Microsoft Social Engagement Report

Microsoft Social Engagement puts powerful social tools in the hands of sales, marketing and service teams - helping them to gain insight into how people feel about your business and to proactively connect on social media with customers, fans, and critics.

Use Social Engagement to assess the buzz around products and markets, or measure the social impact of an event to learn more about an audience.

To demonstrate the insight that businesses can gain through Microsoft Social Engagement we’ve tracked the social interactions with Satellite Applications Catapult (@satappscatapult) across Twitter and blogs. To widen the scope of the data used in this report also includes Twitter accounts, UK Space Agency (@SpaceGovUK) and UK Space Labs (@ukspacelabs). This report covers September 2015.
Microsoft Social Engagement dashboards provide an at a glance view reporting the activity and impact of tracked accounts, keywords and phrases across social networks. In this document we’ve highlighted a series of these dashboard components...

What is the pattern of posts?

The above charts report the daily fluctuations in tracked social posts during the month. This also includes a separate graphic split between Twitter activity and blog posts. From these displays drill down to understand what contributed to any spikes in volume. This may include influential blog posts and popular Tweets that have been repeatedly shared which reference the tracked search terms. In this instance a spike in traffic was seen on 22 September when several parties interacted with a Tweet promoting Satellite Applications Catapult attendance of the New Anglia iExpo 2015 Innovation Event.

Where is the social buzz?

Social Engagement maps report the location of social activity worldwide. These reveal the countries from which people are most frequently engaging with a tracked social account or search term. In this instance the graphic demonstrates that the bulk of positive sentiment on tracked posts came from the UK and USA while some negative sentiment was tracked in Canada.
What is the perception of our audience?

Using machine learning Microsoft Social Engagement measures the sentiment of tracked posts. This is reported as a sentiment index value based on the positive, negative or neutral entries reported and highlights the movement in this score. In this example, we have also tracked the fluctuations in sentiment by day throughout the month (below).

Drill down from any Social Engagement dashboard to view the supporting social posts. You can manually change the sentiment values if you believe the automated machine learning has incorrectly graded the sentiment index.
A social engagement word cloud reports the phrases that most frequently appeared in social posts and blogs which referenced the tracked keywords and phrases during this period. From this it can be determined that the UK Space Agency was the most frequent term used in the entries during the month.

Individual word clouds can be filtered by individual profiles. If we look at the trending phrases specific to Satellite Applications Catapult it reveals ‘hackathon’ and, ‘frathgeber’ were among the most frequently used terms. Each item shown can be clicked to make a drill down analysis on specific words and phrases.

Trending phrases can be split to report those which contributed positive sentiment and highlight those which resulted in negative sentiments. As this extract show the terms, ‘investorthon’, ‘wow factor’, ‘manlinessday’ were frequently associated with posts attracting positive perceptions on the @satappscapapult Twitter account.
Who are our advocates?

By automatically assessing the audience sentiment on any social account, keyword or phrase Microsoft Social Engagement is able to identify which social accounts are fans, and who are detractors.

By tracking the @satappscatapult Twitter handle through September 2015 the top 5 advocates are shown.

What hashtags & accounts trended on Twitter?

In this example we tracked three Twitter accounts and a selection of keywords through a single month. Across the resulting posts that were tracked Microsoft Social Engagement has identified a series of hashtags that were frequently referenced in these entries as well as any changes in their popularity.

Each hashtag entry can be drilled down for further analysis and individual items can be added to the Social Engagement search terms. As previously highlighted the #iexpo tag proved popular during the month. A separate dashboard component lists the Twitter account that were most frequently mentioned in tracked posts. In this instance the New Anglia Local Enterprise Partnership and UK Space Agency attracted the most mentions.
How are people are interacting with us?

The growth in a social footprint can be measured on the basis of how many authors are interacting with a tracked account or phrase. The example above reports 158 unique authors were tracked in a calendar month. Twitter topped this count contributing 129 posts from 88 unique authors. Increase volumes in all four social sources comprising Twitter, Blogs, News and Videos were reported compared to the previous period with blog posts seeing the fastest growth. To further assess Twitter activity Microsoft Social Engagement also provides a breakdown (below) of activity detailing posts, replies and shares.

How can we react to posts?

Microsoft Social Engagement is configured to work with your own social accounts. Simply highlight a tracked post to reply, retweet or mark it as a favourite. Individual items can be assigned to selected users or labelled to support segmentation.
As you can see, Microsoft Social Engagement makes it easy to gain an overview of the landscape for an industry, company, brand or an event on social media.

From broad information including sentiment and location to detailed analysis of buzz and individual posts, it's easy to understand how useful Microsoft Social Engagement can be when it comes to learning more about an audience.

So what are your customers saying about you?

Discover the power of sentiment analysis for your business with Microsoft Social Engagement.

Click here to take a guided tour