

# **Social Media Overview**

## ***De Wereld Draait Door***

September 1st – November 1st, 2011

***Created by DDMCA***

Denis Doeland

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## What can Social Media Analytics do for you?

Social Media is one of the biggest opportunities you have to get inside a pool of conversations about your business. It also helps extend your relationship with your customers by responding to their comments, and differentiate your brand in the market by building a strong online presence. But how does it do all of this?

In Social Media monitoring, relevance plays a big role to engage customers. That's why you will need those mentions and reactions that stand out in the social space. Metrics also need to pinpoint the most popular stories that caught people's attention, top social platforms used to engage and data on how people feel towards your brand.

Our social conversations analysis shows how the mentions volume improved over time, your keywords' share of voice for the most important social platforms, and also sentiment values for conversations happening around your brand. All you need is at the tip of your fingers!

But what can the common user or business do to use metrics as an indicator of the future?

Popular stories can be used to tap into what consumers, fans and advocates really care about when it comes to you or your business. Once you've launched a message that they responded to, try redoubling your success by doing something similar - or, better yet, something with a lot more impact.

Use the input you've received from your community to craft your future actions. After all, they're the ones who decide what's cool or not. Build on the relationships you've gained by trying to find out what people actually like and giving it to them. Maybe they can help you catch a bug that needs to be fixed. Or implement a new feature that will get a lot of positive responses. Or even catch a PR fire before it's started by pointing your attention on an issue that needs to be solved. There's a lot to gain if you just listen.

Influencers are also a good way of getting a glimpse into what people might like in the future. If your message got multiplied with the help of someone with a powerful voice, you could try analyzing their social profile for a deeper understanding of what they're interested in. Then engage those people that are a match for your type of business and use their ideas to improve your services. Even if they're dissatisfied with your services, helping them will show the community you care and that you can address an issue in the most professional manner.

Sentiment can be used as a very good resource to understand what people like - it's actually a "what you see is what you get" situation. Especially if you get a daily breakdown of the indexed sentiment, it's easier to see what appeals to your community.

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# General Stats

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General stats presents the key metrics that any business should look at when measuring social media. These are the volume of mentions, the reach of the message in social media, the sentiment of conversations about the brand and the locations where people talk about the brand the most.

## VOLUME AND VIEWS

Volume represents the total number of mentions of the specific keyword or search phrase during the selected time period. Views is the number of people who have potentially seen those mentions.

## SENTIMENT AND LOCATION

Average sentiment aggregates all positive, neutral and negative scores to provide you with a single sentiment score for the whole time period.

Location shows the top countries where conversations about this keyword have taken place recently.

## TOTAL VIEWS

Q DWDD: Dutch for 1 Sep - 2 Nov 2011

MENTIONS VIEWED  
BY AN ESTIMATE OF:

**40,853,423** people

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## TOTAL NUMBER OF MENTIONS

Q DWDD: Dutch for 1 Sep - 2 Nov 2011

NO OF MENTIONS: **85,357** mentions

NO OF RETWEETS: **15,034** retweets (18%)

NO OF CHECKINS: **0** checkins

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## GENDER DISTRIBUTION



**67%**

**33%**



# Geolocation

Geolocation represents the countries where people talked about the keyword during the selected time period and the respective share of the conversation. The location of a person is determined by using mostly Twitter and Facebook data and other profile or location data where available. The darker the green, the more conversations have taken place about this keyword in that region of the world.

## GEOLOCATION HEAT MAP

🔍 DWDD: Dutch for 1 Sep - 2 Nov 2011



## TOP COUNTRIES

🔍 DWDD: Dutch for 1 Sep - 2 Nov 2011

<b>Netherlands</b>	<b>87 %</b>
<b>United States</b>	<b>2 %</b>
<b>India</b>	<b>1 %</b>
<b>Germany</b>	<b>1 %</b>
<b>Belgium</b>	<b>1 %</b>
<b>Jersey</b>	<b>0 %</b>
<b>United Kingdom</b>	<b>0 %</b>
<b>South Africa</b>	<b>0 %</b>
<b>France</b>	<b>0 %</b>
<b>Italy</b>	<b>0 %</b>

## TOP LANGUAGES

🔍 DWDD: Dutch for 3 Sep - 3 Nov 2011

<b>Dutch</b>	<b>100 %</b>
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# Sentiment

Sentiment refers to whether the tone of the conversation where the keyword was mentioned was positive, neutral or negative. As a simplified example, "I love Apple" is considered positive towards "Apple" whereas "I bought an iPad yesterday" is neutral. uberVU uses one of the most powerful fully automated sentiment engines on the market.

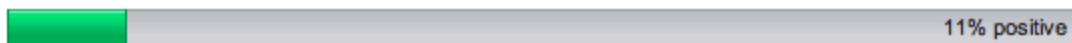
Daily Sentiment breakdown shows the number of positive, neutral and negative mentions each day. Main Negative Themes are the topics that people talk about negatively when mentioning the keyword.

So for the mention "I hate Apple support" a negative theme is "support"

## AVERAGE SENTIMENT

Q DWDD: Dutch for 1 Sep - 2 Nov 2011

 Slightly **POSITIVE**



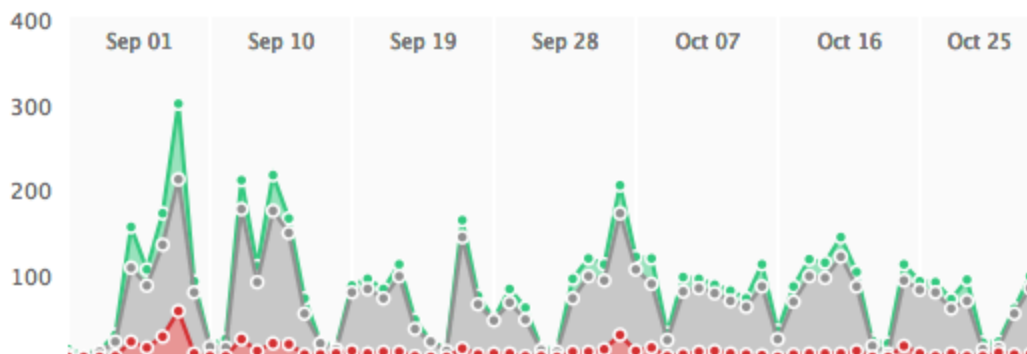
## SENTIMENT BREAK-DOWN

Q DWDD: Dutch for 1 Sep - 2 Nov 2011



## DAILY SENTIMENT BREAKDOWN

Q DWDD: Dutch for 1 Sep - 2 Nov 2011



# Share of Voice

This metric represents the breakdown of mentions about the keyword by specific platforms. The breakdown is based on total number of mentions per platform. This is important when you're trying to figure out where most of the conversation is happening and where you should focus your listening and engagement efforts.

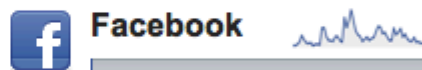
Top stories on the top platforms provides a sense of what people are mostly talking about regarding the keyword on each individual platform.

## PLATFORM DISTRIBUTION

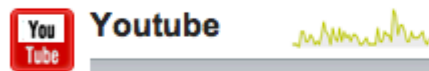
🔍 DWDD: Dutch for 1 Sep - 2 Nov 2011



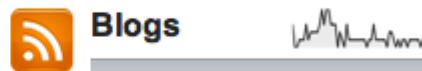
83740 reactions



1294 reactions



208 reactions



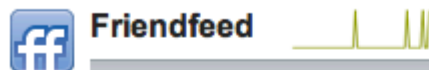
89 reactions



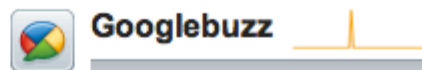
13 reactions



8 reactions



4 reactions



1 reaction

The Top Domains show all of the domains from where we gathered mentions since the search stream was selected.

## TOP DOMAINS

🔍 DWDD: Dutch for 3 Sep - 3 Nov 2011

<a href="http://www.youtube.com">www.youtube.com</a>	620	<a href="http://www.socialisme.be">www.socialisme.be</a>	62
<a href="http://dewerelddraaitdoor.vara.nl">dewerelddraaitdoor.vara.nl</a>	503	<a href="http://www.facebook.com">www.facebook.com</a>	44
<a href="http://tmi.me">tmi.me</a>	183	<a href="http://www.musicplace.nl">www.musicplace.nl</a>	44
<a href="http://yfrog.com">yfrog.com</a>	106	<a href="http://www.mediacourant.nl">www.mediacourant.nl</a>	44
<a href="http://twitpic.com">twitpic.com</a>	96	<a href="http://www.twitlonger.com">www.twitlonger.com</a>	39
<a href="http://www.jorkelder.nl">www.jorkelder.nl</a>	79	<a href="http://twitter.com">twitter.com</a>	33
<a href="http://t.co">t.co</a>	76	<a href="http://twitstre.am">twitstre.am</a>	33
<a href="http://www.tweetdeck.com">www.tweetdeck.com</a>	69	<a href="http://youtu.be">youtu.be</a>	31
<a href="http://www.nu.nl">www.nu.nl</a>	68	<a href="http://lockerz.com">lockerz.com</a>	31
<a href="http://bit.ly">bit.ly</a>	63	<a href="http://www.zeit.de">www.zeit.de</a>	30

## TAGCLOUD

🔍 DWDD: Dutch for 1 Sep - 2 Nov 2011

ik  
wat maar voor  
het rihanna draait  
heb ook **dwdd** een met  
door vanavond bij  
zijn wereld niet  
ze op

## Note to Sentiment Metric

The sentiment metric is computed purely by machines, so it's not perfect. However, the technology we're using is accurate about 75% of the time. Real-life people are only accurate 80% of the time themselves in determining whether a certain piece of text is positive or negative. This is because an opinion's sentiment is based on context most of the time.

As an example, consider this: "Third world country successfully tests very sophisticated nuclear technology". Depending on what side you look at it, you might find the statement positive or negative.

The percentiles for positive, negative and neutral reactions are pretty clear, and the fact that you can see how it evolved over every single day can also be of great help.