



# SOCIAL REACH

Define you.. the way you want

# Overview

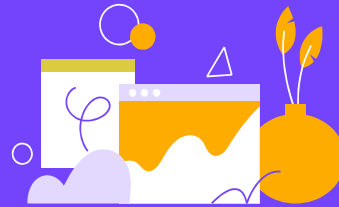
Social Reach is an integrated Social Listening, Media Monitoring & Reporting Platform that facilitates the extraction of information from social media and web concerning a brand, product or service by carefully analyzing the social trends, online conversations and vast sentiments of the masses.

## Why ?



We aspire to be the most powerful and user-friendly brand monitoring and reputation management solution available in the market.

## How ?



We think that effective social listening entails more than just monitoring mentions on social media. Social Reach listening professionals monitor discussions around the clock using cutting-edge technologies. We deliver actionable information and assist you in developing positive customer connections through a comprehensive service experience.

## What ?



Monitoring and gathering data from social platforms and forums, as well as analyzing online discussions about a brand, a specific subject, competitors, or anything else important to an organization, is what Social Reach is all about. It gives actionable insights that may favorably affect business operations, product improvements, and marketing strategies.

# Social Listening For Brands



Monitor social channels for customer feedback, opinions, direct mentions of your brand and discussions regarding specific keywords, related topics, competitors.



Brand and Keyword listening helps you to stay ahead of the game.



Source Monitoring allows you to get further insights into your brand.



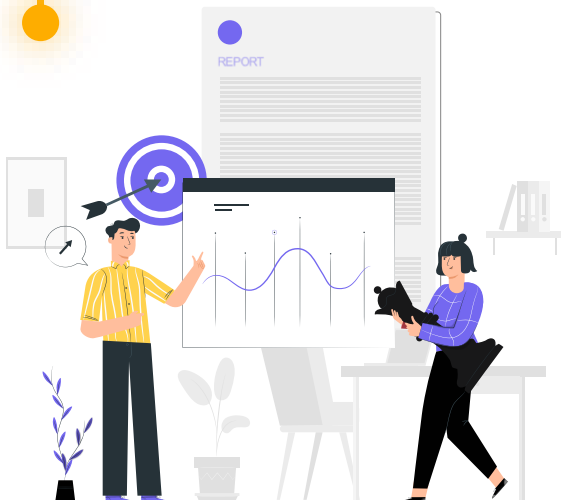
Keyword analysis can be used with your brand vs competitor brands.



Sentiment Analysis helps you track the sentiments and compare the impact of each mention towards your brand.



Reporting feature to deliver the brand analysis for stakeholders in strategic decision making.





Analyse the campaigns and strategies of the business.



Get better insights on what your audience is saying about your product or company overall.



Generate new leads for your brand by handling customer feedback and complaints.



Engage in social selling and keep track of certain keywords that customers use to research.



Identify emerging trends and key topics & stay one step ahead of the competition

# Brand Monitoring & Reputation Management

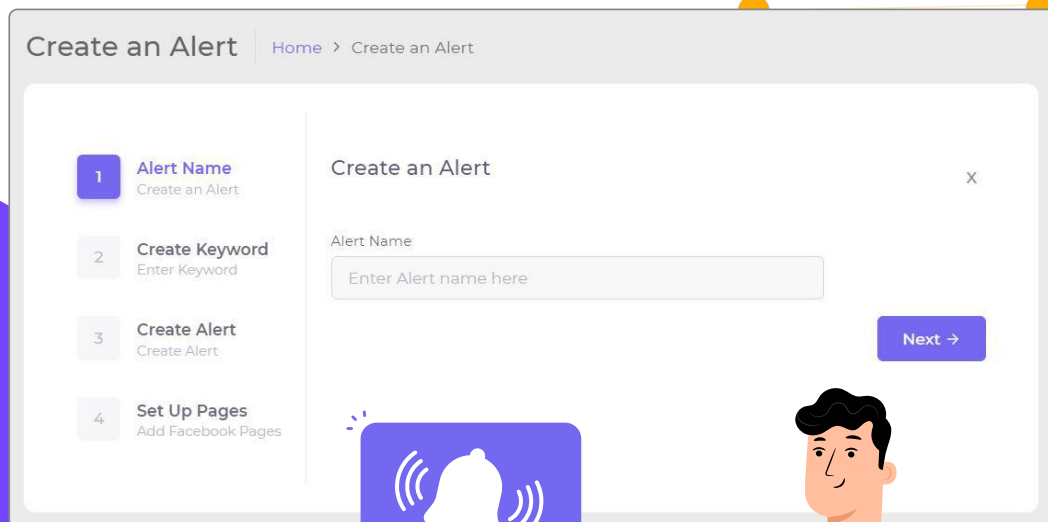


# The FIRST Step:

## Alert Creation

This is where a topic concerning the relevant brand, product or service are fed to the system. Alert holds the set of keywords that needs to be listened.

Nominating of keywords during this simple process is of utmost importance as 5 best fitting keywords which can contain any character type regardless of the language can be given here.



Create an Alert | Home > Create an Alert

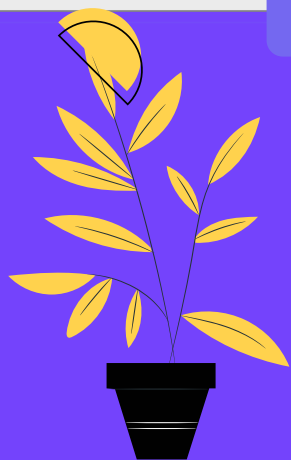
- Alert Name**  
Create an Alert
- Create Keyword**  
Enter Keyword
- Create Alert**  
Create Alert
- Set Up Pages**  
Add Facebook Pages

Create an Alert [X]

Alert Name

Enter Alert name here

Next >



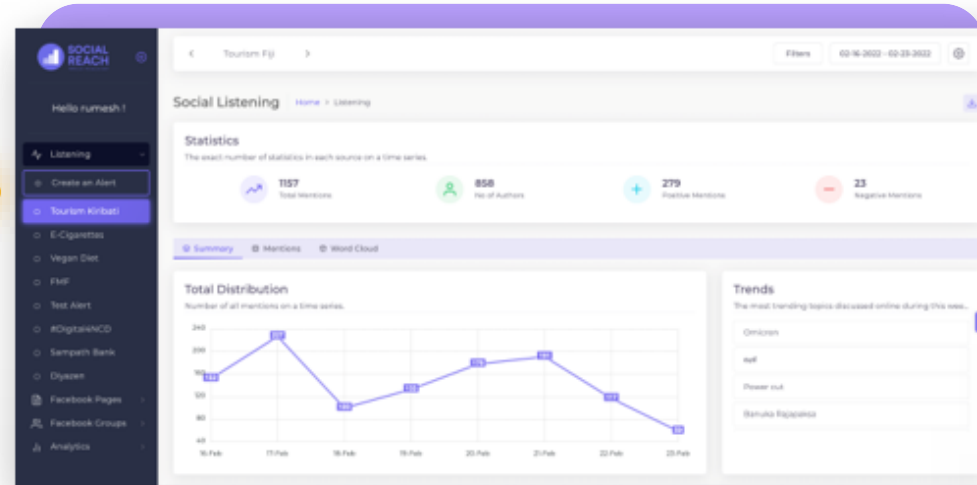
# Summary:

Dashboard



## Statistics

Statistical summary of alert on a time series.



## Mention Distribution

The exact number of mentions in each source on a time series.

## Sentiment Distribution

The breakdown of sentiments expressed in a time series.



## Mention Analysis

The overall breakdown of mentions according to the source.

## Sentiment Analysis

The overall breakdown of sentiments for the selected alert.

	AMOUNT	PERCENTAGE
Facebook	547	43.7%
Instagram	466	37.3%
Twitter	211	16.9%
YouTube	20	1.6%
RSS	7	0.6%
Tiktok	0	0.0%

# Summary:

Dashboard

## Language Distribution

The breakdown of languages used in a time series.

## Author Distribution

The breakdown of authors related to mentions expressed in a time series.

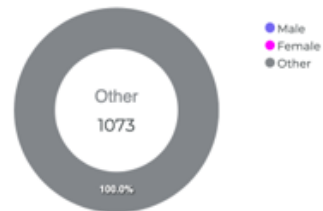
**Author Distribution**  
The breakdown of mentions according to the authors.

AUTHOR NAME	SOURCE TYPE	POSITIVE POSTS	NEUTRAL POSTS	NEGATIVE POSTS	TOTAL POSTS	OVERALL SENTIMENT
Lal Kishan		0	21	0	21	
researchmix		9	0	0	9	
VeganBot1		7	0	1	8	
Author_Ranjan		6	0	0	6	
Praktikattips		0	6	0	6	
Kathy Carmichael		0	5	0	5	



## Gender Analysis

The overall breakdown of gender.



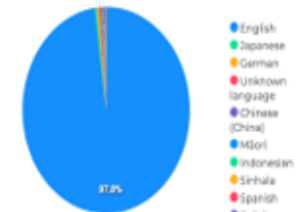
## Language Distribution

The breakdown of mentions according to the languages.

LANGUAGE NAME	PERCENTAGE	TOTAL POSTS
English	97.77%	1010
Japanese	0.48%	5
German	0.33%	4
Unknown language	0.29%	3
Chinese (China)	0.19%	2
Māori	0.1%	1
Indonesian	0.1%	1
Sinhala	0.1%	1

## Language Analysis

The overall breakdown of languages.



## Gender Analysis

The overall breakdown of languages used in a selected alert in the time series.

## Language Analysis

The overall breakdown of gender for the selected alert in a time series.





# Mentions



## SEARCH FEED

Search within the mentions feed and get the mentions relevant to a word.



## FAVOURITES

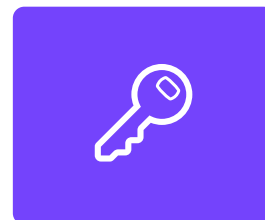
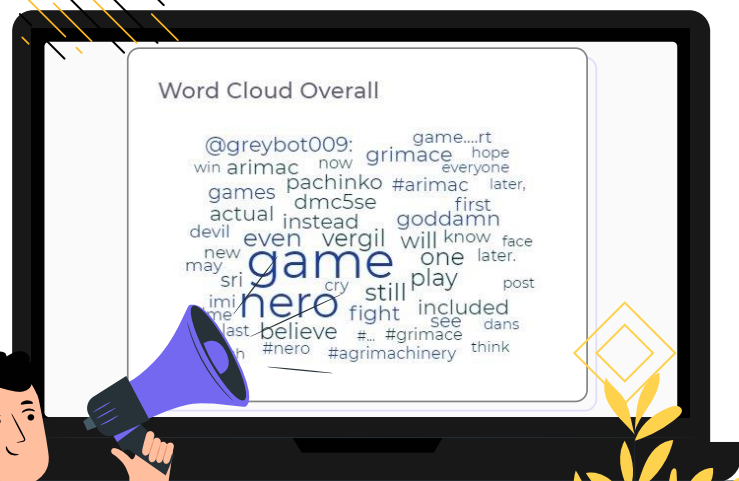
Save your favorite mentions in the feed for referencing and reporting purposes.



## SENTIMENT

Identify the sentiment of social media conversations.

# Word Cloud



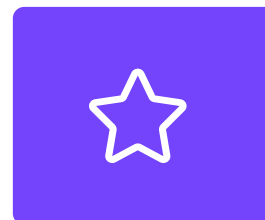
## DASHBOARD

Potential associated keywords are classified in the cloud.



## SENTIMENT

Most associated words in the fetched mentions, classified according to the sentiment.



## FEED

The mentions related to the selected keyword will appear in the feed.

A network diagram consisting of seven orange circular nodes connected by thin orange lines. The nodes are arranged in a roughly triangular shape with a central node and several lines connecting them to form a complex web.

# Sentiments of Word Clouds

## OVERALL

Words generally used across sources in association with posts related to the selected alert without influencing any sentiment are clustered in this cloud.

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## POSITIVE

Words used in association with posts related to the concerned alert influencing a positive sentiment are clustered in this cloud.

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## NEGATIVE

Words used in association with posts related to the concerned alert influencing a negative sentiment are clustered in this cloud.

# Language Detection & Sentiment Analysis

Social Reach detects the language of the posts retrieved by our mention services. The platform supports any web-supported languages to showcase mentions on the feed. The sentiments expressed on the concerned alert are monitored by going through each post. Social Reach detects the sentiment of many supported languages.

## DISTRIBUTION

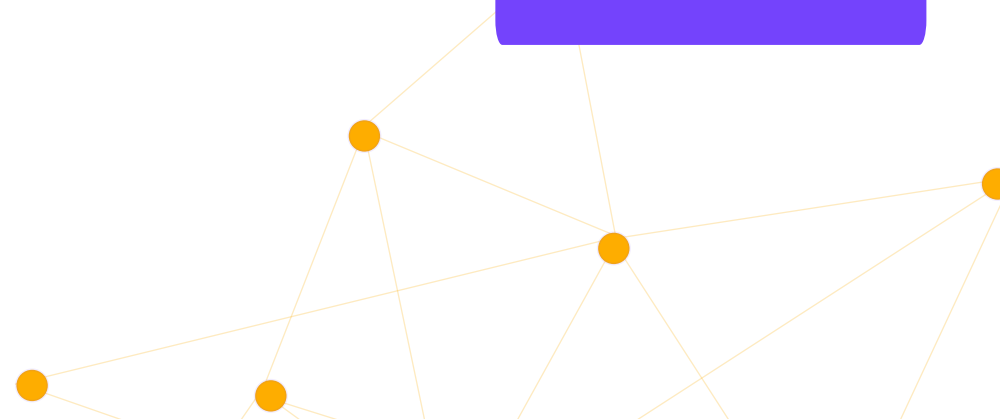
The sentiments of tracked mentions are represented with respect to a particular time series allowing the user to monitor the change of sentiments with time.

## ANALYSIS

The extracted sentiments are being depicted based on the overall sentiment distribution for the selected alert.

## FEED

The filtered posts given in the feed depicts each of its sentiment (Positive, Negative or Neutral) in the top right corner.



**T** Tobacco Free Indiana  
17/02/2022, 18:54:00

Why is #INLegis considering a tax cut for e-cigarettes while more than two dozen Indiana school districts are suing Juul for unleashing an addiction crisis among kids? Today would be a great day for you to call your lawmakers and ask.




👍 7

**S** sampath\_online  
22/02/2022, 22:38:49

KYC fraud is real, and it has proliferated across the country. The fraudster sends a text message pretending to be...  
<https://t.co/SImziHCZo>


**M** Muhammad Nurudin Saadon  
16/02/2022, 16:57:42

Yesterday I going to #bpmlalokupahat to walk in the booster dose vaccine (Moi penggalak) doctor injection at me ... I rasa berenti... Meseam kema tusuk suntik, masuk hospital darah masuk air... Then I rasa tak takut... Kad vaksinan #pfizer #pfizerbooster has renewed... Tomorrow morning my arm was hurt and lenguh... So doctor tak cakap apa-apa... After booster dose... Prepare for Eid Mubarak... #vaccinationbooster #boosterdose



**V** Vegan Recipes With Love  
22/02/2022, 00:33:13


<https://healthiersteps.com/recipe/boiled-green-bananas/> Learn how to boil green bananas in multiple ways using simple methods. Green banana is boiled and served as a high fiber, low-calorie side dish in many Jamaican and Caribbean homes. It is a great substitute for potatoes in the diet.



👍 15

**S** Smart Root  
22/02/2022, 16:31:43

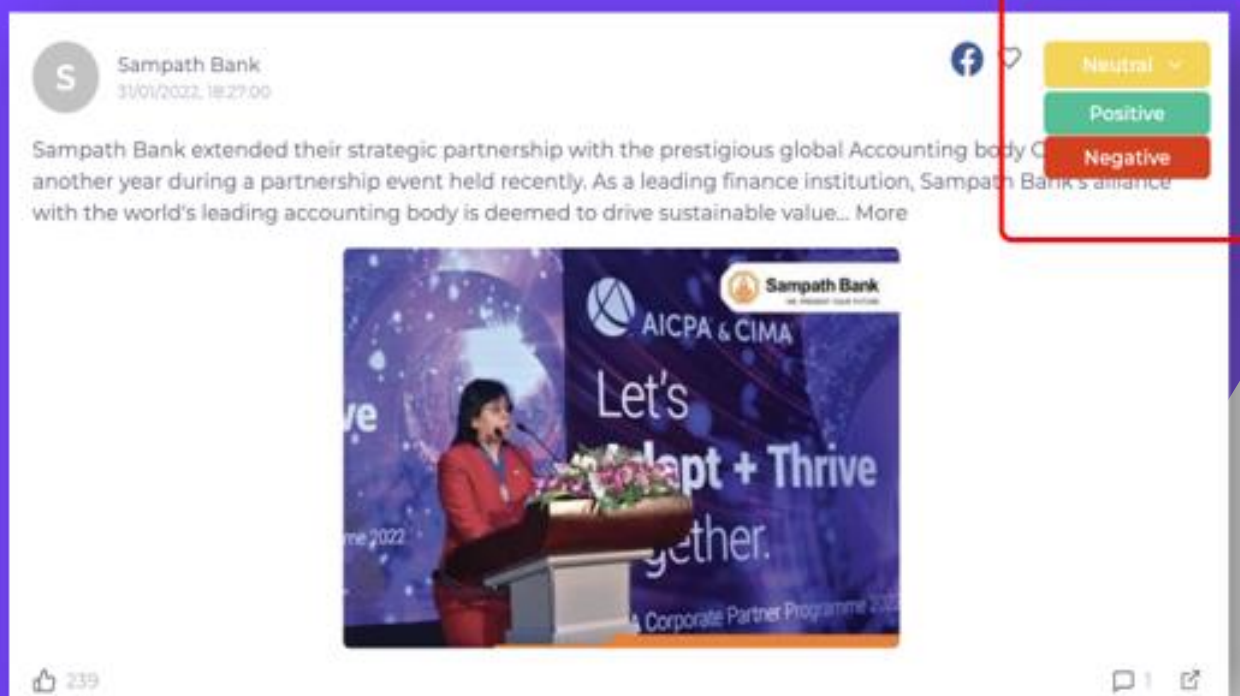
This nutrition class includes simple explanation in Tamil about Carbohydrates, Proteins, Fat, Energy and Vitamins. This video ...



**S** Southernvaper1  
06/01/2022, 02:10:57

New Zealand Sees Largest Decline in Smoking Ever Recorded Thanks to E-Cigarettes <https://t.co/Y3KFEEvGxO>

# Sentiment Validation



If you feel the sentiment shown on the top right corner of the filtered post should be different, you can edit it by clicking on the arrowhead to the right of the given sentiment.

This option gives you the leverage to validate and improve the sentimental accuracy of your social listening exercise.

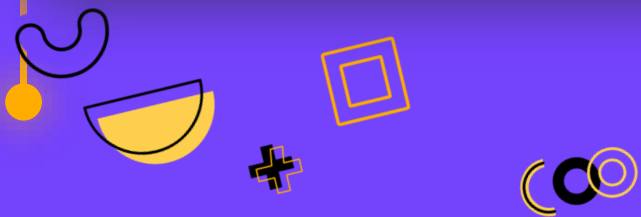
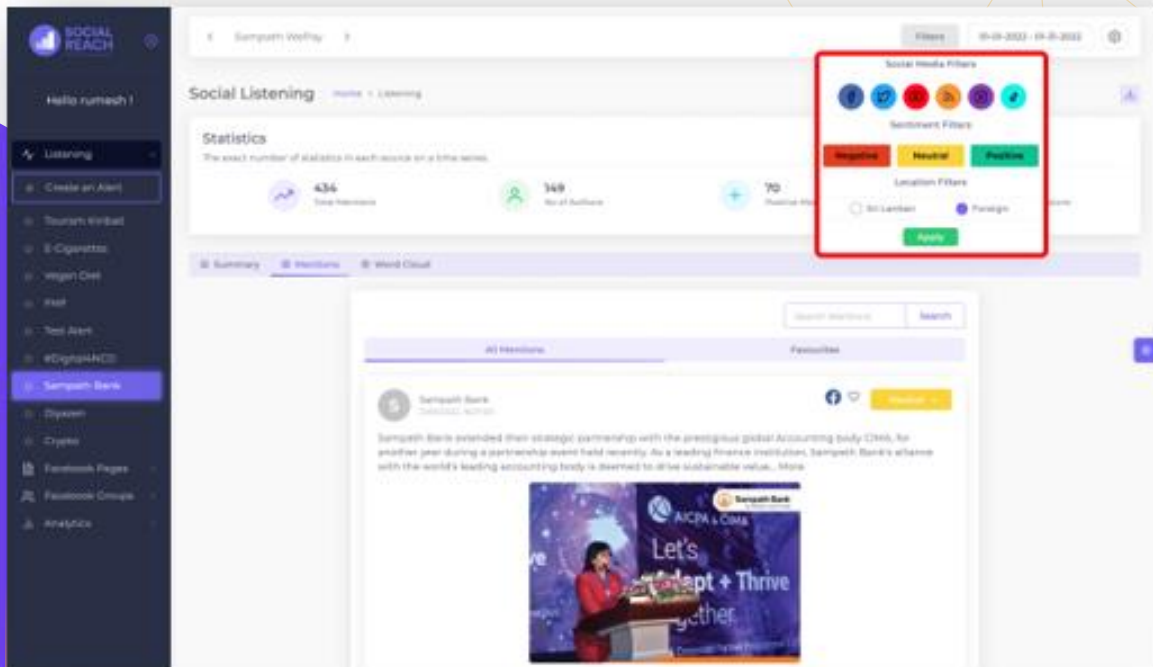
# The Analysis:

## Data, Source & Sentiment Filtering

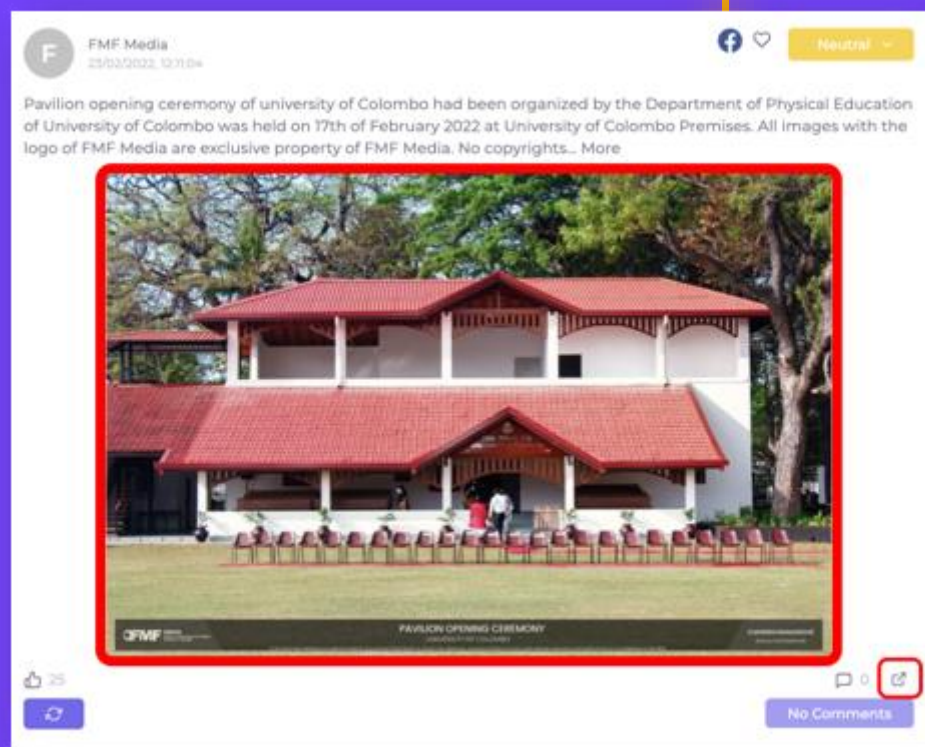
Social Reach keeps listening to various sources. The monitored **sources** are as follows,

- Facebook
- Twitter
- Instagram
- YouTube
- RSS
- Tik Tok

All these sources are monitored tracking keywords in real-time. Information related to the behavior of each source can be broken down daily as well as on a weekly basis or any other required **time window**. In parallel, these findings can be filtered according to the **sentiment** as well.

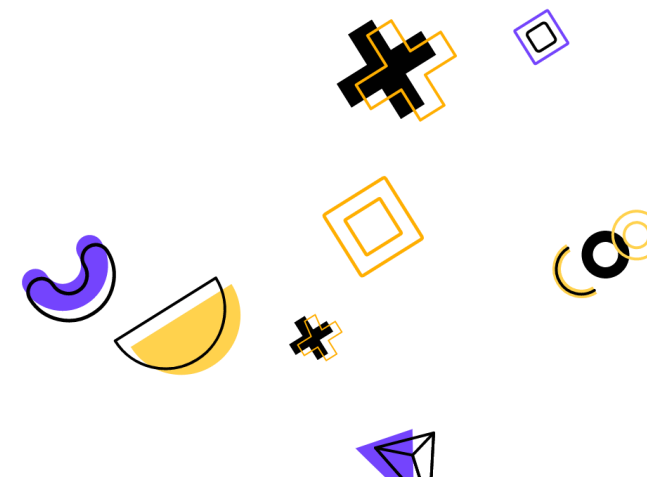


# Source Tracking

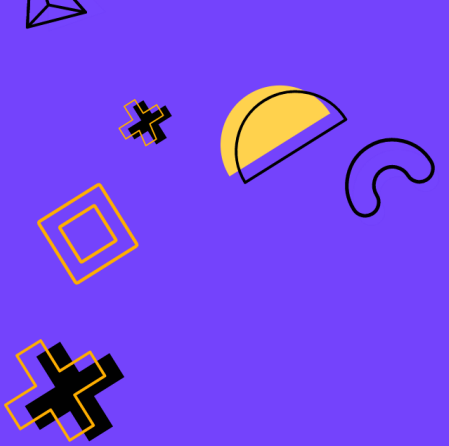


The sources from which the social buzz is created can be tracked down with the help of the analysis of mentions.

All the posts in the Mentions Feed is with a link on the bottom right corner to the original site of the post.



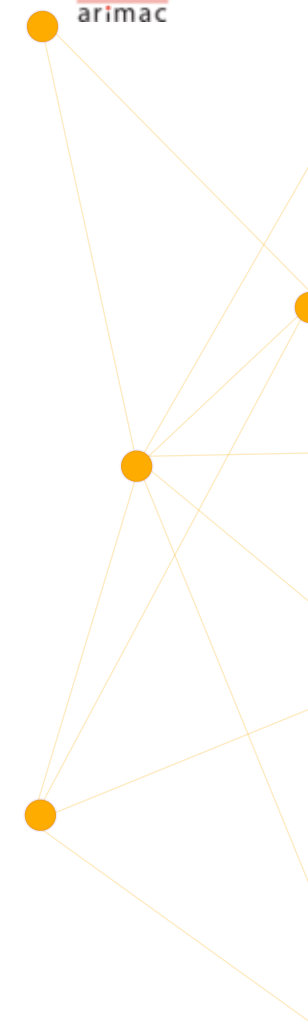




# Comments Listener

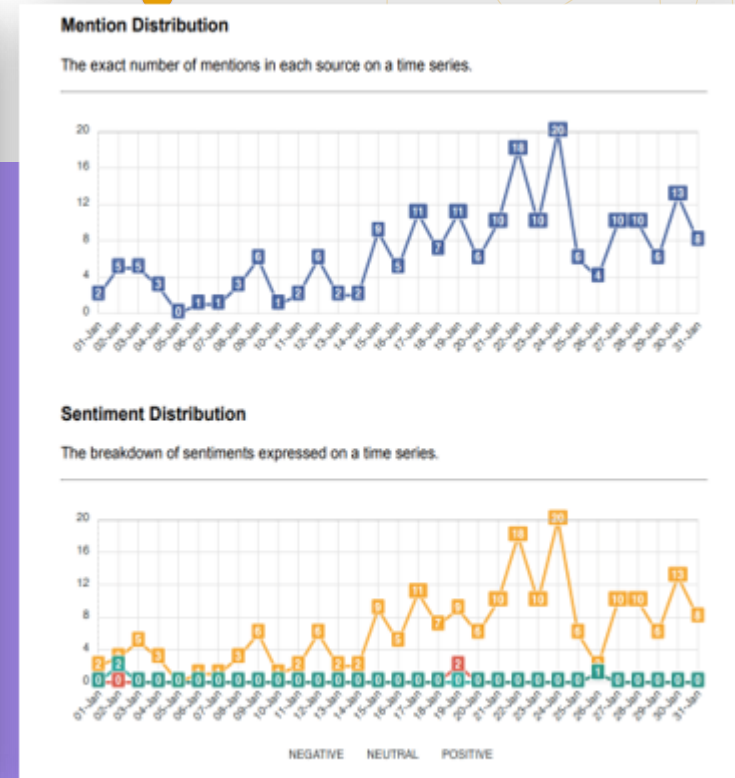
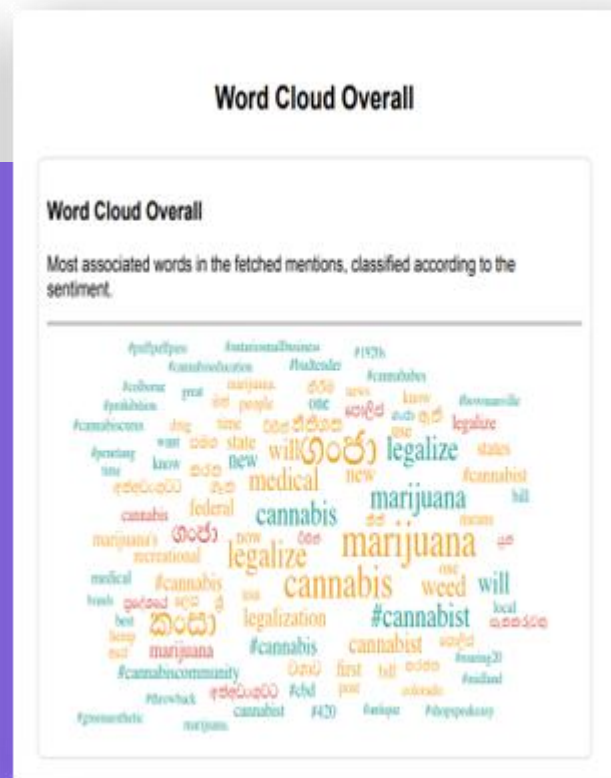
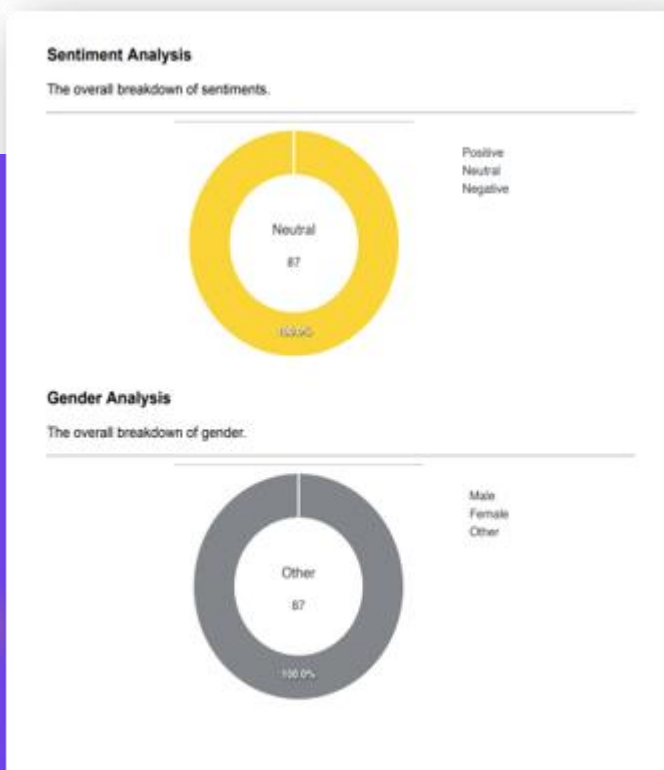
The screenshot shows a social media post for 'MeGha Primal Intake' with a 'Post' button. The post content includes the text 'MeGha Primal Intake is also produced using 100% natural herbs with no added flavors, colorings or preservatives. #meghacaring #meghaprimalintake' and an image of the product packaging. A 'Comment Sentiment Analysis' dashboard is overlaid on the right, featuring a donut chart with 'Neutral' at 2 (100%) and a legend for Positive (green), Neutral (yellow), and Negative (red). Below the chart, a 'Comments' section is visible, showing a comment from 'Kapun Bara' asking 'How long need to take' and a reply from 'MeGha Primal Intake' stating 'Kapun Bara This package include description how to use it.' The comments are sorted by time.

The filtered posts in the mentions feed can be further analyzed as the Social Reach Comments Listener filters all the comments as your request from Facebook posts for you.



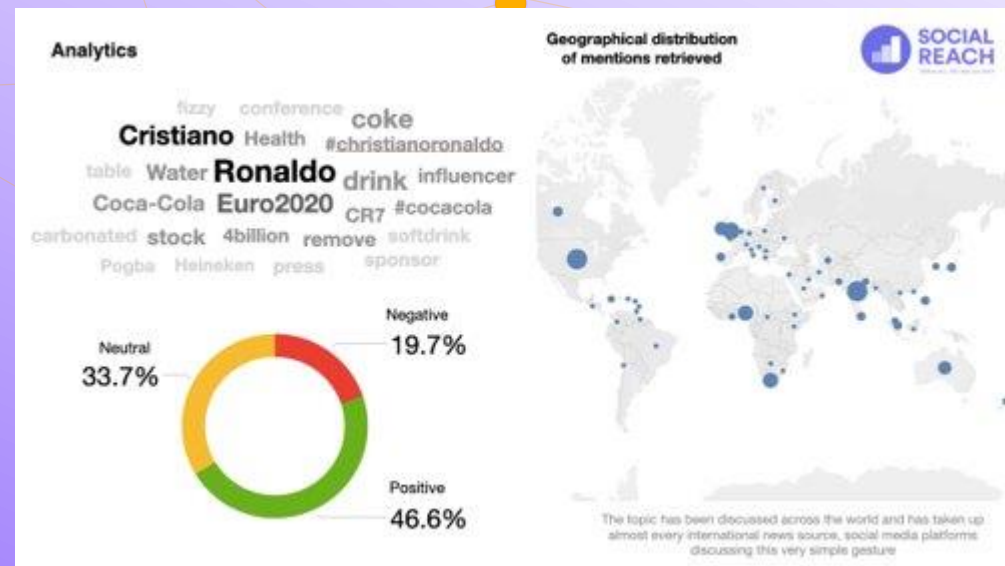
# Insight Report

The Instant Report option allows you to obtain 'an instant snapshot of the dashboard on a given alert ' as a report and can be downloaded as a PDF at any given point. This report will be auto-generated with the sources, sentiments and time window given in the filter at that given point. A report of the same template for all created alerts will be emailed to each user of the organization daily and weekly.



# Insight Report

A detailed insight report on a given alert can be generated using the analysis provided by Social Reach. The filtering options will assist you in preparing a report with much deeper insights while you also can use it for effective comparisons.



**"Drink Water" campaign**

Social Reach received 516 mentions from Twitter and Facebook within 2 hours of alert setup for 'drink water' keyword. "Drink Water" words have been shared massively across platforms as an organic campaign.

After his gesture, removing Coca-Cola bottles from the table, he says "Drink Water" to the camera which has initiated this campaign organically and has gone viral across the world.

**Informational posts and different opinions**

**Different perspectives**

Special terms like "Ronaldo effect" is also found in conversations mainly due to the 49 \$ loss in Coca-Cola stocks

Different opinions were shared, some in favour of Coca-Cola, that this gesture has brought massive marketing spotlight to the brand, despite the 1% loss in value.

Other opinions shared, Coca-Cola being one of the major water bottle producers, this gesture makes little harm to the brand

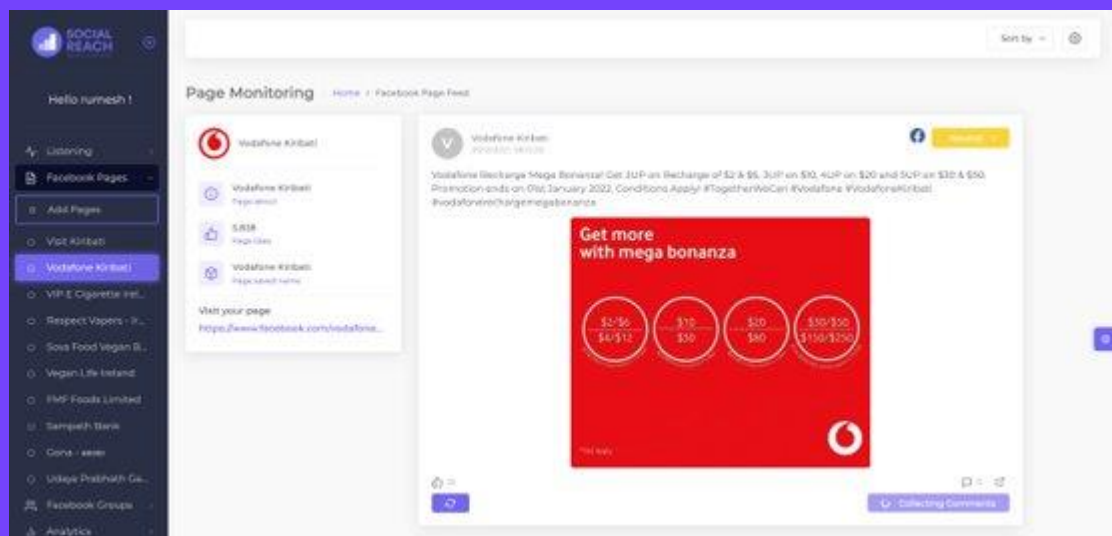
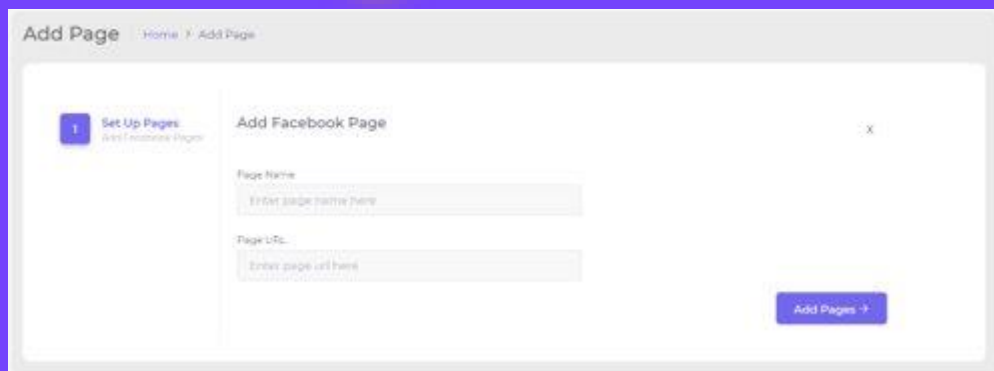
# More Insights: Page & Group Monitoring

The Page Monitoring and Group Monitoring feature in Social Reach facilitate users to set up listening to a particular set of pages or groups. The specialty here is that a more precise set of sources can be listened to ignoring unnecessary noise.

Setting up pages and groups can be done by following a very simple process of giving the name and URL.

Pages of the user's company, as well as competitor pages, can be set up here and listened to.

Focus on the required channels is guaranteed by this feature.



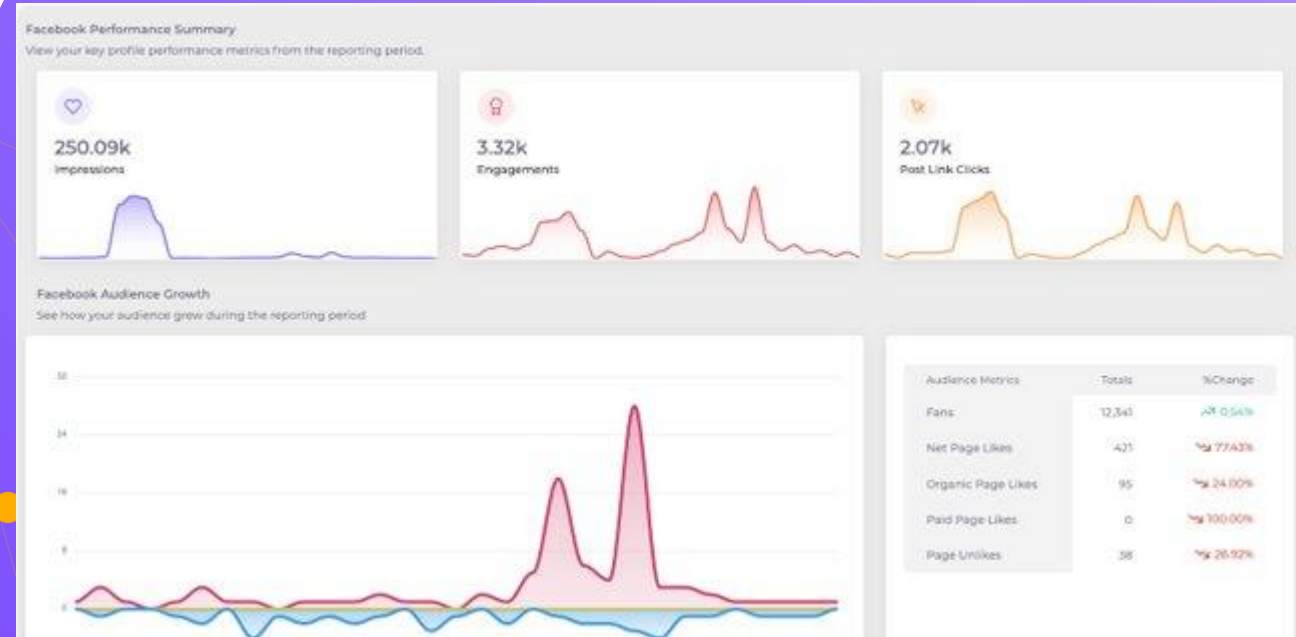
# Summary Reporting Module

Social Reach, in addition to its outstanding listening services, provides a comprehensive social media reporting module to connect your handles including websites to track performance in terms of reach and engagement.

This module provides support for Facebook, Instagram, LinkedIn pages and corporate websites integrated to Google Analytics.

Users can analyze competitor Facebook pages to understand reach, engagement, page sentiment fluctuations and support business decisions.

Cross-Channel overview provides a comprehensive perspective on all social media handles in one page.



# The Future:

## Features on our Next Release



### Shared Dashboard

Our Platform provides real-time results by aggregating and extracting value from all the data you collect. It allows you to share this piece of information with whomever you want.



### Logo & Text recognition in Images and videos

Our Logo recognition technology provides you with the ability to conduct a much deeper analysis of your brand presence. Our most advanced image recognition tools help you understand the context of a mention.



### Influencer Profiling

A new feature that will enable monitoring influencers of your brand and accounts which produce the most negativity about your brand and rank them.



Thankyou