



# CRISIS MONITORING THROUGH SOCIAL MEDIA LISTENING AND ANALYSIS

## Abstract

The Infosys BPM team used analytics to listen to and monitor a recent crisis involving our client – one of India's largest public sector banks. During the crisis, the bank was negatively tagged in certain social media conversations leading to negative sentiments that could potentially impact our brand.

The team effectively monitored the crisis over two weeks and devised a scoring methodology that helped perform an impact analysis of the situation at the end of the monitoring period. This allowed us to respond effectively during the crisis and prevent negative impact to our brand.



**2. Evaluate the impact:** Having gathered the data, it was now crucial to evaluate the criticality of these social mentions. Influencers can have a high impact on the outcome of an issue, hence it is important for the team to identify if there are influencers in a conversation and who these are in a crisis situation. To ensure an effective evaluation, the team designed a methodology to rank or score the impact of each of these mentions.

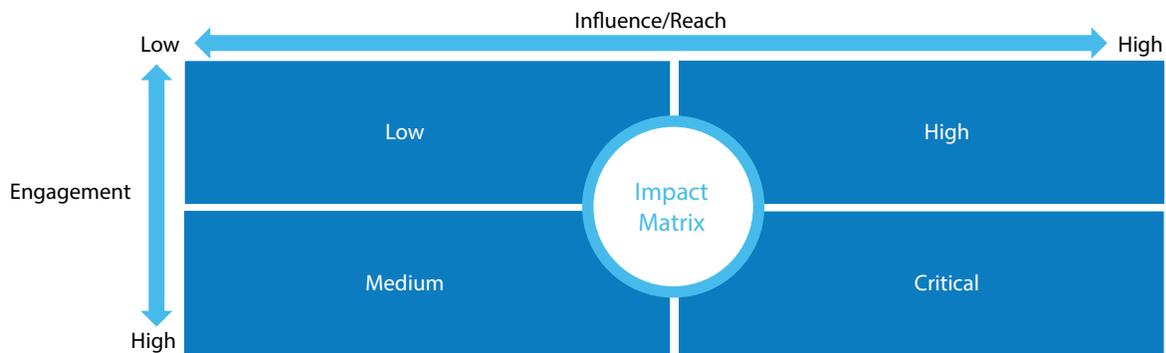
The parameters selected were:

- Author profiling: who is the person that is speaking, what is their industry background, expertise, political background, etc.
- Influencer: if the post is tagged with a critical influencer, either internal or external
- Influencer score: the scoring of the author based on his / her engagement

with the brand, or his / her influence in relevant industries along with a good audience reach

- Followers: the more the followers, the more the reach of the mention
- Negative sentiments: hashtags / keywords

Based on the thresholds set for each of them, the mentions were ranked on a 3-point scale – High, Medium, or Low impact. If critical influencers were mentioned, then the post was flagged as “Critical” and sent without further scoring or filtering to our digital marketing lead, and marketing head.



**3. Inform and report:** We engaged in conversations based on the insights from our analysis. Our Marketing team was informed of the situation along with the impact scores through an hourly update report. This report included the social media post and the impact scale along with the author and engagement details. These equipped our marketing head to then appropriately manage the engagement in a timely manner.

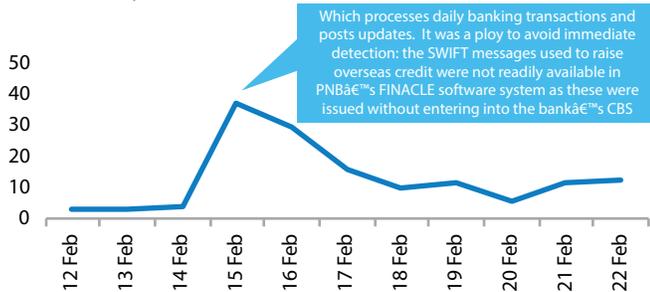
**Crisis monitoring insights in action:**

Through analysis we uncovered that while 400+ mentions occurred during a 10-day period (and were scored), only 2% of these mentions were really high impact tweets that needed attention.

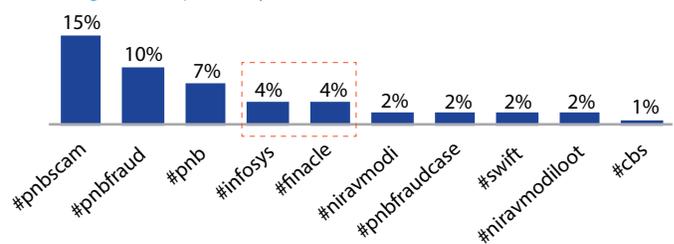
Of the total influencer population, only one met the influencer score criteria of 90 out of a possible 100. These insights helped us to design a precise approach than spend a lot of time going over all the conversations and people talking about the crisis.

Other insights extracted from the volume trends and hashtags used in the conversations were:

Volume trends were provided along with the highly engaged tweet to understand impact across time



Top #Hashtag Usage during the crisis, helps the business to take a call on engaging with the brand hashtags or to avoid further discussions if irrelevant. Mostly the #tag used was relevant to the Scam (15%) and the brand tag was comparatively lower (4%)



4. **Analyze and monitor:** The situation was monitored daily and a detailed analysis performed at the end of each day for two weeks. The Infosys BPM analytics team also set up a dashboard on the Social Studio tool for crisis monitoring, which now monitors for any negative discussions in connection with our brand.

## The overall business value

**Impact assessment:** The social analysis insights provided during this time showed that the impact of these negative brand mentions with respect to the crisis was actually low. Certain high score and critical tweets found no social media engagement during the crisis. This information along with the author's influencer score (<60) and followers' details helped our marketing team plan an effective engagement plan.

**Continuous updates:** The listening and analysis ensured that our client had hourly updates on the situation at hand. Updates included sources such as blogs, aggregated news, Twitter and LinkedIn posts.

**How to respond to a crisis?** In a crisis situation, a wrong step would mean a huge impact, especially in the social media space as the information spreads fast. Experiences in the social world show that jumping into a social media crisis situation and engaging them at the initial state without a proper understanding of the overall situation could lead to worsening of the situation – as in a well-known 2013 data breach case. During a social media crisis, in general, it is recommended to

take an informed decision on the response through active social media monitoring and analysis.

Through constant monitoring, we made a decision to stay away from engaging in these conversations. This was a good move since the analysis showed that during the initial days of the news breaking out, the conversations with the relevant crisis related hashtags ranged from 4%-10%. Daily monitoring showed that this came down to less than 1% in the next few days.

**Crisis monitoring:** A dashboard was set up to detect any negative brand mentions in the future. This dashboard was built based on the framework developed for negative pattern identification, being able to label the tweets, and fine-tune the sentiment to arrive at a more accurate sentiment analysis.



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