

Social Media and Crises

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DGM 730

Lecture 8

Managing Real-Time Publication



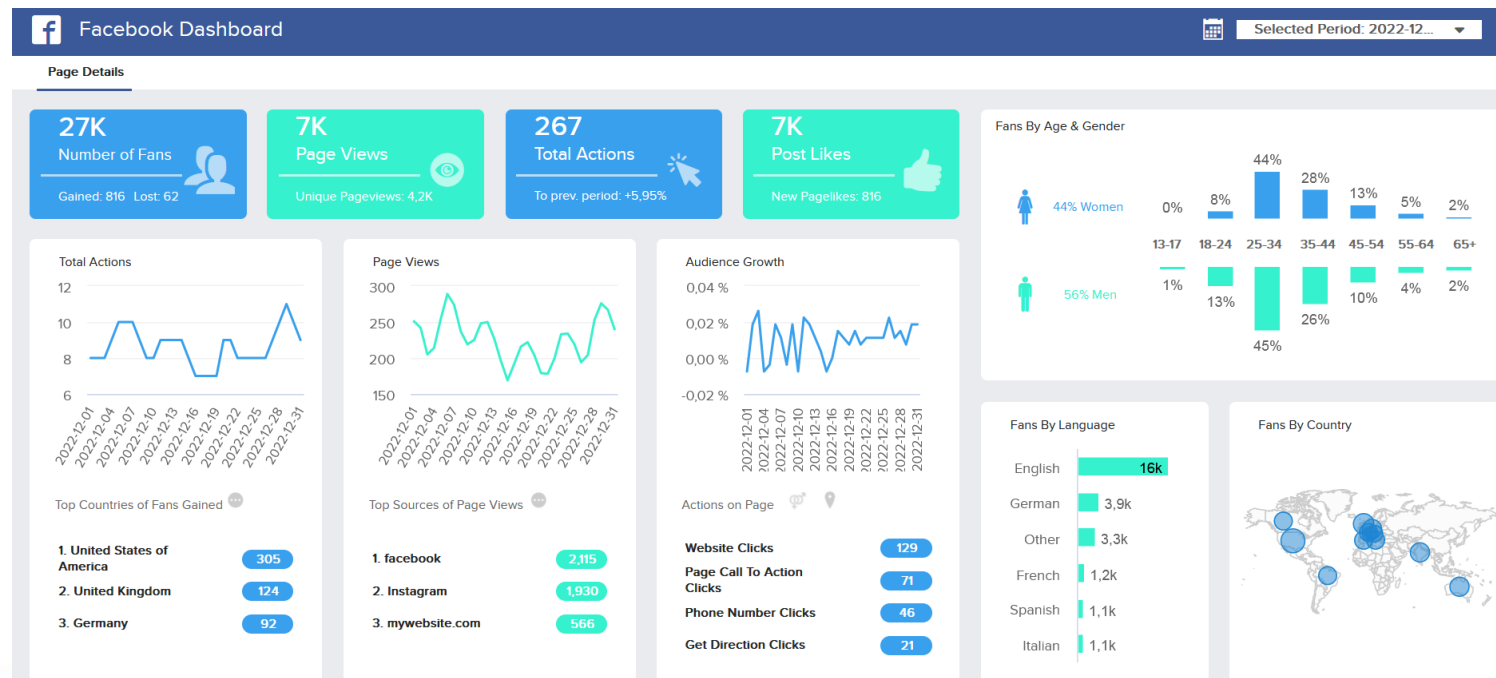
Lec. 8 **Lecture outline**

Managing real-time publication

- **A real-time monitoring dashboard**
- **Managing real-time publication**
- **The tools required to manage real time information publication**

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A Real-time Monitoring Dashboard



Lec. 8 A Real-time Monitoring Dashboard

- ❑ Real-time dashboards are a form of visualization that automatically updates the user's screen with relevant information based on the latest available data. In other words, a real-time dashboard is a graphical user interface with a simple display that visualizes performance indicators and essential metrics crucial to specific business processes, functions, and objectives.
- ❑ A live dashboard is a performance tool used to analyze, track, and report on the company's data in real time with the help of interactive data visualizations.
- ❑ These real time dashboards are automatically updated and provide the user with instant access to critical data.

Lec. 8 A Real-time Monitoring Dashboard

- ❑ Here are dashboards in 3 types by functions, by industries, and by platforms which you can use for your own dashboard building process, and generate actionable and real-time insights.

Dashboards by Function

Dashboards by Industry

Dashboards by Platform

- ❑ These onscreen visualizations combine the latest real-time information with historical data that outlines trends over time to create functional, data-based predictions and suggestions.

What is Social Media Monitoring?

- ❑ Accessing (“Scraping”) publicly available posts and comments in aggregate from Internet users on social media sites; e.g.
Facebook, Twitter, Blogs, YouTube, Consumer Review Sites, Internet Discussion Boards, Other....

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What is a social media monitoring dashboard?

- ❑ Social media monitoring dashboards visualize important performance metrics for a brand's marketing efforts on social media. This includes followership, organic performance, the performance of paid advertising, and the visibility of their brand through 3rd party content and discussions (otherwise known as social listening).
- ❑ A social media management dashboard is a tool used to track, measure, and analyze the performance of your social media channels, all in one place. It can help you understand everything from follower growth to competitor intelligence to social sentiment.

Why So Popular?

- ❑ Authentic viewpoints, Grassroots opinion, Unprompted views, Can be cheaper than surveys, focus groups, Consumers not "expecting" marketers and researchers to be listening.

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- ❑ Ideally, your social media analytics dashboard should include visual representations of your data. This makes it easy to spot at a glance how things are changing over time. It's a living document, and easy comparisons are the name of the game.
- ❑ How you use a social media dashboard will depend on your social goals and the size of your team. You can use a social media dashboard for a high-level overview of your social performance. Or, dive really deep into extreme detail. Reviewing and sharing your social media dashboard is an important way to learn what's working and guide your social media strategy.

How to build (and use) a social media dashboard?

- ❑ Using a social media dashboard gives you a clear overview of your social media performance. You can easily see what's working and what's not. It also allows you to track your progress and understand how your content is performing.

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How to build (and use) a social media dashboard?

☐ Understand your goals

1. Increase brand awareness
2. Manage brand reputation
3. Increase traffic to your website
4. Improve community engagement
5. Boost conversions or sales
6. Generate leads
7. Deliver customer service
8. Gain market insights with social listening
9. Attract candidates for open positions

☐ SMART goals are:

Specific
Measurable
Achievable
Relevant
Time-bound

So, instead of saying your goal is to increase social media followers, you could say that one of your goals is to increase your Instagram follower count by 5% per month.

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- ❑ **Determine your metrics and KPIs***
- ❑ Your metrics and KPIs are the numbers you will use to measure your progress towards your goals. Therefore, the metrics and KPIs you choose should align with the language of the goals themselves. Following the previous example, if your goal is to increase your Instagram followers, the obvious metric is, well, Instagram followers.
- ❑ Be sure to think about metrics that can provide deeper insights, too. So, rather than just a count of your followers, it's helpful to track follower growth rate. This shows how quickly your follower count is growing.
- ❑ If your goal is to increase engagement, you should also use social listening to track the sentiment of mentions and interactions. This helps you understand whether the engagement you're seeing has a positive or negative tone. You might also want to specify specific types of engagement to increase, like link clicks or comments.

* KPI = key performance indicator

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- ☐ **Set up a data tracking system**
- ☐ **A social media analytics dashboard should make it easy to track your performance across all your social media channels. The more data you can gather, the better you'll be able to understand what's working and what's not.**
- ☐ **You have a few different data tracking options. The one you choose will depend on the size of your team, how well developed your social presence is, and how much time and money you want to invest.**

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- ☐ **Manually track your data**
- ☐ **When you're just getting started, a manual dashboard can be a very budget-friendly way to track social media performance. However, it does require more work than the other options.**
- ☐ **To retrieve the data, you'll need to log into the native analytics tools within each of the social media platforms (like Meta Business Suite and Twitter Analytics). You can gather additional data about conversions through Google Analytics.**
- ☐ **As you collect your data, simply plug it into the relevant columns on the template. Make sure to use the same time period in each set of reporting tools in order to create a meaningful report.**

Lec. 8**A Real-time Monitoring Dashboard****☐ Set up a Google Looker Studio Report**

- ☐ Formerly known as Google Data Studio, Looker Studio is a data visualization platform that can help you understand your social performance.
- ☐ You can use partner connectors in Looker Studio to connect your social channels to a report and get visualizations of some key social KPIs. If you've never used Google Analytics reports, this might feel a little overwhelming. But it can be a good option for those familiar with Google's reporting tools.
- ☐ Many of the partner connectors used to automatically import data from social channels have a monthly fee. Another option is to use Google Looker Studio to create a visual report from the data in your Google Sheets social media report template.

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- ❑ **Use a social media management tool**
- ❑ **A social media management tool like Hootsuite automatically tracks your social data across platforms. This can be a major time-saver, as it eliminates the need to log into multiple tools to gather your details.**
- ❑ **All you have to do is connect your social media accounts. Then the data will be ready for you whenever you want to access your social media dashboard. With a few clicks, you can see visual representations of your data for your chosen time period. This is the best social media dashboard option for substantial social teams.**

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- ❑ **Check in on your progress regularly**
- ❑ A social media management dashboard adds significant value to your marketing efforts only when you use it regularly. The social landscape changes fast, and you can't assume that what works today will work tomorrow. Regular check-ins will help you understand how well you're meeting your goals. It will also serve as an early warning system when things start to change. You can then adapt your strategy appropriately.
- ❑ It's also a good idea to have a regular schedule for reporting on your progress. The reporting schedule should align with the timeframes in the goals you set. For example, if your goals have a monthly timeline, monthly reports are clearly the best reporting option. But the primary stakeholder should likely check in more often to ensure things are on track. A weekly—or even daily—look at your overview reports gives you the best chance to respond to emerging wins and challenges in real time.

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- ☐ **Extract insights from your data**
- ☐ **A social media metrics dashboard displays all of your metrics in one place. You can quickly see what's working and what's not. It's taking that next step of putting your findings into action that's the real benefit of solid social reporting.**
- ☐ **For example, say your social media posts are getting a lot of engagement but not many clicks. You might want to focus on creating more shareable content.**
- ☐ **Or, say you notice that your audience is most engaged during certain times of day. You can adjust your posting schedule accordingly.**

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- ❑ **Extract insights from your data**
- ❑ **Say you see that social sentiment is trending downward. Or maybe your competitors are suddenly outperforming you. It's time to do some strategic planning and analysis to uncover the source of the problem before it gets out of hand.**
- ❑ **When you understand your social media metrics, you can use that data to create deep insights. You can then shape your marketing strategy to increase conversion rate and fill the sales funnel.**

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- ☐ **Share your findings**
- ☐ **A social media marketing dashboard should make sharing your results with stakeholders easy. Reporting proves the ROI* of your social media efforts and helps make a case for further resourcing. Reporting is also important for team learning, whether things are going right or wrong.**
- ☐ **Choose a social media reporting dashboard that lets you generate custom reports. Bonus points if you can add schedule reports to send automatically at the intervals best suited to your social media goals.**

*ROI = Return on investment

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- ☐ **Share your findings**
- ☐ **Keep in mind that not everyone in your reporting structure will need—or even want—the same level of reporting detail. Your social media team members likely want all the information they can get to fuel ideas and discussion.**
- ☐ **Your customer service team can benefit from information about inbound messaging and sentiment. But they likely don't need to know engagement numbers for every post.**
- ☐ **Meanwhile, executives and other high-level stakeholders likely want just a high-level view of the metrics most important to ROI like conversions and web traffic.**

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Examples of tools

10 brand social media monitoring tools (Free & Paid)

1. Mention
2. Brandwatch
3. Talkwalker
4. Sprout Social
5. Hootsuite Insights
6. Buffer Analyze
7. YouScan
8. Muck Rack
9. Lucidya
10. Crowd Analyzer (Arabic Media Monitoring Platform)



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Managing Real-time Publication



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3 key advantages to having good social media management

1: Effective platform management saves time

- ❑ You will probably have one or two key platforms you primarily focus on (let's say, Facebook for advertising and support and Twitter for building brand awareness). Still, you can't afford to skip the basic hygiene factors on some others (for example, your LinkedIn company page), which means switching costs.
- ❑ When you publish or respond in multiple channels without a cohesive plan, this will create unnecessary costs, loss of focus, and poor follow-through. You can invest in a tool to manage all platforms in one place. This keeps you focused on an actual strategy and reduces switching costs to help you act faster.

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3 key advantages to having good social media management

2: Professional Customer Support Pays Off, Big Time

- ❑ For example, 80% of companies believe they provide excellent customer care on social media, while only 8% of customers agree.
- ❑ And here's another statistic to keep in mind: delivering customer support on social media is 1/6 of the cost of taking a traditional service call.
- ❑ Management in this context means having the processes and tools to keep your team in sync, respond fast, escalate to offline properly, and evaluate your customer service KPI. Social media management tools help you start working on this level right away – allowing your customer reps to interact with each other and have access to a shared and reusable base of knowledge and real-time performance tracking.

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3 key advantages to having good social media management

3: Cohesive work paves the way to great results

- ☐ You need a clear, cohesive strategy for your social media presence – across all departments, platforms, and activities – and a way to put that strategy into action, not just once but across a whole quarter and year.
- ☐ This is where a social media management platform shines: it gives you the transparency, best practice processes, and all the planning and analytics tools you need – all in one place and at the click of a button.
- ☐ Set a cohesive strategy for all social media activity, connect it to your overall marketing and business plan, and execute it in the same way - with a centralized way of working.

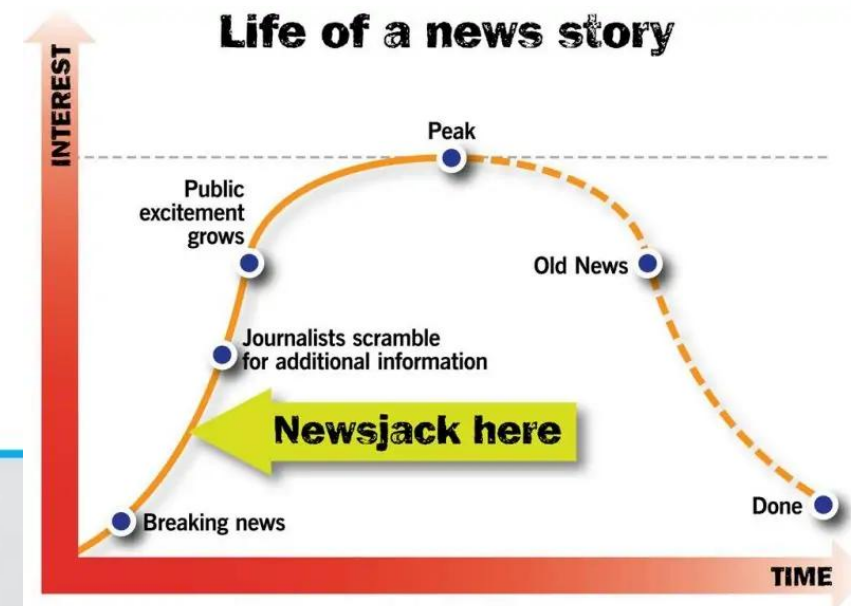
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3 Ways To Plan For Real-Time Social Media

1) Newsjacking

- ❑ Newsjacking has become a popular way to use trending topics for your own gain.
- ❑ Jeremy Percy, CEO of Reservations at the Point, explains real-time marketing and newsjacking this way:

“Since consumer attention is already focused on the trending topic, or large scale event, and they identify with it, real-time marketing just takes advantage of what is already working to provoke engagement.”



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3 Ways To Plan For Real-Time Social Media

2) Tweet Chats

- ❑ Five ways to find the right X (prev. Twitter) Chat for your business or brand:
 1. Paying attention to your newsfeed. By participating in the X (prev. Twitter) chats your audience enjoys, you can nurture and strengthen those relationships.
 2. Using X (prev. Twitter's) advanced search to find hashtags related to your niche or interests.
 3. Searching on **X Pro (prev. TweetDeck)** or **TweetReports**.
 4. Taking a look at this carefully curated Twitter Chat Schedule doc.
 5. Tweeting out to your audience asking for recommendations.

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3 Ways To Plan For Real-Time Social Media

3) Think Conversation

☐ This means finding ways to enter into relevant, timely and valuable conversations with potential clients for our company and the companies of our clients.

☐ How do we do that?

By ...

☐ Looking at/using trending hashtags

☐ Using social listening and keyword monitoring tools

☐ Checking out influencers, their content, and their Twitter Lists

☐ Putting a focus on real-time responses — or as real time as possible; we like to answer all incoming inquiries within 3 hours

☐ Using segmentation to ensure we're delivering the right content at the right time to the right audience

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The Tools to Manage Real-time information publication



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The Tools to Manage Real-time information publication

Social monitoring platform covers networks like

- ☐ TikTok
- ☐ Facebook
- ☐ Instagram
- ☐ LinkedIn
- ☐ X (prev. Twitter)
- ☐ Pinterest
- ☐ YouTube

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Platform Analytics

The insights you develop from social listening should be shared with your assessment team and other stakeholders.

X (prev. Twitter)

Twitter is one of the easiest platforms to monitor but be sure the relevant conversations are happening there. Twitter is often used to identify breaking news. Twitter has an advanced search option, which gives an easy interface to make very specific queries, such as only searching for tweets from or to specific accounts, during certain time periods, or containing particular types of content, such as videos or links.

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Facebook and Instagram

Facebook's native search includes a host of filters, including the ability to search for public posts in public groups and pages, for example. You can also search by date and by tagged location, as well as by media type, such as videos, photos, or livestreams.

TikTok

TikTok allows you to easily see the current most popular hashtags simply by pressing the discover icon on the bottom of your screen. You can start searching for a keyword at the top of the page. After you enter the key word, TikTok will give you different tabs.

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WhatsApp

WhatsApp is the most popular messaging app globally, and its group chat function is well-suited to amplifying the impact of information, but closed chat groups are difficult to monitor. However, you can join some groups through publicly available invitation links, which you can find by searching for “chat.whatsapp.com” on Google.

Google Trends

Google trends tracks the volume of searches for certain keywords on several channels, including general web, image search, News search, and YouTube. It can compare results for different keywords (up to 15). Results can be filtered by time, geography, or even related queries. It can help in signal detection and tracking of conversational shifts.

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The Tools to Manage Real-time information publication

How to Assess the Social Media Monitoring Tool

- ❑ There are multiple criteria to consider when choosing a social media monitoring tool

Consideration	Description
Social media platforms	How much data the tool analyses, which platforms the tool assesses, if data is filtered and how the tool analyses visual content
News	If the tool analyses news and if it can access paid content
Historical data	If the platform analyses it and the length of the analysis period
Keyword search	Number limits, granularity, response time, ease of use
Artificial Intelligence (AI) tools	Presence of AI-assisted analytics (opinion mining, semantic search), how well these tools work in a multi-lingual setting
Visualisations	Which type of visualisations does a platform provide for the user, and how easy is it to get and customise them
Alerts	If the user can set them, how are they set, and how fast and in which channels the tool alerts the user

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The Tools to Manage Real-time information publication

How to Assess the Social Media Monitoring Tool

- ❑ There are multiple criteria to consider when choosing a social media monitoring tool

Consideration	Description
Posting, scheduling	If the platform supports not only analytics but also engagement and posting on different social media platforms
Mobile functionality	The possibility to access the tool using a mobile device
Support	How fast and helpful is the response from the tool's team
Trial period availability	If it is possible to try out the tool before committing to the service
Application Programming Interface (API) access	Necessity of having API access, what type of data could be accessed via API, what are daily/monthly API usage limits
Cost range and cost-dependent features	Price, pricing model, if costs change depending on number of used features, monitored queries, users, etc.

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The Tools to Manage Real-time information publication

Examples of Social Media Monitoring Tool

MONITORING TOOL NAME	COST? (AMOUNT \$)	COVERED PLATFORMS	COVERS TRADITIONAL MEDIA? (Y/N)	SEARCH CAPABILITIES
Google Alerts	Free	Web content (e.g., web pages, forums, blogs, news sites, YouTube) but not social media content	Yes	Key words
Hootsuite Insights	Paid (free demo available)	Twitter, Facebook, Instagram, Reddit, Tumblr, and more	No	Key words, hashtags
CrowdTangle	Free (with paid features)	Facebook, Instagram, Reddit	Yes	Key words, hashtags
TweetDeck	Free	Twitter	Yes	Hashtag, key words, Boolean search capability
Social Mention	Free	Twitter, Facebook, FriendFeed, YouTube, Digg, Google, etc.	No	
Talkwalker Alerts	Free	Blogs, websites, forums, and social media	No	
Meltwater	Paid (free demo available)	Online news, social media, print, broadcast, podcast	Yes	Boolean search capability

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The Tools to Manage Real-time information publication

Examples of Social Media Monitoring Tool

MONITORING TOOL NAME	COST? (AMOUNT \$)	COVERED PLATFORMS	COVERS TRADITIONAL MEDIA? (Y/N)	SEARCH CAPABILITIES
Cision	Paid (free demo available)	Online news, all social media, print, broadcast, podcast, radio	Yes	Boolean search capability
Awario	Paid	Facebook, Twitter, Instagram, YouTube, Reddit, news, blogs	Yes	Boolean search capability
TVEyes	Paid (free trial available)	Television and radio	Yes	

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Social Media Monitoring Tool

An Example: Crowd Tangle



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Social Media Monitoring Tool An Example: Crowd Tangle

**Stay on top of the stories that matter.
Benchmark yourself against competitors.
Identify influencers.**

CrowdTangle is available across these content platforms

FACEBOOK

INSTAGRAM

REDDIT

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Social Media Monitoring Tool An Example: Crowd Tangle



FOLLOW

Easily follow public content across Facebook, Instagram and Reddit.



ANALYZE

Benchmark and compare performance of public accounts over time.

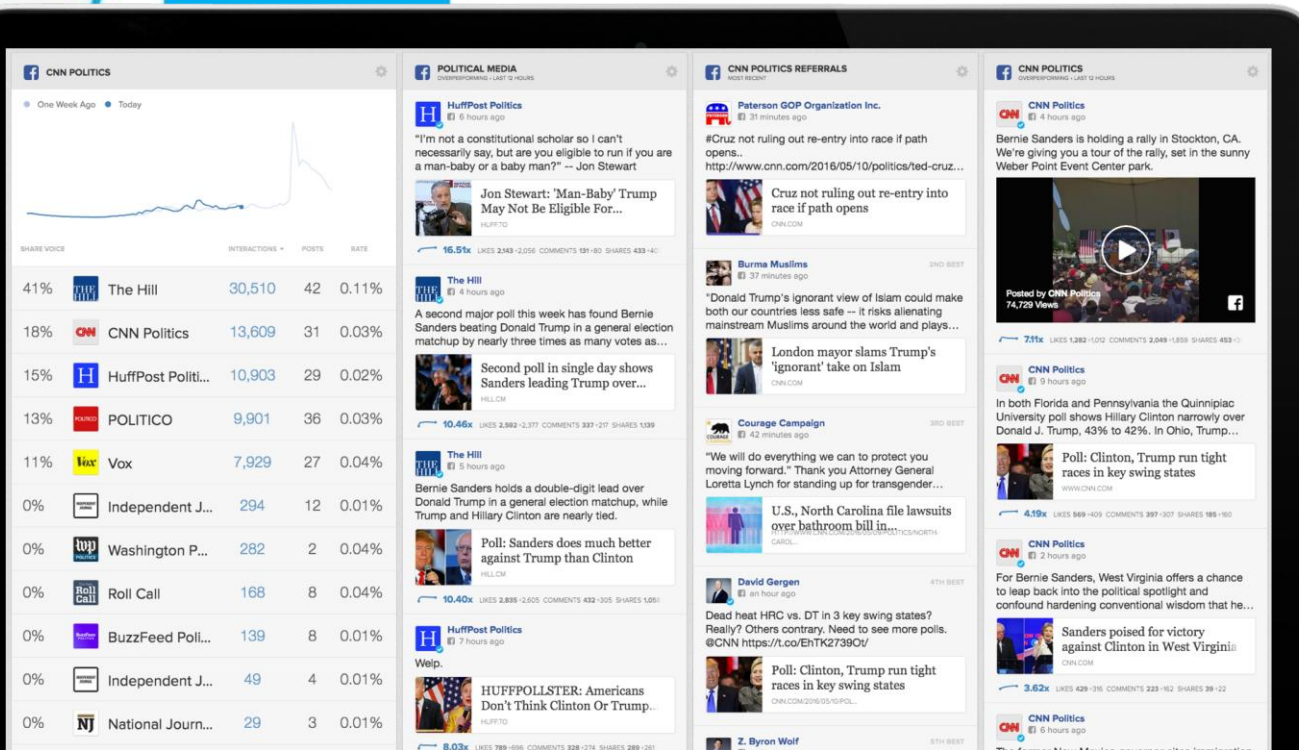


REPORT

Track referrals and find larger trends to understand how public content spreads on social media.

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Social Media Monitoring Tool An Example: Crowd Tangle



Real-time Dashboards

The best content from more than a million social accounts is surfaced front and center — and you get to choose the category. There's no limit to the number of accounts you can track or how you can organize them.

DISCOVER CONTENT

TRACK KEYWORDS

TRACK LINKS

SET UP LEADERBOARDS

ACCESS HISTORICAL DATA

SEARCH

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Social Media Monitoring Tool An Example: Crowd Tangle

The screenshot displays the Crowd Tangle dashboard. The left sidebar contains navigation options: Notifications, Explore (selected), Lists, Saved Searches, Saved Posts, and Weights. The main content area shows a breadcrumb trail: Doaa Rady > Explore List > 22 Facebook Pages. Below this is the title 'Egypt - Media' and tabs for Posts, Leaderboard (selected), Notifications, and Manage. A date range filter is set from 01/01/2022 to 01/06/2022. The table below lists various Facebook pages with their performance metrics.

	Page Name	Total Interactions	Interaction Rate	Avg. Posts Per Day	Views on Owned Videos	Page Followers	Growth % and #
	Average Total	450,551.45	0.012%	87.30	14.79M	9.83M	+0.21%
1	اليوم السابع	2.60M	0.006%	320.2	83.29M	25,163,654	+0.16% +41,133

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Social Media Monitoring Tool An Example: Crowd Tangle

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DASHBOARDS ▾

LIVE DISPLAYS ▾

INTELLIGENCE ▾

SEARCH

Notifications

Explore

Lists

All Page Lists

- Egypt - Media

Saved Searches

Saved Posts

Weights

	Page Name	Total Interactions	Interaction Rate	Avg. Posts Per Day	Views on Owned Videos	Page Followers	Growth % and #
	Average Total	450,551.45	0.012%	87.30	14.79M	9.83M	+0.21%
1	 اليوم السابع	2.60M	0.006%	320.2	83.29M	25,163,654	+0.16% +41,133
2	 CBC Egypt	1.51M	0.021%	60.8	44.55M	24,201,095	+0.21% +50,604
3	 المصري اليوم	1.30M	0.008%	225.4	40.94M	14,573,349	+0.29% +42,190
4	 dmc TV	1.15M	0.019%	59.8	41.16M	20,431,231	+0.50% +101,965
5	 مصر MBC	638,091	0.007%	64.2	33.36M	28,940,838	+0.08% +22,255
6	 Akhbarak.net	416,092	0.007%	85.4	1.76M	13,049,670	+0.01% +653
7	 Al Nahar	404,306	0.01%	39.8	23.44M	19,770,136	+0.11% +22,267
8	 القاهرة والناس	375,665	0.028%	34	9.55M	7,835,344	+0.24% +18,798

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Social Media Monitoring Tool An Example: Crowd Tangle

CrowdTangle Intelligence Report

REPORT NAME

Page Report

DESCRIPTION

All Posts in the Last 3 Months by Week

PLATFORM

Facebook Pages

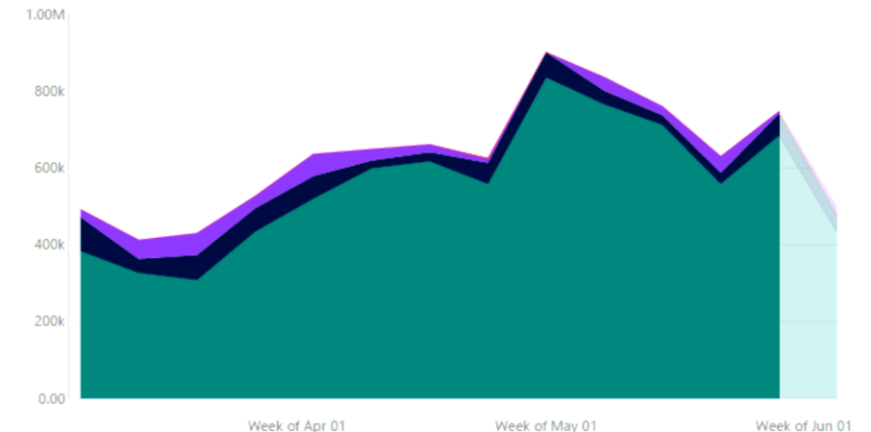
PAGE



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INTERACTIONS



ALL POSTS > TOTAL INTERACTIONS > 03/06/22 - 06/09/22

	TOTAL INTERACTIONS		AVG. WEEKLY INTERACTIONS	WEEKLY INTERACTION RATE
	8.81M		613.6K	0.01%
Post Type	Total	%		
Photos	7.74M	87.85%		
Links	660.9K	7.50%		
Statuses	1.5K	0.02%		
Facebook Videos	405.9K	4.61%		
Facebook Live	1.8K	0.02%		

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Social Media Monitoring Tool An Example: Crowd Tangle

CrowdTangle Intelligence Report

REPORT NAME

Page Report

DESCRIPTION

All Posts in the Last 3 Months by Week

PLATFORM

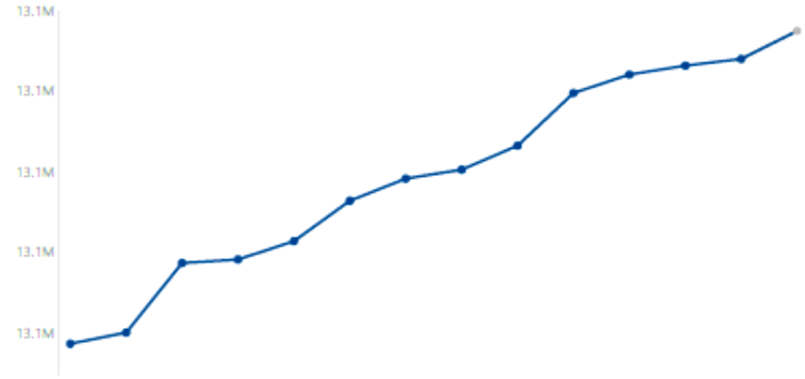
Facebook Pages

PAGE



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ct FOLLOWERS



FOLLOWER GROWTH > 03/06/22 - 06/09/22



FOLLOWERS	GROWTH	% GROWTH
13.11M	+38.8K	+0.30%

Timeframe	Total	Growth	% Growth	
Mar 06 - Mar 12	13.07M	+408	+0.004%	
Mar 13 - Mar 19	13.07M	+1.4K	+0.01%	■
Mar 20 - Mar 26	13.08M	+8.6K	+0.07%	■■■■■
Mar 27 - Apr 02	13.08M	+432	+0.003%	
Apr 03 - Apr 09	13.08M	+2.3K	+0.02%	■
Apr 10 - Apr 16	13.09M	+5.0K	+0.04%	■■■
Apr 17 - Apr 23	13.09M	+2.7K	+0.02%	■
Apr 24 - Apr 30	13.09M	+1.1K	+0.008%	■
May 01 - May 07	13.09M	+3.0K	+0.02%	■
May 08 - May 14	13.10M	+6.5K	+0.05%	■■■■■
May 15 - May 21	13.10M	+2.3K	+0.02%	■
May 22 - May 28	13.10M	+1.1K	+0.008%	■
May 29 - Jun 04	13.10M	+827	+0.006%	■
Jun 05 - Jun 11	13.11M	+3.5K	+0.03%	■■■

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Conclusion

Managing real-time publication

- A real-time monitoring dashboard
- Managing real-time publication
- The tools required to manage real time information publication

Lec. 8 Recommended Reference

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Thank You