

Goal

To gain an overview of the conversational "mood" of Twitter around a given topic in real-time.

Help brands justify social media for market lead

Marketer



User

Provide live and historical tweets up to 7 days

Twitter





Data

Bear these four tasks in mind

Before we developed our prototype, we reached out to two marketers who define what tasks would be most important to them



Share of Voice

Count the # of tweets for a particular keyword

Insight: How often is the brand talked about?



Potential Reach

Measure the potential reach of a Twitter account and its level of engagement

Insight: How effective is the brand's Twitter account in reaching and engaging audiences?



Sentiment

Snapshot in real-time how excited followers are over a newly released product (campaign) from a brand by mentioning it in their own tweets



Influencers

Define who are the influencers and anti-influencers

Insight: How can a brand take better action with their followers?

Iteration of design

Prototype` Evaluate ` Define Tasks Research Meet with Research Meet with Prototype via marketers to Twitter API and discussion, marketers to see drawing, and define tasks unfamiliar if prototype marketing terms eventually fulfilled their coding needs

<- Repeat Cycle



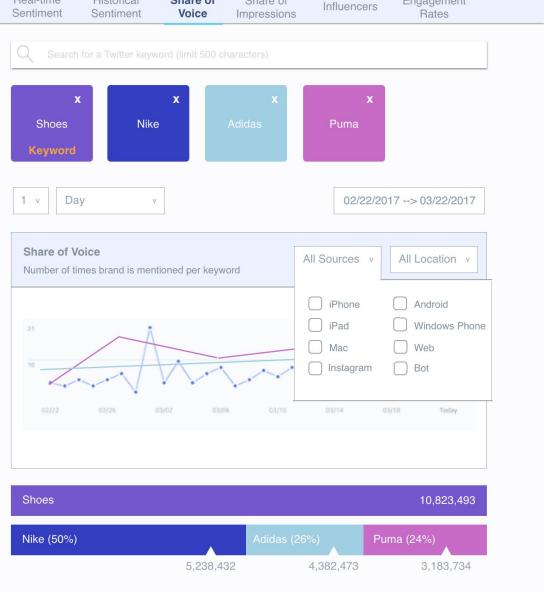
Real-time

Historical

Share of

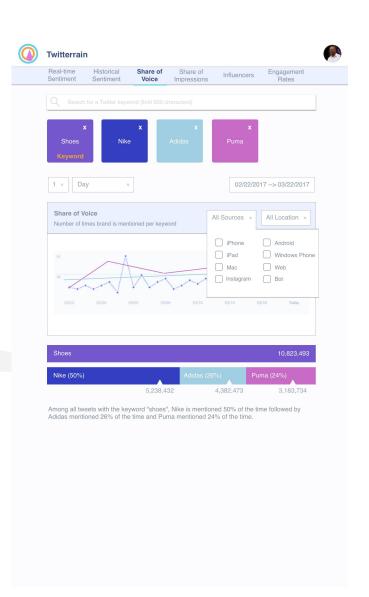


Engagement



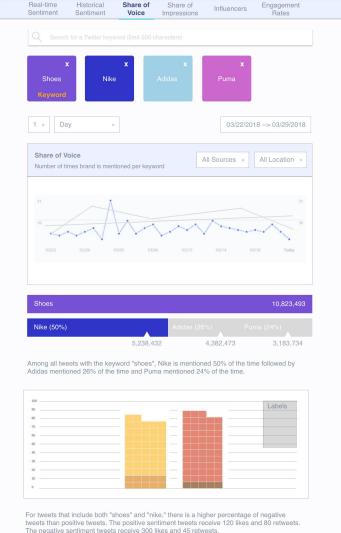
Share of

Among all tweets with the keyword "shoes", Nike is mentioned 50% of the time followed by Adidas mentioned 26% of the time and Puma mentioned 24% of the time.

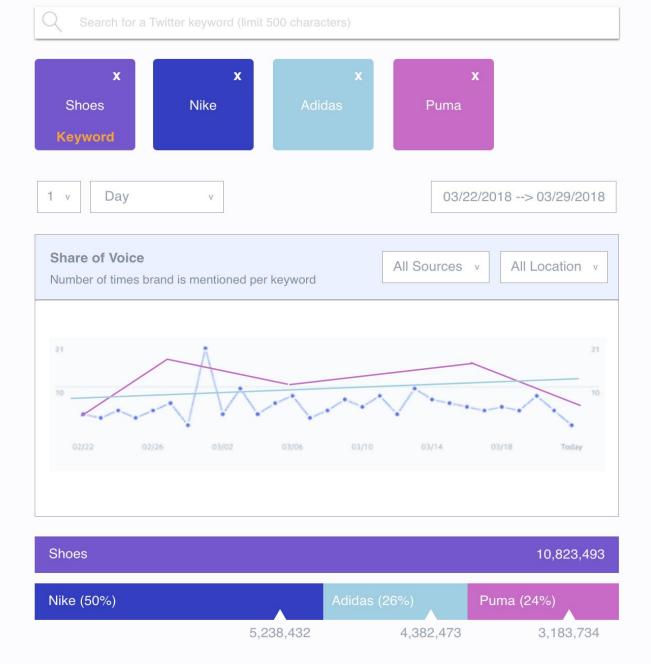




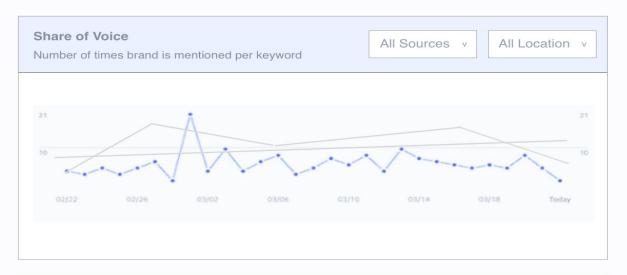


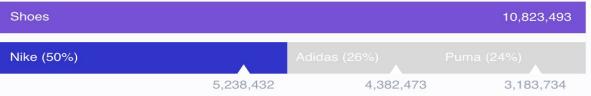


The negative sentiment tweets receive 300 likes and 45 retweets.

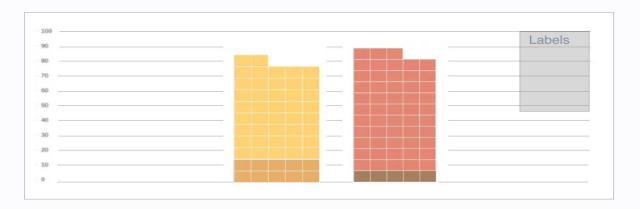


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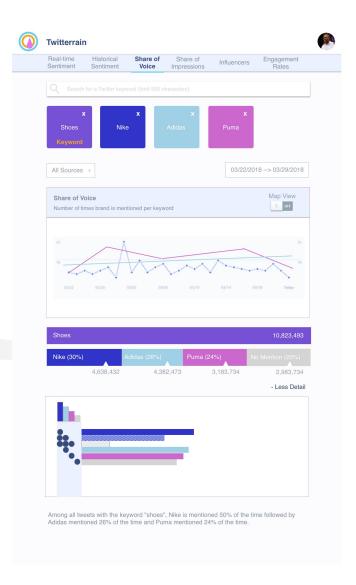


Among all tweets with the keyword "shoes", Nike is mentioned 50% of the time followed by Adidas mentioned 26% of the time and Puma mentioned 24% of the time.



For tweets that include both "shoes" and "nike," there is a higher percentage of negative tweets than positive tweets. The positive sentiment tweets receive 120 likes and 80 retweets. The negative sentiment tweets receive 300 likes and 45 retweets.

- 1. Limitation to Twitter API -> 7 days
- 2. Add a category where brand is not mentioned
- 3. Have a more detail view that includes number of tweets for sets of brands
- 4. Describe how positive, neutral, negative sentiment is defined
- 5. Capability to see individual tweets under the sentiment section







+ More Detail

Real-time Historical **Share of** Share of Influencers Engagement Sentiment **Voice** Impressions Rates

Search for a Twitter keyword (limit 500 characters)

x x x Shoes Nike Adidas Puma

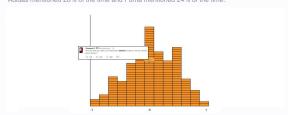
All Sources v 03/22/2018 --> 03/29/2018



 Nike (30%)
 Adidas (26%)
 Puma (24%)
 No Mention (20%)

 4,638,432
 4,382,473
 3,183,734
 2,983,734

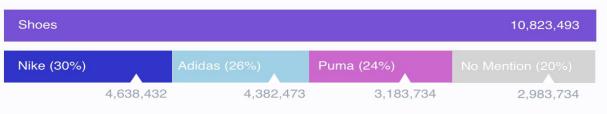
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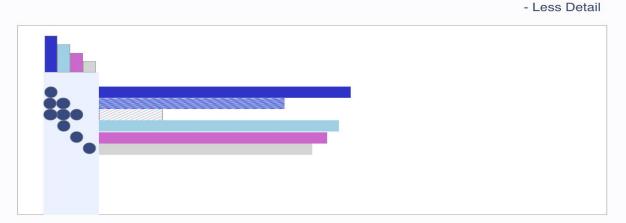


Sentiment is grouped into negative, neutral and positive sentiment.

For tweets that include both "shoes" and "nike," there is a higher percentage of negative tweets than positive tweets. The positive sentiment tweets receive 120 likes and 80 retweets. The negative sentiment tweets receive 300 likes and 45 retweets.

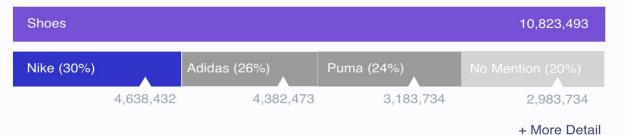




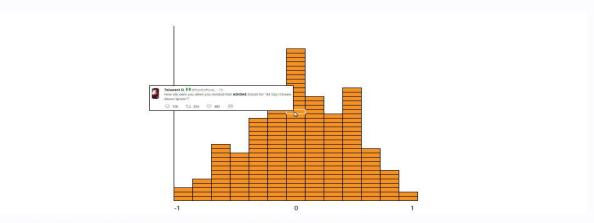


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21 10 02/22 02/26 03/02 03/06 03/10 03/14 03/18 Teday



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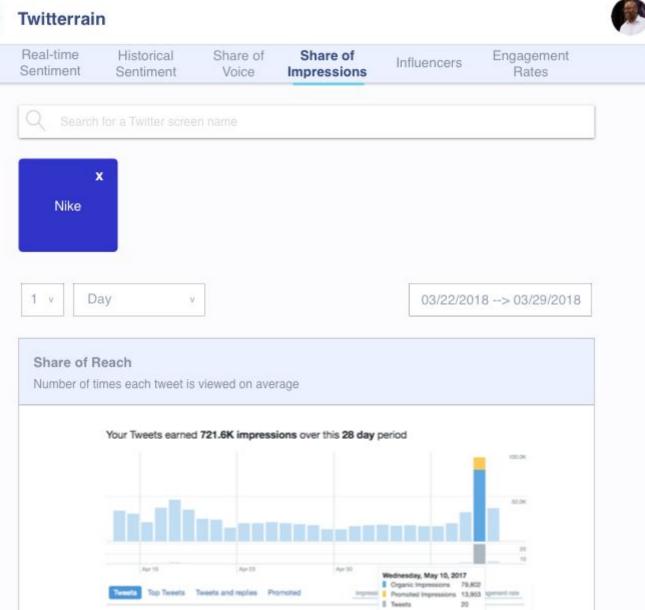


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- 1. Change name to "Potential Reach" instead of "Share of Reach" because it is limited to just one brand at a time.
- 2. Include view of strongest engagement in the week.

Potentia

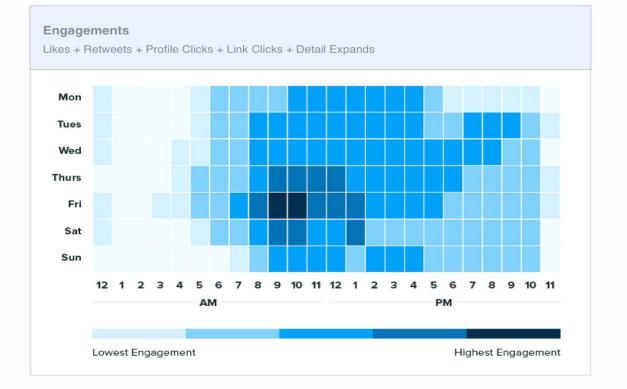


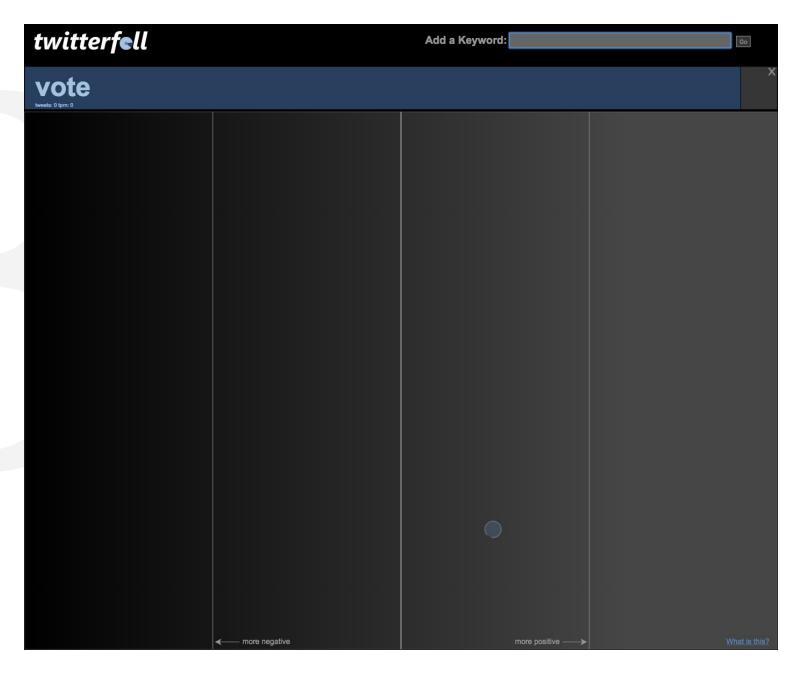
Twitterrain Real-time Historical Share of Potential Engagement Influencers Sentiment Sentiment Voice Reach Rates Nike 03/22/2018 --> 03/29/2018 Potential Reach Number of followers + number of followers who retweeted the post Nike has reached over 721.6k over this 7 day period Number of Potential Reach Number of Tweets Number of Engagements Likes: 238 Profile Clicks: 42 Retweets: 18 Link Clicks: 23 Engagements Likes + Retweets + Profile Clicks + Link Clicks + Detail Expands Tues Wed Thurs Fri Sat 12 1 2 3 4 5 6 7 8 9 10 11 12 1 2 3 4 5 6 7 8 9 10 11 AM

Highest Engagement

Lowest Engagement

Number of followers + number of followers who retweeted the post Nike has reached over 721.6k over this 7 day period Number of Potential Reach Number of Tweets Number of Engagements Likes: 238 Profile Clicks: 42 Retweets: 18 Link Clicks: 23





- Beautiful but not practical for gaining insights
- 2. Wish there is an ability to pause the entire visualization
- 3. Wish the circles do not drop as quickly
- 4. Too many things are going on at the same time, inducing headaches after 5 minutes of use

Sentiment





Real-time Sentiment

Historical Sentiment Share of Voice Share of Impressions

Influencers

Engagement Rates



Search for a Twitter keyword (limit 500 characters



Anti-Influencers v



Ditto 132 followers



Ditto 300 followers



Ditto 200 followers



Ditto 132 followers



Ditto 10 follower I'm Donald Trump, yes I'm the real Donald Trump....

I can almost taste it. This makes no sense to me. What is it all...

Loyalty to us is worth more than any award is. Step by step...

Followers: 432 Reach: 831

Engagements: 241

Engagements/Followers: 4.2

Retweets: 43

Daily Post Times (EST):



Sentiment



- 1. Potential easier identification between influencers and anti-influencers
- 2. Categorize each tweet into topics for easier analysis

For further questions and feedback, reach out to us:



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