Social Media Listening
How Social Listening is influencing Marketing and Business decisions at the BBC

@jennyferwoods
@willmcinnes
There has never been **more data available online:**

**Reddit** posts per second: **197**
There has never been more data available online:

**Instagram** posts per second: **793**
There has never been more data available online:

**Twitter** posts per second: 6,000
There has never been more data available online:

**Facebook** likes per second: 52,000
- Track overall brand **health**
- Generate ideas for **marketing** campaigns
- Create **content** your audience craves
- Improve / enhance your audience **experience**
- Identify **Influencers** and advocates
- Drive strategic **product** decisions
- **Crisis** Management
Case Study

The Missing & Line of Duty
Aims

• Reach a Youth Audience
• Achieve broadcast viewing

Objectives

• Generate ‘deep’ Engagement on Social
• Harness Influencers
Core principles for ‘Deep’ Engagement

• Communication, not Broadcast
• Authenticity
• Timeliness
Broadcast Content

V

Reactive Content
The Reactive Strategy
Investigate with us
The Process
Identify topics and sentiment within Audience conversation

Influencer identification

Content Analysis

Reactive Content Creation

Community Management and Live
Play-back

Think you’ve got #TheOJDuty sussed out? Reckon you know the true identity of ‘balaclava man’? Well, you’re not alone! Tap and look around some of the best viewer theories on our AC-12 style investigation wall 😜

Emma Brown: I think it’s the husband! However I’m now thinking there must be a twist as this is far too obvious! Toooooo exciting!

Nicola Jane Stephens: oh my word… I can hardly breathe! Yet again totally jaw dropping at the end of an episode…. Love Steve Arnott, will he live??????

Laura Siddall: I don’t think it’s the husband. I think Steve went to the wrong offices (husband said he

In 2003 a child went missing, eleven years later a stranger returned. Just who is Alice Webster? Here’s what you thought.

#TheMissing continues with another nail biting episode. Wednesday. 9pm.
Watch the first two episodes on BBC iPlayer: bbc.in/2eB90qP.
Tapping into the Zeitgeist

No Ma'am.

There's brown-nosing and then there's DC Jodie Taylor...
#LineOfDuty

67k Views

Like  Comment  Share

1.5k

236 shares  335 comments

Who else watched The Missing & wanted to reach into the screen to pour the gravy for them?

Alice is back with the family now, but something's still missing...bbc.in/2iBZAT #TheMissing 😢
Answering Questions
Sharing UGC

Episode 5 debrief #TheMissing @jessica_sarahh and Chloe

09/11/2016, 22:57

16 RETWEETS 77 LIKES

New diary entry for tonight’s episode of #TheMissing

1. The three of us did to that girl. We knew he was talking about Henry Reed. From the ending, we’re led to believe the 3rd is the crazy Scottish soldier, Adam. I think it’s more likely to be the butcher’s wife or Mr Webster.

2. Adam’s daughter - presumably this is the baby imposter Alice had in captivity? When she referred to “mummy” in the basement, could this have been Sophie or Lena?

It’s nearly time for #TheMissing! Tap the gif below for your very own guide to making it through the last episode of the series. 😢
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Community Management and Live
Organic Facebook Posts reach just 1-2% of your followers

The Lifespan of a Tweet is around 18 minutes
Live Community Management

@Zobear: The Gleek in me is very excited for #PitchBattle please don’t let me down BBC1

@BBCOne: We won’t let you down. It’s gonna be aca-awesome. #PitchBattle
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Content Analysis
Broadcast V Reactive

No. of Reactive Assets V Broadcast Assets

Average engagement per post
The Intelligent Marketing Solution

Analytics
Analyze conversations

Audiences
Understand people

Vizia
Share insights

BuzzSumo
Research content
1300+ clients

97% customer satisfaction

400 strong engineering & services team

International New York/San Francisco/
Brighton/Berlin/Singapore/Paris
Thank You

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