



HELPSHEET

Workshop 1: Using Social Media Data to Gain Insights into Community Trends

ANALYSIS PROJECT #2

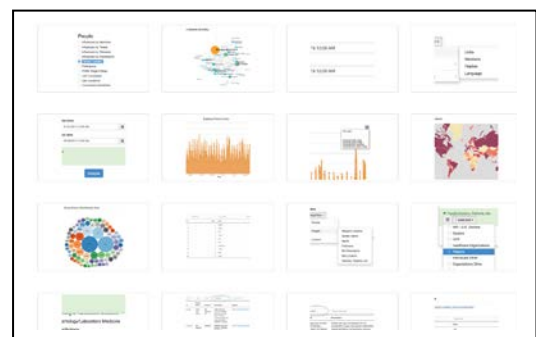
You have started a new job in a non-profit organization that is focused on increasing childhood vaccination rates for measles in the U.S. Your new supervisor gives you the opportunity to showcase your skills and independently develop a proposed communications plan. S/he asks you to support your recommendation with data but within the organization no market communication data is available. You decide to tap into social media data to develop a data-driven communications plan. You focus your analysis on the following aspects/questions:

- What can you learn about parents' (target audience) perspectives on the measles vaccination? Are there different communities to be considered for the planned outreach?
- What topics are being discussed?
- What concerns and fears do parents express regarding measles vaccinations? How are they being addressed? Are there any positive stories being told?
- How do the various stakeholders communicate? What different communications styles are being used?
- What languages are being used?
- Is there a particular time when the target audience is active online?
- Who are key influencers among the target audience that are active on Twitter? Are all stakeholders engaged in the discussions?
- Do they share resources? What are the sources?
- Should the non-profit partner with any other active and influential organizations in these communities?
- Based on the insight you can glean from Twitter social media data, what overall approach would you recommend for communicating to the target audience?

FAMILIARIZE YOURSELF WITH THE FILTER FUNCTIONALITY:

Go to this web page <http://www.symplur.com/signals/research/>.

Further information is available with every image caption.





HOW-TO GUIDE

- 1. Learn more about childhood vaccination rates for measles in the U.S.**
 - [Measles Vaccination](#), by Center for Disease Control and Prevention
 - [Measles, Vaccines, Prevention](#), by Vaccines.gov
 - [Many California child-care centers have low measles vaccination rates](#), by LA Times
- 2. What can you learn about parents' (target audience) perspectives on the measles vaccination? Are there different communities to be considered for the planned outreach?**
 - How many people participate in the conversations and communities? How is the activity trending over time? (See Overview and Tweet Activity reports)
 - What's the reach of these conversations? (See Overview report)
- 3. What topics are being discussed? What concerns and fears do parents express regarding measles vaccinations? How are they being addressed? Are there any positive stories being told?**
 - How do these change over time? What hashtags are being used? (Tip: See Word Frequency and Sentiment reports)
 - Consider using the following filters: Word filter to focus the report on a specific sub-topic.
- 4. How do the various stakeholders communicate? What different communications styles are being used?**
 - Tip: See Participants report and what categories of people are present. Categorize those that may be missing, then explore reports with the People->Patients, Doctors, etc. filter)
- 5. What languages are being used?**
 - See User Languages report
- 6. Where (locations in the U.S.) are the conversations regarding CGM taking place on Twitter?**
 - See User Locations report
- 7. Is there a particular time when the target audience is active online?**
 - See Tweet Activity report. Tip: Explore with short time periods like 1 week and intervals like days and hours
- 8. Who are key influencers among the target audience that are active on Twitter? Are all stakeholders engaged in the discussions?**
 - See the Influencer and Participant reports. (Note: Influencers are defined by multiple factors: number of messages sent, mentions by others, impressions, followers, and retweets. In addition to that, they also use network centrality algorithms such as betweenness, centrality, etc. These will rank people on "who" is the most referenced person, or "who" is the most central person in the network).



9. **Do they share resources? What are the sources?**
 - Tip: See Tweet Metrics and Links Shared reports

10. **Should the non-profit partner with any other active and influential organizations in these communities?**
 - Tip: See the Influencer, Participant and Network Centrality reports

11. **Based on the insight you can glean from Twitter social media data, what overall approach would you recommend for communicating to the target audience?**