

# Social Media & Digital Platform Activities

Approached By – Digicon Technologies Ltd.

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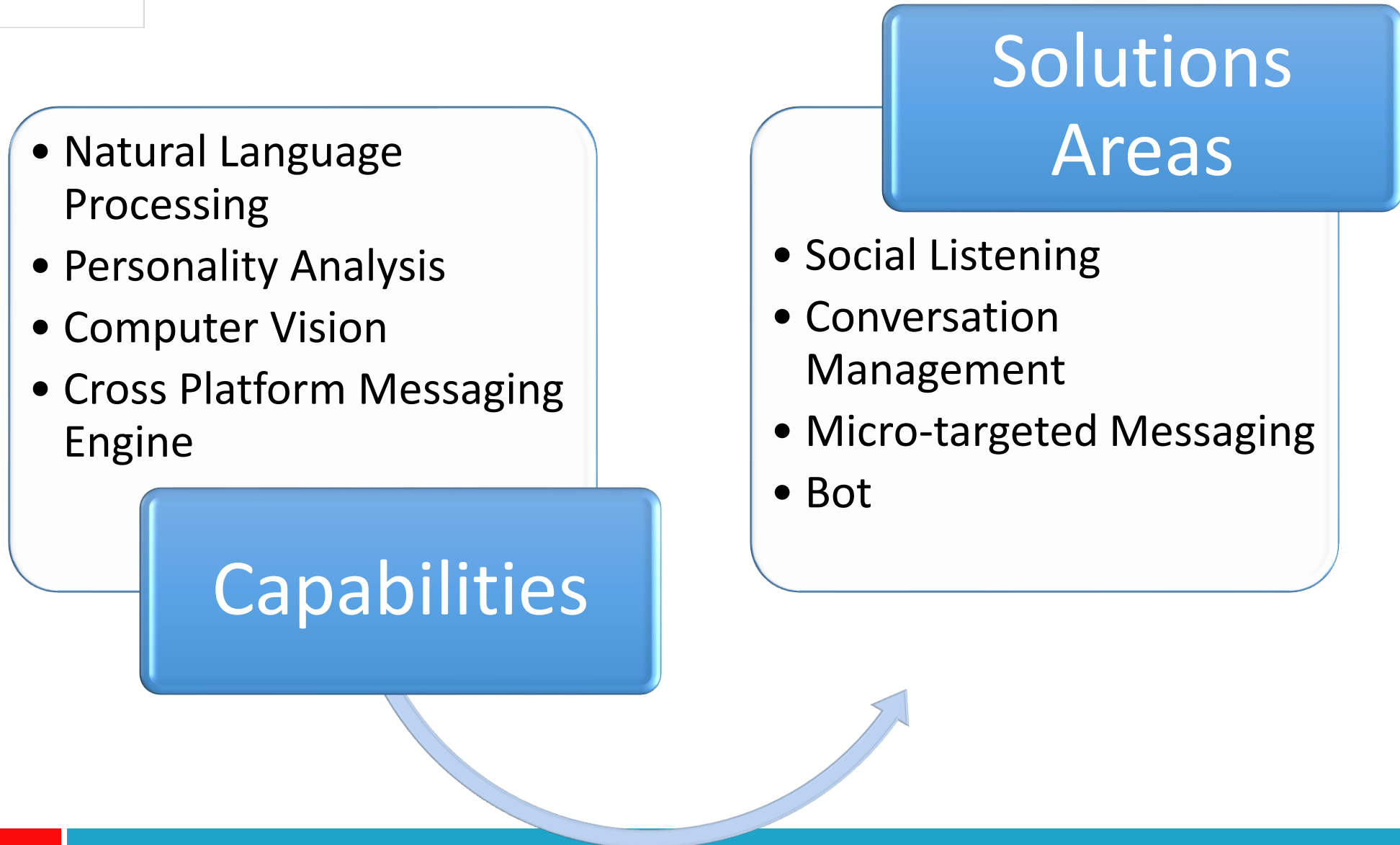
Loosely Coupled Technologies

# Insight Mining

Listening Closely – Shaping Opinions – Changing Destiny



We jointly help our partners' get to  
**know their customers better** using  
**data analytics** applied to the **digital**  
**domain**



# Key Organizations we serve



# 3I Platform

## Impact

- We believe
  - Media buy and
  - Content creationwill be impacted by our work and
- Fundamentally we believe a P2P network will emerge as people take the conversation into their own hands

## Inception

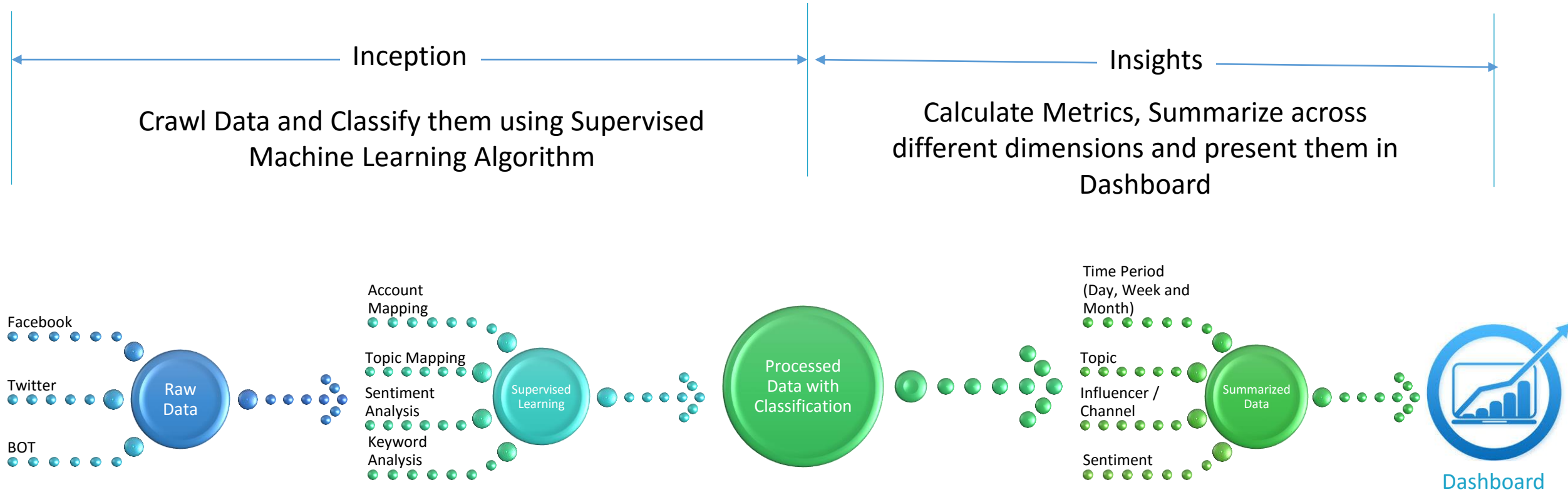
- Use of social crawling
- Keyword based analysis
- Conversation management
- Use of a BOT

to develop a **segmented view of the audience** and an ability to **separate the noise from what's important**

## Insights

- Creation of a mobile ready sentiment dashboard that provides periodic and longitudinal data on the
  - level of awareness
  - current sentiment, and
  - priorities for people

# How it works



# Key Metrics

## Reach

- Total No of Unique Users Posted/Tweeted/Retweeted/Shared or Liked about a subject

## Monthly Active Users

- No of Unique Users Engaged (Post/Share/Tweet/Retweet/Like) with a subject

## Engagement Level

- No of Likes/Shares/Posts/Tweets/Retweets per 100 Users Reached for a period

## Reach Driven by an Entity

- No of People Liked/Shared/Mentioned/Retweeted posts from an Entity Source

## Sentiment Driven by an Entity

- Net No of Positive Posts x (Likes+ Retweets/Shares) (Total Positives – Total Negatives)

## Sentiment

- (Total No of Positive/Negative Posts) X (No of Likes & Shares of those posts)

## Most discussed Topics

- Topics Ranked by – (Total No of Posts) X (No of Likes & Shares of those posts)

## Influencers i.e. Channels, Individuals and Organizations

- Sources (Accounts) generating posts. The criteria are (if any one of the following is satisfied)
  - No of Followers > 10K
  - Verified Account
  - Manually Marked as Influencers

## Event & Campaign Performance

- Hashtags and keywords manually marked as Event and Campaigns for tracking.
- Awareness and Sentiments around the Events and Campaigns

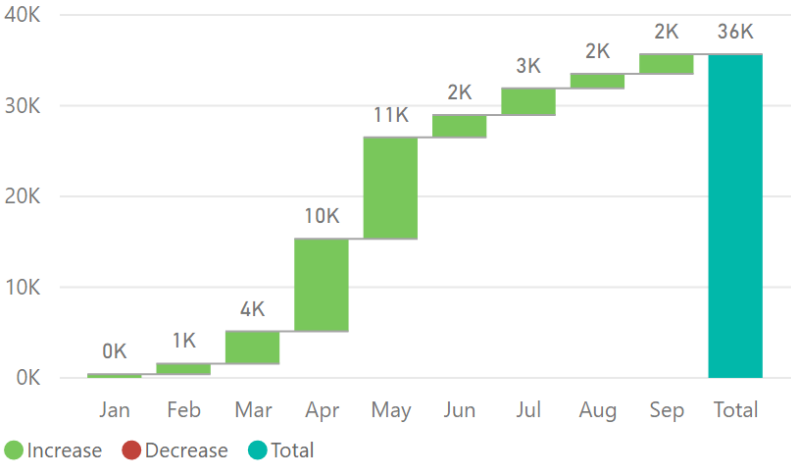


# Some Use Cases

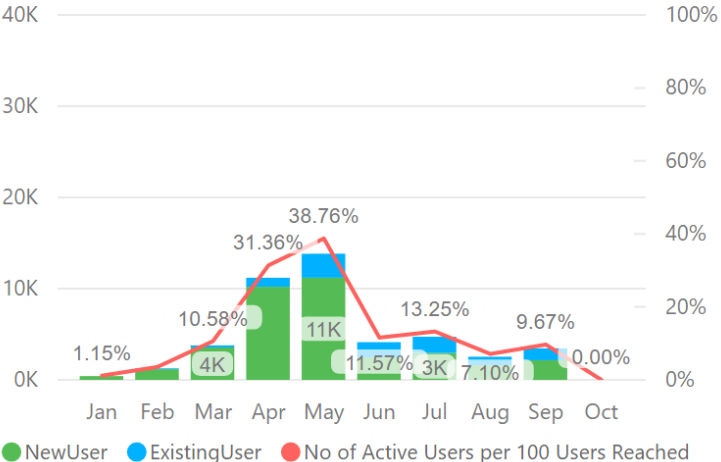
What it means when applied to real life

# TN50 Dashboard

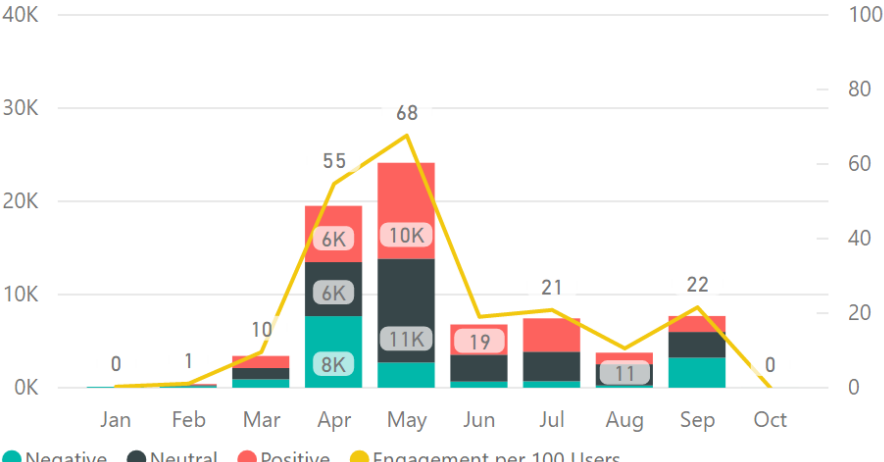
Reach: New Users Engaged



Monthly Active User

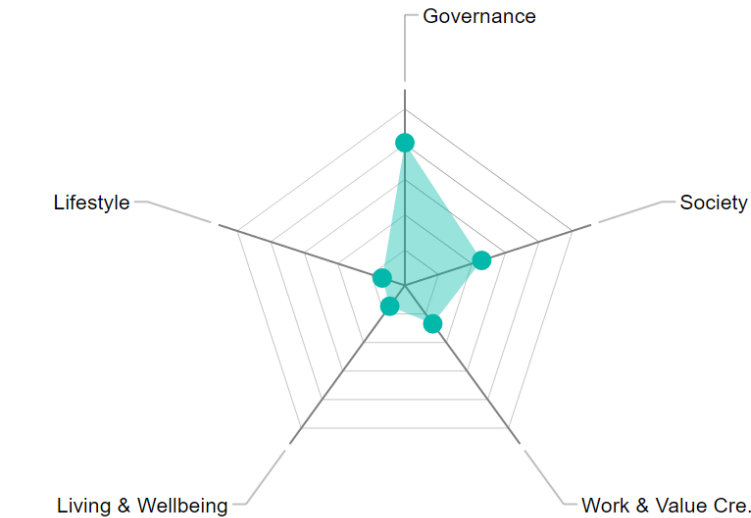


Monthly Engagement Level



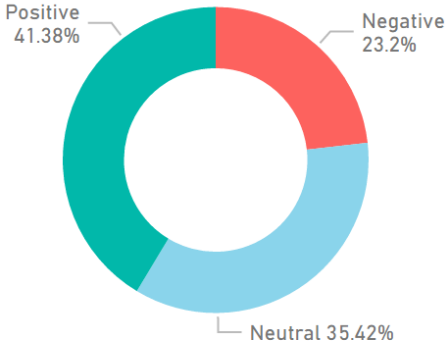
Discussion Topics

Interest Level by Circle



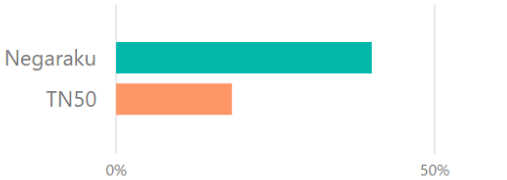
Topic	Interest Level
Participatory Governance	65.98%
National Identity & Values	26.18%
Inclusive Society	22.53%
A Government for the future	21.23%
Workforce & Jobs	16.66%
Education & Learning	12.57%
Sports	11.95%
Food Security	10.32%
Highly livable cities and villages	10.18%
Social Protection	9.49%
Accessible, prevention-driven health...	4.77%
Defense & Security	2.20%
Arts & Culture	1.61%
Environmental Protection	0.42%
Economic Structure	0.05%

Overall Sentiment

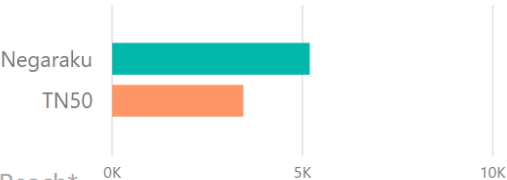


Comparison with Negaraku

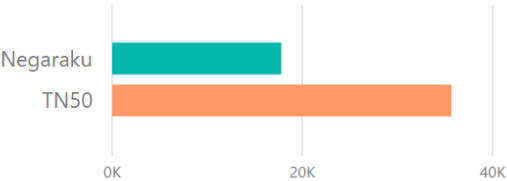
Net Sentiment



Monthly Active Users



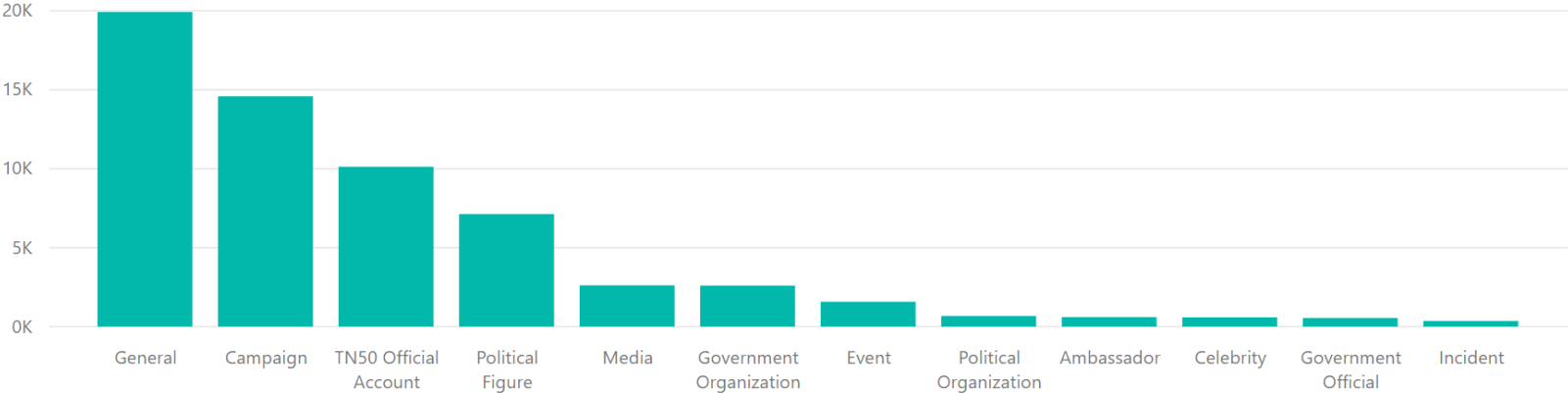
Reach\*



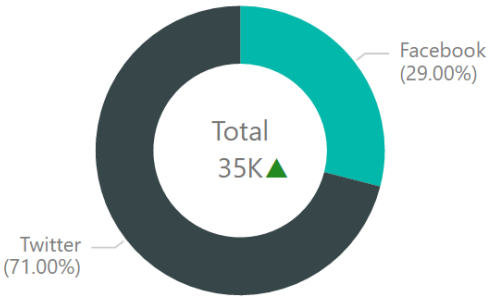
\*Negaraku Twitter Data is from Sep, 2017 onwards only

# Reach: New users engaged (overall TN50 engagement process)

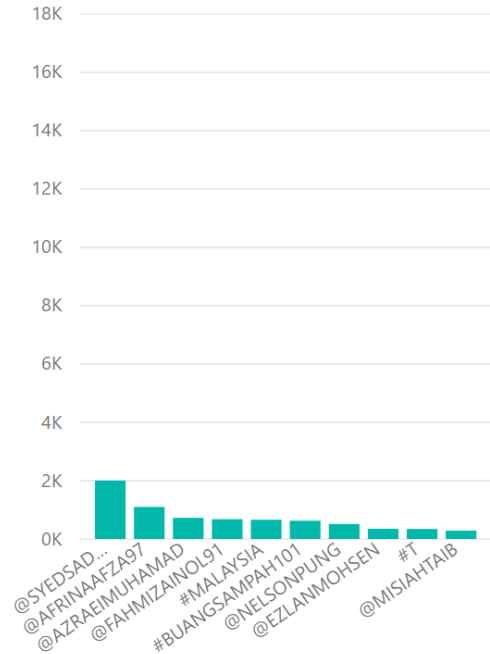
Reach Drivers



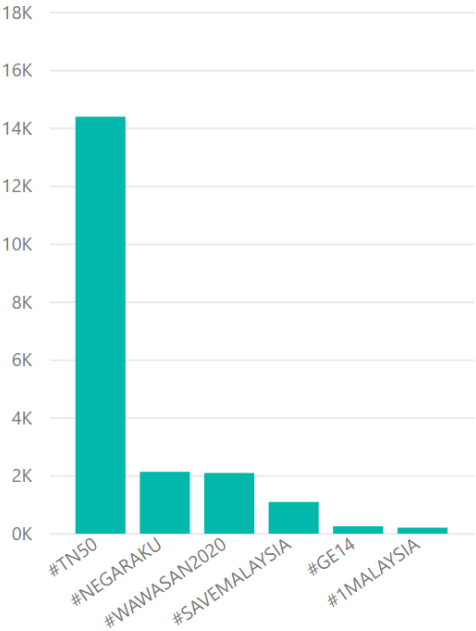
By Source



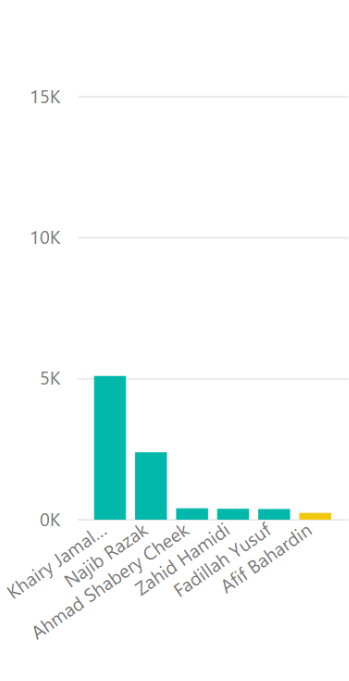
General Public



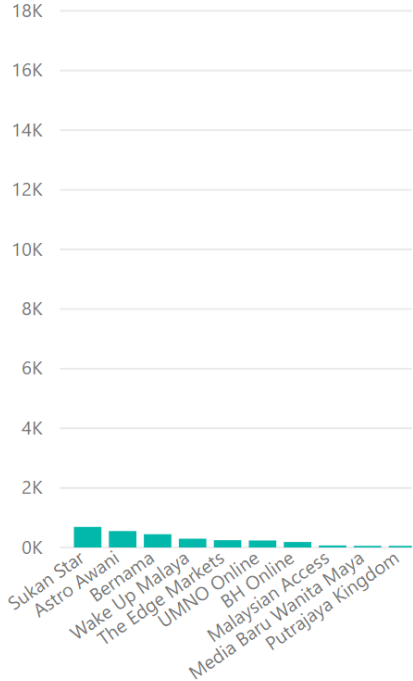
Campaign



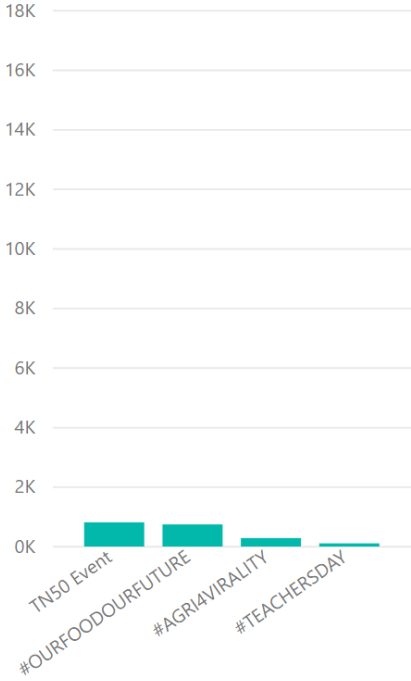
Political Figure



Media

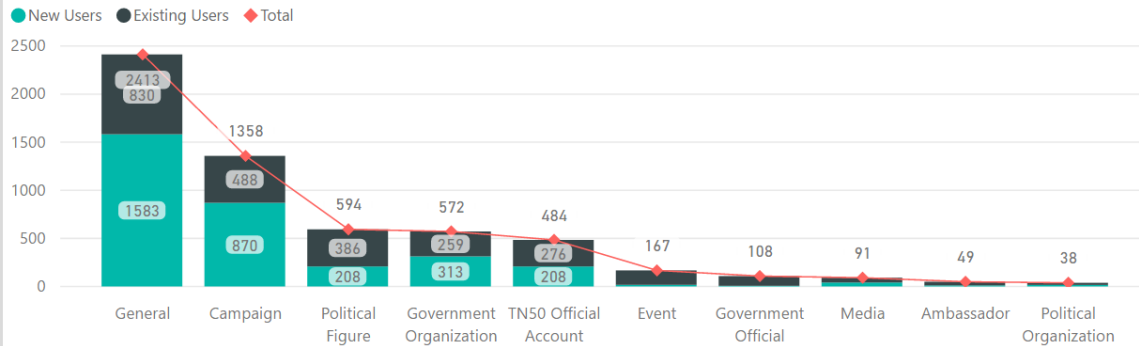


Event

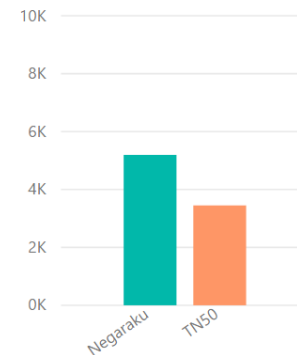


# Reach: Users engaged (for month of September 2017)

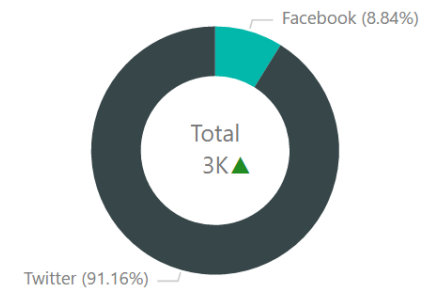
## Reach Drivers



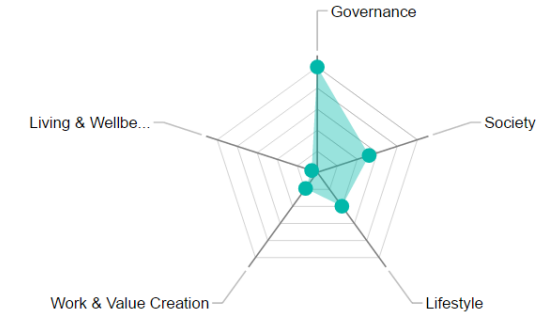
## Monthly Active Users



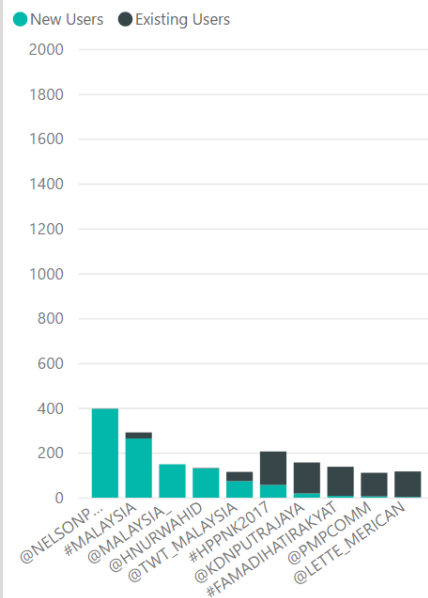
## By Source



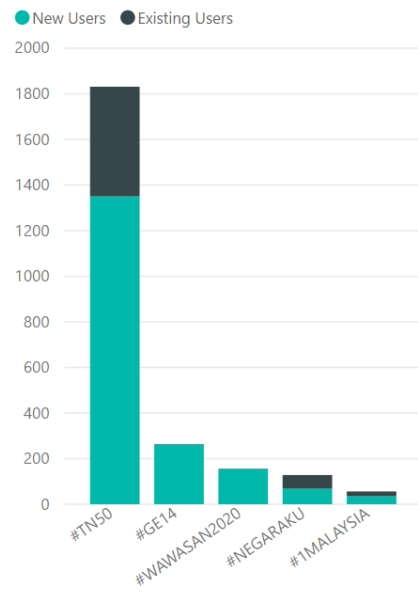
## Interest of People



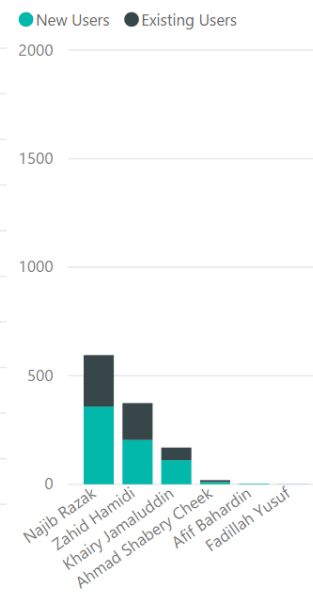
## General Public



## Campaign



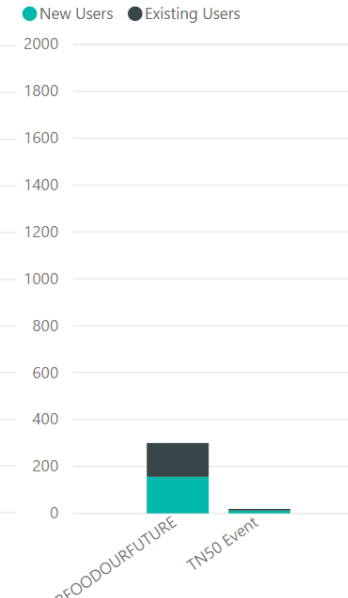
## Political Figure



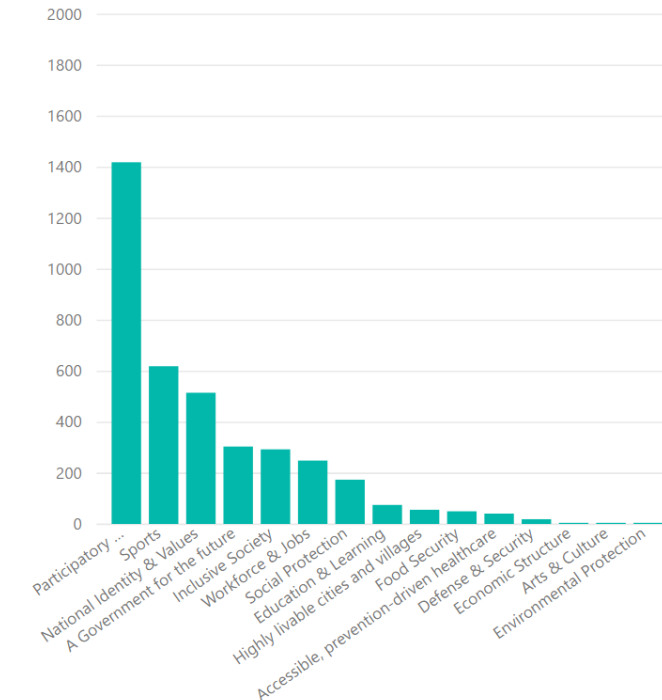
## Media



## Event

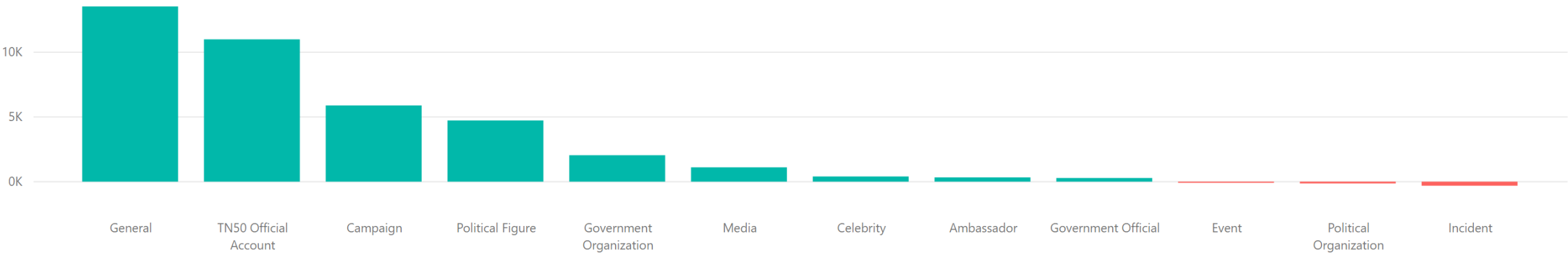


## Discussion Topics

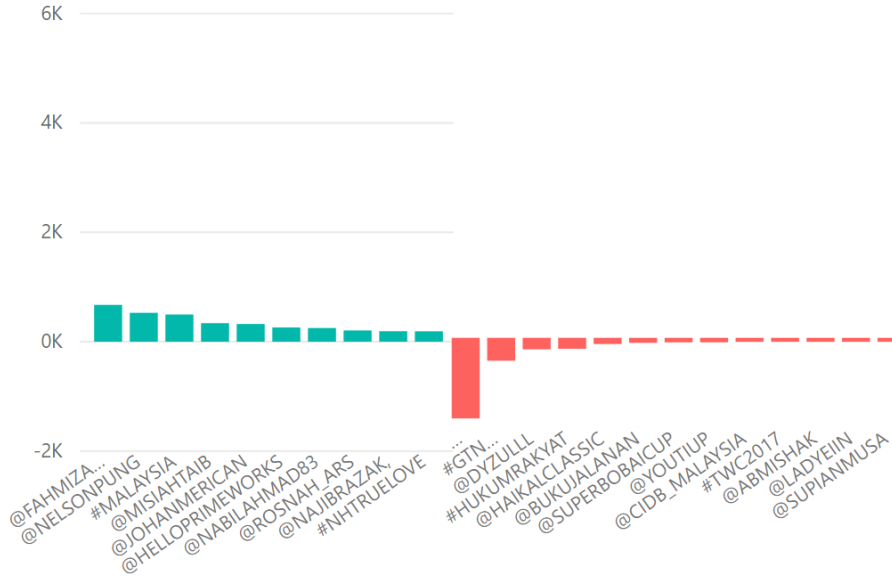


# Sentiment Analysis

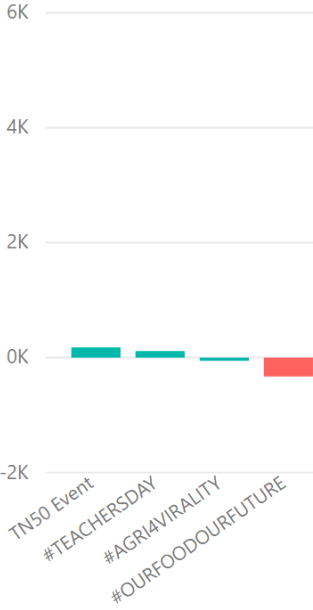
Sentiment Drivers



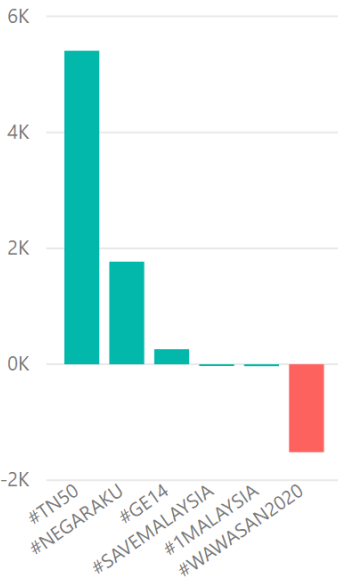
General Public



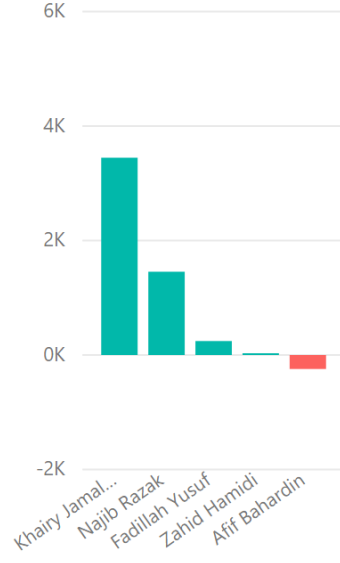
Events



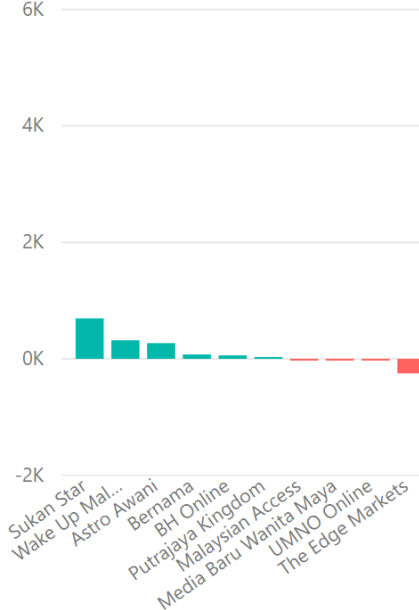
Campaigns



Political Figure



Media

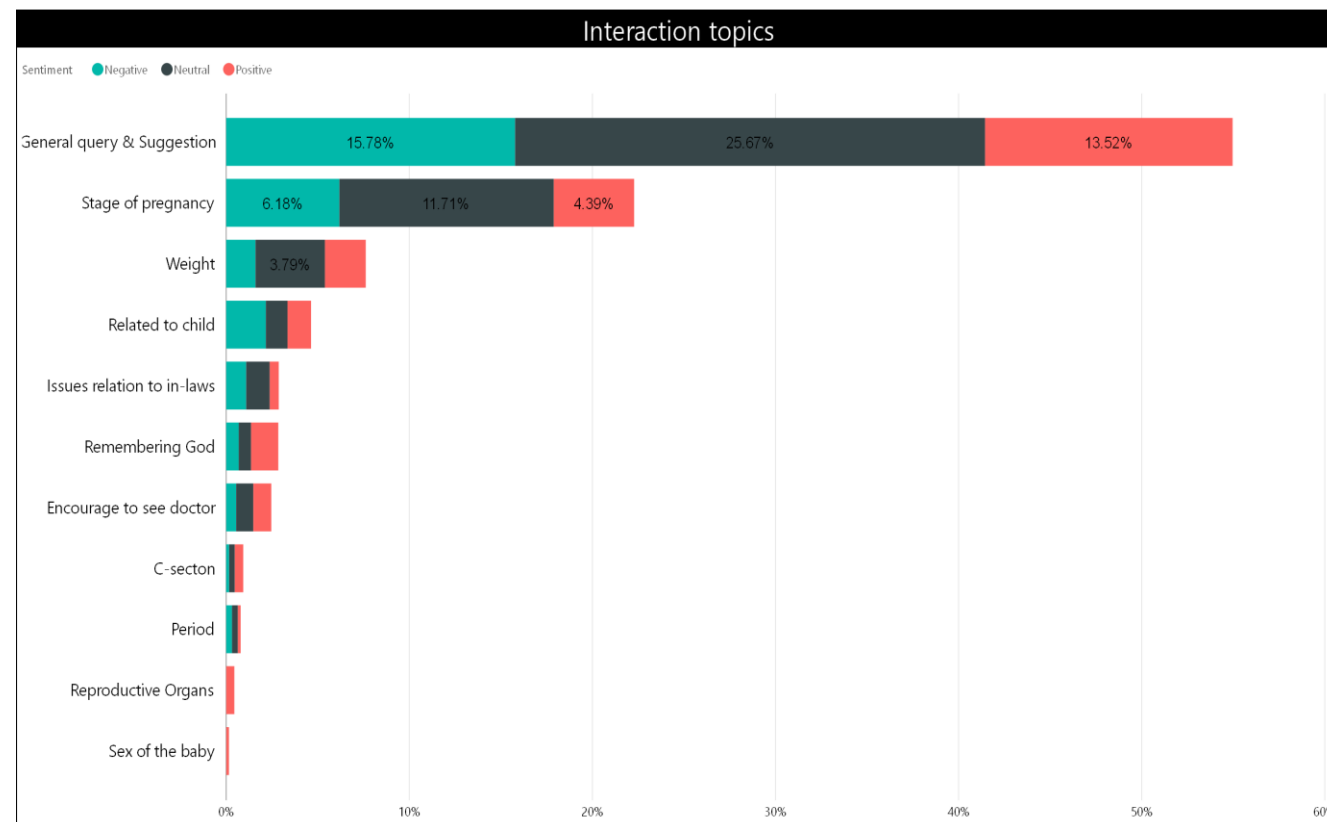
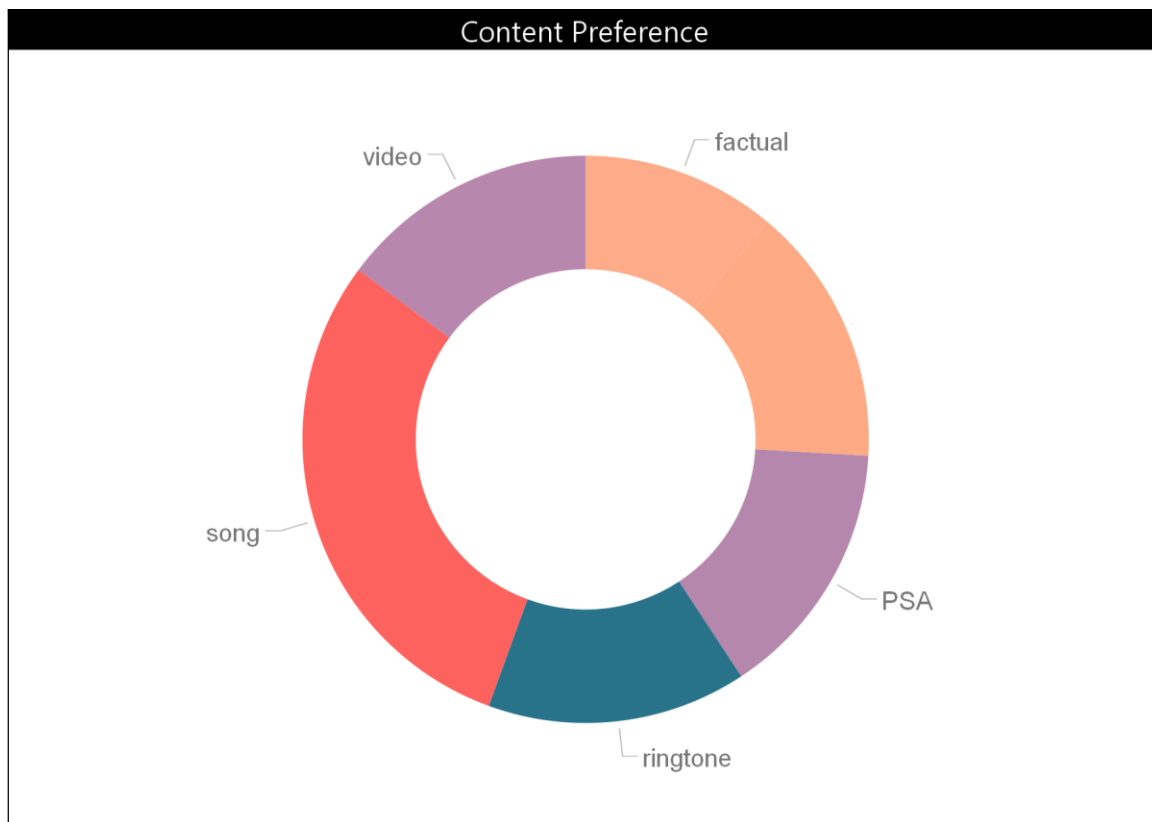
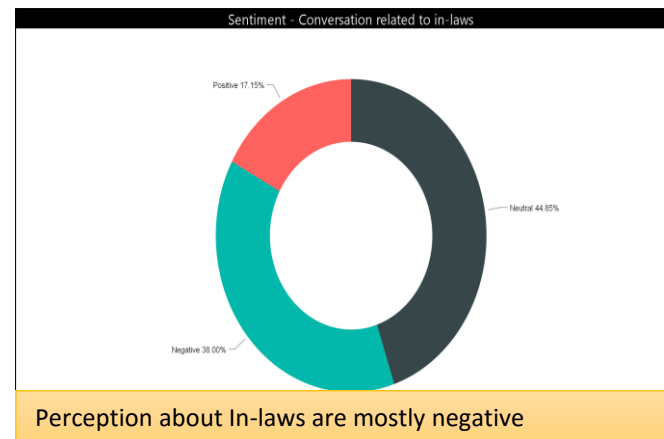
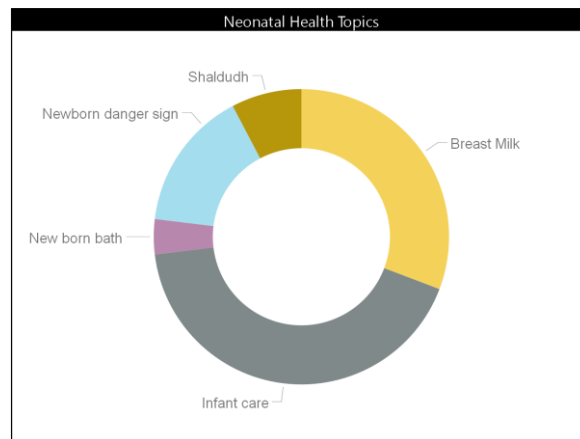
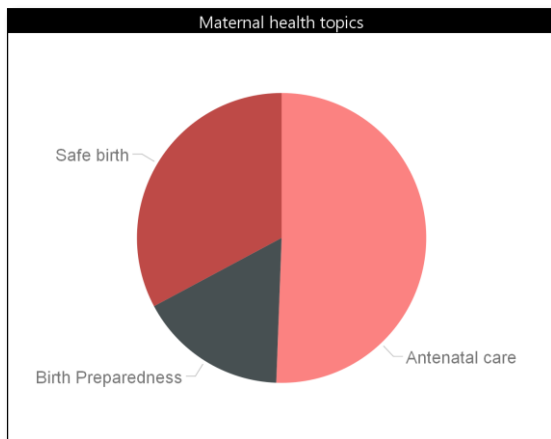


# Sentiment Dashboard for Maternal Health

Bangladesh Context

# Sentiment Dashboard

What does a Bangladeshi Mother Care Most?

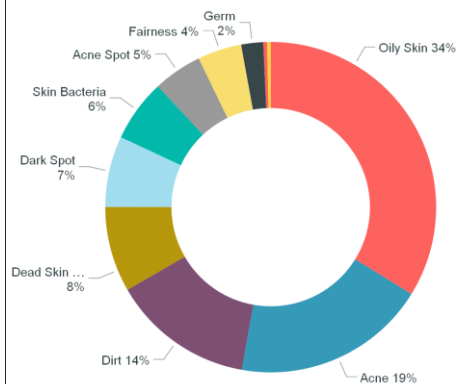




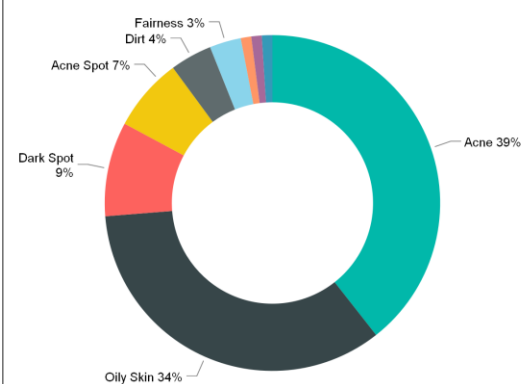
# Sentiment Dashboard for Young Bangladeshi Men

Men's Grooming Context

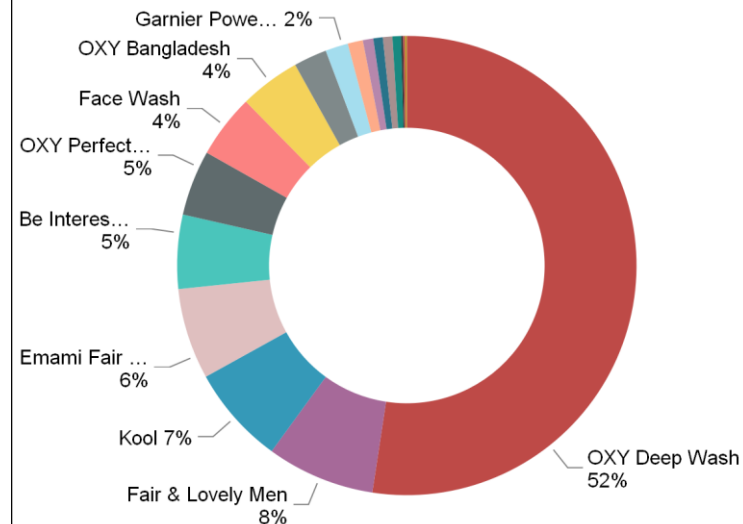
### Share of voice of the worry factors - Skin



### Negative Sentiment drivers from the SOV around Skin Issues

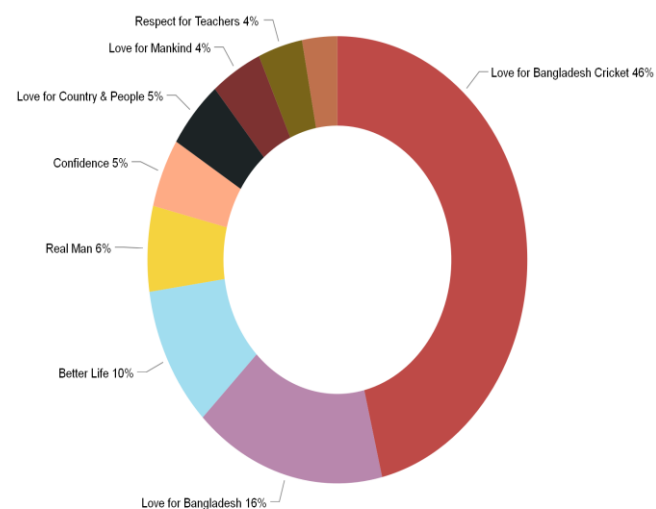


### Brand - Share of Voice



The share of voice for oily skin is highest yet the sentiment of the Acne problem shows more intense through SOV. In another case, the SOV for dirt is higher, however people are not very much worried in comparison to dark spot, acne spot. Therefore, Customer engagement activity should be around **Acne, oily skin** and **Spots**.

### Positive Sentiment Drivers around Emotion & Expression

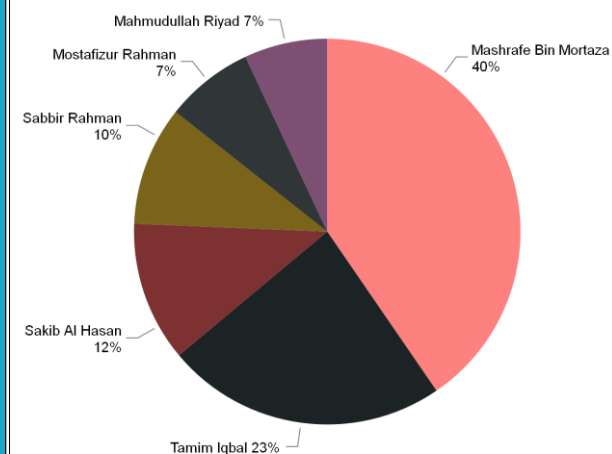


Bangladeshi Youth is passionate about People & Country with an extra-ordinary emotional attachment to Bangladeshi Cricket.

They aspire to have a better life and value confidence.

Cricketers, specially Mashrafee having the highest influence on the segment.

### Celebrity - Share of Voice



# BOT Use Cases

- A Bot to engage with people to identify inputs on different key topics of TN50
- Targeted communication to keep the users engaged
- Personalized flow

## TN 50 Bot



- Cash Distribution at the retail outlet is a major challenge in Digital Money
- Use bank deposits and process the document using computer vision to expedite the transaction

## Cashless Distribution

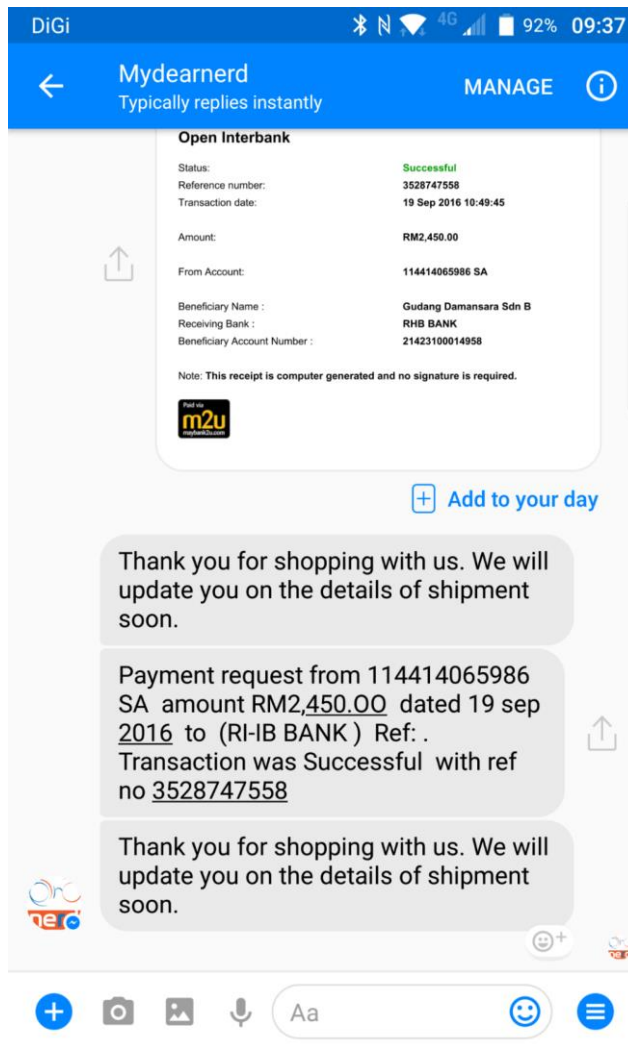


- Find what people are saying about TN50
- Identify Malaysia's Aspiration for 2050 using Natural Language Processing Capability

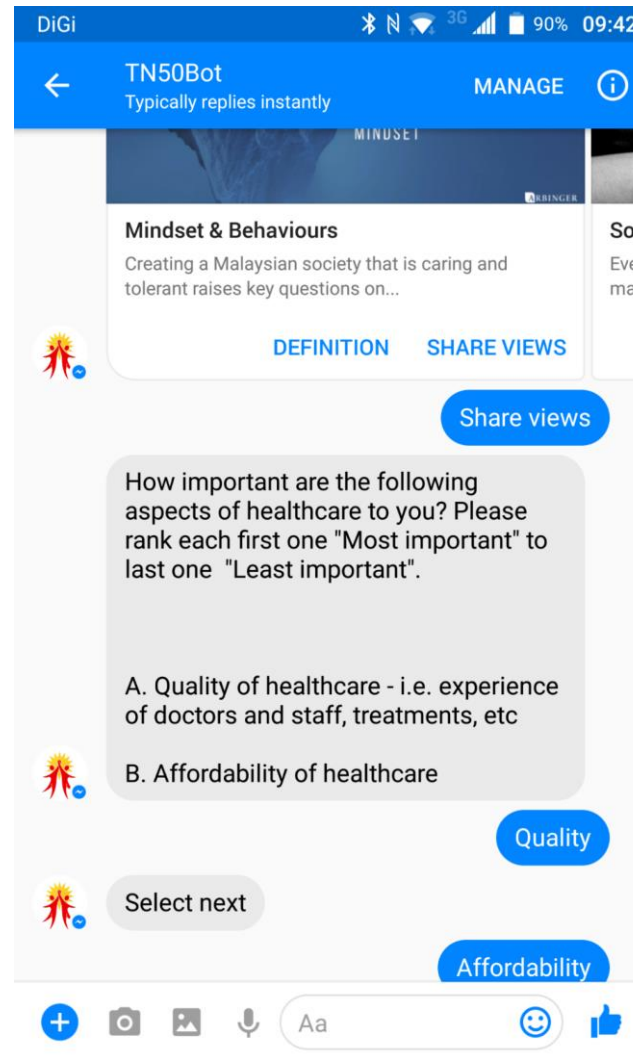
## TN50 Aspiration Listening from Social Networks



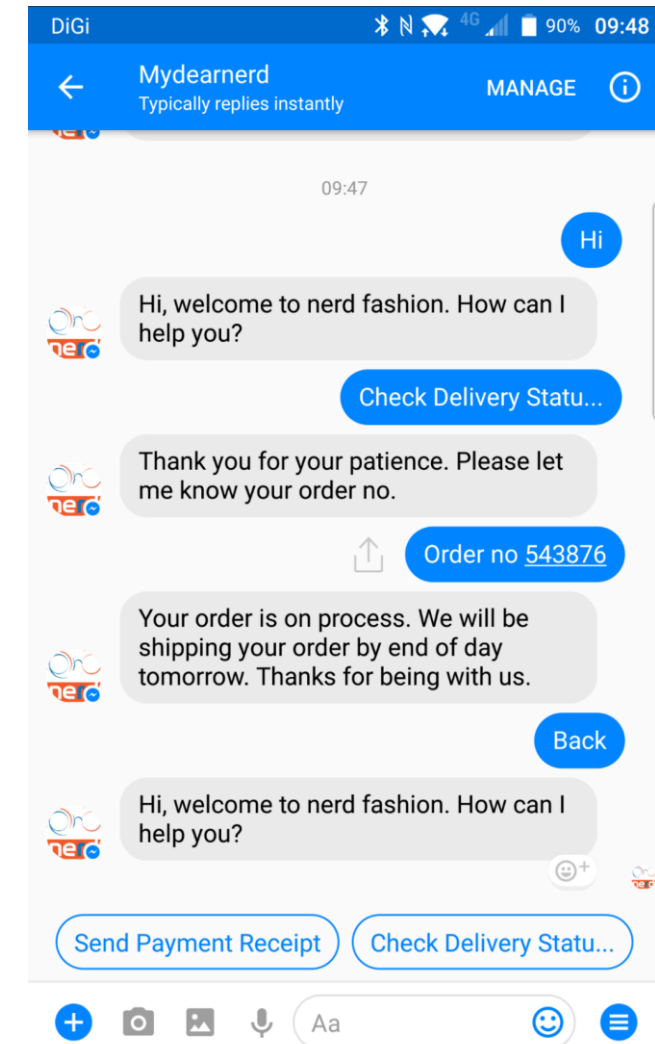
# Process Payment Receipts



# Engage with customers

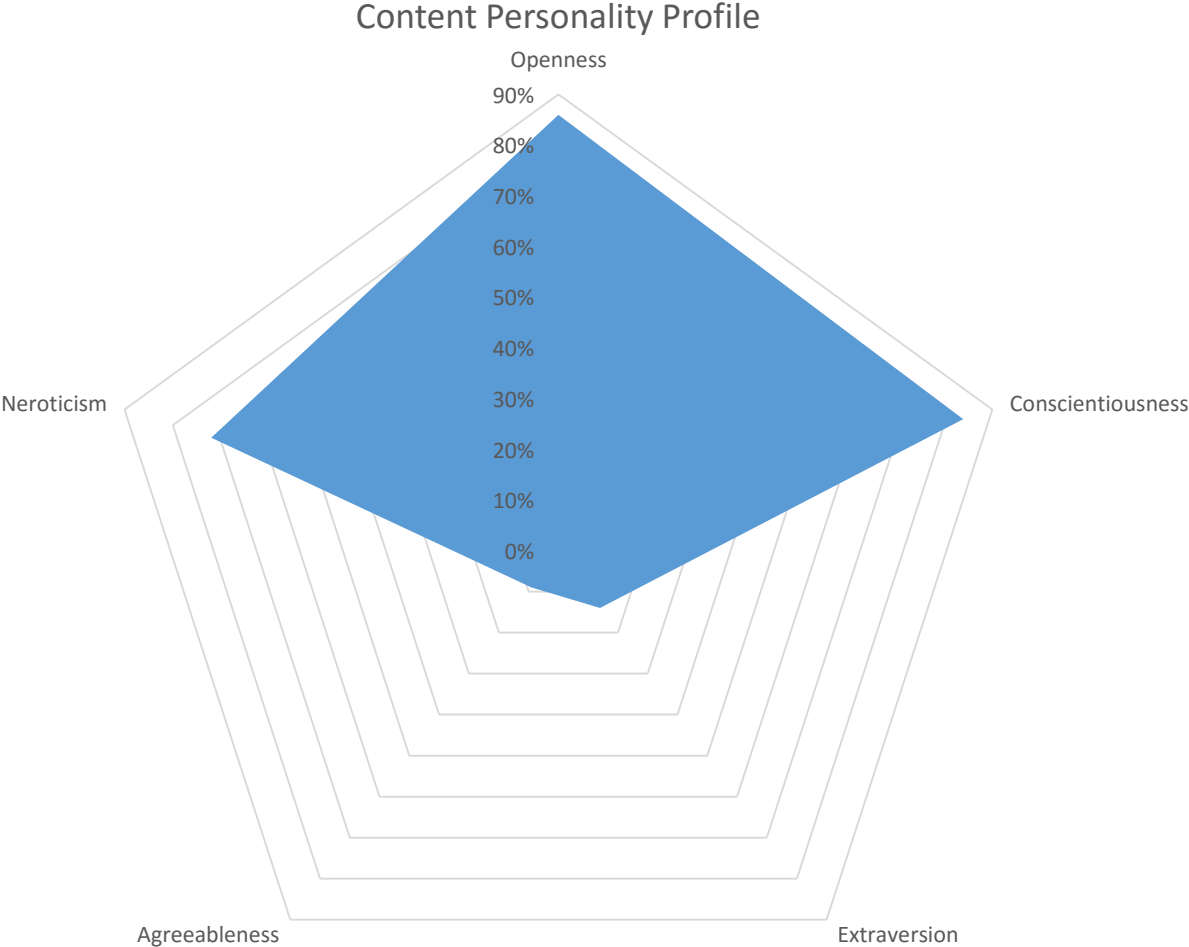
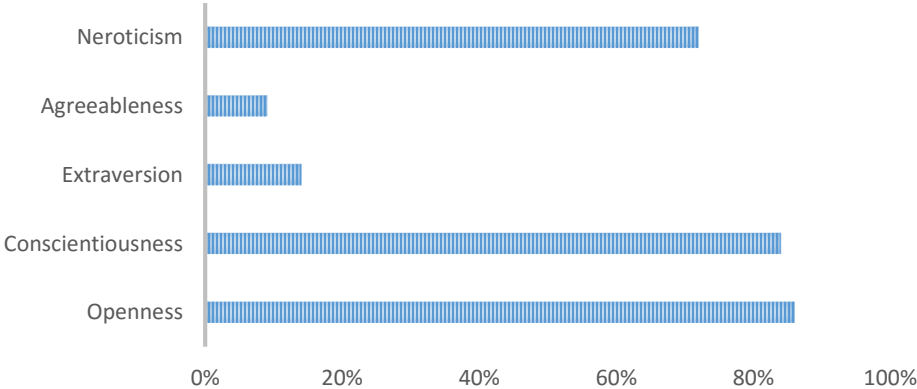


# Serve customers better



Openness	86%
Conscientiousness	84%
Extraversion	14%
Agreeableness	9%
Neroticism	72%

CONTENT PERSONALITY  
PROFILE



Q & A