Social

Social is our tool for understanding how consumers interact and engage on Facebook and Twitter

Facebook and Twitter Data

What are the key commercial benefits?

As more money is spent within social channels, it is becoming increasingly important to understand the interactions of social connectors as well as their interactions online to help build

- o Social personas
- o Identify audience interests
- o Gather product insight
- o Shape social strategy and advertising strategies
- o Inform communication content and placement strategies
- o Devise campaigns
- o Identify sponsorship opportunities

Why is it different to other products on the market?

- 100% accurate demographic and consumption data that we can attribute to someone interacting within social (age, gender, location, work status, what brands they are customers of, what TV programmes they watch, what newspapers they read)

- Access to private Facebook news feeds for topic modelling and trend analysis

- The ability to understand what conversations segments are being exposed to, not just what they are talking about

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...for over 14k UK consumers...

Size and frame of Social panel

14k+

As of March 5, 2015. Panel size may have expanded since

Members

- 7,000 on Facebook
- 7,000 on Twitter
- 800 on both

- Nationally representative of the UK Facebook and Twitter populations
- Given their explicit consent
- Fully anonymous
- Complies with European privacy directive

Facebook Data

Facebook Page Likes (since they joined)

Facebook Posts Made

Facebook Posts Seen

1 million pages across 250 categories

YouGov Profiles collects our data from 200,000 UK YouGov members through 500,000 interviews conducted each month by these members, generating c.120,000 data points for analysis.

From the 200k panel members, we also know demographic and lifestyle characteristics, media consumption across multiple touch points, brand usage and perceptions, attitudes and opinions and online and mobile behaviour

Twitter Data

Twitter Handles Following

Tweets Spoken

Tweets Heard

Twitter engagement – mentions of handles following and content sharing

Social Capabilities

Our core offerings: what they are and what can be gained from them

Social Segmentation

Understand social media behaviour of an audience, or understand who they key audience is carrying out a specific social media behaviour

Benefits: Find the right people to target and understand what they will respond to

Implications: *Social media content creation*

Campaign Strategy and Evaluation

Monitor the effects of social media campaigns to help form future strategies

Benefits: Create targeted campaigns for more effective engagement, and improve campaign ROI

Implications: *Future campaign planning*

Social Influence

Measure how prevalent a social media topic has been and how quickly it reached your target audience

Benefits: Be the first to get new content out to a mass audience

Implications: *Social media communication strategies and strategic partnerships*
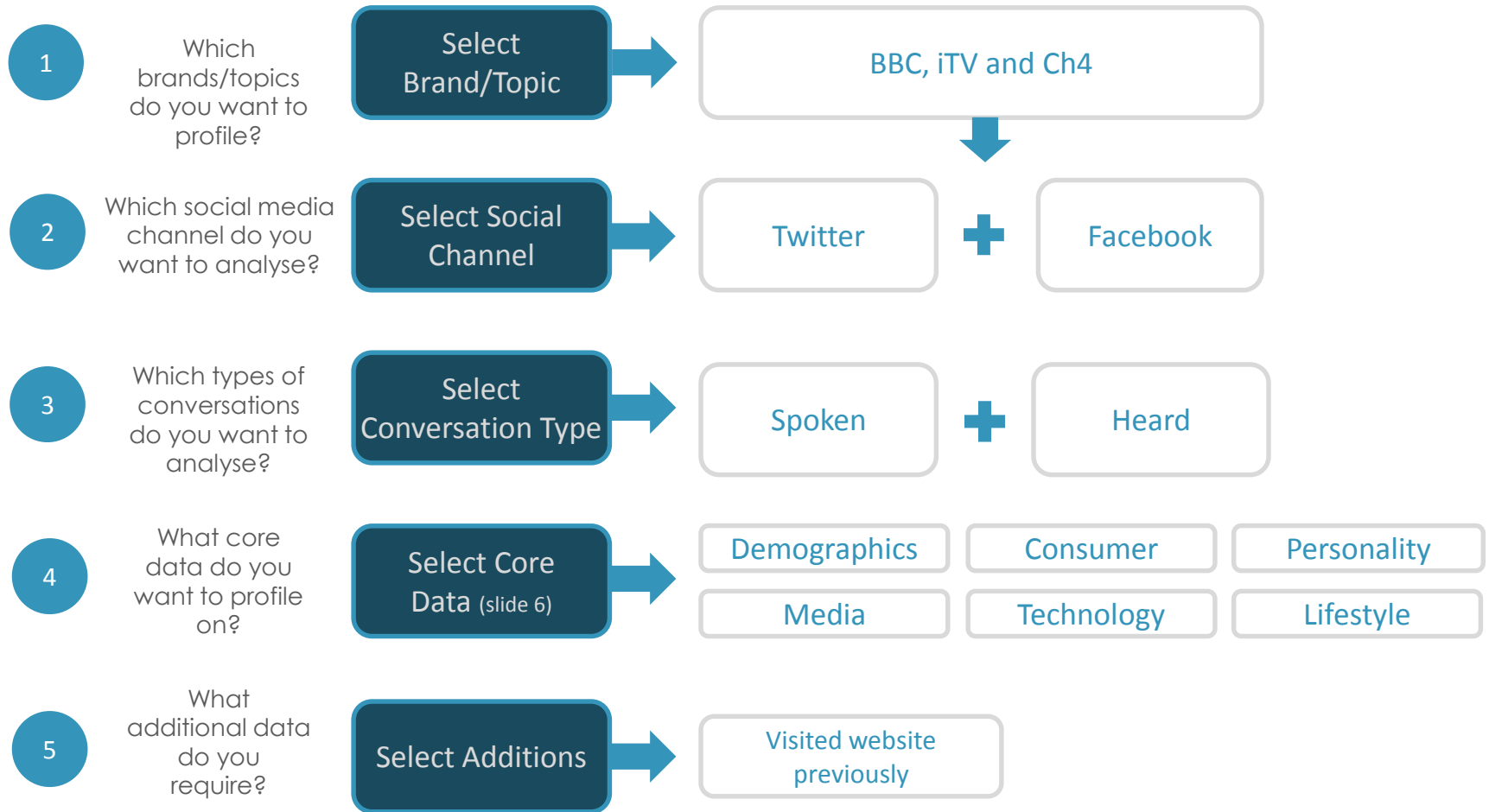
Brand and Product Perception

Overview of a brand/product's key followers, their opinions of the brand/products, and social media influences on brand/product perception

Benefits: Gain more genuine insight into what people like and dislike about a brand/product

Implications: *New product development and brand image development*

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What the world thinks

What are they key steps in our social media research?

Information required

1	Which brands/topics do you want to profile?	**Select Brand/Topic** →	BBC, iTV and Ch4
2	Which social media channel do you want to analyse?	**Select Social Channel** →	Twitter ✚ Facebook
3	Which types of conversations do you want to analyse?	**Select Conversation Type** →	Spoken ✚ Heard
4	What core data do you want to profile on?	**Select Core Data** (slide 6) →	Demographics Consumer Personality / Media Technology Lifestyle
5	What additional data do you require?	**Select Additions** →	Visited website previously

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Twitter Case Study

The #nomakeupselfie campaign

YouGov®
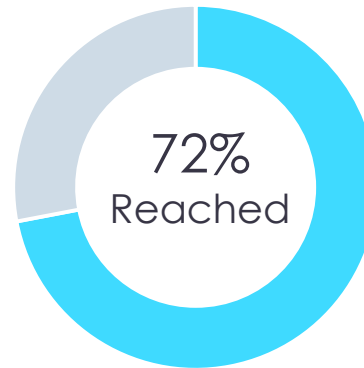What the world thinks

Nearly three-quarters of our Twitter panel were exposed to the #nomakeupselfie campaign

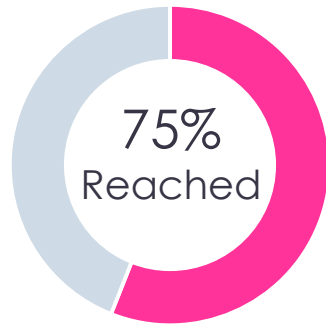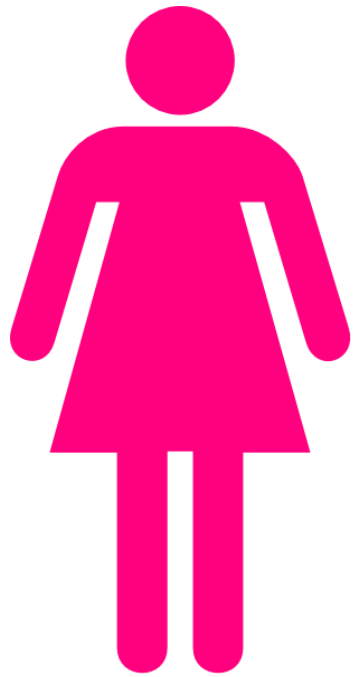YouGov twitter
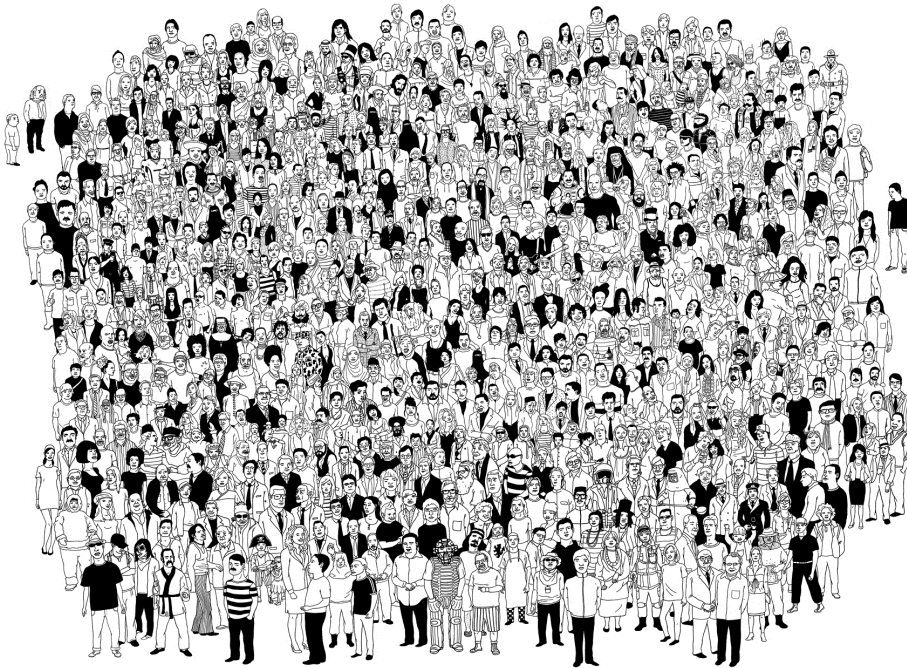
6,830 panellists

72% Reached

Total Number of Exposures

64,766

Number of exposures measures how many times each person was exposed to a tweet about the campaign, within the total audience reached

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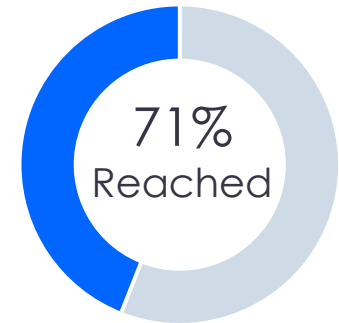What the world thinks

More females were reached by the campaign than males

On average, females were also exposed to tweets about the campaign more times than males

75%
Reached

71%
Reached

Average Number of Exposures

16

Average Number of Exposures

11

Females

Males

Data collection 1 March 2014 – 14 April 2014

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What the world thinks

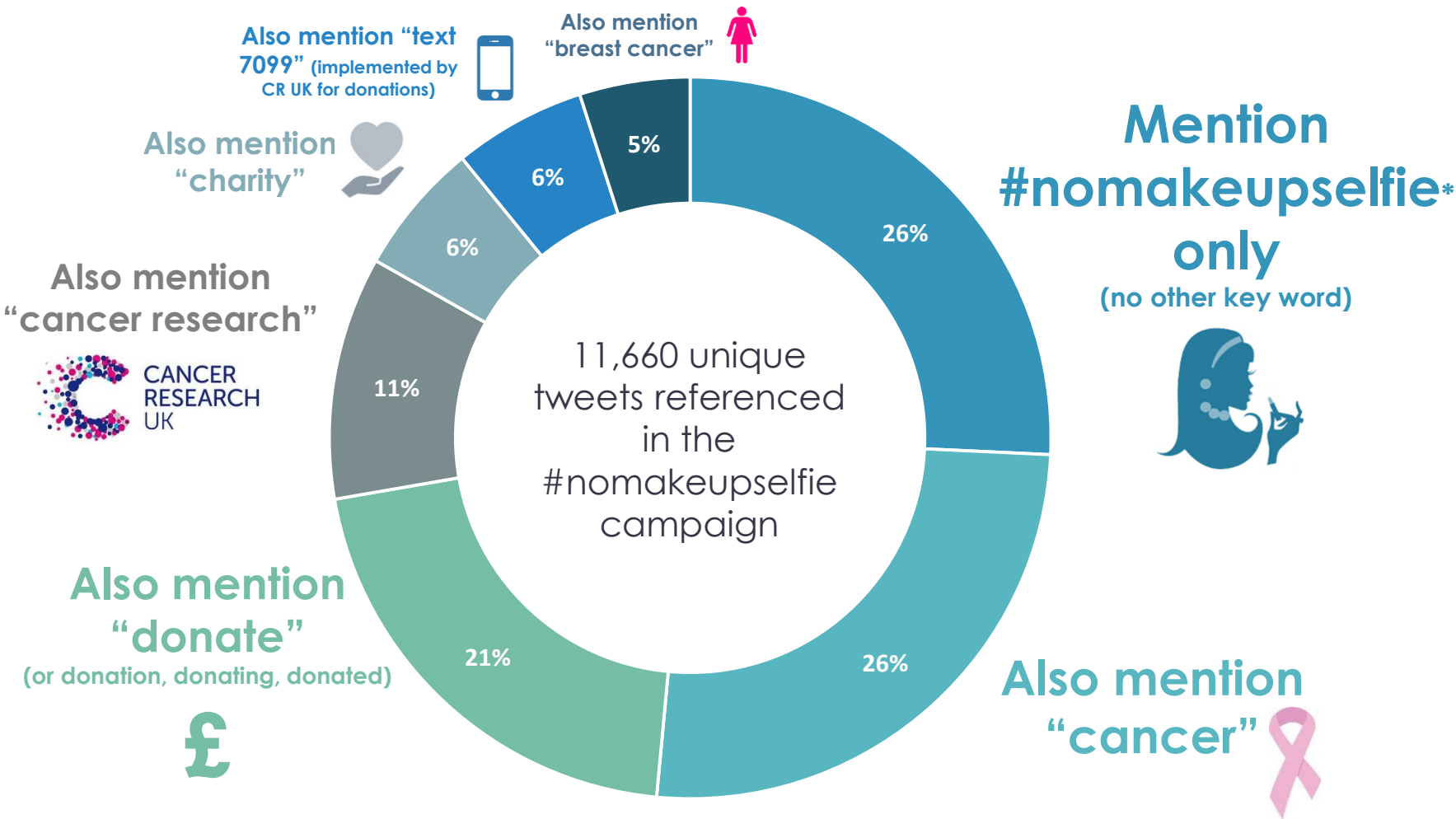# The campaign had the greatest reach amongst those in the North East, East Midlands and London

It had the smallest amount of exposure amongst those from Yorkshire & the Humber

SCOTLAND
72%

NORTHERN
IRELAND
71%

NORTH
WEST
73%

IRELAND

YORKSHIRE
& HUMBER
69%

WEST
MIDLANDS
72%

WALES
73%

EAST OF
ENGLAND
72%

SOUTH WEST
70%

SOUTH EAST
72%

NORTH
EAST
76%

EAST
MIDLANDS
75%

LONDON
75%

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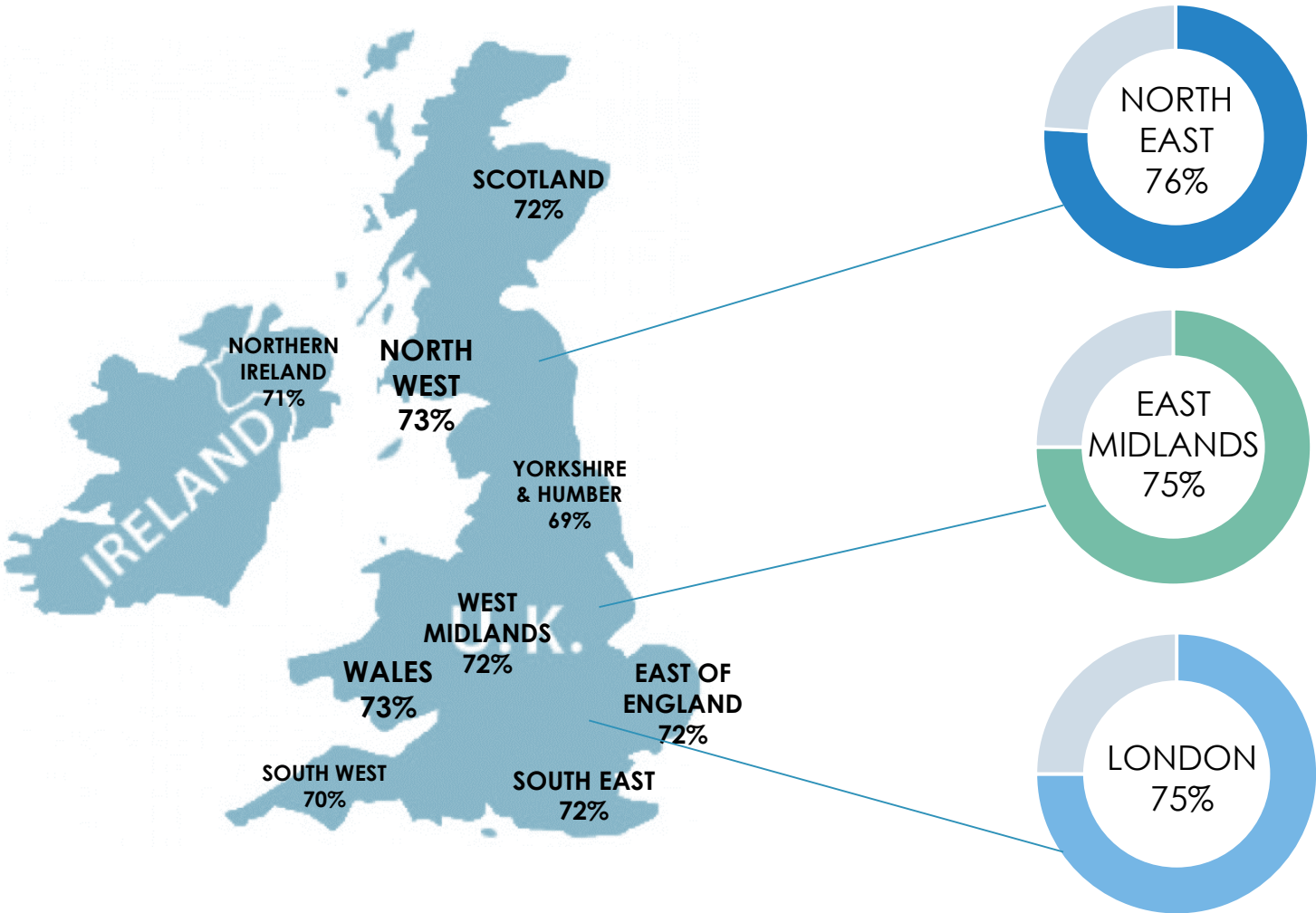
Many of the campaign's tweets also mention the words "cancer" or "donate"

These key words only started being shared in people's tweets after the campaign had been active for 17 days

Also mention "text 7099" (implemented by CR UK for donations)

Also mention "breast cancer"

Also mention "charity"

Also mention "cancer research"

CANCER RESEARCH UK

11,660 unique tweets referenced in the #nomakeupselfie campaign

Mention #nomakeupselfie* only (no other key word)

5%

6%

6%

11%

26%

21%

26%
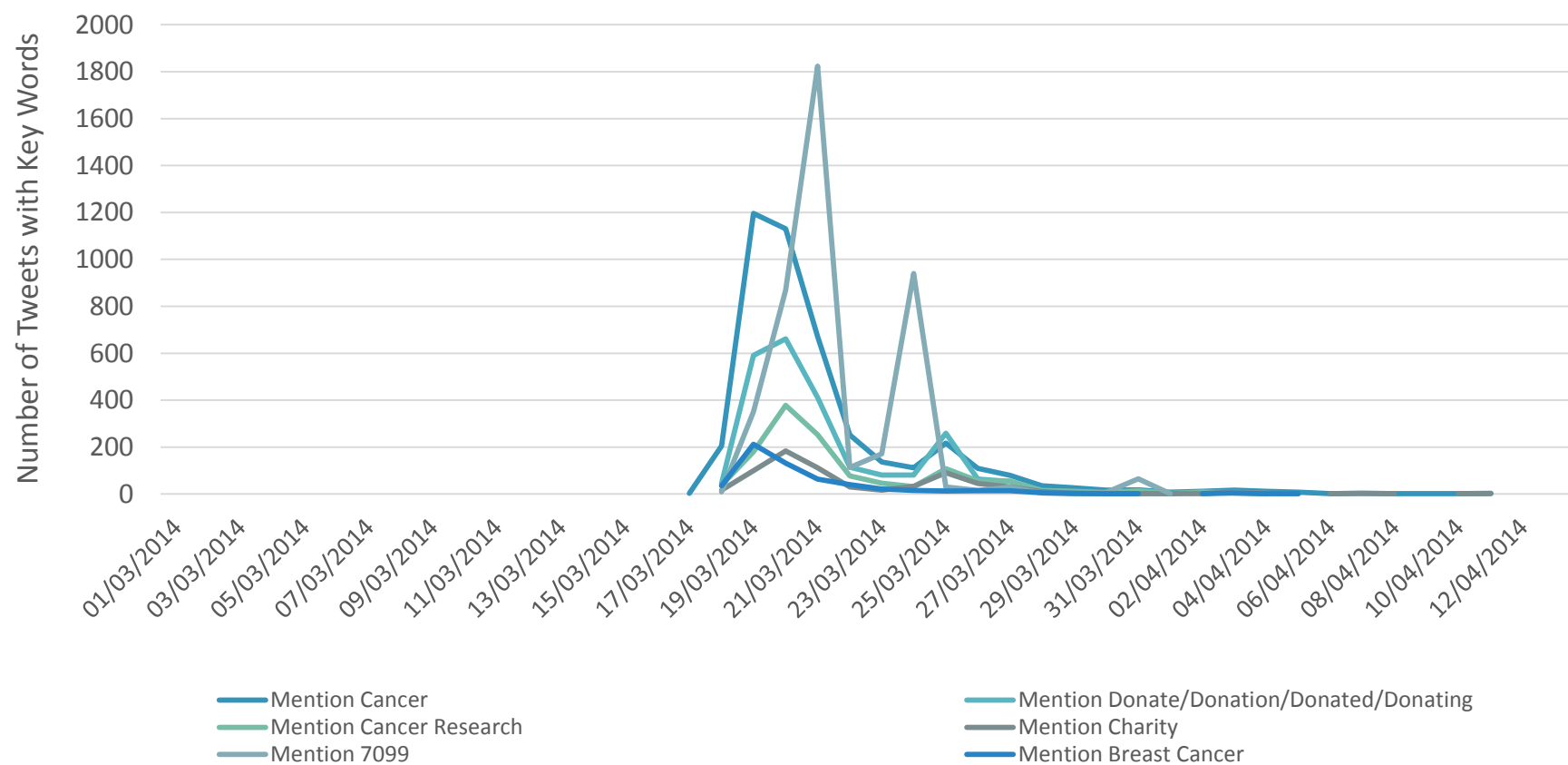
Also mention "donate" (or donation, donating, donated)

Also mention "cancer"

*Also includes variations – eg. nomakeupselfie, no make up selfie
Data collection 1 March 2014 – 14 April 2014

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What the world thinks

People didn't start tweeting about the campaign in relation to a cause until it had already been running for two weeks

The campaign became linked with the word "cancer" before any of the other key words

Key Words Mentioned Over Time
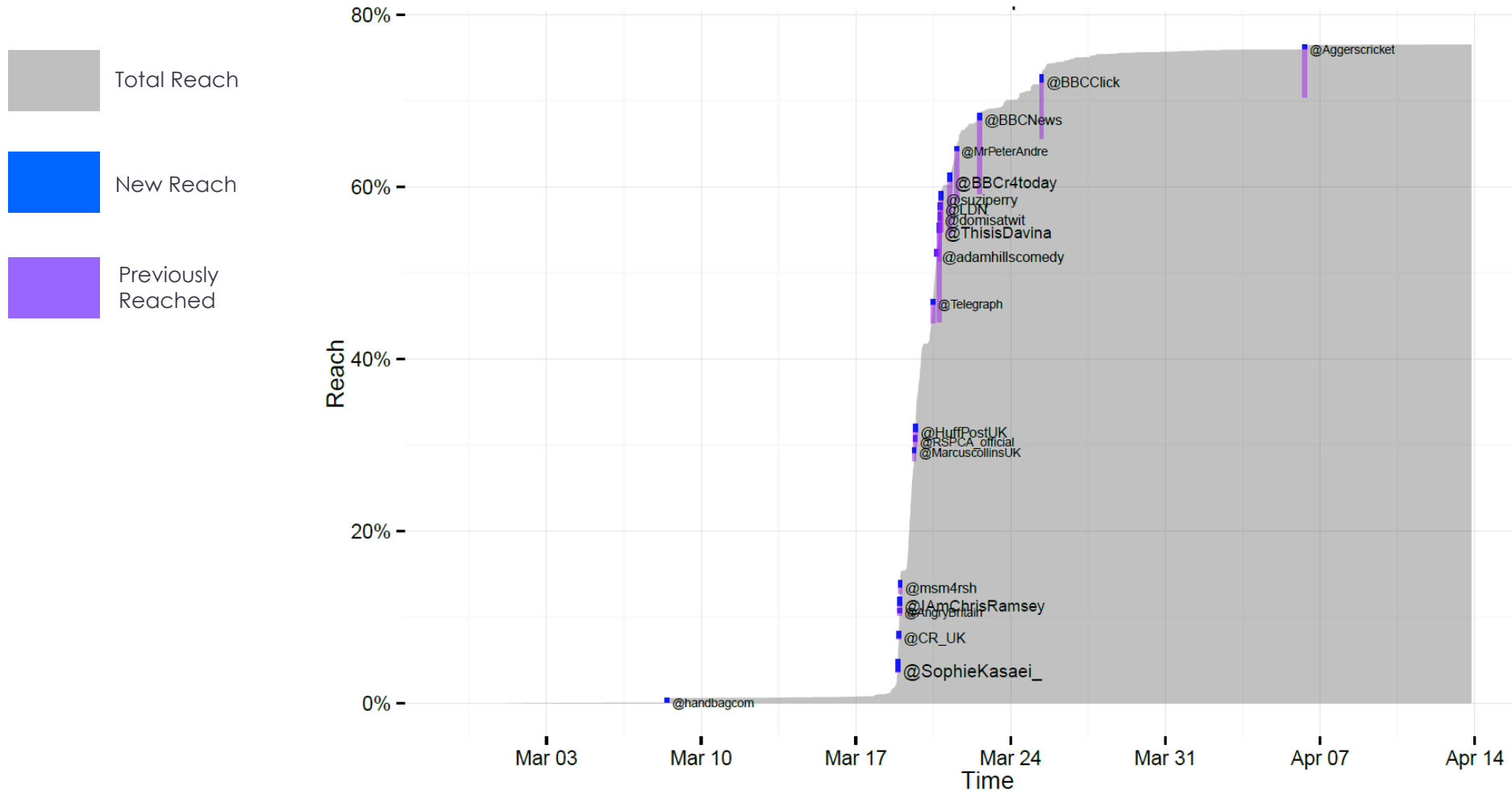

Legend:
- Mention Cancer
- Mention Cancer Research
- Mention 7099
- Mention Donate/Donation/Donated/Donating
- Mention Charity
- Mention Breast Cancer

Data collection 1 March 2014 – 14 April 2014

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What the world thinks

The campaign's reach increased rapidly in a short space of time

After three weeks, 70% of the audience had already been exposed to the campaign

Legend:
- Total Reach (grey)
- New Reach (blue)
- Previously Reached (purple)

Chart axes: Y-axis labeled "Reach" (0%, 20%, 40%, 60%, 80%); X-axis labeled "Time" (Mar 03, Mar 10, Mar 17, Mar 24, Mar 31, Apr 07, Apr 14)

Data point labels:
- @Aggerscricket
- @BBCClick
- @BBCNews
- @MrPeterAndre
- @BBCr4today
- @suziperry
- @LDN
- @domisatwit
- @ThisisDavina
- @adamhillscomedy
- @Telegraph
- @HuffPostUK
- @RSPCA_official
- @MarcuscollinsUK
- @msm4rsh
- @IAmChrisRamsey
- @AngryBritain
- @CR_UK
- @SophieKasaei_
- @handbagcom

Data collection 1 March 2014 – 14 April 2014

YouGov®
What the world thinks

Multiple Twitter accounts contributed collectively to the campaign's reach, there weren't just a few main influential handles

While some Twitter accounts with a large amount of followers tweeted about the campaign, many of their followers had already been exposed to the campaign previously

Legend:
- Total Reach (grey)
- New Reach (blue)
- Previously Reached (purple)

Chart labels (handles):
- @Aggerscricket
- @BBCClick
- @BBCNews
- @MrPeterAndre
- @BBCr4today
- @suziperry
- @LDN
- @domisatwit
- @ThisisDavina
- @adamhillscomedy
- @Telegraph
- @HuffPostUK
- @RSPCA_official
- @MarcuscollinsUK
- @msm4rsh
- @IAmChrisRamsey
- @Angrybritain
- @CR_UK
- @SophieKasaei_
- @handbagcom

Y-axis: Reach (0%, 20%, 40%, 60%, 80%)

X-axis: Time (Mar 03, Mar 10, Mar 17, Mar 24, Mar 31, Apr 07, Apr 14)

Data collection 1 March 2014 – 14 April 2014

YouGov What the world thinks

28% of the audience was reached between the 18th and 19th of March

Some celebrities also tweeted about the campaign and contributed to its reach during this time, such as Sophie Kassei from Geordie Shore and comedian Chris Ramsey

Data collection 1 March 2014 – 14 April 2014
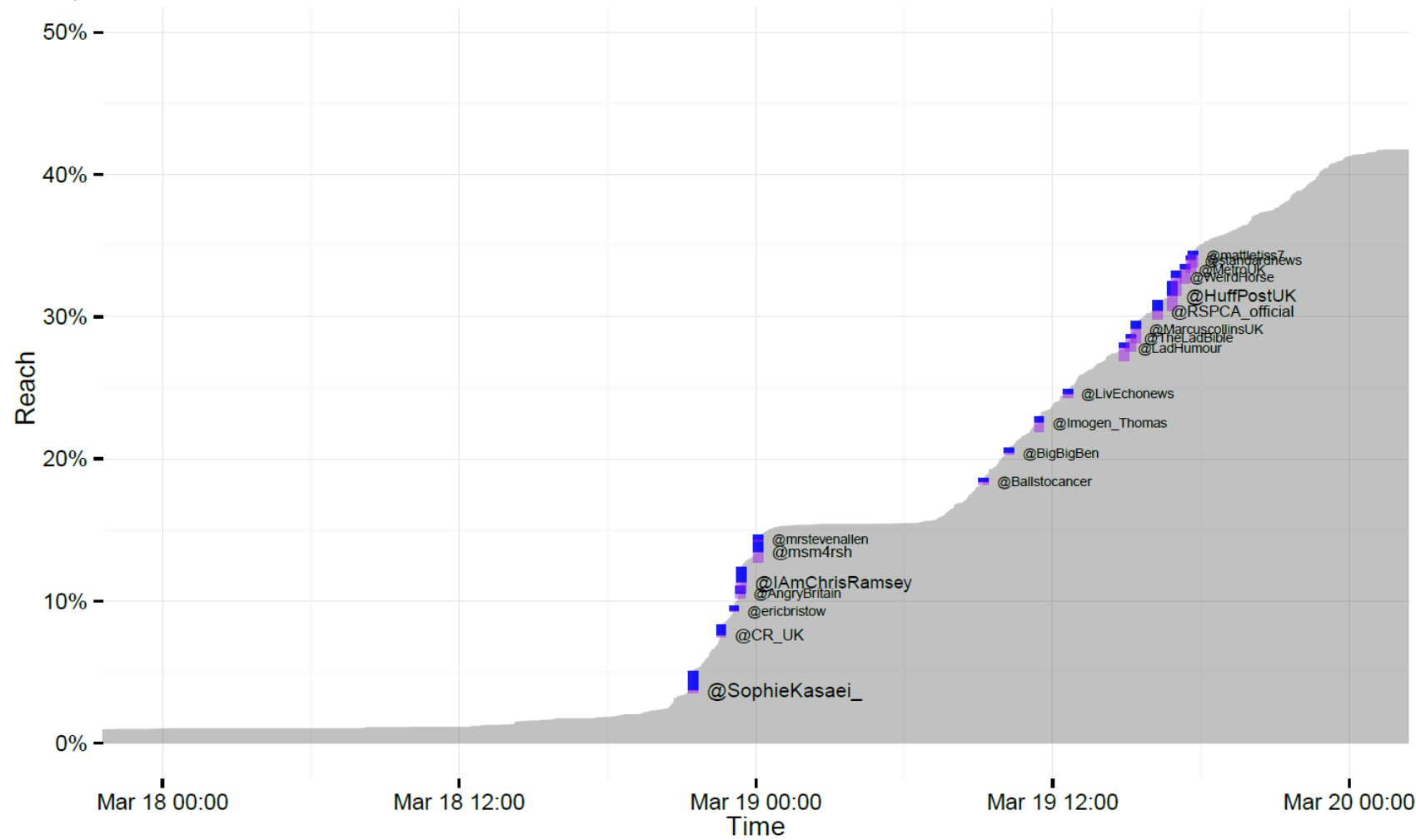
Why it worked for Cancer Research UK

Possible reasons as to why the campaign was so widely tweeted

Easy call to action

- Anyone could do it - only needed a mobile phone to take the photo, share it and text to donate

For a cause

CANCER RESEARCH UK

- The campaign was shared more when cancer awareness or donating to cancer research was mentioned

The selfie trend

- "Selfie" was already a social media buzz word, after Ellen DeGeneres' famous selfie tweet at the Oscars on March 2nd
- The campaign's timing was key to piggy-back off of the existing trend

Celebrity support ⭐

- The campaign was shared by media accounts and celebrity accounts on Twitter with a large number of followers, contributing to its awareness. Further support for the campaign could have also been influenced by the backing from celebrities, giving the campaign credibility

Cancer Research UK @CR_UK 6h
We're loving your #cancerawareness #nomakeupselfie pics! The campaign isn't ours but every £ helps #beatcancersooner pic.twitter.com/nNb0RSEitr
↩ Reply ⇄ Retweet ★ Favorite

© Twitter

Fundraising hub
From the Voluntary Sector Network

#nomakeupselfie - why it worked
While Cancer Research UK has enjoyed a £8m windfall from the social media campaign, it wasn't the charity's idea – but that, and the fact it worked on mobile, helped it to succeed so brilliantly
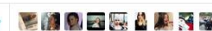
Ellen DeGeneres @TheEllenShow + Follow

If only Bradley's arm was longer. Best photo ever. #oscars pic.twitter.com/C9U5NOtGap

↩ Reply ⇄ Retweet ★ Favourite ••• More

RETWEETS FAVOURITES
3,419,678 2,030,487

7:06 pm - 2 Mar 2014   Flag media

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Social