Social Data Strategy

How do we get to the actionable insight

WW Social Media Team
Social analytics team @ Lenovo
SocTech Stack

Social Media Tools

- Publishing & Community management
- Reporting & Competitive Benchmarking
- Social Listening
- Advocacy
- Security
- Paid media Management
- Social Media Curation

Brands: Sprinklr, Adobe Analytics, Socialbakers, Stackla, NexGate, Dynamic Signal
What’s the plan?

• Valid: reflect current behaviour and include relevant platforms
• Scalable: do not require manual collection or analysis and are worldwide
• Actionable: support your objectives and strategy
KPI

Valid
Scalable
Actionable
Social & Digital metrics are evolving

• Audience behaviour is changing

• Platforms are changing

• New platforms appear

• Standard metrics need to be constantly reviewed
Social media: global view

• Different platforms = different data
• What happens in [insert a country here] – stays there
There is a problem with sentiment

- Automated sentiment is still not accurate
- Human analysis is not scalable
- Text analytics and qualitative metrics can provide the insight
Is it the right community

• Community size shows scale

• Understanding your community is key to success: do I have my target audience among my followers?

• How to understand your audience profile?
Engagement isn’t one metric

• Why engagement is important?
• Engagement reflects behaviour on the channel
• It also needs to be aligned with goals
  – Amplification
  – Interaction
  – Recommendation
  – Conversation
  – Emotion
  – ..all these are engagements
Sources of data: are they equal?

• Facebook is still a “walled garden”
• What is the influence of Twitter and why do we care?
• Whatsapp, Wechat, Telegram, Line?
• Forums: rich in data
Video metrics

- Video consumption is growing
- Total views is not enough
- Cross-platform measurement challenge
Questions?
THANK YOU

DAKUJEM  DANK  BEDANKT  MERCI  TAKK  谢谢
ありがとう  СПАСИБО  GRACIAS  DZIĘKUJĘ  DANKE
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