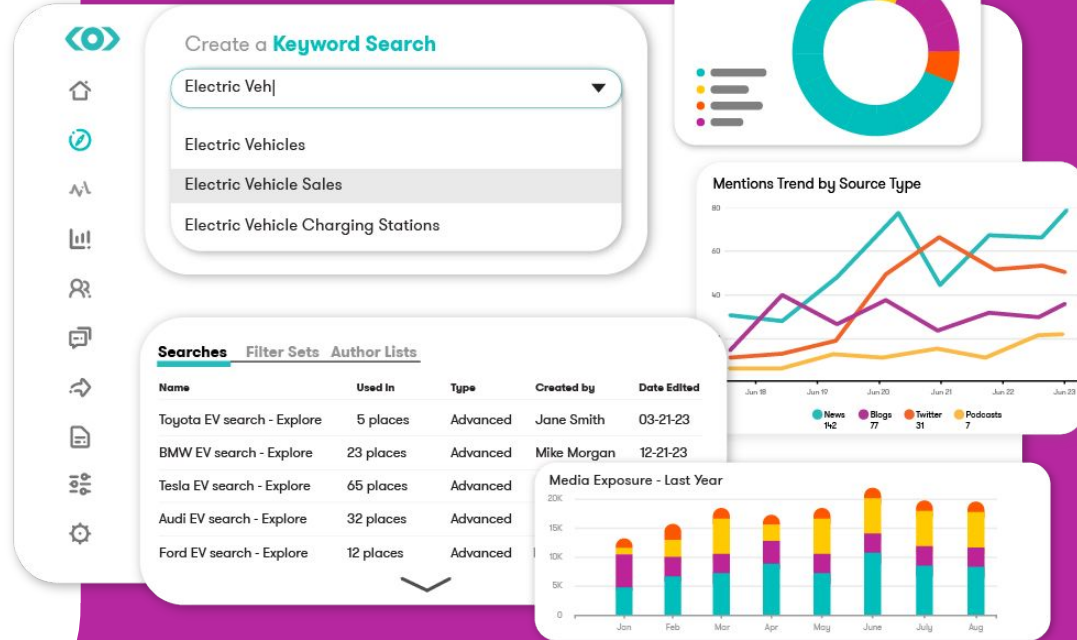


Social Listening for Government



The dashboard features a sidebar with navigation icons: Home, Search, Alerts, Lists, Reports, Settings, and a gear icon. The main content area includes:

- Create a Keyword Search:** A search box containing "Electric Veh|". Below it, a list of suggestions: "Electric Vehicles", "Electric Vehicle Sales", and "Electric Vehicle Charging Stations".
- Searches Table:** A table with columns: Name, Used In, Type, Created by, and Date Edited.
- Share of Voice:** A donut chart showing the distribution of mentions across different sources.
- Mentions Trend by Source Type:** A line chart showing the number of mentions from News, Blogs, Twitter, and Podcasts from June 18 to June 23.
- Media Exposure - Last Year:** A stacked bar chart showing the number of mentions from News, Blogs, Twitter, and Podcasts from January to August.

Searches	Filter Sets	Author Lists		
Name	Used In	Type	Created by	Date Edited
Toyota EV search - Explore	5 places	Advanced	Jane Smith	03-21-23
BMW EV search - Explore	23 places	Advanced	Mike Morgan	12-21-23
Tesla EV search - Explore	65 places	Advanced		
Audi EV search - Explore	32 places	Advanced		
Ford EV search - Explore	12 places	Advanced		

Month	News	Blogs	Twitter	Podcasts
Jan	5k	3k	2k	1k
Feb	6k	4k	3k	1k
Mar	7k	5k	4k	1k
Apr	8k	6k	5k	1k
May	9k	7k	6k	1k
June	10k	8k	7k	1k
July	9k	7k	6k	1k
Aug	8k	6k	5k	1k



Tumi Matlou

Growth Director | Africa

Meltwater is the global leader in media, social and consumer intelligence

Unrivaled global reach coupled with local expertise



27,000+

Customers
in 130+ countries

2,300+

Employees

50

Offices across
6 continents

2001

Founded in
Oslo, Norway

We power 27,000+ companies worldwide with media, social and consumer intelligence

Our customers span all industries and verticals and include more than 50% of the Global Fortune 500.

**FORTUNE
500**

Consumer Brands



L'ORÉAL

Tech



Pharma



Automotive



Mercedes-Benz



TOYOTA

Financial Services



Government



Today's Agenda

- 01 Social Media Landscape
- 02 Social Listening Use-Cases
 - Brand Management
 - Crisis Communication
 - Misformation
 - Trend Detection
- 04 Key Takeaways
- 05 Q&A

Social Media Landscape

We Are Social x Meltwater Global Digital Report 2024



JAN
2024

SOUTH AFRICA

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES

NOTE: SIGNIFICANT REVISIONS TO SOURCE DATA MEAN THAT FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. SEE THE IMPORTANT NOTES AT THE START OF THIS REPORT FOR DETAILS.



SOUTH
AFRICA

TOTAL
POPULATION



we
are
social

60.69
MILLION

YEAR-ON-YEAR CHANGE

+0.9%
+547 THOUSAND

URBANISATION

69.0%

CELLULAR MOBILE
CONNECTIONS



Meltwater

118.6
MILLION

YEAR-ON-YEAR CHANGE

+3.7%
+4.2 MILLION

TOTAL vs. POPULATION

195.4%

INDIVIDUALS USING
THE INTERNET



45.34
MILLION

YEAR-ON-YEAR CHANGE

+0.9%
+409 THOUSAND

TOTAL vs. POPULATION

74.7%

SOCIAL MEDIA
USER IDENTITIES



26.00
MILLION

YEAR-ON-YEAR CHANGE

+0.8%
+200 THOUSAND

TOTAL vs. POPULATION

42.8%

SOURCES: U.N.; GOVERNMENT AUTHORITIES; GSMA INTELLIGENCE; ITU; EUROSTAT; CNNIC; KANTAR & IAMA; PLATFORM RESOURCES; OCDH; BETA RESEARCH CENTER; KEPIOS ANALYSIS. **ADVISORY:** SOCIAL MEDIA USER IDENTITIES MAY **NOT** REPRESENT UNIQUE INDIVIDUALS. **COMPARABILITY:** SOURCE CHANGES AND BASE REVISIONS; FIGURES ARE **NOT COMPARABLE** WITH PREVIOUS REPORTS. GLOBAL DATASETS MAY USE DIFFERENT SOURCES vs. COUNTRY AND REGIONAL DATA, SO SUMS MAY NOT MATCH. **IMPORTANT:** NEGATIVE VALUES MAY INDICATE SOURCE DATA CORRECTIONS, AND **MAY NOT** REPRESENT DECREASES IN THE RELEVANT METRIC. WHERE YEAR-ON-YEAR CHANGE IS "[N/A]", COMPARISONS WITH HISTORICAL DATA WILL PRODUCE **INACCURATE RESULTS**. PLEASE SEE **NOTES ON DATA**.

JAN
2024

MEDIA USE

THE PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO CONSUME EACH MEDIA TYPE



SOUTH
AFRICA

USING THE INTERNET
VIA A MOBILE PHONE



GWI.

98.3%

YEAR-ON-YEAR CHANGE
-0.2% (-16 BPS)

USING THE INTERNET VIA A
LAPTOP, DESKTOP, OR TABLET

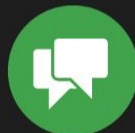


we
are
social

93.7%

YEAR-ON-YEAR CHANGE
-0.8% (-74 BPS)

USING
SOCIAL MEDIA



GWI.

97.3%

YEAR-ON-YEAR CHANGE
-1.0% (-97 BPS)

WATCHING LINEAR
AND BROADCAST TV



90.5%

YEAR-ON-YEAR CHANGE
-0.7% (-66 BPS)

WATCHING STREAMING
AND ON-DEMAND TV



78.0%

YEAR-ON-YEAR CHANGE
+2.4% (+185 BPS)

READING ONLINE
PRESS CONTENT

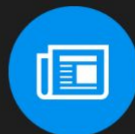


Meltwater

67.4%

YEAR-ON-YEAR CHANGE
-1.2% (-84 BPS)

READING PHYSICAL
PRESS CONTENT



GWI.

63.8%

YEAR-ON-YEAR CHANGE
-4.0% (-265 BPS)

LISTENING TO
BROADCAST RADIO



KEPIOS

80.3%

YEAR-ON-YEAR CHANGE
-3.0% (-251 BPS)

LISTENING TO MUSIC
STREAMING SERVICES



GWI.

75.1%

YEAR-ON-YEAR CHANGE
+1.8% (+134 BPS)

LISTENING
TO PODCASTS



69.0%

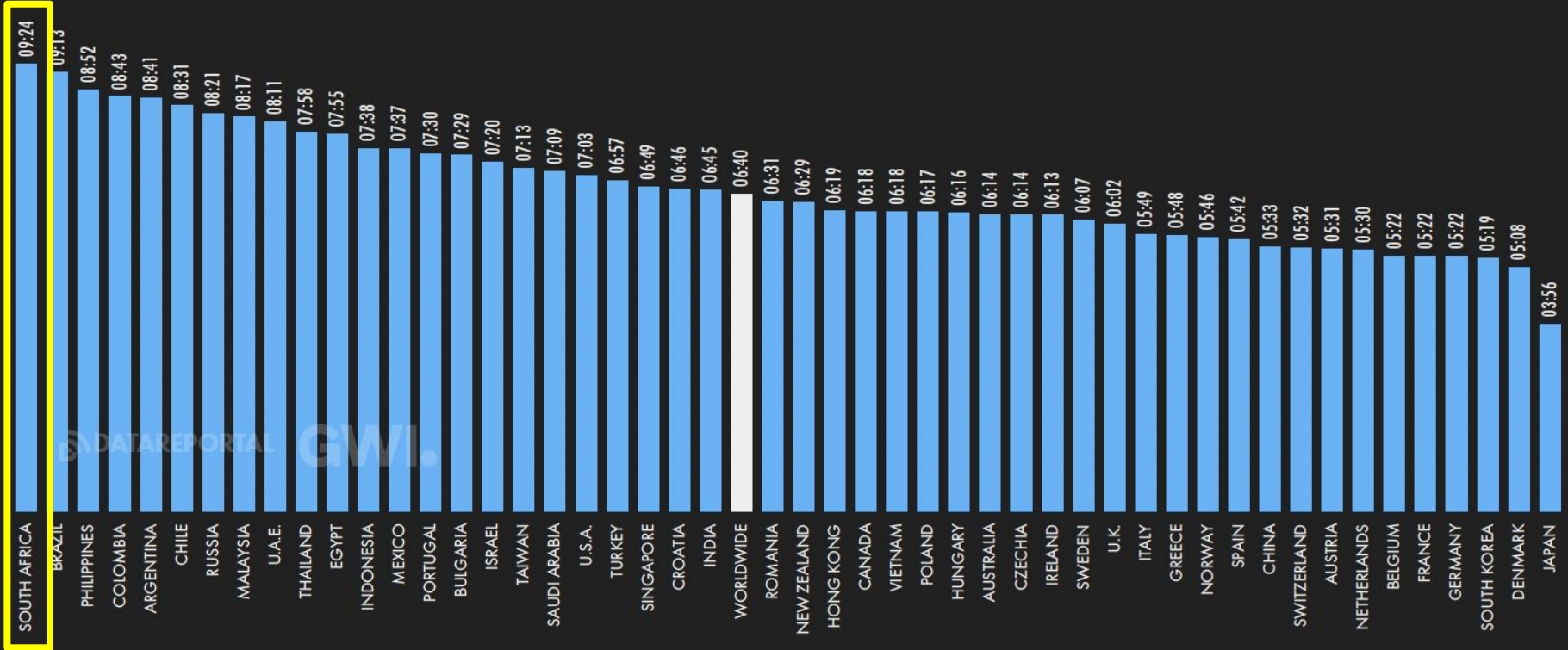
YEAR-ON-YEAR CHANGE
+0.07% (+5 BPS)

SOURCE: GWI (Q3 2023). FIGURES REPRESENT THE FINDINGS OF A BROAD SURVEY OF INTERNET USERS AGED 16 TO 64. SEE [GWI.COM](https://www.gwi.com). **NOTES:** PERCENTAGE CHANGE VALUES REPRESENT RELATIVE CHANGE (I.E. AN INCREASE OF 20% FROM A STARTING VALUE OF 50% WOULD EQUAL 60%, NOT 70%). "BPS" VALUES REPRESENT BASIS POINTS, AND INDICATE ABSOLUTE CHANGE. VALUE FOR BROADCAST RADIO DOES NOT INCLUDE INTERNET RADIO. **COMPARABILITY:** METHODOLOGY CHANGES. SEE [NOTES ON DATA](#). **POTENTIAL MISMATCHES:** THE VALUES SHOWN HERE ARE BASED ON THE TIME THAT PEOPLE SAY THEY SPEND CONSUMING EACH MEDIA TYPE, AND MAY DIFFER FROM SIMILAR DATA POINTS SHOWN ELSEWHERE IN THIS REPORT THAT REFLECT OTHER BEHAVIOURS SUCH AS DEVICE USAGE.

JAN
2024

DAILY TIME SPENT USING THE INTERNET

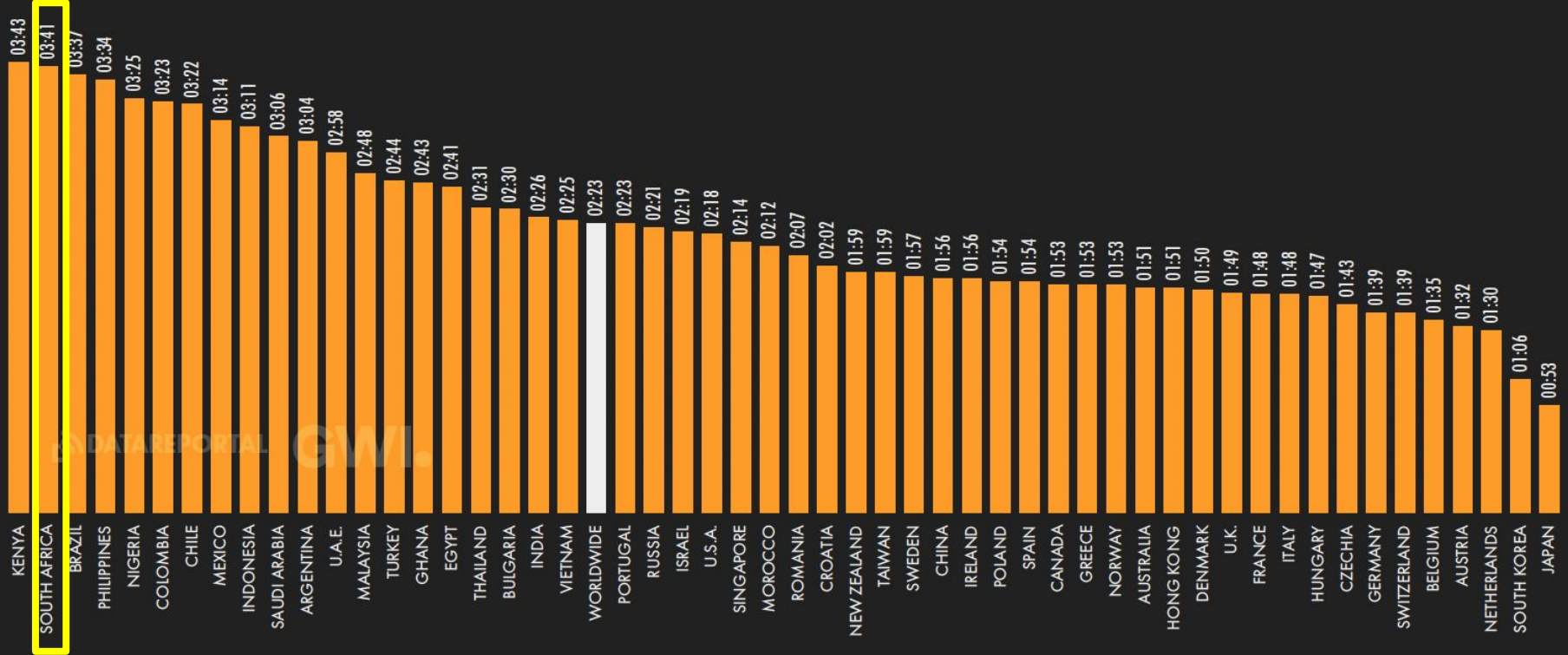
AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING THE INTERNET EACH DAY ON ANY DEVICE



JAN
2024

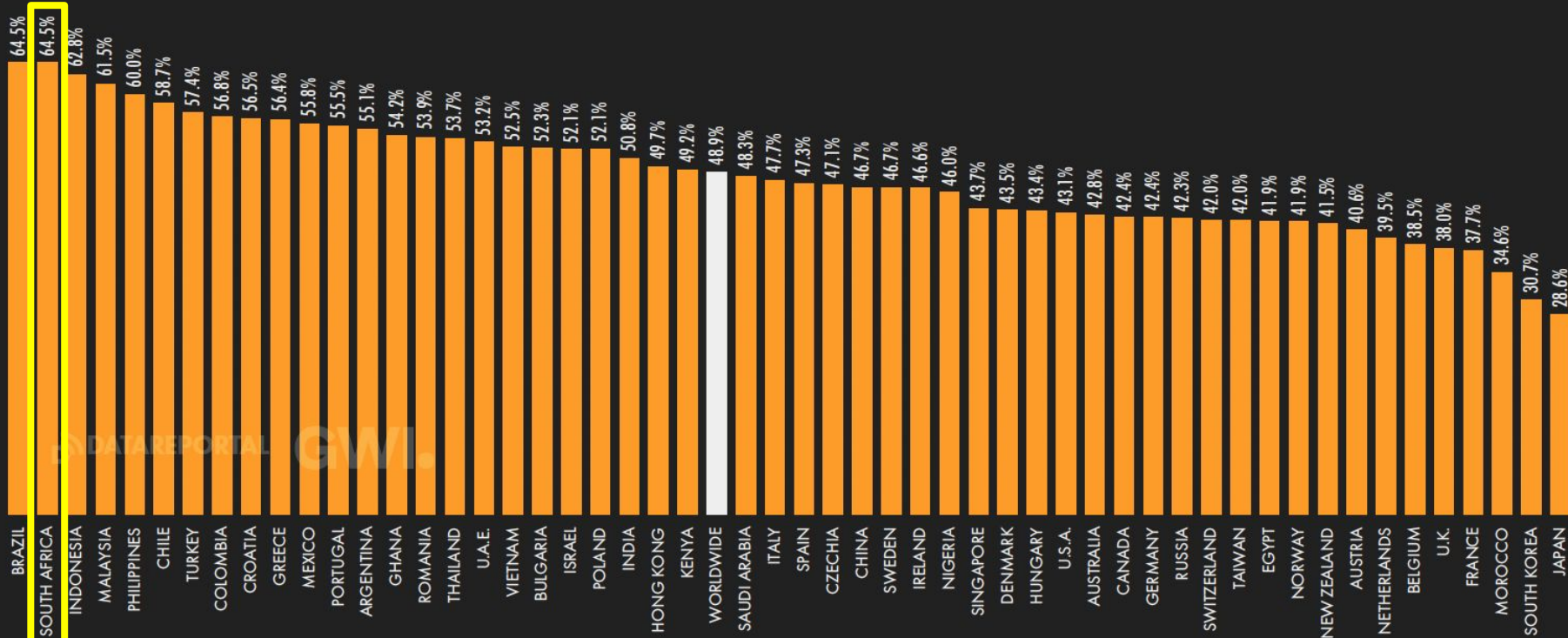
DAILY TIME SPENT USING SOCIAL MEDIA

AVERAGE AMOUNT OF TIME (IN HOURS AND MINUTES) THAT INTERNET USERS AGED 16 TO 64 SPEND USING SOCIAL MEDIA EACH DAY



SEEKING OUT BRANDS ON SOCIAL MEDIA

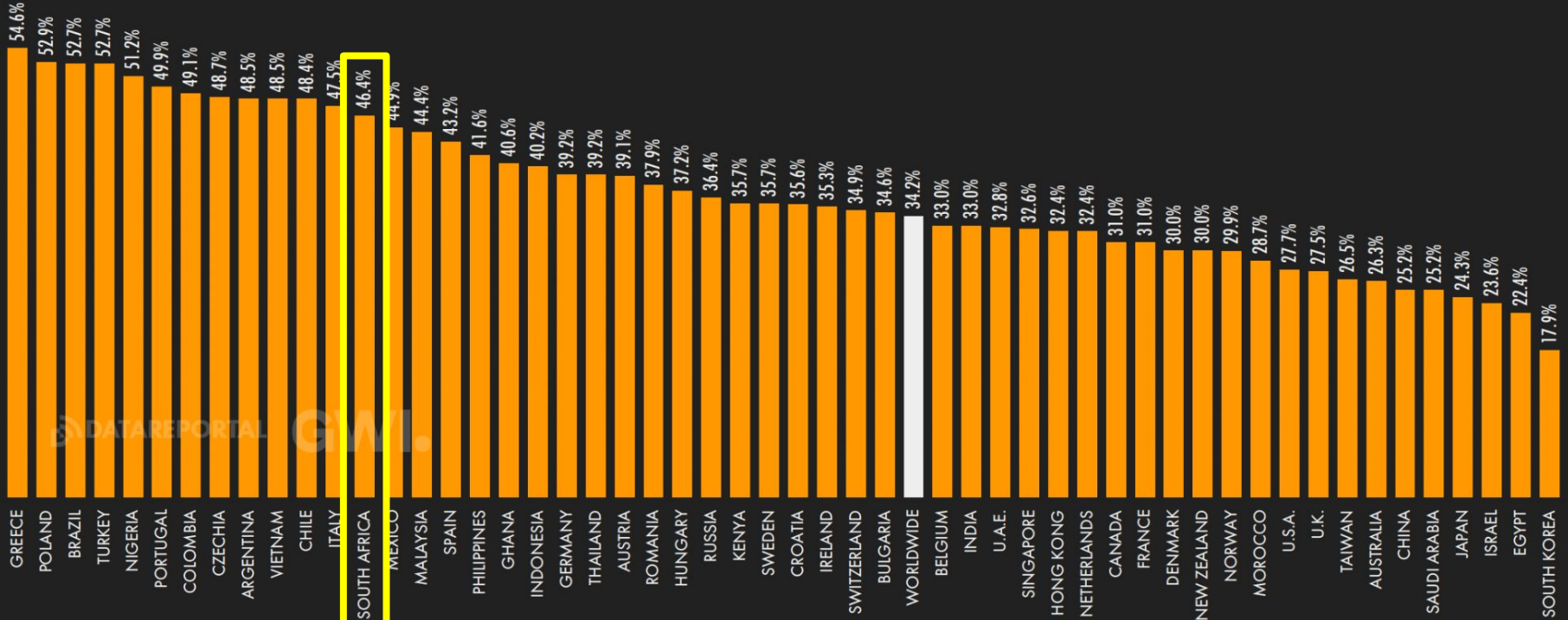
PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO VISIT SOCIAL MEDIA IN ORDER TO LEARN ABOUT BRANDS AND SEE THEIR CONTENT



JAN
2024

SOCIAL MEDIA AS A SOURCE OF NEWS

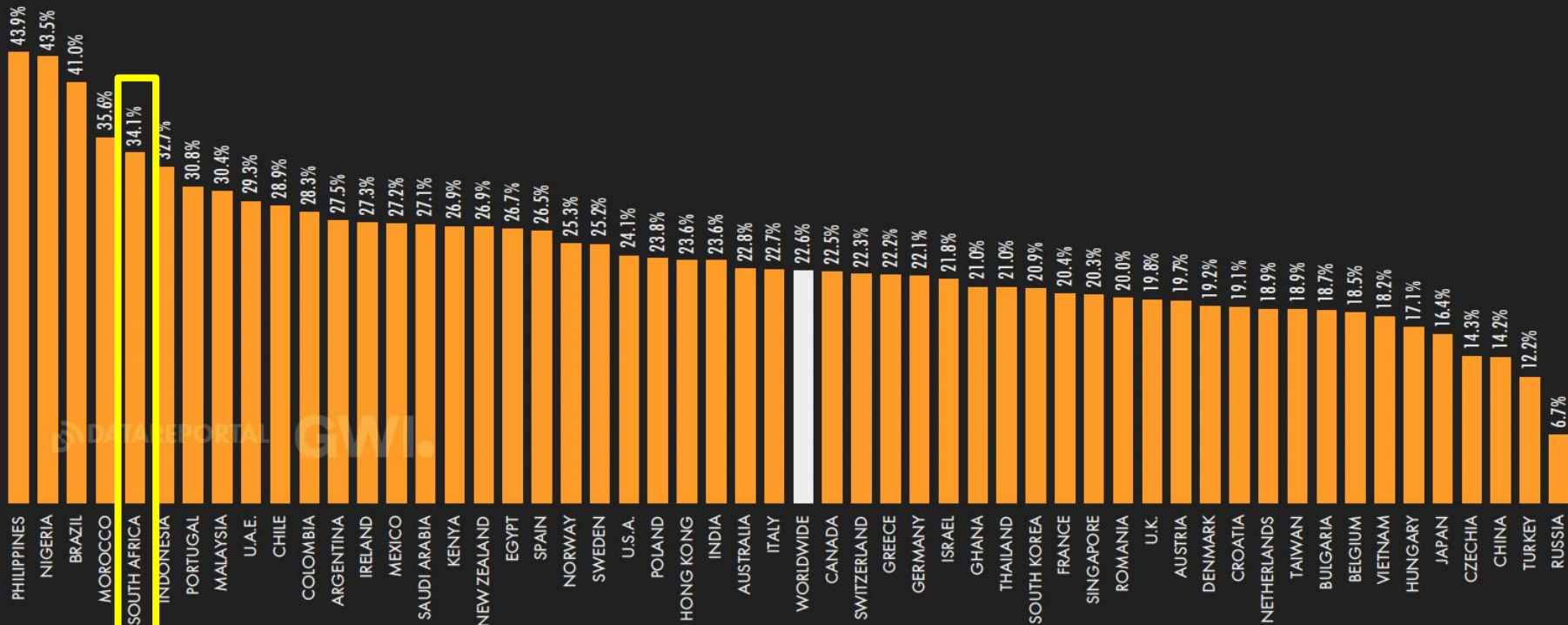
PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT READING NEWS STORIES IS A MAIN REASON FOR USING SOCIAL MEDIA



DATA REPORTAL GWI

FOLLOWING INFLUENCERS ON SOCIAL MEDIA

PERCENTAGE OF SOCIAL MEDIA USERS AGED 16 TO 64 WHO SAY THAT THEY FOLLOW INFLUENCERS OR OTHER EXPERTS ON SOCIAL MEDIA



Changing trends in Government approach to research

Traditional methods:

Government would use Polls, Surveys and Research to understand community sentiment

Today's social climate:

Social media offers a huge pool of public consumer sentiment which provides a more real-time image of the landscape

Without this data, the information gathered is too siloed

The Value of Social Listening

?

What content resonates with the citizens in my community?



CONTENT
MANAGEMENT



COMMUNITY
MANAGEMENT



BRAND RISK
MANAGEMENT

?

How do I monitor brand risks?



INFLUENCER
IDENTIFICATION &
MONITORING



CUSTOMER
CARE



CRISIS
COMMUNICATIONS

?

What are the trends in our portfolio topic area that resonate with the public?



REAL-TIME MARKET
INSIGHTS



CAMPAIGN
OPTIMIZATION



COMPETITIVE
BENCHMARKING

?

How do my brand conversations and likes stack up against peers?

The Value of Social Listening

?

Who are my key influencers and what are they saying about my organization?

?

How is my government funded project performing in market?



CONTENT
MANAGEMENT



COMMUNITY
MANAGEMENT



BRAND RISK
MANAGEMENT



INFLUENCER
IDENTIFICATION &
MONITORING



CUSTOMER
CARE



CRISIS
COMMUNICATIONS



REAL-TIME MARKET
INSIGHTS



CAMPAIGN
OPTIMIZATION



COMPETITIVE
BENCHMARKING

?

How do I engage with my stakeholders and citizens on their social networks

But can't I monitor it on my own?

1

Not all content is searchable

All social media platforms restrict what information is easily searchable because of heightened privacy policies. This means that it is difficult to get data via search engines.

2

There's a lot of content out there

There is a large amount of content scattered among platforms. It's impossible to have an eye on all of them, and you don't know when they are going to be crucial.

3

The importance of alerts

having the ability to have the data visualised instantaneously is very important from a time-saving perspective.

Social Listening Use Cases for Government

Brand Management

Detect where your brand logo appears in visual content

Crisis Management

Anticipate and manage a potential crisis by detecting them in images or videos.

Misinformation

Navigate misinformation, and surface your critical mentions around topics or missions important to your citizens.

Trends Detection

Detect the latest trends in your industry, canvassing text, images and video.

Effective Crisis Management through Media Monitoring and Social Listening

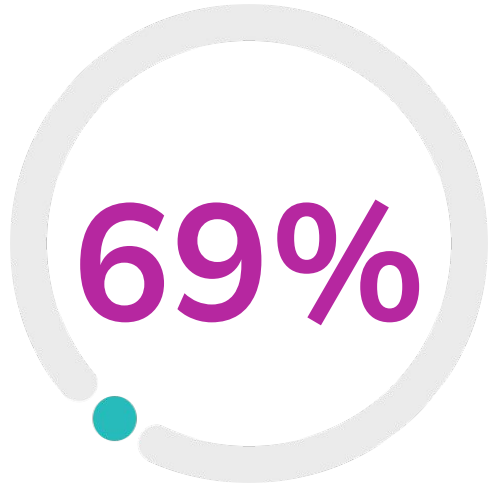
The world has seen significant digital growth in the last few years.

A story is unlikely to be contained to one channel. Having a holistic overview is more vital than ever.

Things move quickly in the digital landscape. This means a crisis can emerge and pass quickly.



Crises can happen extremely quickly today



Of business leaders say they've experienced at least 1 crisis in a 5 year period, with the average number being 3.

HubSpot

Crisis Management

Enabling you to:

- Be made aware of critical insights in real time via AI
- Understand the drivers of conversations & crises
- Share relevant insights and content with the right stakeholders to affect change, and act



Alert

Surface the right insights in real time across all forms of media. Share content with the right people at the right time on your channel of choice

Analyze

Deep dive into brand and industry factors to spot trends as they emerge, and understand what's driving them.

Act

Quickly halt & change content messaging based on surfaced insights, & engage directly with key instigators on their channel of choice

Manage

Reflect on crisis themes & drivers. Identify influential sources, communities or influencers, and manage your crisis plan

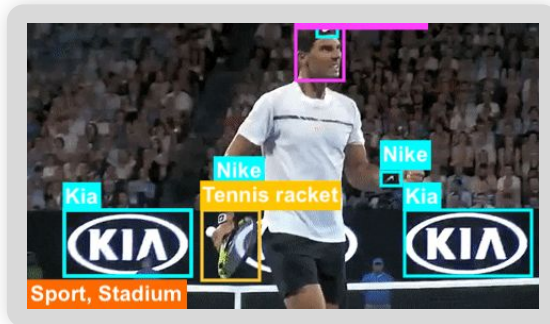
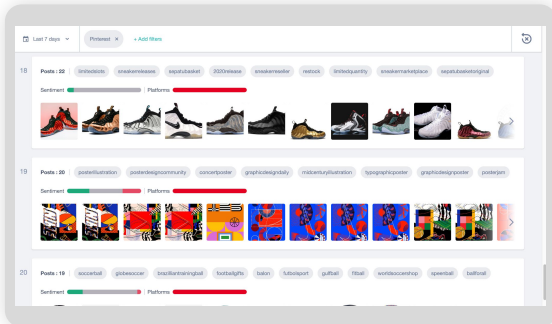
A picture is worth a thousand words...

AI technology enables us to identify a crisis outside of text.

We leverage Computer Vision for:

1 Image Analysis

2 Video Analysis



2.6x

Our own research shows that Twitter posts with images receive 2.6 times more engagement than text-only posts.

2x

Meltwater's data shows twice as much engagement for tweets with videos compared to standard posts.

Evaluating Brand Management

Evaluating Brand Perception

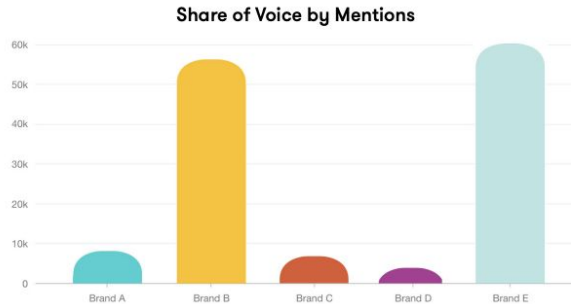
To create messages that land well with your customers, understanding the perception of your brand in the competitor landscape is key

2 key metrics
to assess your brand perception



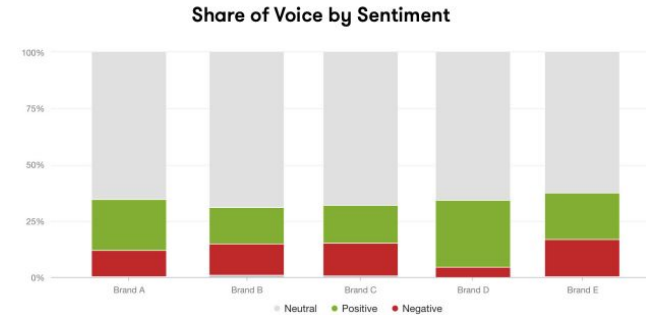
SoV by Mentions

Assessing how salient your brand is in comparison to your closest industry competitors



SoV by Sentiment

Benchmarking against competing brands by analysing how consumer sentiment compares

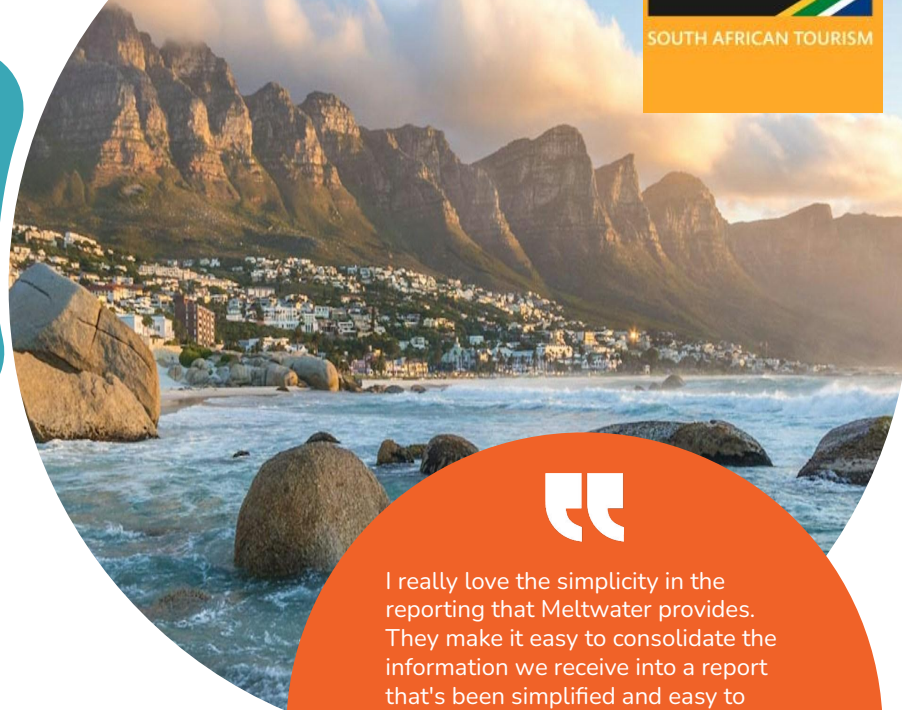


Customer Story

South African Tourism

Brand South Africa has been able to track and stay on top of mentions in real-time, allowing them to **manage the reputation of the country** more efficiently. With the ability to stay on top of the multiple campaigns they run, Brand South Africa continues to successfully manage South Africa's reputation with an all-in-one platform.

- Get Accurate, Consolidated Reporting and Analytics
- Track the Success of Multiple Brand Campaigns Simultaneously
- Measure and Respond to Media Mentions in Real-Time



I really love the simplicity in the reporting that Meltwater provides. They make it easy to consolidate the information we receive into a report that's been simplified and easy to understand.

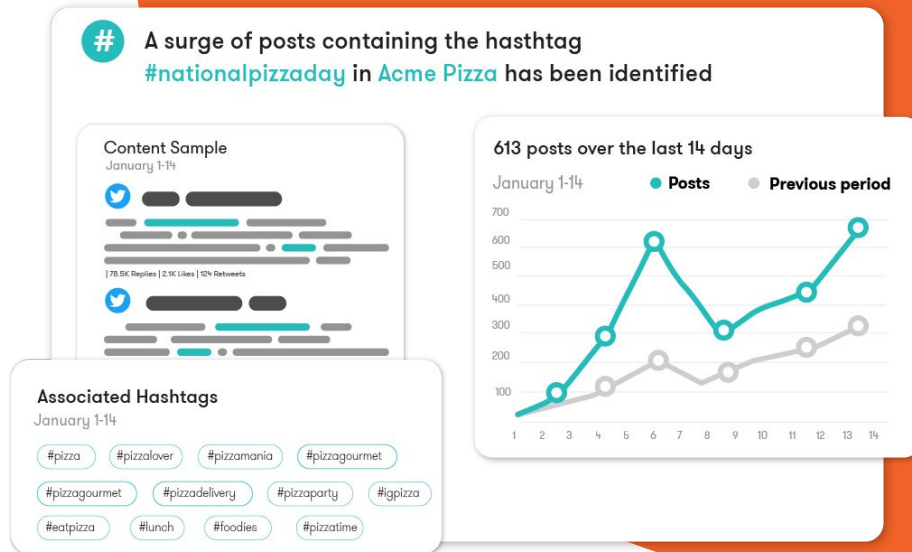
Thando Mketsu
Digital Specialist
Brand South Africa

Best practices for tracking viral/engaging content to build strategic campaigns

Trend Spotting & Content Ideation

Enabling you to:

- Identify topics and trends that inspire and lead to high performing content
- Find prolific content producers, & manage a UGC strategy
- Monitor performance of your own content to capitalise on what's working and avoid what's not



Plan

Research campaign ideas, understand your audience and target demographic, prep your content strategy, & find influencers

Activate

Adapt your strategy based on uncovered changes and opportunities in order to facilitate growth and maintain content relevance and thought leadership

Monitor

Actively monitor to identify key themes, feedback, KOLs, set up alerts and make tweaks to content strategy as needed

Engage

Build one-to-one relationships with your audience (fans, future customers, etc.)

Measure

Report across Earned, Owned, and Paid to understand what is and what's not working

So, how do you utilise social listening and consumer insights to increase your chances of creating viral content?

1

Understand Your Audience Better

Demographics, online behavior, interests, etc.

2

Spot Emerging Trends

Track relevant trends in your industry and use this to power your content

3

Analyze Your Competitors

What content works for them, and how can you apply this to your own strategy

4

Identify Opportunities

What topics are people talking about or not talking about enough? Be a thought leader

5

Learn from KOLs

Relevant influencers can be indicators of the content your audience wants to see - maybe think about even partnering up

6

Find User Generated Content

UGCs are great and can be incorporated into your overall content plan

Customer Story

STATS SA

Meltwater has made social media communication more proactive for the organization.

The communications team is quickly made aware of the conversations around the various products and services on offer, allowing them to **reach the right people, grow their reach and spread awareness** through various media channels.

- Monitor Real time Trends
- Spot Audience Trends
- Improve Social Media Management



"We are now able to reach and respond to an audience that we were not aware of before Meltwater. We even have faster turnaround time on queries and comments which ensures good customer service from our end."

Vienie Botha

Navigate Misinformation

Navigate misinformation

- Misinformation on the rise and fake news being sensationalized by citizen journalism
- Public Affairs teams and Communicators in Government agencies are faced with the ever-increasing task of making sense of their world of content.
- As lines between traditional and social media continue to blur the need to effectively communicate to your citizens or constituents, and the ability to measure the impact of your missions, campaigns, or outbound efforts remains paramount.
- Meltwater makes this easy with context through data.

Identify

Navigate misinformation, and surface your critical mentions around topics or missions important to your citizens.

Extract

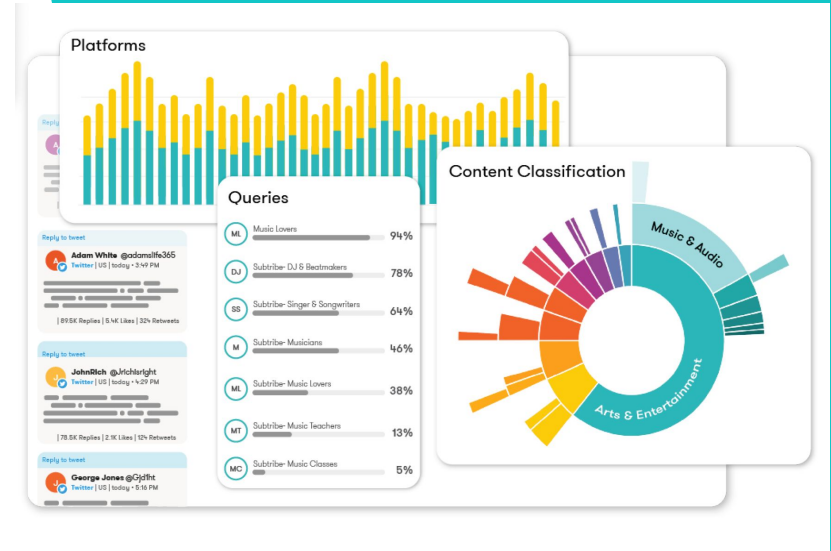
Breaking news needs to be seen by key stakeholders immediately in order to make effective change, share yours with confidence, in the moment it happens.

Engage

Ensure your messaging is on point by leveraging interactive real-time analytics and engaging your audience in the moment.

Analyse

Measure the success of your initiatives, missions, and campaigns individually, or as a whole through roll-up analytics



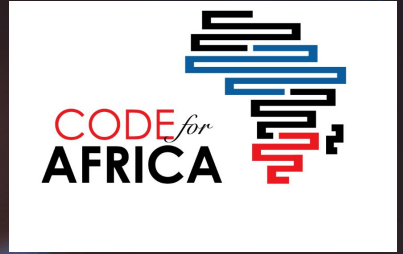
Customer Story

Code for Africa

Timelessly Refuting Misinformation
with Accurate Data

With a focus on data-driven and evidence-driven investigations, Code for Africa exists to liberate information so that citizens can easily understand this information and take decisive action on the accurate information that they receive

-
- Refute Misinformation Quickly
 - Work Efficiently
 - Save on Research Costs



In my personal capacity, using the Meltwater tool has helped me to better understand certain conversations around different narratives that occur on social media.

Allan Cheboi
Senior Manager of Investigations at Code for Africa

5 Key Takeaways

1. **South Africa is number 1** world wide in Internet usage! **Social listening provides** a key information source
2. **Fake news being sensationalized** by citizen journalism - Stay ahead with social listening!
3. Be made aware of **critical crisis insights in real time via AI**
4. **Measure the sentiment of your brand**, to understand the perception of the citizens
5. **Real time monitoring**, of as much data as possible, this removes blind spots

Connect With Me!



tumi.matlou@meltwater.com