



+

THE SOCIAL SPACE

Get to know where NI fits in the social space.



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Understanding social is hard. It's really that simple.

Even analytics organizations who make it their business, literally, to understand where the lines are drawn and what companies within the space can offer brands or marketers.

In fact, respected analytics organizations, like Forrester weren't able to adequately define and place Networked Insights' capabilities in its trusted "Forrester Wave." At least not in a way that was all-encompassing.

Perhaps that's due to the rapid pace Networked Insights is developing and releasing new products and capabilities. After all, shifting a model built for consulting to SaaS is not an easy feat. Or maybe it's just that the space is complicated and needs a regular, high-level reset to ensure we're all speaking the same language.

So, to demystify the social space, to better understand where Networked Insights fits within the space and to demonstrate how this applies to brands and marketers, we've created the ultimate atlas of terminology used when speaking about the social sphere.

Check it out and get in touch if you see a way we can help you:

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SOCIAL MEDIA MONITORING

The practice of using social technology platforms to track, gather and mine the information and data of certain individuals or groups (like, companies or organizations), to assess their reputation and discern how they are perceived online and then react to it. This requires you to know what to look for while searching. This is the most common way companies offer reputation management for brands or clients.

SOCIAL MEDIA MONITORING TOOL

Industry recognized platform that provides monitoring of owned and earned engagement around brand and/or campaigns while also providing analytics, monitoring, listening and/or intelligence for the user.

SOCIAL MEDIA LISTENING

The practice of using a social technology platform to proactively discover what is being said in online, or social, conversations about you, your competitors or your brand in an effort to learn, question, explore and derive insights. This also requires you to know what to look for while searching.

SOCIAL MEDIA LISTENING TOOL

A platform that provides the ability to collect online conversations based upon user-specified terms. The tool is also able to provide some degree of contextual information through the analytics of those conversations.

SOCIAL MEDIA ANALYTICS

The approach of collecting data from social sources and evaluating the data to make business decisions. The process steps beyond basic tracking like, retweets or "likes" to develop an in-depth, holistic understanding of the content resonating with consumers.



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SOCIAL MEDIA INTELLIGENCE

The collective tools and solutions that allow organizations to monitor/listen to social channels and conversations, respond to social signals and synthesize social data points into meaningful trends and analysis based upon the user's needs. Intelligence can be gathered from both intrusive and non-intrusive means, like open and closed social networks (*Wikipedia*).

SOCIAL MEDIA MANAGEMENT

The monitoring, planning and organizing of social content for publishing and analysis. This includes owned and earned social media that focus on engaging consumers, building an online presence and/or reputation management.

ENGAGEMENT

The process of interacting with and researching social media users to achieve set goals including, brand management, brand recognition, customer service, support or sales.

INFLUENCER

A social media user who carries a lot of social clout since his/her opinions can affect the perceptions of a brand and/or subject. Oftentimes influencers are ranked on their ability to cause an impact, like their follower count or the degree of which their statements are being read/shared/valued.

SENTIMENT ANALYSIS

Sentiment scoring is the industry standard way that social intelligence companies measure overall positivity or negativity of conversation. By weighting keywords as positive or negative, the overall score of a post is calculated.



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INSIGHTS (ACTIONABLE INSIGHTS)

Taking raw data and making it actionable in order to help brands/marketers make more strategic decisions.

CUSTOMER INTELLIGENCE

The qualitative and quantitative insights about consumers.

POTENTIAL REACH

The number of monthly active people on social platforms, both networking and engagement that matches the audience you defined through your audience targeting selections.

SOCIAL MEDIA AUDIENCE SEGMENTATION

The process of organizing audiences using public social data to derive insights and set for for targeting purposes.

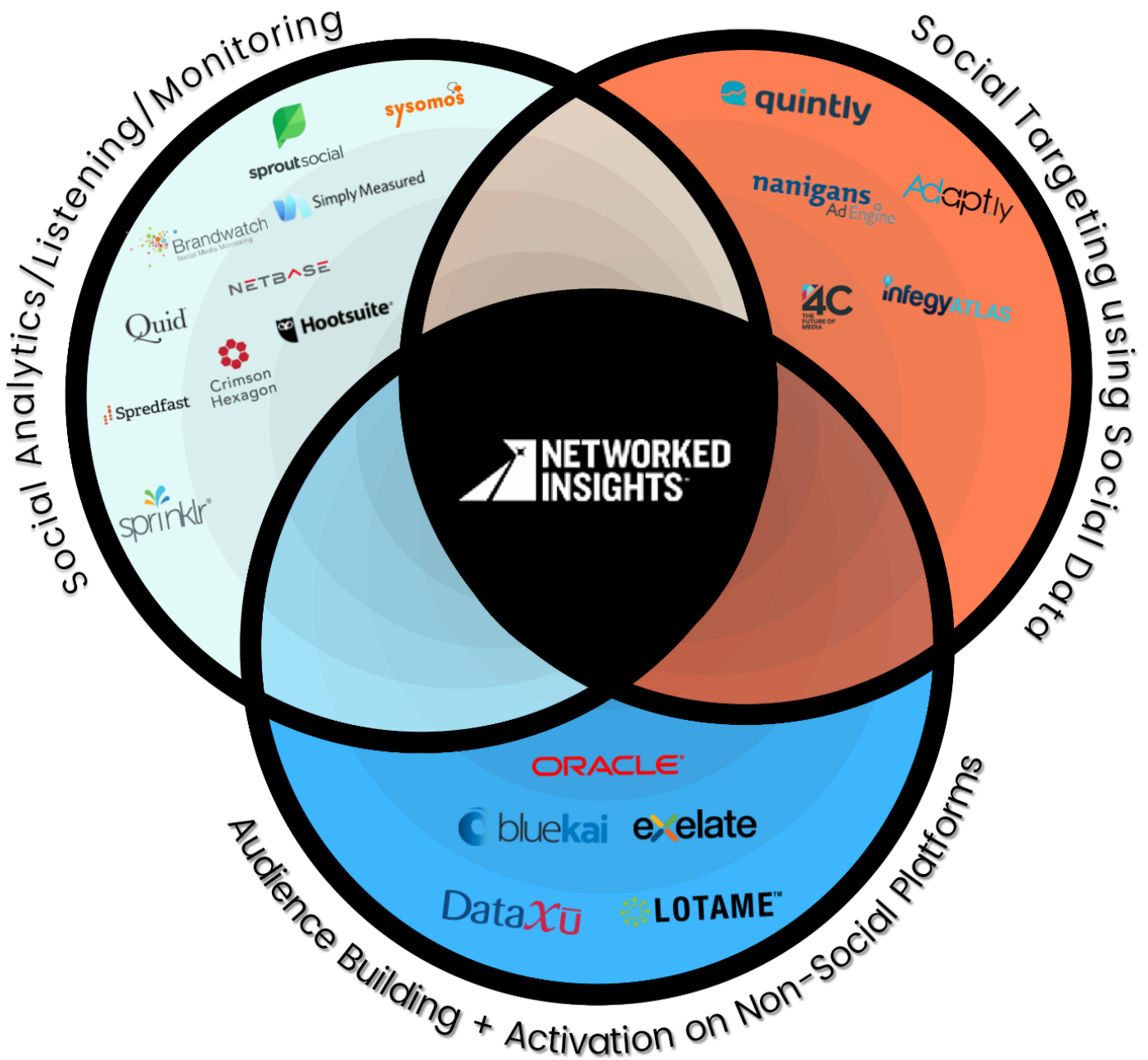
EMOTIONS

Essentially, sentiment is black-and-white, but Networked Insights' unique classification system allows us to measure each post, tweet and comment against a full range of emotional classifiers (46 to be exact). This allows marketers to see the full spectrum of consumers' emotional responses to their brands, campaigns and various marketing efforts.



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This diagram breaks down the major capabilities that Networked Insights offers within the social space. To learn more, head to www.networkedinsights.com.