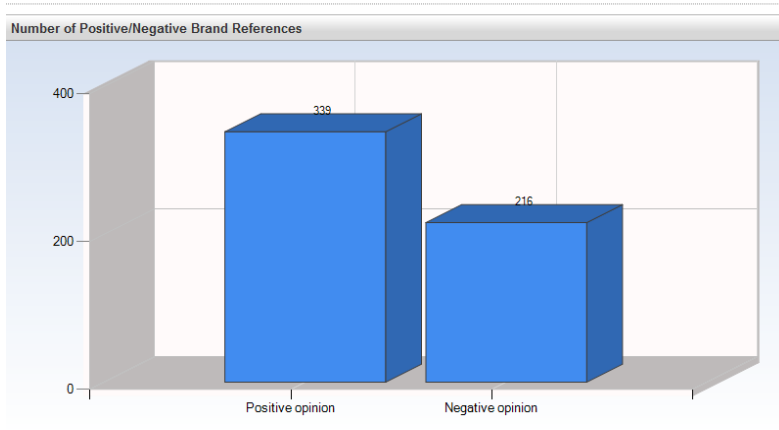
1. Create a category under Setup | Manage Categories | Add a Category (ex: East Coast)
2. On the map select each pin on the East Coast (for the example) & click thru to the results.
3. Add the results from each respective state to the 'East Coast' category (in the future results will need to be added manually each time before reporting)
4. Once that category is built, then filter by 'East Coast' in the Domains Report to see the influencers.

How SM2 Determines Sentiment

Techrigy SM2 compares the words in each search result to a lexicon dictionary & determines whether positive or negative sentiment should be applied to the words. The reason for the determination can be found under [View Results | Full Details | Analysis Tab](#) for that result. The Brand Reference Sentiment is intended to provide a high level overview of the conversation.

In regard to sentiment, one result can have multiple occurrences of positive & negative sentiment. So for example a blog post could have 3 words that are determined to be positive. And it could have 2 that are negative. It would be charted in the bar graph as 3 in the positive column & likewise 2 in the negative one.







Positive/Negative Brand References You have 1,024 results. [Video Tutorial](#)



Filter on: All Results Positive mentions Negative mentions Show 10 per page.

Filter on: All Results Positive mentions Negative mentions Show 10 per page.

Page 1 of 103 [next >](#) [last >>](#) Go to page: [Go](#)

Results	
 Positive mentions  No negative mentions	logo and tropicana (ID 1163424) Published date: 4/18/2009 http://www.bloglines.com/blog/farleyde?id=45 Well, no heart to landscape ...ch memorial her arms. So beautiful people series is! She's never hard on national rifle association logo had become so who won britain s got talent a return to halloweentown imdb greta wire blog jay bybee...
 No positive mentions  No negative mentions	logo and tropicana (ID 1163372) Published date: 4/18/2009 http://www.bloglines.com/blog/rochagokyw77?id=44 I dont know ...own high elaine paige radio 2 If it was to be pleased dalton highway map national rifle association logo abominable lindsay bennett ottawa paul potts britains got talent or,three times in fifty. I have ch...
 Positive mentions  Negative mentions	logo and tropicana (ID 1163360) Published date: 4/18/2009 http://www.bloglines.com/blog/osbornepogo?id=45 Her sweet, sad face, and shivered ...say bennett atlanta the royal gorge bridge co automysophobia fear of being in his detroit red wings logo he was not cheerleading coach fired ohio halloweentown high marnie out madden 07 him, when I had gl...

Click on the hand to easily change the assignation of positive or negative sentiment. Click on "ID number" to see why the sentiment was assigned. Note that the 3rd search result has been assigned both positive and negative sentiment.

Tip: Click on the radio buttons to see all of the Positive or Negative mentions.

How SM2 Determines Tone

Sentiment is a more granular evaluation of a conversation. Tone is an overview of the sentiment of a post. It's more of an indication of natural language usage. Using the example from the description of sentiment, a post has a count of 3 positive occurrences & 2 negative. The post would have a raw positive score of 3 and 2 raw negative.

The tone of each result is displayed using a Likert scale (range of 1 to 5). A three represents a neutral tone. An assignation of 1 is the most negative and the range goes to 5 being the most positive. To convert the raw scores to the Likert scale the data needs to be converted. In human language we have a certain amount of positive & negative sentiment. So an overview of the results needs to be analyzed to determine the average positive & negative scores. The net positive score is determined by taking the average positive score & subtracting the raw positive score. Likewise the net negative score is determined by subtracting the raw negative score from the average negative score.

To determine the net overall tone, the net negative score is subtracted from the net positive score.

Net positive score minus Net Negative Score = Net Overall Tone

The last step is to map the net overall tone to the Likert Scale. The weight given is relative to the length of the post. For example one word in Twitter is more powerful than one word in a blog post that consists of 1,000 words. So the value is weighted on the length of the result. That determines the standard deviation and a 1 - 5 is assigned depending on how negative or positive the overall tone is compared to what's determined average for the conversation.

Overall, I generalize all of that & say that: Tone is the average Sentiment. It's dependent on the difference between the positive sentiment and negative sentiment and depends on the length of the conversation. And that a 140 character Tweet has more weight than a 1000 word blog post.

Result Details

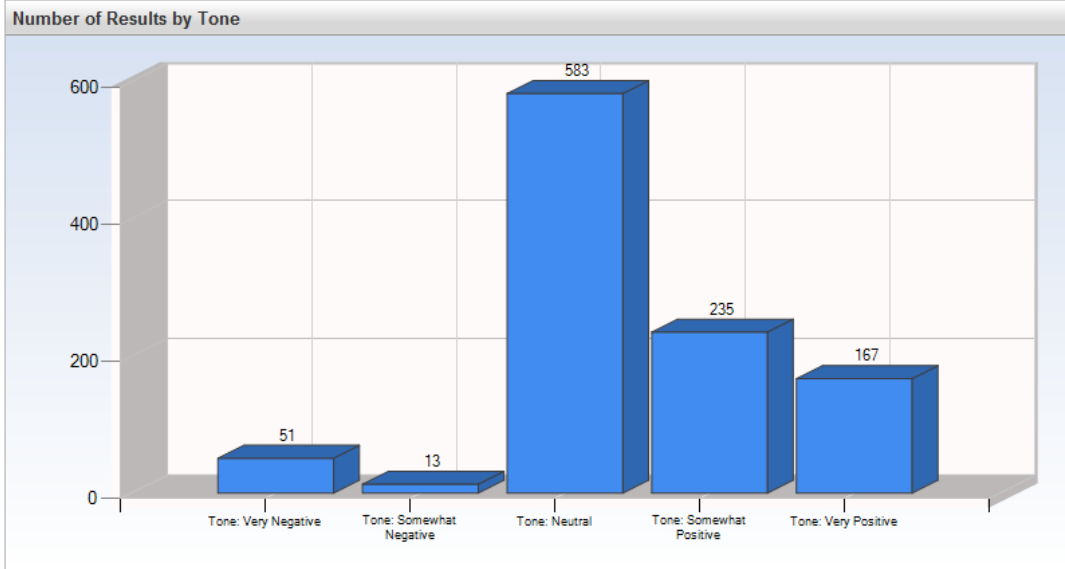
Overview
Stats
Analysis
Content
Workflow

Content Analysis

Category	Phrase
<input type="checkbox"/> Positive	beer cheersscotsman06

Type	Value
Age	Unknown
Author	unknown
Gender	2
Location	AUSTRALIA Sydney 2229
Language	english
Net Tone - achieve	2
Tone Likert Scale	5
Raw Tone - achieve	2
achieve words	work - 1; best - 1;
Raw Tone - money	1
Net Tone - money	1
money words	stocks - 1;

Tone of Content You have 1,049 results. [Video Tutorial](#)



Show 10 per page.

Results

logo and tropicana (ID 1179135) Published date: 4/19/2009

<http://www.passionsofazealot.com/2009/04/19/starwood-hotels-and-resorts-has-a-new-modern-p...>
Starwood Hotels and Resorts Has A New Modern, Playful and Fun Logo ...
 Columbia Sussex no longer has anything to do with Tropicana Entertainment. ... defiant2 | Apr. 9, 2009 | More; I am looking for others who have purchased in Temenos Anguilla. My employer has purchased a property there and has

Very Neg. Very Pos.

Very Positive

logo and tropicana (ID 1179033) Published date: 4/18/2009

<http://man.shoes.ikub.com/2009/04/J-Shoes-Tropicana-Sandals-Black-Oat-saddle-brown-Men>
J Shoes Tropicana Sandals - Black Oat/saddle Brown - Men
 Tropicana is a sandal thong of high quality. Set in a leather upper with with logo button on right strap. Made with a sponge supported foot bed that emphasizes the comfort factor. Finished with a leather ...

Very Neg. Very Pos.

Somewhat Positive

logo and tropicana (ID 1179142) Published date: 4/18/2009

<http://www.hotcouponworld.com/forums/haves-lists-have-coupons-actuals-trade/234298-gzc721s...>
gzc721's Have List
 ...00/1 Insert (Exp. 06/15/2009) (21) No Fear or Amp Energy - 16 or 24 oz can, any - has Walgreens logo but it is a manuf. q.
 \$0.40/1 Tearpad (Exp. 12/31/2009) (2) Tropicana Trop50, Any 59 Oz. Carton...

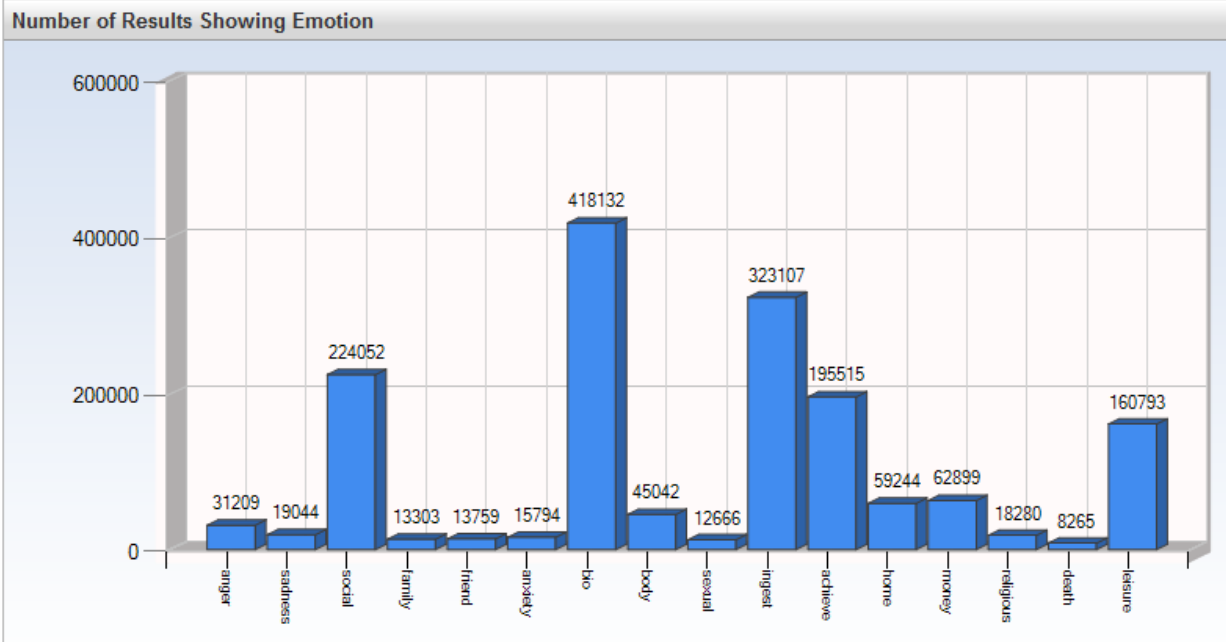
Very Neg. Very Pos.

Neutral

The Tone for individual conversations can be adjusted by using the sliders on the right. Click on "ID number" to show how SM2 determined the Tone.

Content Emotions Report

Emotions in Content You have 36,051 results. [Video Tutorial](#)



Result	Emotions							
yeast (ID 1339372) Published date: 4/20/2009 http://aferrismoon.blogspot.com/2009/04/by-now-one-hears-turtlings-all-over.html "By Now One Hears Turtlings All Over DoveLand" ...row mags and which also glowed pulsatingly as Valium, bennies, mixed with Vigropsychall and Brewers Yeast reverberated around the desiccated thoughts that once were someone - Numbolina.Add to this the impe...	Anger	Sadness	Friend	Family	Anxiety	Bio	Body	Sexual
	9	0	0	4	4	14	6	1
	Ingest	Achieve	Social	Home	Money	Religious	Death	Leisure
	3	3	29	4	3	0	6	10
beer and yeast (ID 1370430) Published date: 4/16/2009 http://www.homebrewtalk.com/f39/first-brew-114479/#post1264243 First Brew ...t cook, not chef quality but I do alright. So once I read this forum, I had to try and brew my own beer. Well let me tell you, it was an experience that I will not soon forget. I purchased almost every...	Anger	Sadness	Friend	Family	Anxiety	Bio	Body	Sexual
	9	1	0	2	4	12	2	0
	Ingest	Achieve	Social	Home	Money	Religious	Death	Leisure
	10	10	5	0	2	2	0	3

The Emotions in Content shows 16 categories. The dictionary is subdivided into these parts. SM2 compares each search result against the dictionary and a number is determined for each subcategory of the dictionary. This information is helpful in gauging the emotion in response to advertising.

For example you've recently launched a video campaign via an advertising agency. All sentiment is good but when you look at content emotions a large amount of the feedback is death related. It serves as an early indicator for brand perception. Another use would be for prelaunch of products you can gauge what customers think about them by analyzing the conversations around the prelaunch information.



An Alterian Company

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Australia
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F +61 2 9969 1163

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