

ET Social Intelligence Brief

Mass Market Sentiment Analysis

Period: November 14, 2025 - November 22, 2025

Generated: November 22, 2025 at 07:58 PM

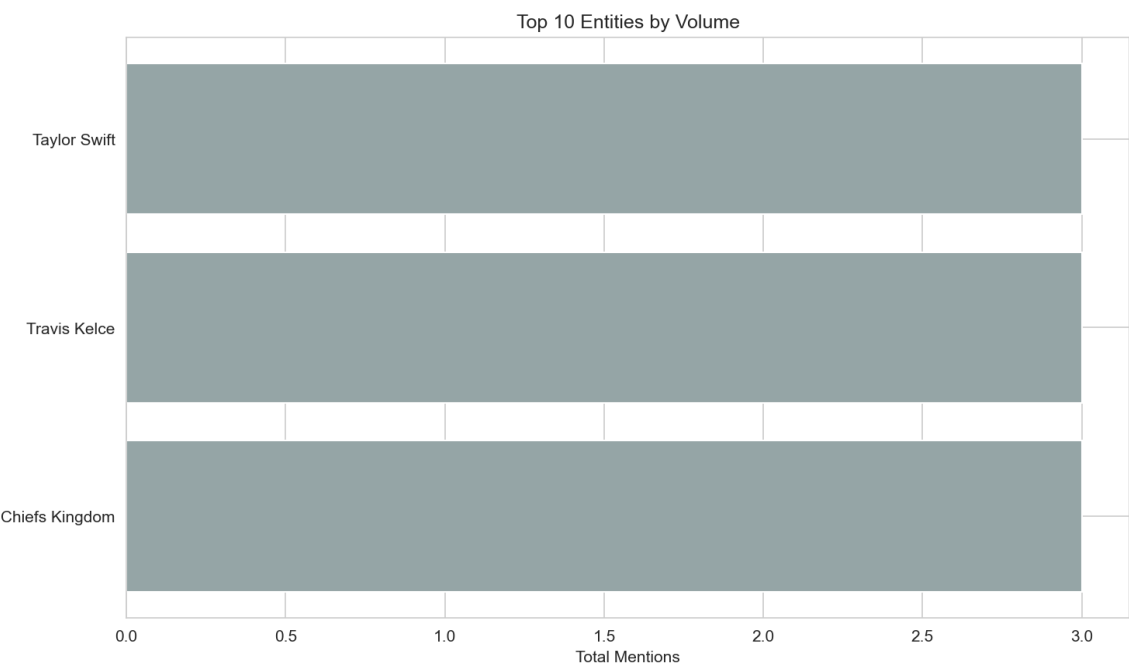
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|-------------------------|-----------|
| Total Comments Analyzed | 27 |
| Unique Posts | 3 |
| Platforms | instagram |
| Entities Tracked | 3 |

EXECUTIVE SUMMARY

KEY FINDINGS:

- **Taylor Swift** dominated conversation with 3 total mentions (Very Negative sentiment, nan)
- **Relationship** storyline active (9 mentions, 33.3% of conversation)
- High-engagement comments skew **Very Negative** (nan) vs. low-engagement (nan)

TOP ENTITIES BY VOLUME



| Rank | Entity | Total Mentions | Explicit | Implicit | Avg Sentimen |
|------|----------------|----------------|----------|----------|--------------|
| 1 | Taylor Swift | 3 | 3 | 0 | nan |
| 2 | Travis Kelce | 3 | 3 | 0 | nan |
| 3 | Chiefs Kingdom | 3 | 3 | 0 | nan |

EMOTION DISTRIBUTION

Overall Emotion Distribution

ACTIVE STORYLINES

| Storyline | Mentions | % of Total |
|--------------|----------|------------|
| Relationship | 9 | 33.3% |