



Do we still need social listening?

SPEAKER

Daniel Kajak



What is Social Listening?

YOUR
PRODUCTS

YOUR
BRAND

MARKET
TRENDS

YOUR
CLIENT
SERVICE

INDUSTRY

COMPETITORS

YOUR
SERVICES

senti^{one}



Did SentiOne invent social listening?

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The background features a white grid of small grey dots in the top-left and bottom-right corners. A large blue circle is partially visible on the right side, and a purple circle is partially visible on the left side. Two thin, light blue circular lines are centered on the page, with two small blue dots on their perimeters.

What is allowed and what is not?



Google (YouTube) limitations

New regulations from FB

Instagram API changes

RODO/GDPR

Cambridge Analytica

What is **forbidden** by the META APIs ?



Instagram

Monitoring of comments on posts from unauthorized accounts

User comments with hashtags

For unauthorized accounts, we can only collect public data from fan pages or business accounts



Facebook

Monitoring of groups and events on Facebook is no longer possible (unless a brand owns the group).

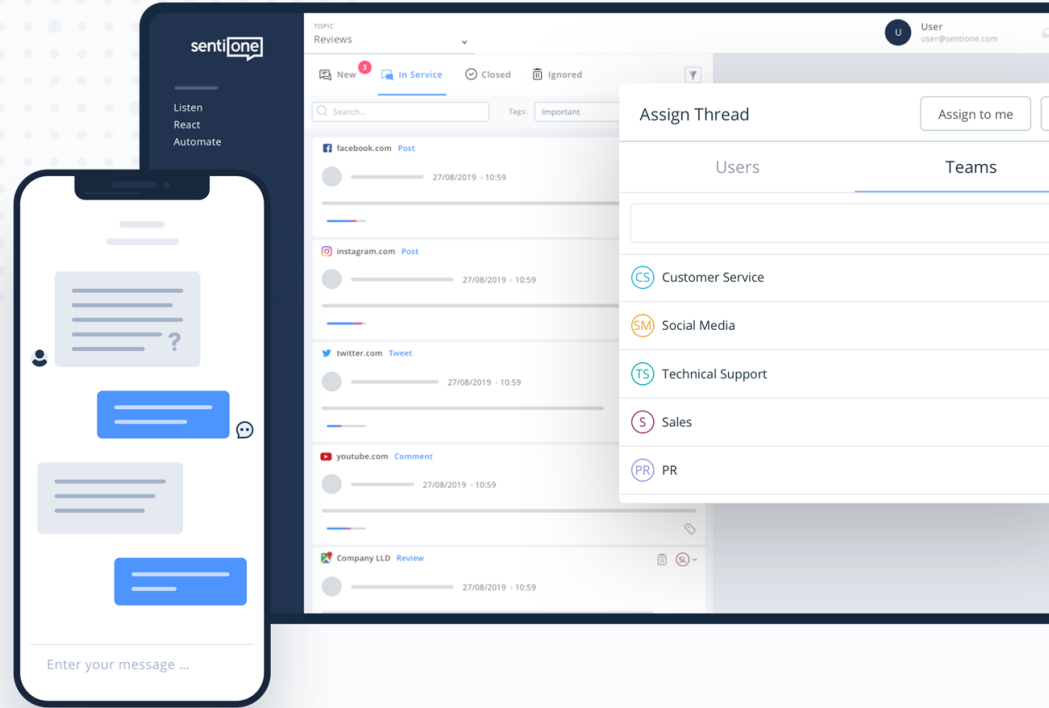
Facebook Stories

Posts on private walls

Information about the authors of Facebook posts.

Data sources

- Social media
(FB/Instagram/Twitter/YouTube)
- Blogs / Forums
- Google
(Maps / Play Store)
- Websites
- LinkedIn



The internet in numbers



62,235,984

Photos uploaded **today**
on Instagram



5,176,934,844

Videos viewed **today**
on YouTube



542,488,457

Tweets sent **today**



3,046,926,625

Facebook active users



5,312,223

Blog posts written **today**





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The background features a white central area surrounded by overlapping circles in shades of blue and purple. A light gray grid pattern is visible in the corners. Two thin, light blue circular lines are centered on the page, with small blue dots at their intersections.

What should you listen to?

What should you listen to?

- Own Brand
- Competition
- Products
- Trends
- Events
- Influencers
- Industry
- Customers
- Viral phenomena
- Sources
- #Hashtags
- Customer requests
- Yourself 😊

They wrote about me 100 times —
so what?

Social Listening is:

- Access to millions of online conversations
- Access to real time monitoring
- Deep social media data analysis
- Effective online brand reputation management
- Social media crisis prevention
- Discovering new sales opportunities
- Access to authentic reviews
- Optimizing customer communication
- Online brand image control
- Learning about trends that enable positive changes
- Building customer relationships



How can **senti****one** help?

3 ways to social listening



Collective
analysis

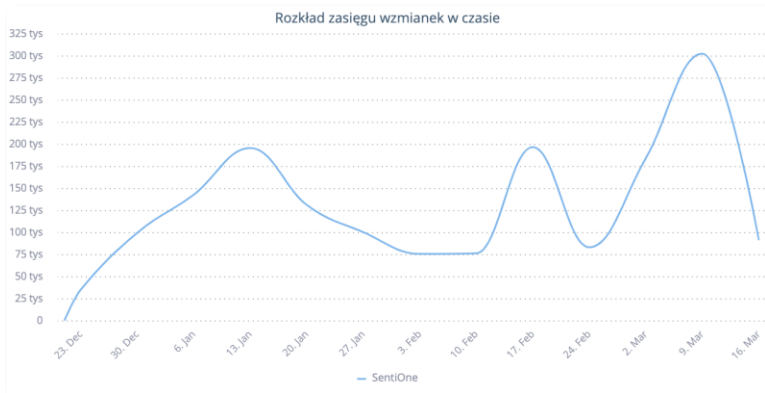
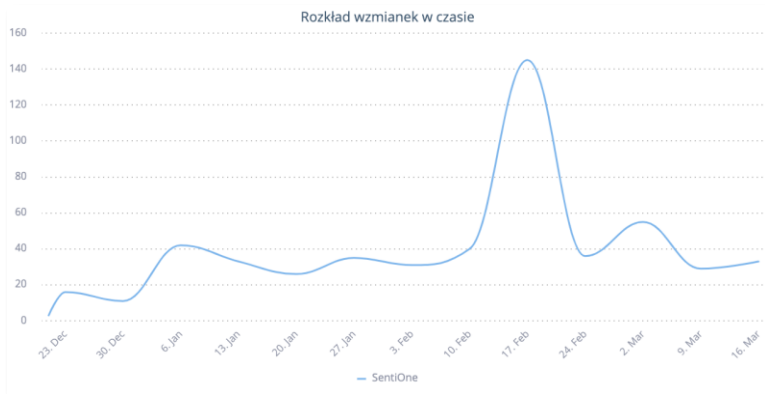


News Feed

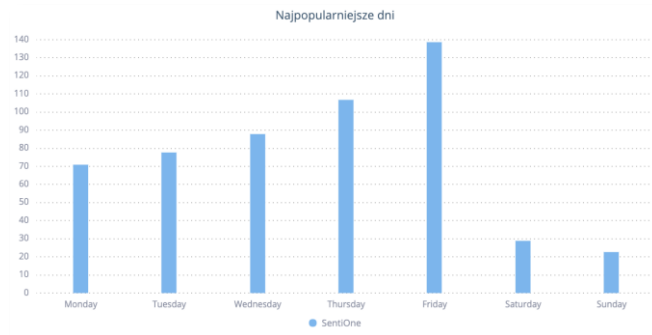
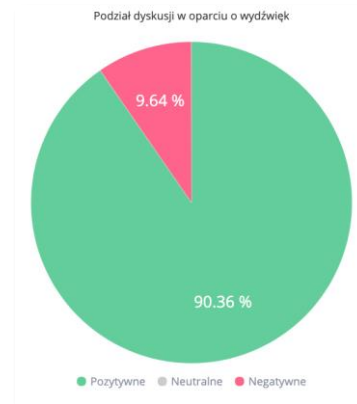
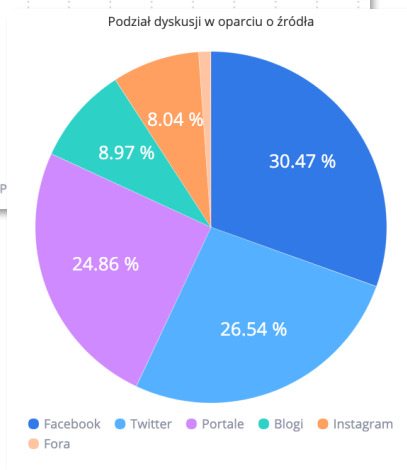
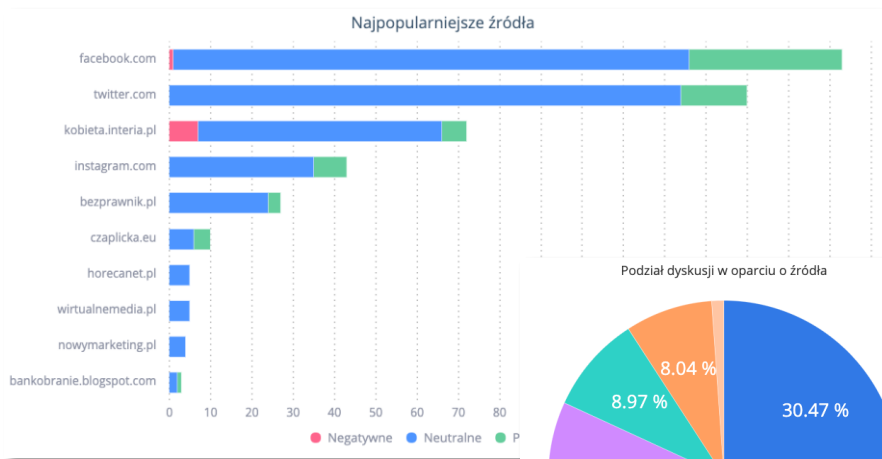


Alerts / Reports

1. Collective analysis



1. Collective analysis



2. Real time news feed

Sortuj po Najnowsze

« < 1 2 3 > »

Agüita De Limón (@aguitadelimonn) **Tweet** · 19/03/2020 · 20:17 ✓
twitter.com

...el tema? En números, te mostramos cómo es que el #coronavirus es visto en el mundo digital. Da click y conócelo:
#COVID19mexico #Covid_19mx #Covid_19 <https://sentione.com/dashboard/izYzRGYSGe6lClq7>

Influence Score: 7/10 2 39 499

ES 13 słów więcej

SentiOne (@sentione) **Post** · 19/03/2020 · 19:49 ✓
www.instagram.com

...epidemic, stay home whenever it's possible. As the number of people staying at home increases, this period can end as quickly as possible. Everyone at **SentiOne** wishes you perseverance, positive attitude and good health!

17841400792185474

Influence Score: 5/10 1 24

EN 15 słów więcej

Jagoda **Artykuł** · 19/03/2020 · 00:00 ✓
nowymarketing.pl

Dzień, w którym lepiej poznasz swoich klientów

...Absolwentka Uniwersytetu im. Adama Mickiewicza w Poznaniu. Przez 6 lat odpowiadała za komunikację w **SentiOne**. Doświadczenie zdobywała w agencjach reklamowych i public relations, takich jak People Group, Headlines Porter...

Dzień, w którym lepiej poznasz swoich klientów Dzień, w którym lepiej poznasz swoich klientów - NowyMarketing

Influence Score: 4/10 1234 słów więcej

Michał Brzezicki **Komentarz** · 18/03/2020 · 16:45 ✓
medium.com

Hej, dzięki za wzmiankę o **SentiOne** :) W momencie w którym, większość tradycyjnych sklepów jest zamknięta, decyzje

Sentyment wypowiedzi

Pozytywne Neutralne Negatywne

Źródło

Wybierz wszystkie (137)

Fora (4) Twitter (61)

Facebook (12) Recenzje

Google+ Video

Blogi (6) Portale (24)

Instagram (30)

Typ wyników

Wybierz wszystkie

Artykuły Posty

Prywatne Udostępnienia

Komentarze

Zawiera słowa

Autor

Adres strony (URL)

Tag

AUTOMAT Client Service

Do Raportu Problem Sprzedaż

WAŻNE nieotagowane

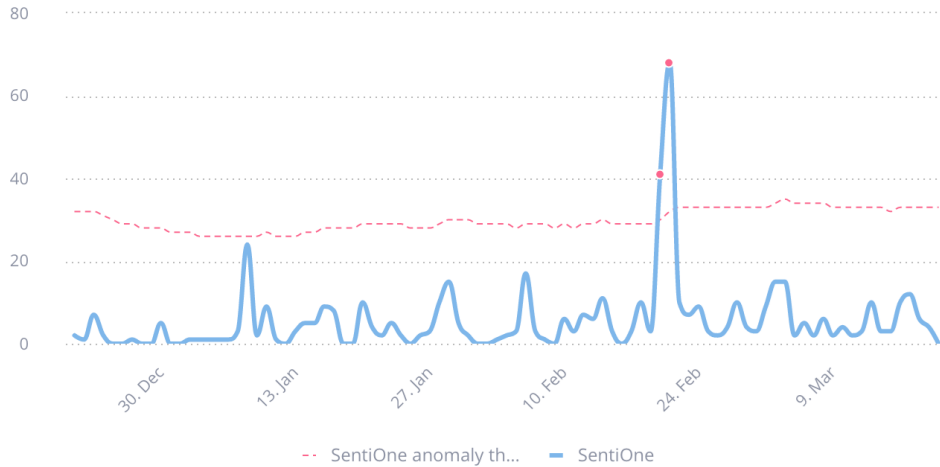
3. Reports



3. Alerts

Anomalie w czasie ?

21/12/2019 - 20/03/2020 SentiOne



Wybierz adresatów

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 p.klaus@senti1.com

Codziennie

Minimalna liczba wyników do wysłania alertu

1

Wysyłaj powiadomienia przez

email mobilne notyfikacje

Targets for 2022

- Segment your market
- Build brand awareness
- Analyse the competition
- Find new customers
- Build relations with customers
- Protect brand authority
- Improve your product or service
- Avoid crises

Let's talk about you



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