

Crisis Management with Web & Social Media Intelligence

How can real-time monitoring of web and social media analytics help you effectively manage online crises.



30th January 2025

Good food, Good life



The importance of Social Media



Social media is a **powerful contact point** that needs constant attention and can be quite unpredictable



4.62 billion people around the world use social media with an average daily time of **2h 27min** spent



Almost **82% of Greeks** use Social Media
(97% in the ages of 16-24)



Consumers have the power to shape reputations #cancel

Why we listen to what people say about us



IT HELPS US **BUILD RELATIONS** WITH OUR AUDIENCE, **DISCOVER NEW TRENDS / IDEAS**, AND **RECEIVE FEEDBACK**.



THE **EARLIER** AN ISSUE IS DETECTED AND RESPONDED TO, **THE GREATER LIKELIHOOD** THERE IS OF A **SATISFACTORY RESOLUTION**.



EFFECTIVE LISTENING IS ALSO IMPORTANT DURING A CRISIS AS IT ALLOWS US TO GATHER REAL-TIME FEEDBACK ON OUR RESPONSE.

Monitoring & Building Relations with our audience



- Monitor
- Respond to comments, provide information, correct misinformation
- Alert system



- Monitor
- Daily reporting
- Bi-weekly Social Media Intelligence reports per category
- Alert system



Monitoring tools: keywords

1. Key words identification
2. Number of mentions
3. Tonality
4. Virality
5. Key influencers



The top 100 mentions are listed below:



News | <http://www.mykosmos.gr> | 24.00% 18/12/2024, 19:50:37

Alert Infant - Nestle Baby Food

Δωρεά εκπαιδευτικού εξοπλισμού από τη Nestle σε τρία νοσοκομειακά σχολεία

Δωρεά εκπαιδευτικού εξοπλισμού από τη Nestle σε τρία νοσοκομειακά σχολείαΚατηγορία: Οικονομία - Πηγή άρθρου: newsbeast.gr 18/12/2024 17:48:03 Η Nestle με ιστορία 125 χρόνων στην Ελλάδα, συνεχίζει να εστιάζει στη φροντίδα των παιδιών που βρίσκονται στ...

Daily Web & Social Media Report

10-Jan-25

Earliest Date

12-Jan-25

Latest Date

TOTAL MENTIONS



total mentions Nestle: 12

GENERATED BY:



4



0



6

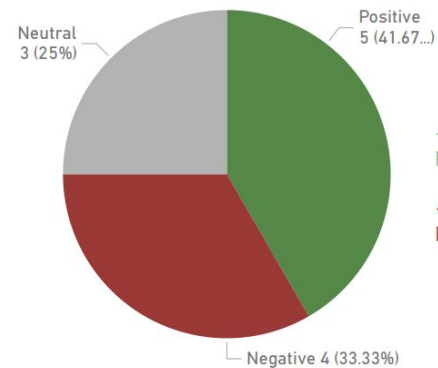


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1

SENTIMENT & WORDCLOUD



+5 increase on Positive Mentions Vs Previous Report

+4 increase on Negative Mentions Vs Previous Report



TOP 10 INFLUENTIAL SOCIAL MEDIA POSTS

Τα 10 κορυφαία post με την μεγαλύτερη επιρροή (impact) και τους περισσότερους followers που κάνουν αναφορά στη Nestlé το τελευταίο 24ωρο.

source_impact	TextFixed	url
28%	With the support of Nestlé, fishers in Preveza took a day off from fishing to take action for the environment. Using their fishing vessels, they cleaned remote and hard-to-reach coastal areas, collecting tons of waste polluting our seas.	
	This initiative is part of the ongoing effort to reduce marine litter and protect the environment.	
	A big thank you to for supporting this important action!	
25%	νεστλε μακριά από όλα τους προϊόντα	
25%	RT Νεσκουικ της Νεστέλέ κάνει το γάλα απόλαυση	



INSTAGRAM HIGHLIGHTS



Highlights των ημερήσιων αναφορών στο Instagram κατηγοριοποιημένων ανά sentiment θετικό, ουδέτερο και αρνητικό. Οι παράμετροι που καθορίζουν το impact (επιρροή) των Instagram posts είναι οι ακόλουθες: followers, likes, comments.

url	in_likes	in_comments	TextFixed	Type	Sentiment	source_impact
	67	0	With the support of Nestlé, fishers in Preveza took a day off from fishing to take action for the environment. Using their fishing vessels, they cleaned remote and hard-to-reach coastal areas, collecting tons of waste polluting our seas.	media	Positive	28%
			This initiative is part of the ongoing effort to reduce marine litter and protect the environment.			
			A big thank you to for supporting this important action!			

Detecting Emerging Issues & Trends



Trending Topics

We Identify topics gaining traction, allowing us to understand public sentiment and potential risks.

Negative Buzz

Monitor for negative sentiment, product defects, or customer complaints that may require immediate attention.

Reputation Risk

Analyze online discussions for potential reputational threats, such as misinformation, fake news, or harmful narratives.

The importance of Real-Time Monitoring

Early Warning System

We detect emerging issues and trends before they escalate.

An email alerting system provides real time awareness of possible crisis by detecting negative sentiment, issues that gain traction and could spike a specific topic of interest.

News | <http://www.tovima.gr> | 91.00% 04/12/2024, 11:49:09

Alert_Ανατιμήσεις προϊόντων

Σούπερ μάρκετ: Αυτά είναι τα 671 προϊόντα με μειωμένη τιμή έως 24%

Ανανεωμένη λίστα με τους 671 κωδικούς προϊόντων που έχουν ενταχθεί έως τώρα στην πρωτοβουλία μείωσης τιμών στα σούπερ μάρκετ από 5% έως 24% ανακοίνωσε σήμερα το Υπουργείο ήταν να ενταχθούν...

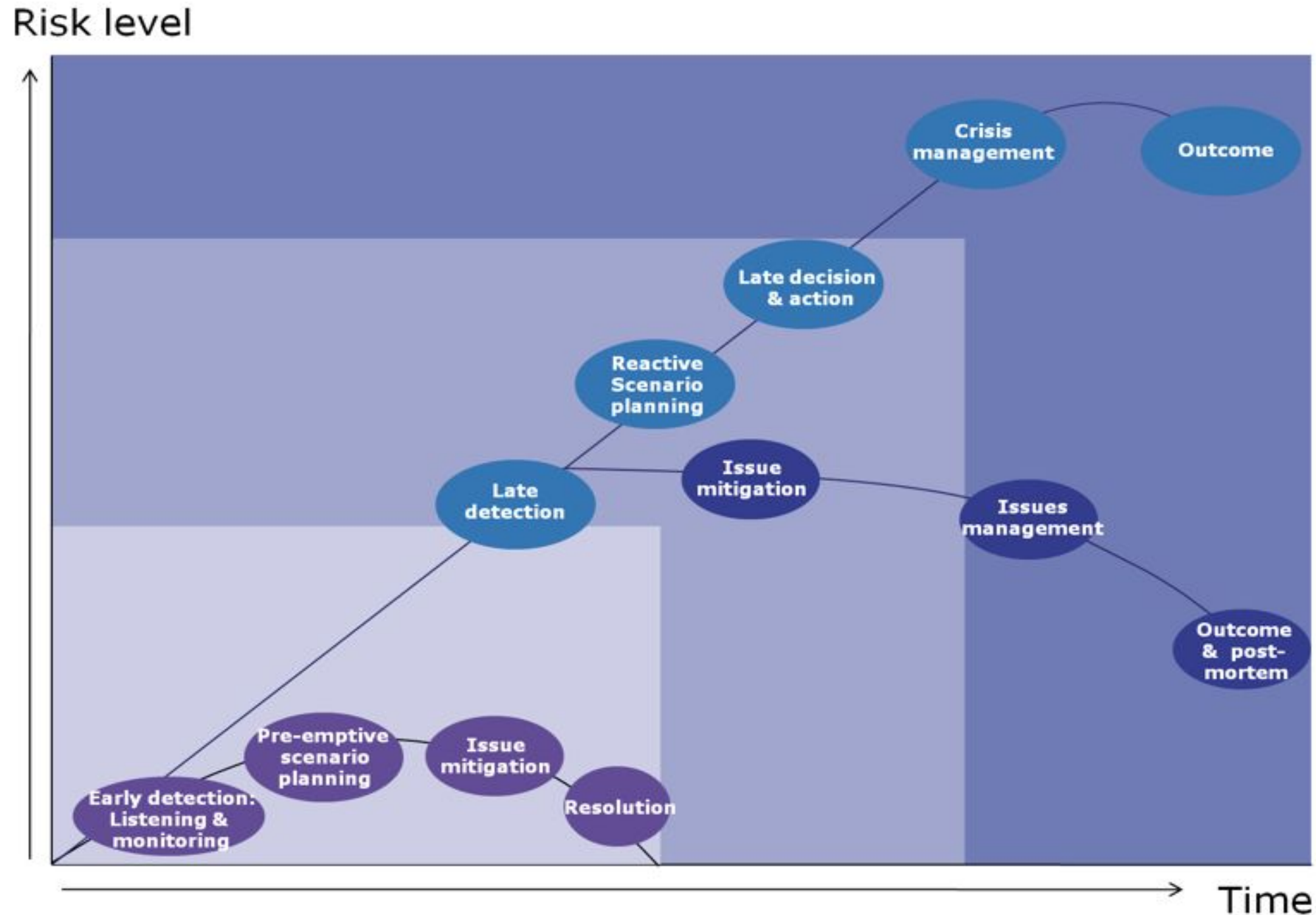
Proactive Response

Real-time monitoring allows us

- a) a) assess the situation
- b) b) activate internal mechanisms and
- c) c) prepare a timely response to mitigate potential damage.



The importance of Real-Time Monitoring



- ❑ Set up a 24/7 online monitoring system
- ❑ Listen to your brand, your company, key influencers, key topics
- ❑ Setup alerts

Leveraging Analytics to protect reputation

1

Proactive engagement

Engage with your audience, identify trends and opportunities for communication, address concerns and strengthen relationships you will need in challenging times

2

Protect Reputation

Through the monitoring of online conversations we can identify and address potential threats, preventing them from further escalation

3

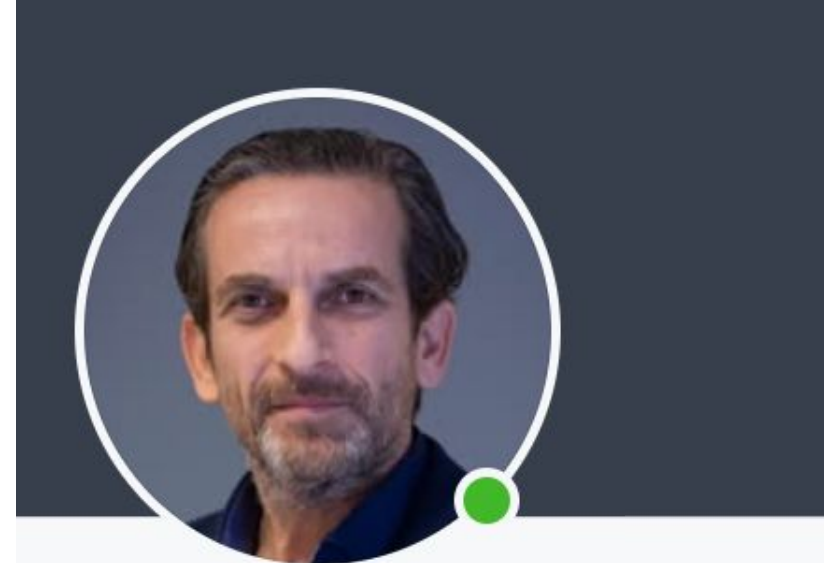
Data driven insights

Listening processes should be maintained throughout a crisis as data can help us understand our audience and their concerns, define or adapt key messages where necessary, and issue a timely and clear response where the conversation is taking place

Thank you!



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