Social Media Assistant

(Social Media Analysis and Response Tool: SMART?)

# Description

Social Media Assistant will collect data from social media sources that references your company, project, idea or public image and it will provide the tools to analyze and manage the responses. SMA will classify the data into relevant segments and it will prioritize responses based on sentiments and graph influence analysis while enabling tracking to ensure no comments are left unanswered. SMA will measure the impact of each response and propose to the end user a list of potential responses classified by efficiency. It will also propose feedback to improve the content discussed on the social media (and once again measure the impact of content modification).

The analysis will be performed using a topic modelling based on partially supervised learning model (Latent Dirichlet Allocation: [LDA](http://machinelearning.wustl.edu/mlpapers/paper_files/BleiNJ03.pdf)). *XXX Jose: What do you think? We might use clustering if we consider that each tweet contains only one topic, but I think LDA would be more poerfullXXX.*

# Sources of Data and Response Publishing Options

* Twitter
* LinkedIn
* Facebook
* Youtube commentary
* Google+
* Amazon
* Yelp

# Segment Tweets in multiple dimensions

* Origin of the source
* Role (Profile of the source?)
  + Customers, Prospects, Analysts, Consultants, Competitor, Partner
* Object
  + Company, product, strategy, team, individual
* Sentiment, Intention, Resulting Perception
  + Positive, Negative
* Action Component
  + Question, Complaint, Compliment, Request
* Influence Classification
  + Company Size
  + Title
  + Reputation, credibility of the source
  + Followers
  + Followers of Followers
  + Potential impact

# Prioritize Tweets

* Based on Number Network Connections
* Based on Influence in the Network
  + Company Size
  + Key Companies
  + Title (CEO first?)
* Based on Role Segmentation of Users on Twitter
  + Analyst (most important?)
  + Customer
  + Prospect
  + Competitor
* Based on Resulting Perception
  + Negative Tweets First?
* Based on Action Component
  + Complaints first?
* Based on Response Time

⇒ 2 different notions:

* + Time it would take to answer (related to the complexity of the tweet)
  + Urgence to respond: Related to the importance of the tweet and response.

The parameters will be weighted to classify the tweets in terms of the importance of the response. Different lists (Global importance, preventive negative diffusion, enhancing positive diffusion, easy to answer, focused on one origin or one object) will be proposed to the end user.

# Response proposition

* Nature of the response: Commentary, like, re-tweet, report, private communication.
* Content of the response.
* The effect of the answer will be quantified in terms of efficiency via analysis of the Social Media response.

# Product, policy, direction adjustment

🡺 When communication is not enough

* Team or individual involved in the response
* Content (product, policy, direction) modification
* Communication about the content modification
* Analysis of the effect of the modification

# Workflow Features

* Route Tweets to team members based on segmentation results or profile information
  + Potential Queues
    - Request for Information
    - Complaints
    - Questions about product features
    - Reports of Problems
* Route Tweets based on importance, influence
* Route Responses to tweets for review and approval

# Provide Mechanisms for Users to Improve Tool Performance

* Enter list of key customers
* Enter list of tags used by the company for company products or company twitter accounts
  + Primary Twitter accounts
    - Company twitter account
    - Company product segment twitter accounts
  + Secondary
    - Personal Twitter accounts for company officers, employees, etc...
* Feedback on the tweets classification and response.

# Content Publishing

* Schedule response publishing
* Schedule content publishing to synchronize with company events
* Publish content to all social networks

# Potential Features

* Can we measure if a response to a tweet was read?
* Can we measure how many users read a tweet?

# Auto Responses

* Respond to classified messages that are questions and match in sentiment question in the company or company product FAQs

# Segmentation of users that message you or about you

* Create full profile of users leveraging twitter profiles, linkedIn profiles, etc..
  + Auto invite users in LinkedIn when detecting tweets about your company
    - with approval
* Profile users which like your company / products and those that do not
  + Opportunity to modify marketing messages targeting the consumers that have not yet engaged

# Future perspectvives

* Incorporation of other media such as:
* Videos (youtube, TV News or show)
* Newspaper / scientific article

● Interaction between: individuals, company, states, union themes…

================

Questions for us:

* Where are we going to store and share our information?
* Is it possible to publish the basic of our analysis in Academia / make it open source while keeping for ourselves: data, weights of the algorithm.
* What kind of structure / company