

Environics Social Media Research Tool Kit

Environics Research Group, in collaboration with sister company **Nexalogy Environics**, now offers a suite of social media research tools for organizations that need to keep track of their issues in the social media space, in English and/or French.

Social media have radically altered the news cycle impacting policy-making and issues management in unprecedented ways. The world is smaller and faster and all organizations need to keep up with what is being said about them and their issues.

The Environics-Nexalogy tool kit includes:



Reaction Meter - Monitor reactions to your announcement or launch in real-time;



Issue/Policy Monitor - Track social media discussions of your issue or policy; and



Reputation Tracker – Find out who is saying what about your organization?

Drawing on Environics' public affairs expertise and Nexalogy's social media analytics, we provide sense-making solutions for your social media research needs.



Reaction Meter

Events become news instantly. Unlike in the past, events are discussed in the social media, in real-time, not posted or printed for one-way, one-to-many consumption.

The Environics-Nexalogy Reaction Meter tracks reactions to announcement or launch in real time with updates every 30 seconds. This tool identifies:

- What Tweeters and/or bloggers are saying about your announcement;
- Who is leading the conversations and who is following;
- Which are the most prominent themes in the discussion; and
- Which are the most common re-Tweets.

The Environics-Nexalogy Reaction Meter is an online tool custom-designed for your specific event, launch or announcement. Reaction Meter facilitates strategic communications by identifying when a response is needed as well as locating the relevant target audience(s).

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Reputation Tracker

These days, organizational reputations are influenced by social media actors. Communications are instant and reputations are either boosted or tarnished 140 words at a time.

Reputation monitoring on a yearly, quarterly or even monthly basis is no longer good enough. Every day, social media users discuss brands, issues, policies and organizations. Can you risk not knowing what is being said about your organization or your issues? Reputation Tracker identifies:

- Who are the prominent social media actors discussing your organization?
- What is being said about your organization?
- Are different threads of the conversation connected and how?

Environics suite of social media tools permits rapid and ongoing monitoring of social media discussions, including: look backs to see what has happened up until now, what is being said now, and facilitating tracking over time.



Issue/Policy Monitor

What are social media participants saying about your issue or policy? Find out with the Environics-Nexalogy *Issue/Policy Monitor*. Our suite of tools permits one-time look-backs at what has been said or ongoing tracking of what is being said about your issue or policy.

- Who is blogging about your issue or policy?
- What are the main topics being discussed?

Unlike other tools that monitor a limited number of pre-identified social media writers, the Environics-Nexalogy approach captures the full conversation, identifying the central topics and the leading influencers. Stay up-to-date on the latest social media discussions with the Issue/Policy Monitor.

About the Research

The Nexalogy Environics approach to social media data collection and analysis uses proprietary software and a methodology designed to capture all social media posts related to the relevant search terms. The resulting data are subjected to an advanced analytical approach that uncovers and visually presents the relationships and linkages between data 'signals' that are otherwise very difficult to measure – the maps identify who are the important actors and what are the top terms or concepts being discussed.

Self-service, assisted or full service options are available.

Contact us for more information:

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