



Informing SBC Programs Using Social Media Monitoring & Listening Synthesis of Q&A

[Webinar recording \(YouTube\)](#)

[Presentation slides](#)

Social Listening Methodology

1. What are the most common missteps in developing social listening search strings?

Common (but easily fixable) missteps would relate to basic construction of the search string, e.g., not closing a bracket, forgetting to put multi-word terms in quotation marks, using AND instead of OR, etc. These are all easily modified and usually the programme you're using will flag the error when you hit preview.

More damaging mistakes are related to the actual content of the string you are creating. So, for example, not thinking of local slang terms/vernacular. Without these included, you might carry out a search and receive *some* results, but nowhere near the same level of context as if you'd included the local slang from the start (e.g., 'Raw' sex).

Also, I mentioned in the presentation, but worth reiterating, the use of pronouns is crucial. Without appropriately using pronouns, your search will likely yield thousands of irrelevant comments (e.g., noise). By tying keywords to pronouns (when looking for behavioural cues) you ensure that comments include the use of I, you, he, she, etc., and are therefore more relevant. While this may lead to the omission of *some* content, it is far more useful than pulling back every single mention of a word, for which only 10% might be usable.

2. Have you ever identified patterns in attitude or sentiment amongst users according to how they behave on social media (i.e., those who 'lurk' and rarely comment vs those who engage a lot)? And does this risk skewing the results of social listening?

Social listening analysis uses existing publicly facing data found, therefore lurkers would be underrepresented in data, as they would in a focus group. In this sense, face to face data collection would allow you to probe in a way you are unable to do when using online data. There are tradeoffs everywhere.

3. What demographic information do we have of people posting on social media? What are the parameters that you can place for social listening searches? Can you filter by place? How big or small?

Yes, you can filter by place. In countries with high internet penetration, you can conduct searches limited to locations such as cities or towns. In countries with low penetration, the conversation volume tends to decrease once you leave the capital city area. It's important to check the specific context you're working in before deciding if social listening is an appropriate tool for you.

You cannot pre-emptively filter by age or sex but once you have search findings, you are able to filter your dataset to analyze different demographic groups separately.

4. Can you use Google analytics in tandem with social listening? How are the data coming from these two sources different?

Yes, you can use them in tandem. It really boils down to what you are trying to measure.

Google Analytics, to the best of my knowledge, is mainly used to track website activity, such as session duration, pages per session, bounce rate of individuals, using a specific site/page. It also often contains info regarding the source of the traffic (e.g., where a visitor came from).

Social listening on the other hand, is used to understand the drivers of conversation on social media, sentiment, etc.

A practical application of how you would use them in tandem would be if you noticed your website had a really high volume of traffic, but really low conversion rates (e.g., nobody actually buying anything). Google Analytics would tell you the figures but wouldn't give any context as to the *why*?

By looking at what your customers are saying about your brand/the online shopping experience, you could pinpoint what is going wrong at what point of the consumer journey, and remedy it.

5. How do you deal with word abbreviations or code words that are used in social media in your searches?

To make your search more effective, you have to pre-identify what are the most common abbreviations used by your target population or for the specific topic of interest. This is why the identification of key words is the most important and time-consuming step of the social listening process.

6. Can you disaggregate sentiment by audience characteristic?

Yes, you can look at overall sentiment, and sentiment of male and female audiences separately, for example.

7. How can you identify/protect against large scale disinformation efforts particularly in sentiment analysis?

It's important to dig into the data to investigate what is driving sentiment. Social listening platforms allow you not only to view the quantitative sentiment breakdown (i.e., 40% of posts reflect a negative sentiment), but you can also access the data underlying that metric to investigate what can be driving this sentiment. Is the negative sentiment due to a misclassification of words (which you can fix by training the machine learning algorithm), or is it due to legitimate posts? In the event of large-scale disinformation efforts, you can subdivide your analysis by looking at posts reflecting correct and incorrect information. This would require training the machine learning algorithm to recognize what the real information is, and what the misinformation is.

8. As emojis are being used more often to express feelings, are these considered in any analyses?

Yes, emojis have become an ever more important part of communication in the age of social media.

Brandwatch (the social listening software used by M&C Saatchi Intelligence) allows you to identify which emojis are most prevalent in a discussion. Likewise, you can create a visualisation of an 'Emoji Cloud' (e.g., like a word cloud), in which the most prevalent emoji's are the largest and most central, while less used ones are smaller and to the side.

Certainly in analyses in which the topic is sensitive in nature, emojis can offer a great deal of insight into the overall sentiment, where words may not be as easy to share.

9. Do you know what percentage of young women/men have access to Twitter in these countries?

For current user demographics on Facebook, Instagram, Messenger and LinkedIn by country you can go to <https://napoleoncat.com/stats/>

Programmatic Implications

10. How does MMH address misinformation? What are the challenges?

Although MMH focuses more on social norms than on providing correct FP information, navigating misinformation and myths about FP is part of some of our social and community network activities. If misinformation appears in online discussions or during FB Live, we are sometimes able to correct it personally by countering misinformation with correct information. However, online comments evolve rapidly, so the challenge has been to have the ability to respond to each and every one of them. In an effort to promote correct information through our online activities, in the past we have included "quiz" questions and correct answers on the effectiveness of modern and natural methods of FP, discussion questions asking participants to

"tell us what they know" about a given modern FP method, and we have provided evidence-based sources for finding reliable information on FP. In the case of youth testimonials, we ensured that the final videos did not contain misinformation about FP or reinforce harmful gender norms.

11. Have you considered using key influencers like sports figures to reset norms?

In countries such as Côte d'Ivoire, Togo, Niger, and Guinea, we have worked or are currently working with social media "influencers" or other well-known personalities to energize campaign activities, broaden our audience and add social credibility to campaign messages. These influencers use campaign hashtags, share campaign content and record messages of support for the campaign. These influencers are selected based not only on their reach and popularity with our priority audiences, but also on the alignment of their "brand" with MMH's objectives and available budget.

12. As a result of increased use of social media (re: sex & family planning), has this resulting increased gov't involvement—national & local? IF so, in what ways? Any positive &/or negative consequences?

Social listening activities focus on our online activities—mainly Facebook—and social media is not considered a preferred means of reaching government leaders. In addition, because MMH's objectives are more at the interpersonal and community level than advocating for increased government action, we have not focused on measuring government involvement. However, local health ministries are aware of the campaign in each country and are often the ones who endorse our community activities. In countries such as Mali, we have established and maintain links with youth organizations focused on reproductive health advocacy that can interact with local and national governments. In the coming year, we will be working more at the community level with networks of opinion influencers (e.g., parent-teacher associations, provider networks), so we plan to have some level of local and structural engagement.

13. What can we say about the dynamism of MMH's social media activities? How can we understand the development of a new logo next year?

In addition to the campaign testimonial videos, and in part thanks to social media reports, we have made a concerted effort over the past year to diversify MMH's online content to include more visuals, continue our live Facebook sessions and continue to promote our community events as they have shown spikes in online engagement. We are constantly seeking to develop and share content that will spark more standards-centric conversations, and to expand the geographic reach of the content we publish - for example, by including testimonials from Niger and Facebook Live from countries other than Côte d'Ivoire. With respect to the logo, the campaign solicited feedback on our current logo through an online survey advertised on our social media channels and in WhatsApp campaign focus groups. Based on this feedback, we created and approved new logos through another online survey and received a new logo and animation that we hope will resonate with youth AND youth allies and adults. We look forward to launching the logo in the fall of 2020 with a new video format to complement the new logo.

14. How do you explain the low participation of the Nigeriens in the MMH campaign? On which radios and televisions is this campaign promoted? and since when?

The participation is showing social media followers/engagement—not exposure. Through our exposure survey we will get a better sense of whether we have reached people in Niger through our variety of channels, including radio & TV. We know that the mobile phone penetration and social media use rates in Niger are lower than some other WABA countries (i.e., Cote d'Ivoire) so it underscores the need for MMH to use a variety of channels, including our community-based strategies, to ensure we are reaching youth and adult allies.

Radio and TV are: channel 3, Niger 24, Sahel TV (the national TV), labari and kalangou studio.

Facebook: on all influential pages in Niger