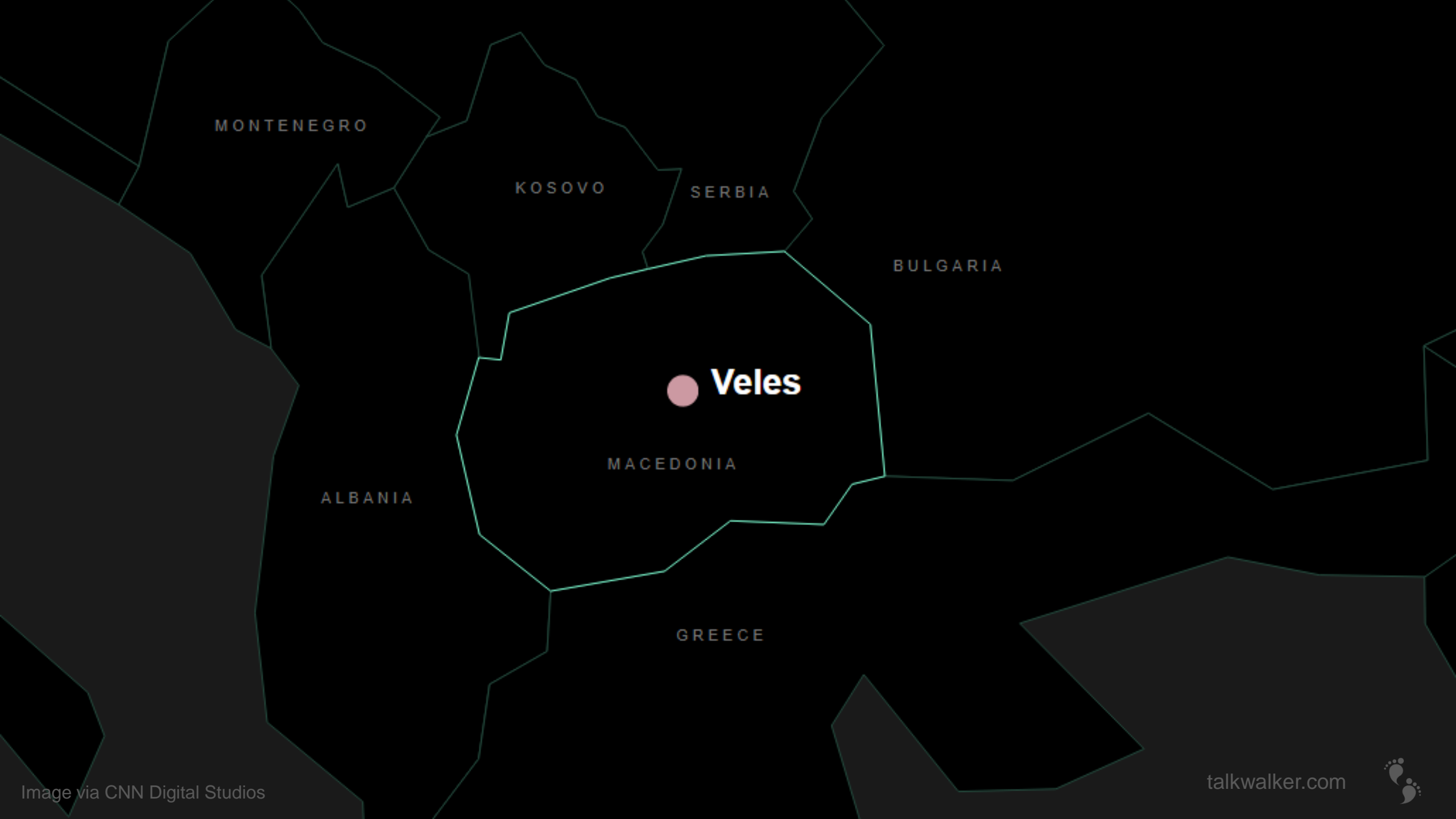


THE NEW RULES

Social Media Monitoring in the Age of Dirty Data





MONTENEGRO

KOSOVO

SERBIA

BULGARIA

● **Veles**

MACEDONIA

ALBANIA

GREECE



**POPE FRANCIS SHOCKS WORLD,
Endorses Donald Trump for President**

**JUST IN: Sarah Palin Hospitalized
After Being Hit By Car**





FAKE NEWS

**THERE
ARE NO
RULES**



What the F is going on ?





Image via Cosmopolitan



alex tan

@mineifiwildout

Follow



no more eating xanax in 2018 we eating tide pods from now on

8:44 am - 9 Dec 2017

7,117 Retweets 25,662 Likes



70

7.1K

26K



Tide ✓
@tide



Replying to @TDX__

Our Product is absolutely not to be consumed. Plesae, if you have, drink a glass of water or milk and contact the Poison Control Center(800-222-1222) or a Doctor Immediately.

11:17 PM - Jan 17, 2018

♡ 512 💬 368 people are talking about this



Tide ✓
@tide



Replying to @CaliDoobiee

Contact your physician or your local poison control center. Also, call us at 1-800-879-8433 so we can find out how you're doing. Thanks!

12:06 AM - Jan 17, 2018

♡ 2,017 💬 263 people are talking about this





▶ ⏪ 🔊 0:00 / 1:00





Image via HighSnobity



Kylie Jenner

@KylieJenner

Follow



sooo does anyone else not open Snapchat anymore? Or is it just me... ugh this is so sad.

1:50 pm - 21 Feb 2018

75,100 Retweets **375,532** Likes



5.2K



75K



376K



Market summary > Snap Inc

NYSE: SNAP - Feb 22, 11:26 AM EST



17.45 USD **↓1.19 (6.38%)**

1 day

5 day

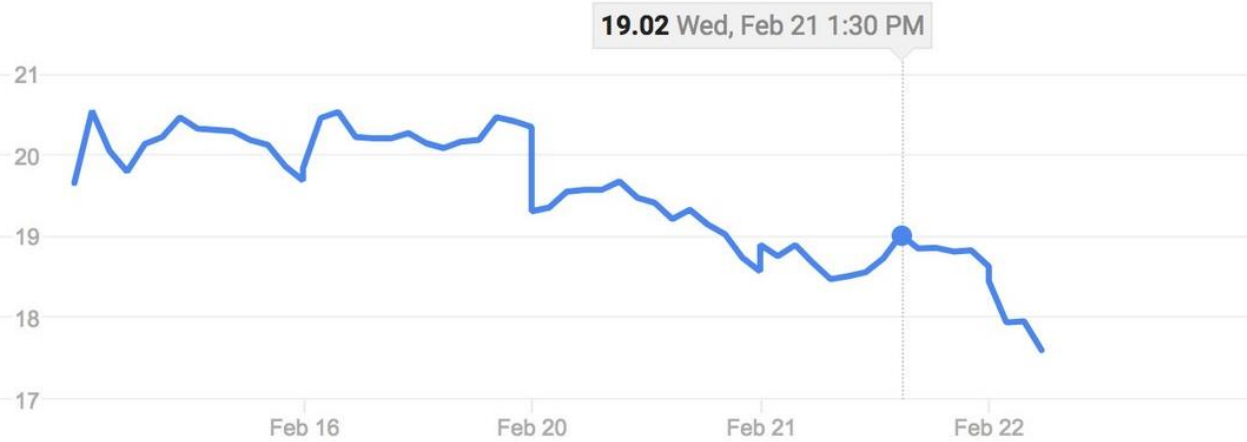
1 month

3 month

1 year

5 year

max



**THERE
ARE NO
RULES**





Cambridge
Analytica

MENTIONS OVER TIME

#deleteFacebook

400K

320K

240K

160K

80K

10 Apr 2017

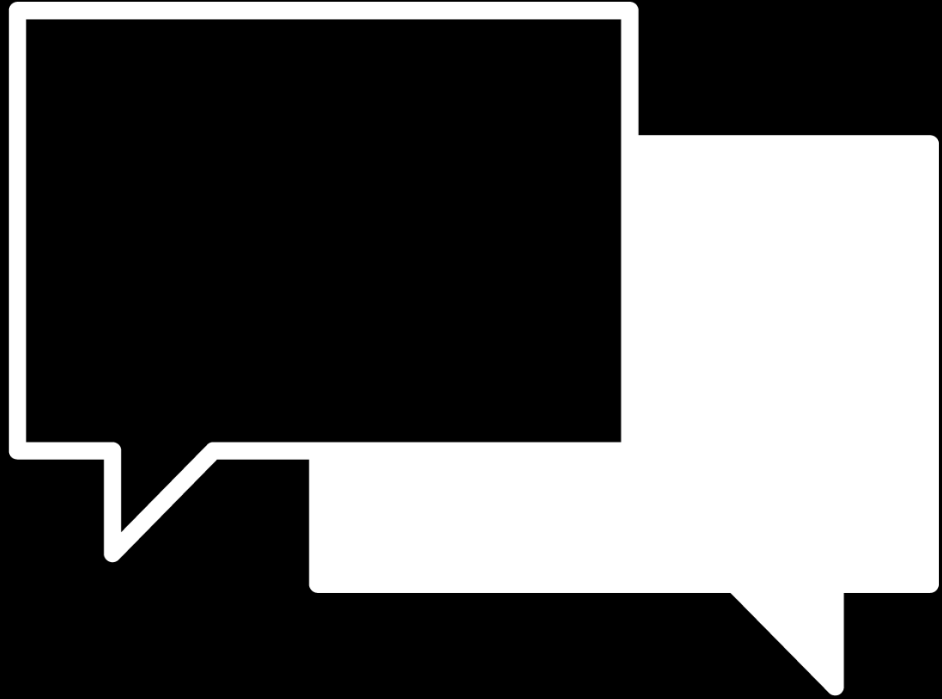
3 Jul 2017

25 Sep 2017

18 Dec 2017

12 Mar 2018

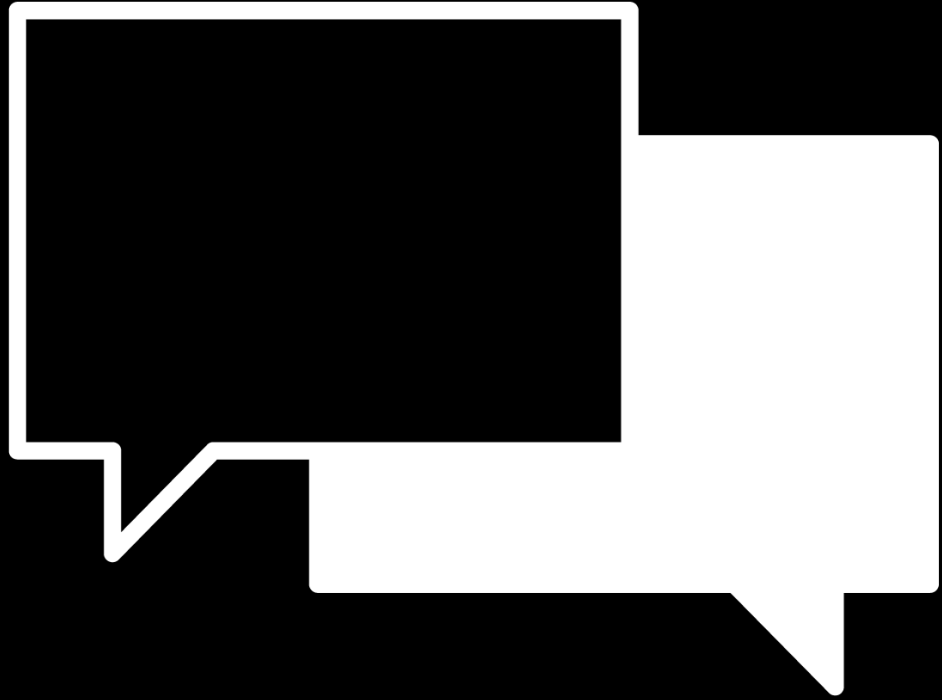




New active users
50 million
+3.4% vs Dec

Ad spend
\$11.8 billion
+50% from 2017





3.196
BILLION

active social media users

Penetration : **42%**



DATA



Data Types

First-Party Data

Data that a company collects directly from its consumers

Second-Party Data

Data from the sale of 1st party data from one company to another

Third-Party Data

Data that can be purchased pre-collected by an external provider



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DATA



Dirty Data Matrix

False Data	Broken Data	Data Bias
Data Misinterpretation	Data Privacy	Data Relevance
Data Decay	Data Competence	Data Blind Spots



Dirty Data Matrix

<p>False Data Factually incorrect, from untrustworthy sources, fake news, spam, bots</p>	<p>Broken Data Incomplete, incorrect or duplicate data</p>	<p>Data Bias Deliberate misleadings or wrong survey answers</p>
<p>Data Misinterpretation Drawing the wrong conclusions</p>	<p>Data Privacy Data collected or used without consent</p>	<p>Data Relevance Just because you can, doesn't mean you should</p>
<p>Data Decay At the rate of 2% per month</p>	<p>Data Competence In house talent/knowledge</p>	<p>Data Blind Spots Do you know what you don't know</p>



Data Misinterpretation

MISLEADING STATISTICS

THE AVERAGE ADULT HAS
ONE TESTICLE



Meaningful > Just True

CONTENT SHOULD BE USEFUL, NOT JUST PRETTY
vert.ms/Baddata




Dirty Data Matrix

<p>False Data Factually incorrect, from untrustworthy sources, fake news, spam, bots</p>	<p>Broken Data Incomplete, incorrect or duplicate data</p>	<p>Data Bias Deliberate misleadings or wrong survey answers</p>
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Data Privacy



Netflix US 
@netflix



To the 53 people who've watched A Christmas Prince every day for the past 18 days: Who hurt you?

4:52 AM - Dec 11, 2017

 450K  122K people are talking about this



Data Privacy

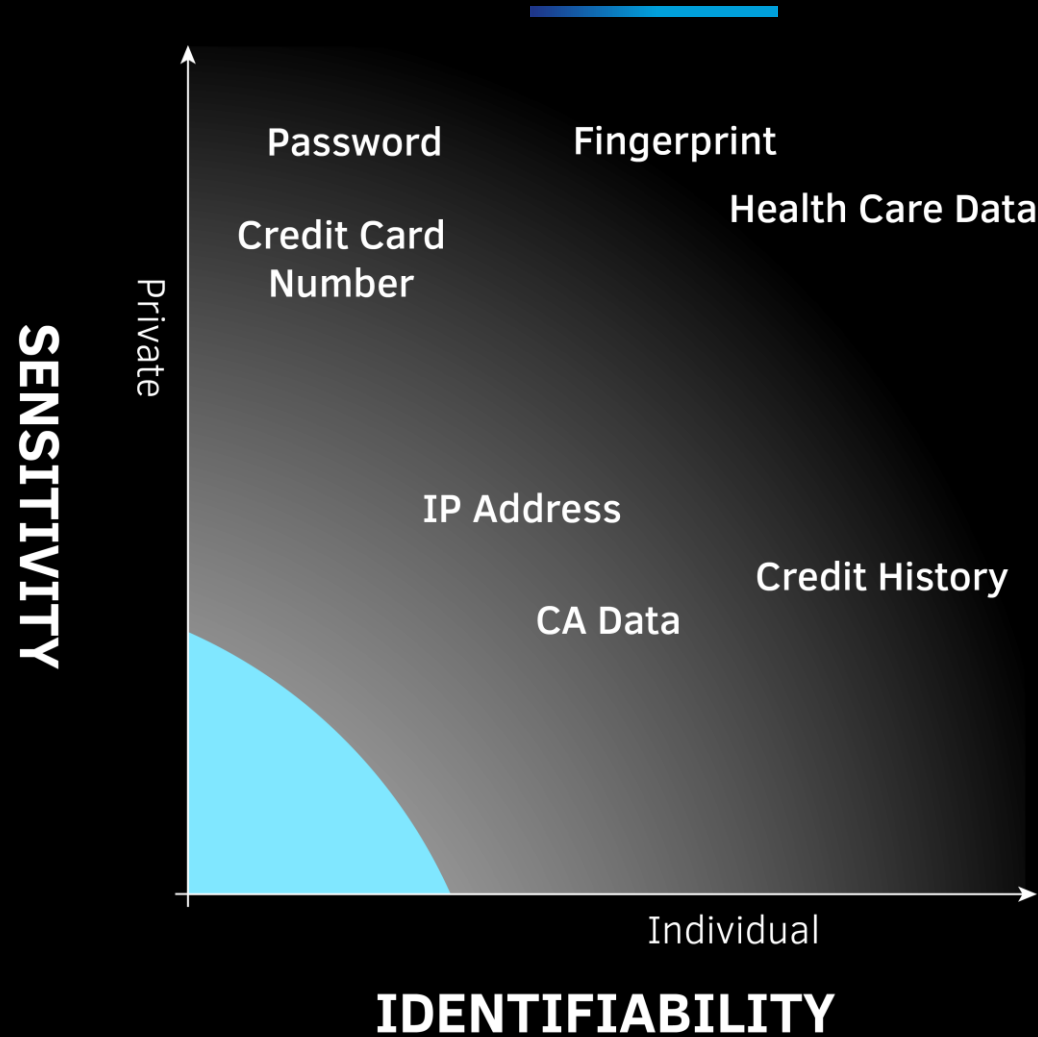


Dirty Data Matrix

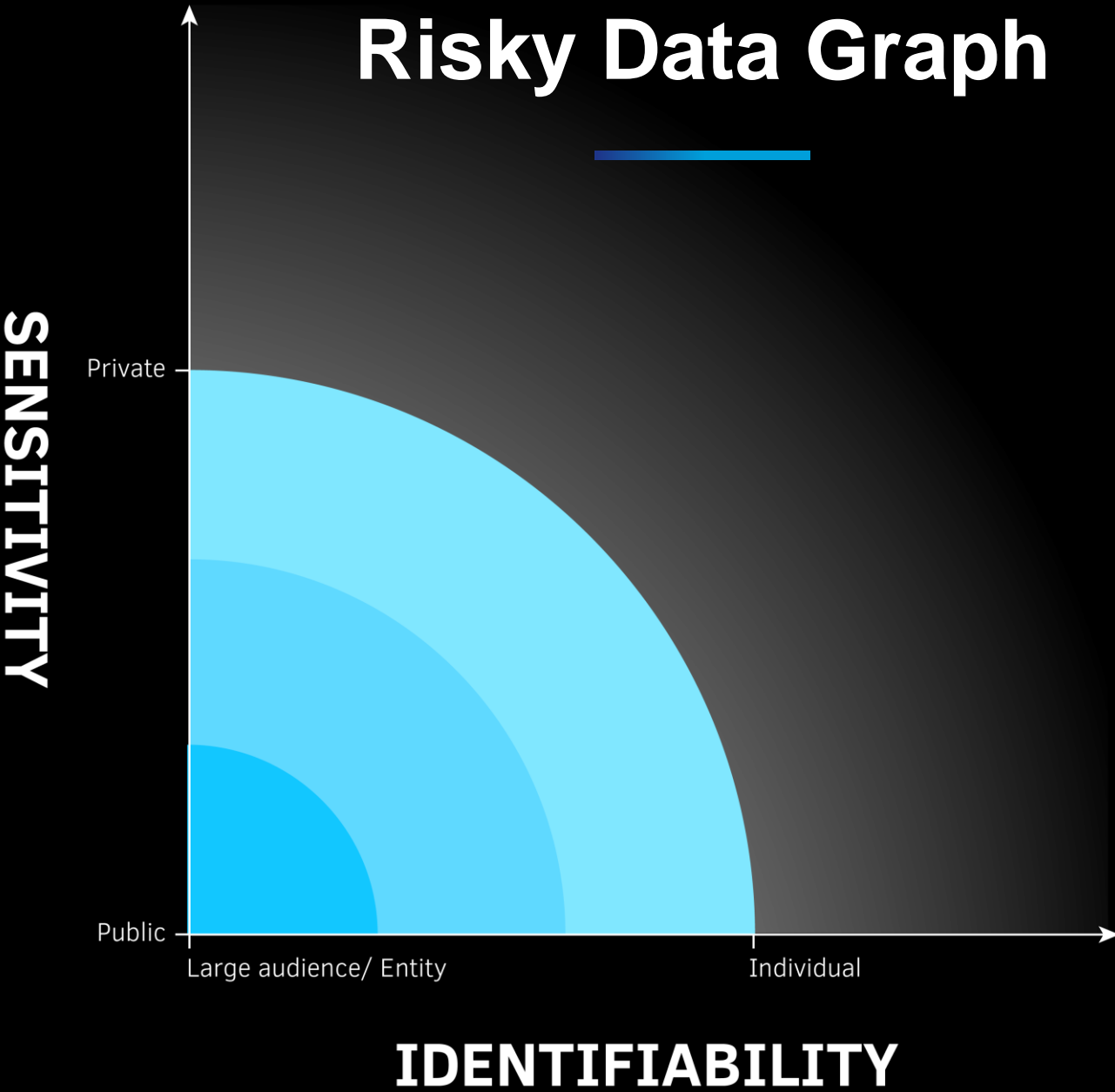
<p>False Data Factually incorrect, from untrustworthy sources, fake news, spam, bots</p>	<p>Broken Data Incomplete, incorrect or duplicate data</p>	<p>Data Bias Deliberate misleadings or wrong survey answers</p>
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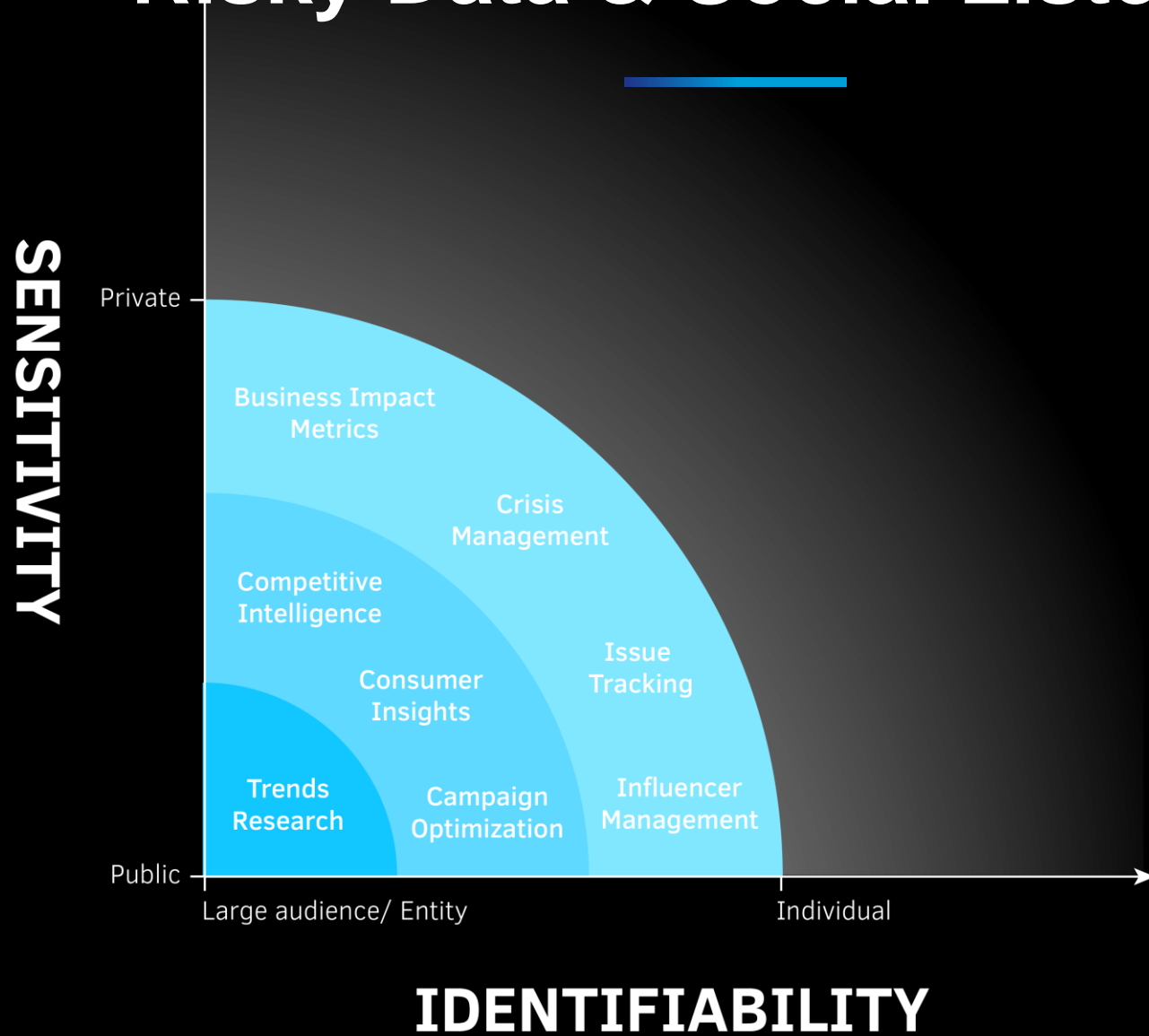
Risky Data Graph



Risky Data Graph



Risky Data & Social Listening



The challenges

Understand fast moving SMM ecosystem

Access to the right data

Achieving data maturity



Use frameworks proven to work

Protect, measure and optimize the impact of your brand communication

PROTECT



Brand Protection and Reputation Management

Issue Tracking

Reputation Management

Crisis Management

MEASURE



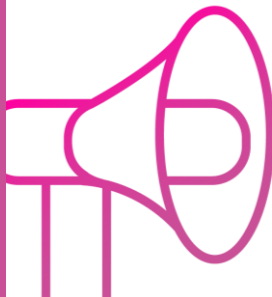
Performance Measurement and Reporting

PR Measurement

Social Measurement

Brand Health Measurement

PROMOTE



Brand Insights and Campaign Recommendations

Influencer Management

Content Ideation & Recommendations

Consumer Insights

Competitive Intelligence

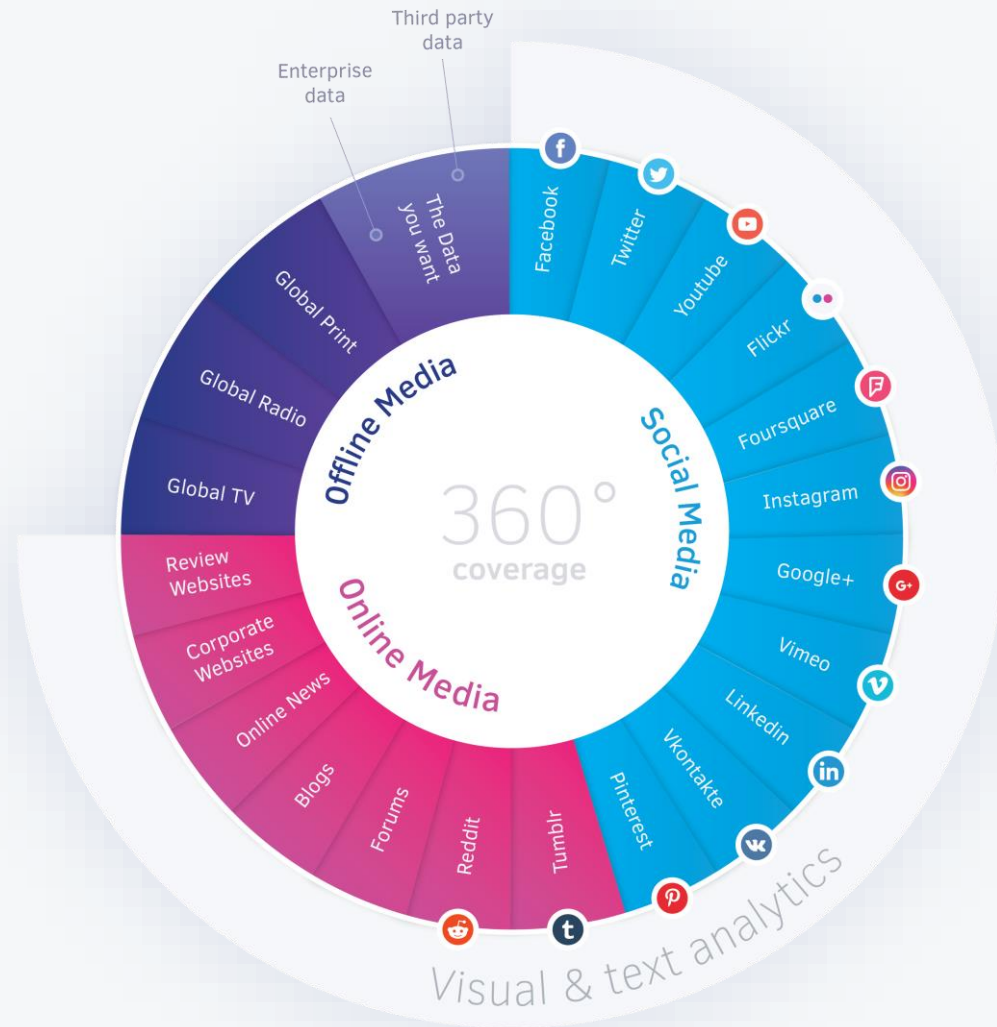
Trend Research

Campaign Optimization



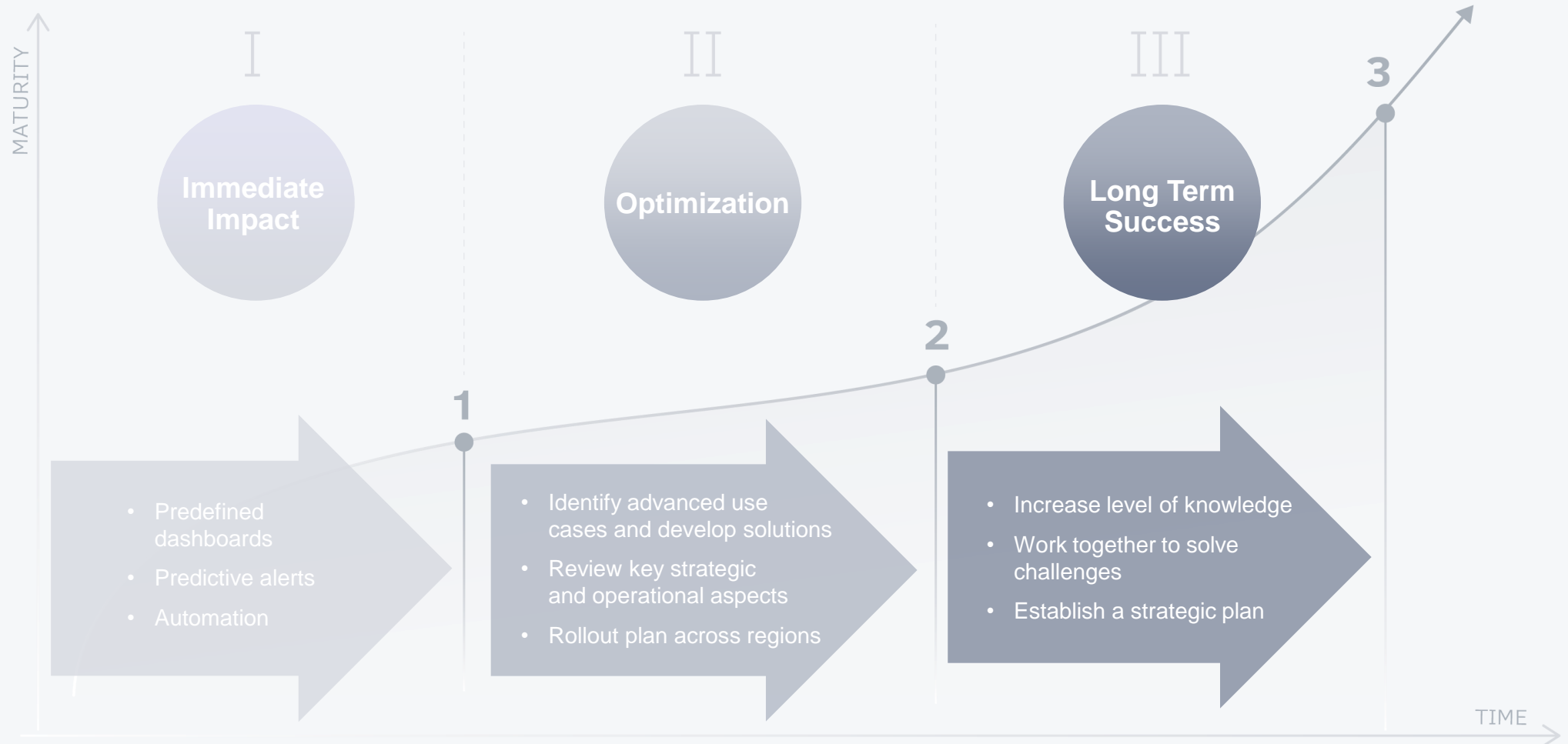
Access to the right data is essential

Understand what's happening in your industry, across all channels

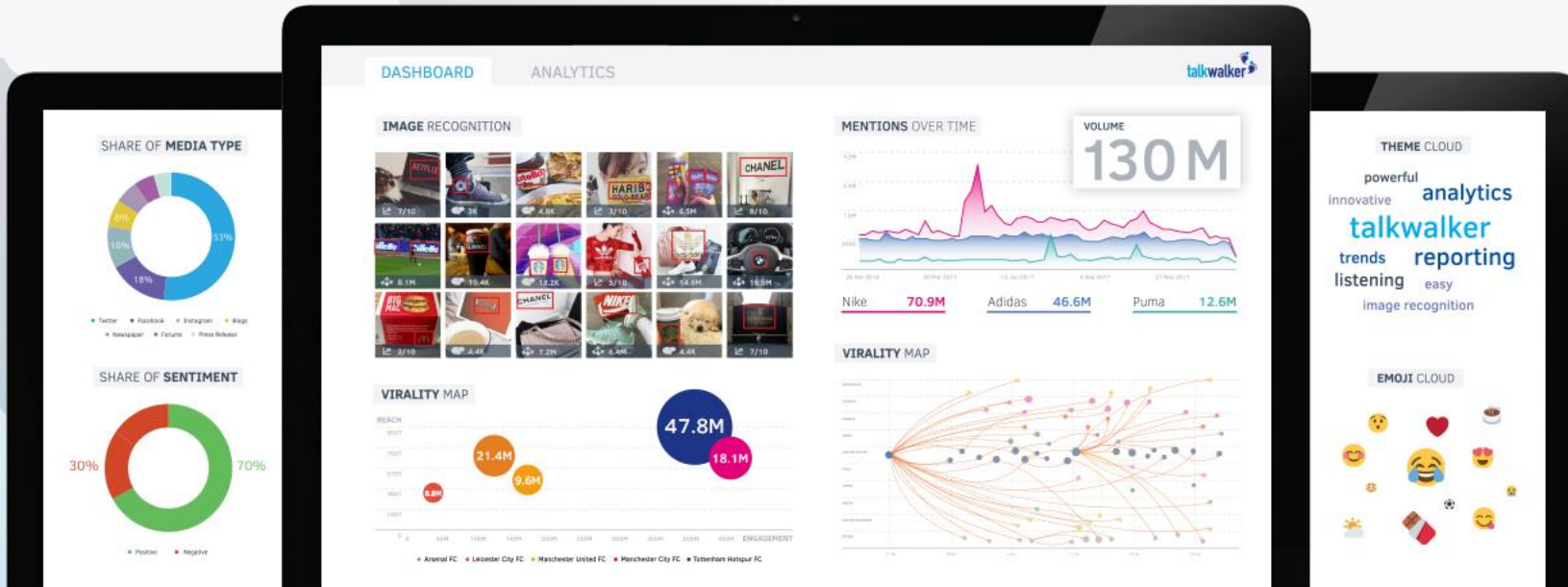


Road to data maturity

Helping brands grow with a proven digital maturity methodology



Conclusion



THANK

YOU!

