

IBM Social Media Analytics Framework

IBM Social Media Analytics Framework

Social Media Impact

ARE WE MAKING THE RIGHT INVESTMENTS
IN PRODUCTS/SERVICES, MARKETS,
CAMPAIGNS, EMPLOYEES, PARTNERS?

- Share of Voice
- Reach
- Sentiment



Social Media Discovery

WHAT NEW IDEAS CAN WE DISCOVER?

- Topics
- Participants
- Sentiment



Social Media Segmentation

ARE WE REACHING THE INTENDED
AUDIENCES—AND ARE WE LISTENING?

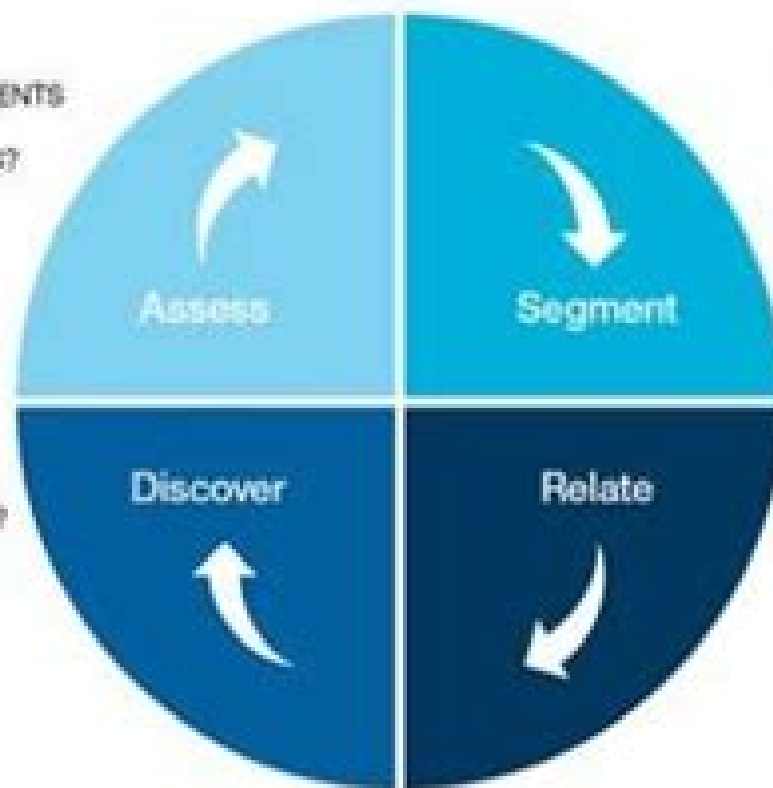
- Geographics, Demographics
- Influencers, Recommenders, Detractors
- Users, Prospective Users



Social Media Relationships

WHAT IS DRIVING SOCIAL MEDIA
ACTIVITY, BEHAVIOR AND SENTIMENT?

- Affinity
- Association
- Cause



Ibm Social Media Analytics

**Brenda Dietrich,Emily C.
Plachy,Maureen F. Norton**

Ibm Social Media Analytics:

Social Media Analytics Matthew Ganis, Avinash Kohirkar, 2015-12-14 Transform Raw Social Media Data into Real Competitive Advantage There's real competitive advantage buried in today's deluge of social media data. If you know how to analyze it, you can increase your relevance to customers, establishing yourself as a trusted supplier in a cutthroat environment where consumers rely more than ever on public opinion about your products, services, and experiences. Social Media Analytics is the complete insider's guide for all executives and marketing analysts who want to answer mission-critical questions and maximize the business value of their social media data. Two leaders of IBM's pioneering Social Media Analysis Initiative offer thorough and practical coverage of the entire process: identifying the right unstructured data, analyzing it, and interpreting and acting on the knowledge you gain. Their expert guidance, practical tools, and detailed examples will help you learn more from all your social media conversations and avoid pitfalls that can lead to costly mistakes. You'll learn how to focus on the questions that social media data can realistically answer. Determine which information is actually useful to you and which isn't. Cleanse data to find and remove inaccuracies. Create data models that accurately represent your data and lead to more useful answers. Use historical data to validate hypotheses faster so you don't waste time. Identify trends and use them to improve predictions. Drive value on the fly from real-time, near real-time, and ad hoc analyses. Analyze text at a data at rest. Recognize subtle interrelationships that impact business performance. Improve the accuracy of your sentiment analyses. Determine eminence and distinguish talkers from true influencers. Optimize decisions about marketing and advertising spend. Whether you're a marketer, analyst, manager, or technologist, you'll learn how to use social media data to compete more effectively, respond more rapidly, predict more successfully, grow profits, and keep them growing. [Analytics Across the Enterprise](#) Brenda L. Dietrich, Emily C. Plachy, Maureen F. Norton, 2014-05-15 How to Transform Your Organization with Analytics Insider Lessons from IBM's Pioneering Experience Analytics is not just a technology. It is a better way to do business. Using analytics, you can systematically inform human judgment with data-driven insight. This doesn't just improve decision making; it also enables greater innovation and creativity in support of strategy. Your transformation won't happen overnight, however; it is absolutely achievable, and the rewards are immense. This book demystifies your analytics journey by showing you how IBM has successfully leveraged analytics across the enterprise worldwide. Three of IBM's pioneering analytics practitioners share invaluable real-world perspectives on what does and doesn't work and how you can start or accelerate your own transformation. This book provides an essential framework for becoming a smarter enterprise and shows through 31 case studies how IBM has derived value from analytics throughout its business. Coverage includes: Creating a smarter workforce through big data and analytics. More effectively optimizing supply chain processes. Systematically improving financial forecasting. Managing financial risk, increasing operational efficiency, and creating business value. Reaching more B2B or B2C customers and deepening their engagement. Optimizing manufacturing and product management.

processes Deploying your sales organization to increase revenue and effectiveness Achieving new levels of excellence in services delivery and reducing risk Transforming IT to enable wider use of analytics Measuring the immeasurable and filling gaps in imperfect data Whatever your industry or role whether a current or future leader analytics can make you smarter and more competitive Analytics Across the Enterprise shows how IBM did it and how you can too Learn more about IBM Analytics

Harnessing the Power of Social Media and Web Analytics Ayanso, Anteneh, Lertwachara, Kaveepan, 2014-02-28

Social media has opened several new marketing channels to assist in business visibility as well as provide real time customer feedback With the emergence of new internet technologies businesses are increasingly recognizing the value of social media and web presence in the promotion of their products and services Harnessing the Power of Social Media and Web Analytics documents high quality research to empower businesses to derive intelligence from social media sites These emerging technological tools have allowed businesses to quantify understand and respond to customers conversations about their corporate reputation and brands within online communities This publication is ideal for academic and professional audiences interested in applications and practices of social media and web analytics in various industries Social Network Analytics

for Contemporary Business Organizations Bansal, Himani, Shrivastava, Gulshan, Nguyen, Gia Nhu, Stanciu, Loredana-Mihaela, 2018-03-23 Social technology is quickly becoming a vital tool in our personal educational and professional lives Its use must be further examined in order to determine the role of social media technology in organizational settings to promote business development and growth Social Network Analytics for Contemporary Business Organizations is a critical scholarly resource that analyzes the application of social media in business applications Featuring coverage on a broad range of topics such as business management dynamic networks and online interaction this book is geared towards professionals researchers academics students managers and practitioners actively involved in the business industry **Analytics Across the Enterprise** Brenda Dietrich, Emily C. Plachy, Maureen F. Norton, 2014 Analytics systematically informs human judgment with data driven insight improving decision making and enabling greater innovation and creativity in support of strategy This book shows how IBM has successfully leveraged analytics across the enterprise worldwide Through 31 case studies the book shares real world perspectives on what does and doesn't work and how to start or accelerate the business transformation Coverage includes creating a smarter workforce through big data and analytics more effectively optimizing supply chain processes systematically improving financial forecasting managing financial risk increasing operational efficiency and creating business value reaching more B2B or B2C customers and deepening their engagement optimizing manufacturing and product management processes deploying your sales organization to increase revenue and effectiveness achieving new levels of excellence in services delivery and reducing risk transforming IT to enable wider use of analytics and measuring the immeasurable and filling gaps in imperfect data Mastering Social Media Analytics: Turning Data into Success Prof. Sewa Singh Bajwa And Dr. Munish Kumar Jaisal, Are you posting on social media but not seeing results Do you have the numbers

but don't know what they mean Mastering Social Media Analytics Turning Data into Success is your go to resource for turning raw metrics into real business outcomes This in depth guide or course walks you through everything you need to know from understanding the basics of analytics to using advanced tools and turning insights into high performing strategies Whether you're a digital marketer small business owner or content creator this product empowers you to make smarter data driven decisions

Big Data Analytics Kim H. Pries, Robert Dunnigan, 2015-02-05 With this book managers and decision makers are given the tools to make more informed decisions about big data purchasing initiatives Big Data Analytics A Practical Guide for Managers not only supplies descriptions of common tools but also surveys the various products and vendors that supply the big data market Comparing and contrasting the dif

[Social Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics](#) Marshall Sponder, 2011-09-02 Align Strategy With Metrics Using Social Monitoring Best Practices Two or three years from now every public relations firm that wants to be taken seriously in the C suite and or a lead marketing role will have someone like Marshall in its senior leadership ranks a chief analytics officer responsible for ensuring that account leaders think more deeply about analytics and that the firm works with the best available outside suppliers to integrate analytics appropriately Paul Holmes The Holmes Report Marshall has provided much needed discipline to our newest marketing frontier a territory full of outlaws medicine men dot com tumbleweeds and snake oil Ryan Rasmussen VP Research Z calo Group Marshall Sponder stands apart from the crowd with this work His case study approach borne of real world experience provides the expert and the amateur alike with bibliography tools links and examples to shortcut the path to bedrock successes This is a reference work for anyone who wants to explore the potential of social networks W Reid Cornwell Ph D Chief Scientist The Center for Internet Research Marshall is a solutions design genius of unparalleled knowledge and acumen and when he applies himself to the business of social media the result is a timely and important commentary on the state of research capabilities for social media Barry Fleming Director Analytics Insights WCG and Principal DharmaBuilt com About the Book Practically overnight social media has become a critical tool for every marketing objective from outreach and customer relations to branding and crisis management For the most part however the data collected through social media is just that data It usually seems to hold little or no meaning on which to base business decisions But the meaning is there if you're applying the right systems and know how to use them With Social Media Analytics you'll learn how to get supremely valuable information from this revolutionary new marketing tool One of the most respected leaders in his field and a pioneer in Web analytics Marshall Sponder shows how to Choose the best social media platforms for your needs Set up the right processes to achieve your goals Extract the hidden meaning from all the data you collect Quantify your results and determine ROI Filled with in depth case studies from a range of industries along with detailed reviews of several social monitoring platforms Social Media Analytics takes you beyond up to date and leads you well into the future and far ahead of your competition You will learn how to use the most sophisticated methods yet known to find

customers create relevant content and track it mash up data from disparate sources and much more Sponder concludes with an insightful look at where the field will likely be going during the next few years Whether your social media marketing efforts are directed at B2B B2C C2C nonprofit corporate or public sector aims take them to the next step with the techniques strategies and methods in Social Media Analytics the most in depth forward looking book on the subject **Social Media** K.M Shrivastava,2013 Social media is everywhere you go and it is here to stay But are you ready for it Social media is a powerful means to achieve success in your businesses But like all communication mediums social media has attributes that need to be tapped in specific and relevant situations It can help you build a reputation and it is useful in crisis communication But at the same time if you don t know what you are doing it can be a waste of time and can create a crisis situation too Businesses news organisations and governments have started developing social media policies and guidelines for its proper use This book attempts to put together varied aspects of social media focusing on its tremendous potential for the growth of a business and its appropriate and legal use With real world examples of guiding principles of big companies and an in depth coverage of the most happening social networks this is a great read for business leaders policy makers and of course students of communication **Data Science For Dummies** Lillian Pierson,2015-03-09 Jobs in data science abound but few people have the data science skills needed to fill these increasingly important roles in organizations Data Science For Dummies is the perfect starting point for IT professionals and students interested in making sense of their organization s massive data sets and applying their findings to real world business scenarios From uncovering rich data sources to managing large amounts of data within hardware and software limitations ensuring consistency in reporting merging various data sources and beyond you ll develop the know how you need to effectively interpret data and tell a story that can be understood by anyone in your organization Provided by publisher **DSS 2.0 - Supporting Decision Making With New Technologies** Sven Carlsson,Patrick Brezillon,2014-05-15 Advances in technology have resulted in new and advanced methods to support decision making For example artificial intelligence has enabled people to make better decisions through the use of Intelligent Decision Support Systems DSS Emerging research in DSS demonstrates that decision makers can operate in a more timely manner using real time data more accurately due to data mining and big data methods more strategically by considering a greater number of factors more precisely and inclusively due to the availability of social networking data and with a wider media reach with video and audio technology This book presents the proceedings of the IFIP TC8 Working Group 8 3 conference held at the Universit Pierre et Marie Curie in Paris France in June 2014 Throughout its history the conference has aimed to present the latest innovations and achievements in Decision Support Systems This year the conference looks to the next generation with the theme of new technologies to enable DSS2 0 The topics covered include theoretical empirical and design science research case based approaches in decision support systems decision models in the real world healthcare information technology decision making theory knowledge management knowledge and

resource discovery business intelligence group decision support systems collaborative decision making analytics and big data rich language for decision support multimedia tools for DSS Web 2 0 systems in decision support context based technologies for decision making intelligent systems and technologies in decision support organizational decision support research methods in DSS 2 0 mobile DSS competing on analytics and social media analytics The book will be of interest to all those who develop or use Decision Support Systems The variety of methods and applications illustrated by this international group of carefully reviewed papers should provide ideas and directions for future researchers and practitioners alike

Data Scientist Diploma (master's level) - City of London College of Economics - 6 months - 100% online / self-paced

City of London College of Economics, Overview This diploma course covers all aspects you need to know to become a successful Data Scientist Content Getting Started with Data Science Data Analytic Thinking Business Problems and Data Science Solutions Introduction to Predictive Modeling From Correlation to Supervised Segmentation Fitting a Model to Data Overfitting and Its Avoidance Similarity Neighbors and Clusters Decision Analytic Thinking I What Is a Good Model Visualizing Model Performance Evidence and Probabilities Representing and Mining Text Decision Analytic Thinking II Toward Analytical Engineering Other Data Science Tasks and Techniques Data Science and Business Strategy Machine Learning Learning from Data with Your Machine And much more Duration 6 months Assessment The assessment will take place on the basis of one assignment at the end of the course Tell us when you feel ready to take the exam and we ll send you the assignment questions Study material The study material will be provided in separate files by email download link

Digital Arts and Entertainment: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources,2014-06-30 In today s interconnected society media including news entertainment and social networking has increasingly shifted to an online ubiquitous format Artists and audiences will achieve the greatest successes by utilizing these new digital tools Digital Arts and Entertainment Concepts Methodologies Tools and Applications examines the latest research and findings in electronic media evaluating the staying power of this increasingly popular paradigm along with best practices for those engaged in the field With chapters on topics ranging from an introduction to online entertainment to the latest advances in digital media this impressive three volume reference source will be important to researchers practitioners developers and students of the digital arts *Business Ethics* Joseph W. Weiss,2014-07-14 NEW EDITION REVISED AND UPDATED This is a pragmatic hands on up to date guide to determining right and wrong in the business world Joseph Weiss integrates a stakeholder perspective with an issues oriented approach so students look at how a business s actions affect not just share price and profit but the well being of employees customers suppliers the local community the larger society other nations and the environment Weiss uses a wealth of contemporary examples including twenty three customized cases that immerse students directly in recent business ethics dilemmas and ask them to consider how they would resolve them The recent economic collapse raised ethical issues that have yet to be resolved there could not be a better time for a fully

updated edition of Weiss's classic accessible blend of theory and practice New to the Sixth Edition New Cases Fourteen of the twenty three cases in this book are brand new to this edition They touch on issues such as cyberbullying fracking neuromarketing and for profit education and involve institutions like Goldman Sachs Google Kaiser Permanente Walmart Ford and Facebook Updated Throughout The text has been updated with the latest research including new national ethics survey data perspectives on generational differences and global and international issues Each chapter includes recent business press stories touching on ethical issues New Feature Several chapters now feature a unique Point Counterpoint exercise that challenges students to argue both sides of a contemporary issue such as too big to fail institutions the Boston bomber Rolling Stone cover student loan debt online file sharing and questions raised by social media

How to Grow Enrollment in Online Higher Education Sasha Thackaberry-Voinovich, 2025-01-31 How to Grow Enrollment in Online Higher Education offers practical guidance on how to more effectively attract and recruit students to online college and university programs Despite the proliferation of online degree and certificate programs only a handful of large name brand institutions have the resources to master the challenges of marketing and recruitment This book includes a first of its kind blueprint for colleges and universities working to set up online programs that can grow their enrollment and support their operations financially These accessible chapters provide step by step marketing strategies detail the specific needs and values of fully online enrollees and explore the staffing talent and technologies needed to competitively recruit new students

Water Stewardship and Business Value William Sarni, David Grant, 2018-04-09 The tangible value of increased water efficiency reuse and recycling and improved social license to operate are moving more companies to adopt water stewardship strategies This book frames an expanded strategy for water stewardship and business value creation including brand value that benefits a range of stakeholders including consumers customers investors and employees The book shows that until recently the linkage between full business value and water stewardship has been missing from the corporate agenda This linkage and value creation from a leading water strategy is increasingly important to socially responsible investors and aspirationalists who value companies that have a social mission or focus to their overall business strategy In general the largest portion of a company's market capitalization is intangible value and understanding how a water strategy contributes to this intangible value is essential The authors include cases studies and a framework or path forward to guide companies as they seek to build leading water strategy that goes beyond water stewardship to drive full business value from this investment The book establishes the linkages and value from an integrated water and business strategy and an approach for companies to follow

Social Entrepreneurship: Concepts, Methodologies, Tools, and Applications Management Association, Information Resources, 2019-04-01 Businesses are looking for methods to incorporate social entrepreneurship in order to generate a positive return to society Social enterprises have the ability to improve societies through altruistic work to create sustainable work environments for future entrepreneurs and their communities Social Entrepreneurship Concepts

Methodologies Tools and Applications is a useful scholarly resource that examines the broad topic of social entrepreneurship by looking at relevant theoretical frameworks and fundamental terms It also addresses the challenges and solutions social entrepreneurs face as they address their corporate social responsibility in an effort to redefine the goals of today's enterprises and enhance the potential for growth and change in every community Highlighting a range of topics such as the social economy corporate social responsibility and competitive advantage this multi volume book is ideally designed for business professionals entrepreneurs start up companies academics and graduate level students in the fields of economics business administration sociology education politics and international relations Beyond Big Data Martin

Oberhofer,Eberhard Hechler,Ivan Milman,Scott Schumacher,Dan Wolfson,2015 Drive Powerful Business Value by Extending MDM to Social Mobile Local and Transactional Data Enterprises have long relied on Master Data Management MDM to improve customer related processes But MDM was designed primarily for structured data Today crucial information is increasingly captured in unstructured transactional and social formats from tweets and Facebook posts to call center transcripts Even with tools like Hadoop extracting usable insight is difficult often because it's so difficult to integrate new and legacy data sources In Beyond Big Data five of IBM's leading data management experts introduce powerful new ways to integrate social mobile location and traditional data Drawing on pioneering experience with IBM's enterprise customers they show how Social MDM can help you deepen relationships improve prospect targeting and fully engage customers through mobile channels Business leaders and practitioners will discover powerful new ways to combine social and master data to improve performance and uncover new opportunities Architects and other technical leaders will find a complete reference architecture in depth coverage of relevant technologies and use cases and domain specific best practices for their own projects Coverage Includes How Social MDM extends fundamental MDM concepts and techniques Architecting Social MDM components functions layers and interactions Identifying high value relationships person to product and person to organization Mapping Social MDM architecture to specific products and technologies Using Social MDM to create more compelling customer experiences Accelerating your transition to highly targeted contextual marketing Incorporating mobile data to improve employee productivity Avoiding privacy and ethical pitfalls throughout your ecosystem Previewing Semantic MDM and other emerging trends

Social Media Analytics Strategy Alex Gonçalves,2017-11-12 This book shows you how to use social media analytics to optimize your business performance The tools discussed will prepare you to create and implement an effective digital marketing strategy From understanding the data and its sources to detailed metrics dashboards and reports this book is a robust tool for anyone seeking a tangible return on investment from social media and digital marketing Social Media Analytics Strategy speaks to marketers who do not have a technical background and creates a bridge into the digital world Comparable books are either too technical for marketers aimed at software developers or too basic and do not take strategy into account They also lack an overview of the entire process around using analytics within a

company project They don't go into the everyday details and also don't touch upon common mistakes made by marketers This book highlights patterns of common challenges experienced by marketers from entry level to directors and C level executives Social media analytics are explored and explained using real world examples and interviews with experienced professionals and founders of social media analytics companies What You'll Learn Get a clear view of the available data for social media marketing and how to access all of it Make use of data and information behind social media networks to your favor Know the details of social media analytics tools and platforms so you can use any tool in the market Apply social media analytics to many different real world use cases Obtain tips from interviews with professional marketers and founders of social media analytics platforms Understand where social media is heading and what to expect in the future Who This Book Is For Marketing professionals social media marketing specialists analysts up to directors and C level executives marketing students and teachers of social media analytics social media marketing

Digital and Social Media Marketing Aleksej Heinze, Gordon Fletcher, Tahir Rashid, Ana Cruz, 2016-11-18 Digital and Social Media Marketing A Results Driven Approach is an exciting new industry led research informed and results driven guide to digital commerce Its examples draw from SMEs and from Europe to offer a unique perspective for those learning about digital marketing and having been developed in close collaboration with the Search Engine Marketing Trade Association SEMTA it is a reliable source of prevailing industry standards for practitioners at the cutting edge of their trade Unlike other digital marketing texts this accessible textbook gives special consideration to the ethical challenges raised by an increasingly digital world Equally unique is the book's Digital Business Maturity Model which offers organisations a clear roadmap for understanding their relative levels of technology adoption Embracing the true spirit of Digital and Social Media Marketing the book will be the first of its kind in this field with digital learning materials case studies and exercises available in a supporting Massive Open Online Course MOOC The MOOC will enhance learners experience and create an interactive international learning community This book will provide a hands on accessible and user friendly platform to turn skills and knowledge into strategic advantage Ideal for postgraduate learners instructors interested in providing a unique and up to date learning experience and for SMEs and practitioners aiming to be at the cutting edge of Digital and Social Media Marketing

This book delves into Ibm Social Media Analytics. Ibm Social Media Analytics is an essential topic that needs to be grasped by everyone, from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Ibm Social Media Analytics, encompassing both the fundamentals and more intricate discussions.

1. The book is structured into several chapters, namely:

- Chapter 1: Introduction to Ibm Social Media Analytics
- Chapter 2: Essential Elements of Ibm Social Media Analytics
- Chapter 3: Ibm Social Media Analytics in Everyday Life
- Chapter 4: Ibm Social Media Analytics in Specific Contexts
- Chapter 5: Conclusion

2. In chapter 1, the author will provide an overview of Ibm Social Media Analytics. This chapter will explore what Ibm Social Media Analytics is, why Ibm Social Media Analytics is vital, and how to effectively learn about Ibm Social Media Analytics.

3. In chapter 2, the author will delve into the foundational concepts of Ibm Social Media Analytics. This chapter will elucidate the essential principles that need to be understood to grasp Ibm Social Media Analytics in its entirety.

4. In chapter 3, the author will examine the practical applications of Ibm Social Media Analytics in daily life. This chapter will showcase real-world examples of how Ibm Social Media Analytics can be effectively utilized in everyday scenarios.

5. In chapter 4, this book will scrutinize the relevance of Ibm Social Media Analytics in specific contexts. The fourth chapter will explore how Ibm Social Media Analytics is applied in specialized fields, such as education, business, and technology.

6. In chapter 5, the author will draw a conclusion about Ibm Social Media Analytics. This chapter will summarize the key points that have been discussed throughout the book.

The book is crafted in an easy-to-understand language and is complemented by engaging illustrations. This book is highly recommended for anyone seeking to gain a comprehensive understanding of Ibm Social Media Analytics.

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