Iris

What is Iris?

With Iris, employers can now view how their target audience sees their content in social media. Universum's social analytics platform, Iris, tells employers why content works and why it fails. In an industry first, Universum has connected actual talent to employers' social media content. Presented with employers' Facebook and LinkedIn posts, talent attach content themes from Universum's trusted attribute framework through an online interface. Iris presents talent with an employer's social content and asks the simple question: 'What do you think this is about?

Unique features in Iris:

● Access to a global case study library of over 1 million social media posts from Facebook, LinkedIn and (upcoming) Twitter and Instagram from over 600 employers. This case study is searchable using traditional engagement and behavioural metrics, but uniquely, users can search based on specific attribute themes as defined by actual talent.

● As talent are recruited in local markets to review social posts, Iris is effective across all languages.

● Iris clients can view the volume and effectiveness of specific attribute themes historically as well as daily to assist in posting strategy and content planning.

● A cross-platform measurement methodology that shows you what content works on multiple platforms in a single view.