

THE COURT OF PUBLIC OPINION

USING BIG DATA TO MANAGE CRISIS AND REPUTATION

In today's digital world, controlling all communication around your brand is virtually impossible. That's why every company needs to be prepared for the worst. How do you respond when a communication crisis hits? Crises happen more often than you may think. They can be triggered for example by defective products, poor working conditions, accidents, and poor customer service.

In this guide, we will outline strategies that will help you manage the massive amounts of real-time information being produced from millions of public streams, so that you can be fully prepared for crisis situations, whenever and however they may hit. We will discuss the essentials of crisis management and how new technologies, such as Ubermetrics Delta, can help throughout the crisis identification and evaluation process. We'll touch upon public information streams from a wide variety sources, such as:

- Social Networks
- TV, radio, and print publications
- Blogs and microblogs
- News articles and press releases
- Online forums
- Images and videos
- Reviews and comments
- Government records



ARE YOU LISTENING?

Start by listening to the social web closely and continuously. In today's era of "big data", machine learning, and predictive analysis, your company needs to be able to efficiently evaluate massive amounts of data about your organization, brands, and products to quickly spot critical situations and react upon it to prevent a crisis.

But what does "listening" actually mean in the social context? What can you expect to hear when you keep your ear to the ground? How can you use these conversations and social signals to systematically analyze the system and optimize your ability to communicate with your key constituencies?

Upfront preparation helps identify and react to situations quickly and before they proliferate widely in public information streams and media outlets. With Delta at your side, monitoring public conversations becomes nearly effortless and helps your organization prepare to immediately react to critical situations if and when necessary.

Ubermetrics Delta helps analyze massive amounts of data from multiple, unstructured public information streams in real time. It identifies critical topics based on the criteria you identify and conversation volume and sentiment changes, enabling you to react quickly and confidently based on the best information available.



The first step in using Delta is to create search agents, which are the basis for real-time collection and filtering of high-quality data. In order to set up a search agent, identify keywords that relate to, for example, company, products, trademarks, brands, and customer satisfaction.

Start by describing situations that could seriously harm your business's ability to function, as well as events that can cause issues if they become public. Next, establish keywords that relate to how issues can be described and simply connect these keywords with Boolean operators AND, OR, NOT, *, and () to create search queries. Remember to include misspellings, abbreviations, translations into other languages, as well as hashtags that are often used in combination with your brand or company. It's necessary to establish a wide range of keywords to avoid missing out on critical information.

A company operating in the retail industry could include keywords that relate to brand name, claims about defects, quality issues, child labor accusations, and price or service complaints. When creating search agents in Ubermetrics Delta, you can choose to use the Keyword Assistant, or, if you want to create more complex search agents, you can work with Delta's Advanced Filter. Here is a good example of a search agent for the retail industry, using the Keyword Assistant.

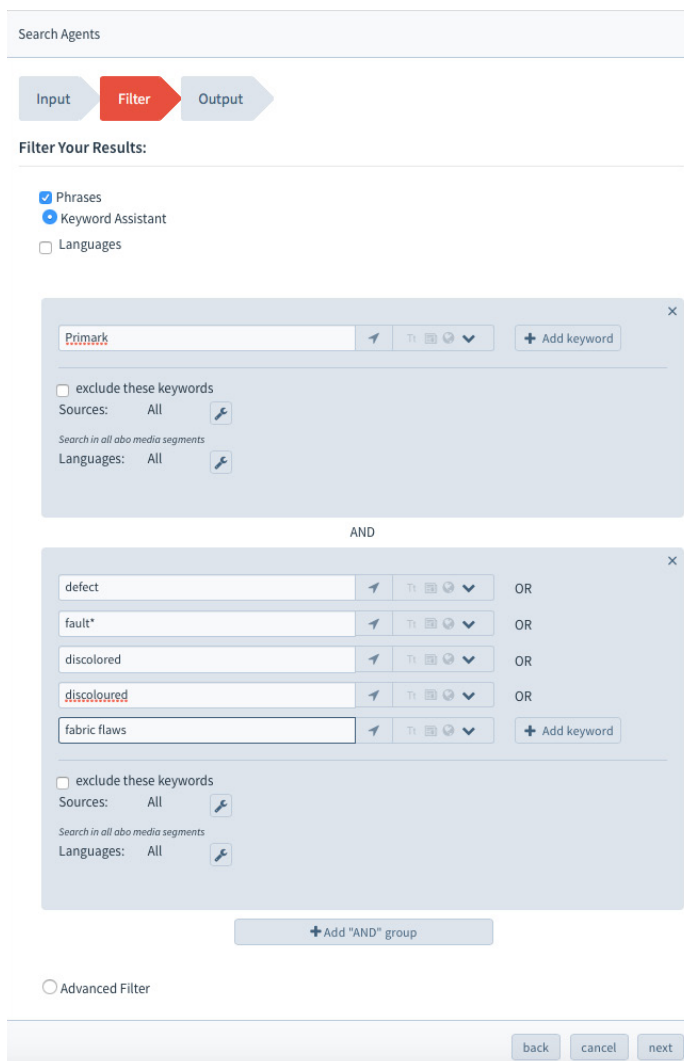


PHOTO:
KEYWORD ASSISTANT

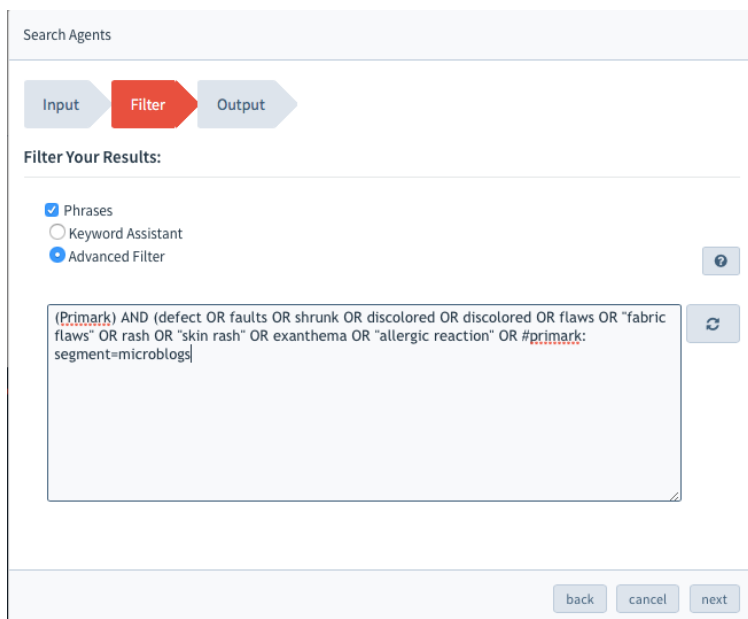


PHOTO:
ADVANCED FILTER

Once you are experienced with the tool, use the Advanced Filter to set up more complex search agents to gain increased specificity around your results.

A crucial aspect of effectively managing crises is the ability to react immediately. Once a situation arises Ubermetrics Delta delivers real-time notifications, as email or texts, to alert you the moment critical information is identified or conversation volume or sentiment change exceed pre-defined limits.

PREPARE FOR EXPOSURE

In preparation for a crisis or situation, your organization must be prepared to follow pre-defined response plans. Prepare your team today, so your company isn't figuring out how to respond under intense pressure and time constraints. Additionally, ensure that teams have the appropriate authority to establish a crisis response team and respond swiftly to any and all situations. Weigh the following factors in relative importance to guide response:

- Who needs to be informed?
- Who will respond?
- What should be said and done?
- How quickly should the organization respond?

Monitoring topics and opinions on the Social Web is not only about evaluating the impact of PR efforts, but also a matter of perception. How is the public perceiving the company, brands, and service? Evaluating multiple dimensions, including tonality, presence in key media, and context of brand mentions, will help you measure your company's communications effectiveness, as well as the identification of relevant, new topics.



KEEP A COOL HEAD - EVALUATE COMMUNICATION AND SOURCES

Once Delta identifies critical information based on your keywords and pre-defined preferences, don't jump to conclusions and hasty decisions. At an early stage it's important to evaluate sources, context, and visibility. Analyze the situation by answering the following questions:

- What is being said?
- Who is saying it?
- How often is it being said and shared?

Ubermetrics Delta automates this process with its Sentiment Analysis, Author Analysis, and the Virality Analysis features (discussed in detail in the following section).

ATTITUDES, EMOTIONS, AND OPINIONS - THE SENTIMENT ANALYSIS

Let's start with Sentiment Analysis. Sentiment Analysis is a feature that automatically analyzes massive amounts of data based on positive or negative tone. It provides a quick overview of tonality being used by the online community as they discuss your product, brand, company, or other topics of relevance. Using Delta's advanced natural language processing capabilities (NLP), Delta automatically categorizes every document as "positive", "neutral", or "negative" sentiment. Since it can be difficult in automated processes to correctly categorize comments or posts that include, for example, irony or humor, 100% of the time, Delta users have the possibility to manually change the sentiment with just one click. This manual training helps Delta adapt according to your specific needs, improving future Sentiment Analysis results. One Ubermetrics customer, an online fashion retailer, uses Delta's Sentiment Analysis to stay informed about critical changes in tonality regarding, for example, discussions about the company's working conditions.

A German TV station broadcasted a documentary about the poor working conditions in one of the retailers' logistics centers, which was quickly picked up by the online and offline communities and spread virally across media segments. By using Delta's Sentiment Analysis and alerts, the company was able to immediately develop a response strategy to handle the accusations and address incorrect information.



THE POWER OF INDIVIDUALS - THE AUTHOR ANALYSIS

The information about who is saying something can be as important as the comment itself. The more influential or authoritative the author is, the more likely he is to impact perception and opinions. The Author Analysis assesses the author's influence by ranking past activity and virality. Author Analysis can also be used proactively in order to identify influential voices for cooperation purposes.

A good example of the impact of an influential authority is the global 2014 Greenpeace campaign calling on Lego to end its co-promotion with Shell. Greenpeace disagreed with Lego's status as a trusted and family-friendly children's brand and their cooperation with Shell and its arctic drilling program. Greenpeace criticized Shell's logo on toys as it starts to normalize the brand for another generation and hence helping Shell to clean up its image by allowing the brand to latch on to Lego's family-friendly, trusted heritage. Furthermore, Greenpeace wanted to focus on the fact that Shell contributes to the climate change, and hence threatens children's futures.

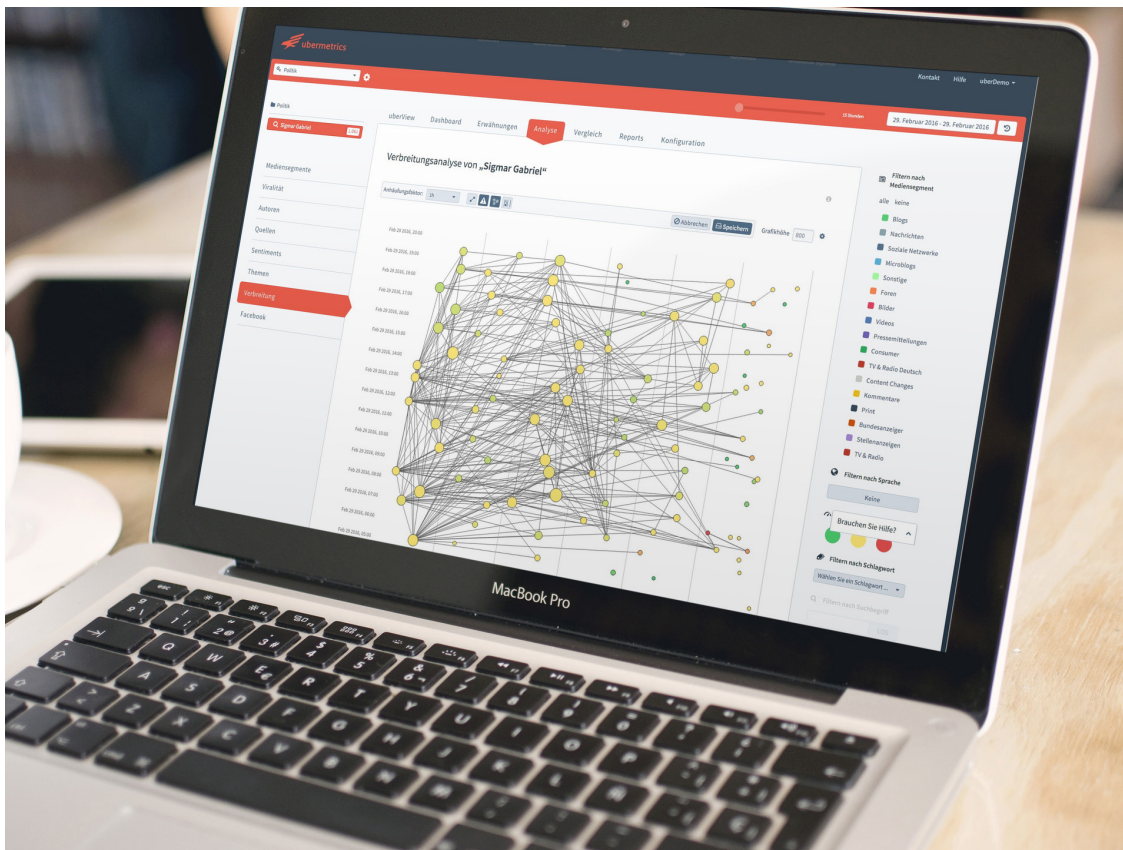
Greenpeace created a video "[Everything is NOT awesome](#)", which showed how inhabitants and animals of the arctic, made of Lego, drown in oil. The video watched by over 6 million people within just four months, gained considerable respect of design and advertising communities, who helped share the message to new audiences. More than one million people have signed the petition and people started sharing their thoughts on the Internet about how Lego has got it wrong and why fans are so upset with the brand. In cooperation with a journalist and top designers and creative agencies, Greenpeace started another campaign to push Lego even more. The organization distributed 5,000 mini figures to local groups to take to Lego stores and engage in small but considerable protests. Additionally, pocket-sized banners were secretly attached on the models of Big Ben and the Eiffel Tower at Legoland in Windsor to show Greenpeace's protest.

Finally, following the Greenpeace campaign Lego announced the end of its partnership with Shell. The example shows the power that authoritative organizations and people can have on the Internet.

INFORMATION SPREAD - THE VIRALITY ANALYSIS

The third aspect to consider is visibility. How often has content been shared? Which channels were most heavily used? Ubermetrics Delta analyzes information spread based on the number of links, re-tweets, and comments– the more attention content has received, the higher its virality score. By selecting one cluster in Delta's tool, communication spread can be visualized so that users can identify the starting point of discussions and react immediately.

An Ubermetrics customer in the logistics industry uses Virality Analysis to monitor heavily discussed topics in public media and identify influential sources. Due to its strong online presence and degree of brand awareness, the company experiences a large amount of communication around common operational issues, such as strikes, late or wrong deliveries, and bad service. Delta enables the company to prioritize the most critical issues by defining triggers for real-time alerts based on volume, sentiment and spread. Finally, the company can specifically answer to all relevant posts that are involved.



DEMONSTRATE TRUST & CREDIBILITY

Ultimately, crises arise because companies mismanage their communications, not because they are unavoidable. Ubermetrics is here to help you manage your communications. As a technology provider, we don't provide the crisis plan, but we provide your company with all of the information necessary to optimize your business decisions and communications strategy, regardless of the circumstances.

Negative communication can arise quickly, but it does not always have damaging effects on a company's reputation. Generally speaking, by analyzing what is being said, by whom it is said, and how much visibility it has gained, a company can evaluate an issue's severity and implement the appropriate response. Keep these guidelines in mind:

Plan

First of all, be prepared for a broad range of potential crises by developing a crisis portfolio. Describe an organized workflow that communicates rules for engagement for the entire team to avoid communication mistakes in critical situations. Form a cross-departmental crisis-management team and assign responsibilities for each member and department.

Evaluate

Set up automatic, real-time notifications that trigger based on sentiment or conversation volume changes. Use Delta's high-quality data and Sentiment Analysis feature to evaluate.

Act

There is no need to re-invent the wheel during critical situations. By preparing your action plan in advance, you can act quickly, confidently, and in an appropriate manner to communication. If it's necessary to respond to a conversation or situation, Delta's Virality Analysis examines information spread to predict virality and identify a discussion's starting point.

Don't stop here. Relevant communication is happening 24/7/365, online and offline. Use Delta everyday to optimize your business decisions.



Ubermetrics's information and media monitoring technologies identify key conversations and trends to help companies optimize business responses.

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