

SURF@Education™

Social Media Analytics: From Online Chatter to Meaningful Insights

Social Media Analytics



Introduction

Beyond the more traditional means of feedback channels such as e-mails and surveys, one would perhaps find a livelier discussion on your educational institution or education policies in platforms ranging from online discussion forums to leading social media platforms such as Facebook and Twitter. It is thus important for a campus administrator of an educational institution to take an active listening approach and be aware of the trending topics from online chatter.

NCS' Social Media Analytics module helps you survey the online and social media landscape for issues such as school reputation or factors influencing school selection criteria important to you and your educational institution. Furthermore, you could perform sentiment analysis on the trending topics to sieve out the underlying sentiments on the ground with regards to the institution's reputation, or a newly revised or implemented policy for instance. With these insights gained, you could then highlight the positive cases or make informed decisions to mitigate the negative cases in a swifter, timelier manner. Monitoring of the sentiments on the ground would also allow you to be in the know and tailor your strategies to stay ahead of the game always.

Challenges

- Having to survey the online and social media landscape and sieve through disparate platforms (various forums and social media) for the insights relevant to your educational institution and stakeholders
- Trending topics over the Internet and online discussions are to be captured early for timely planning or intervention accordingly
- Having better sense-making of the underlying sentiments towards your educational institution, or education policies recently revised or implemented

Solution

- IntelliSURF™ and Social Media Analytics Module

Key Product Components

Software

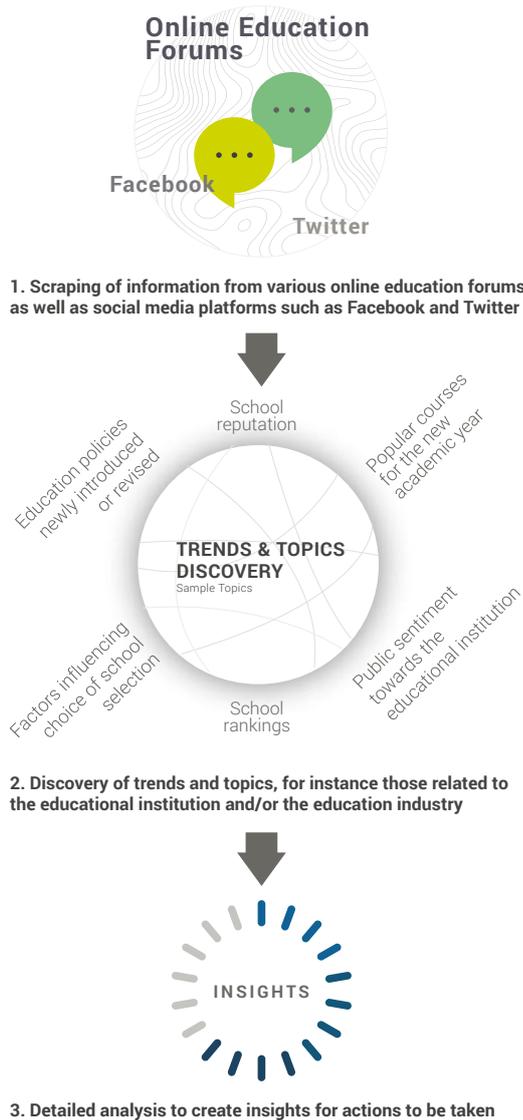
- ▼ IntelliSURF™
- ▼ Social Media Analytics Module

Benefits

- Optimised operational efficiency to capture trending topics from various disparate online education forums and social media platforms
- Tracking of the trending topics and their characteristics (such as speed of spread, most discussed topics, etc.) to better time and tailor your strategies
- Greater awareness with alert notifications and SOPs when tracked keywords rise above the normal trend
- Sentiment analysis to identify positive, negative and neutral perceptions of tracked topics, such as the public's perception of your educational institution; also, monitoring of these sentiments over time

How It Works

The module performs scraping of online education forums as well as common social media platforms such as Facebook and Twitter. Thereafter, it extracts key terms and categorises them based on the different topics of interest. In addition, new trends and topics related to the educational institution or education policies for instance could be discovered at the same time. Insights obtained from the analysis would be visualised onto IntelliSURF™, and reports could also be customised to the needs and requirements of the administrators.



Features and Benefits

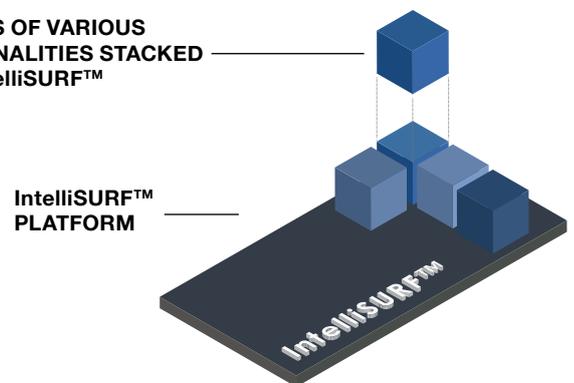
	FEATURES	BENEFITS
SOCIAL MEDIA ANALYTICS	Discovery and tracking of the most popular or frequently discussed education-related topics on social media.	Be aware of the latest topics to allow you to address issues happening in your institution.
	Sentiment analysis to identify positive, negative and neutral perceptions of tracked topics.	Evaluate sentiments of the topics of interest, such as the public's perception of the institution's reputation, while monitoring the changes over time.
	Tracking of the speed of spread of a particular message or trending topic.	Analyse the popularity of the topic and calibrate your responses or strategies accordingly.
	Alert notification when tracked keywords are above the normal trending.	Gain cognizance of the situation and take swift, appropriate actions to tackle the issues.
	Analysis of key words related to a person/item as mentioned in the posts in the online education forums and social media.	Understand the issues related to the person/item which provides a more in-depth knowledge of the incident at hand.
	Customisation of the reports to receive.	Structure the reports based on the relevant key performance indicators.

The Modular Feature of IntelliSURF™

More than the standard command-and-control platform, IntelliSURF™ integrates with a suite of modules which comprises best-of-breed technology, insights and domain knowledge.

Be it tracking the speed of spread of a trending topic or managing your facility's parking lot availability, our modules represent a range of functionalities across the unique needs and contexts of various industries, so you could pick only the ones to complement what you truly need.

MODULES OF VARIOUS FUNCTIONALITIES STACKED UPON IntelliSURF™



Interested to find out how IntelliSURF™ can harness social media analytics to bring real performance gains for you and your educational institution? Speak to us, or request a consultation today.

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