

LIVE UK WEBINAR

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THE STRATEGIC DREAM TEAM:

How PR and social media mutually benefit each other

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Panelists



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Public Relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behaviour.

It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organisation and its publics.

- CIPR's definition of PR

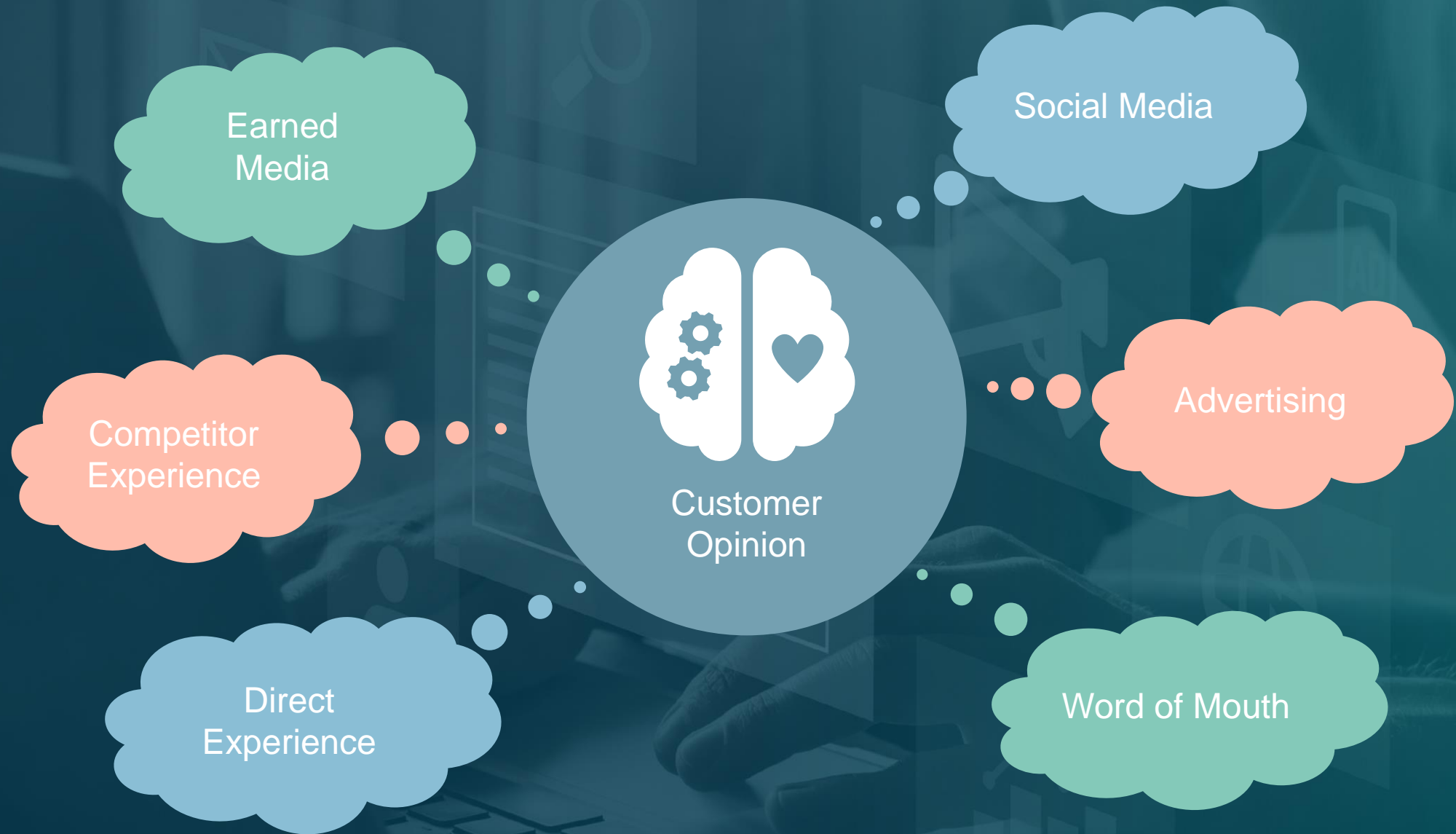
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Now more than ever, Social create news



Social

People are choosing what brands to work for, invest in or buy from based on core values that align with their own.

Social media insights can help brands **connect with consumers, investors, employees and other stakeholders in authentic, credible ways to drive desired behaviors and outcomes.**



Political

People are **more conscious** than ever of a **brand's political stance** — stated or implied.

The blurring of social and political issues has made a **'no politics' policy** nearly **impossible.**

Social media insights can **help brands understand what is working/not working for brands who have taken a stand** on political issues.



Environmental

The pandemic **prompted a dichotomy of dialogue on sustainability and climate issues.**

Some prioritize **health and safety over environmentally-friendly products**; others focus on a reduced carbon footprint due to lockdown.

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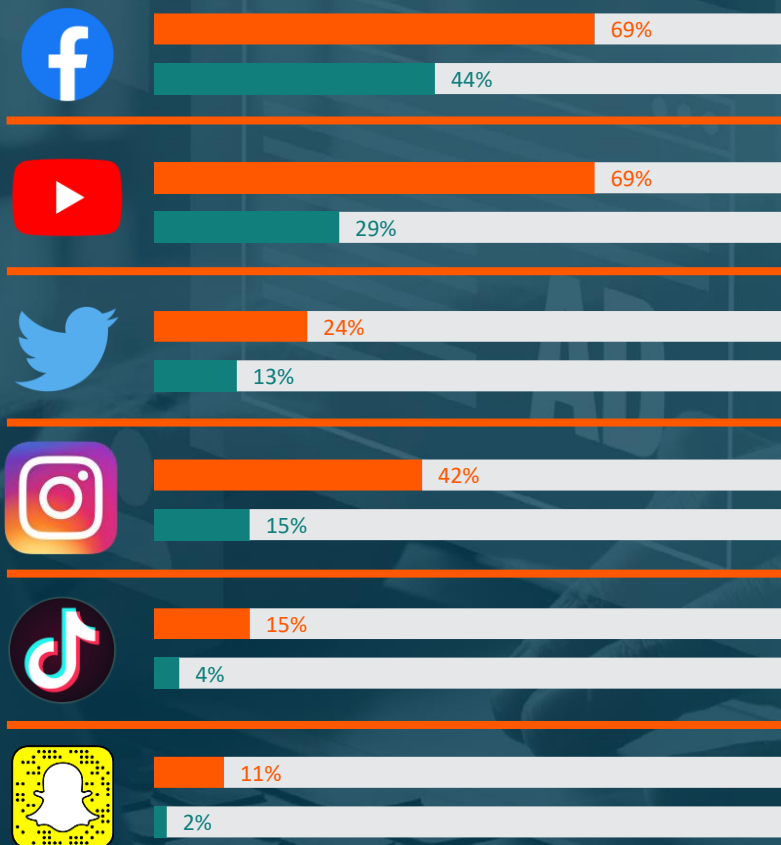
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Increasingly social is the largest news source

Profile of users on each social network



Age Distribution

Skews slightly older

Equally split across ages

Skews younger

Mostly under 45

Mostly under 25

Mostly under 30

Weekly usage
Weekly news usage

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Source: Reuters Institute
Digital News Report 2021

36%

Of CMOs responded that they don't
“Integrate & Amplify Earned Media & Marketing”

CMO Council & Cision: Bridging the Gap for Comms and Marketing.

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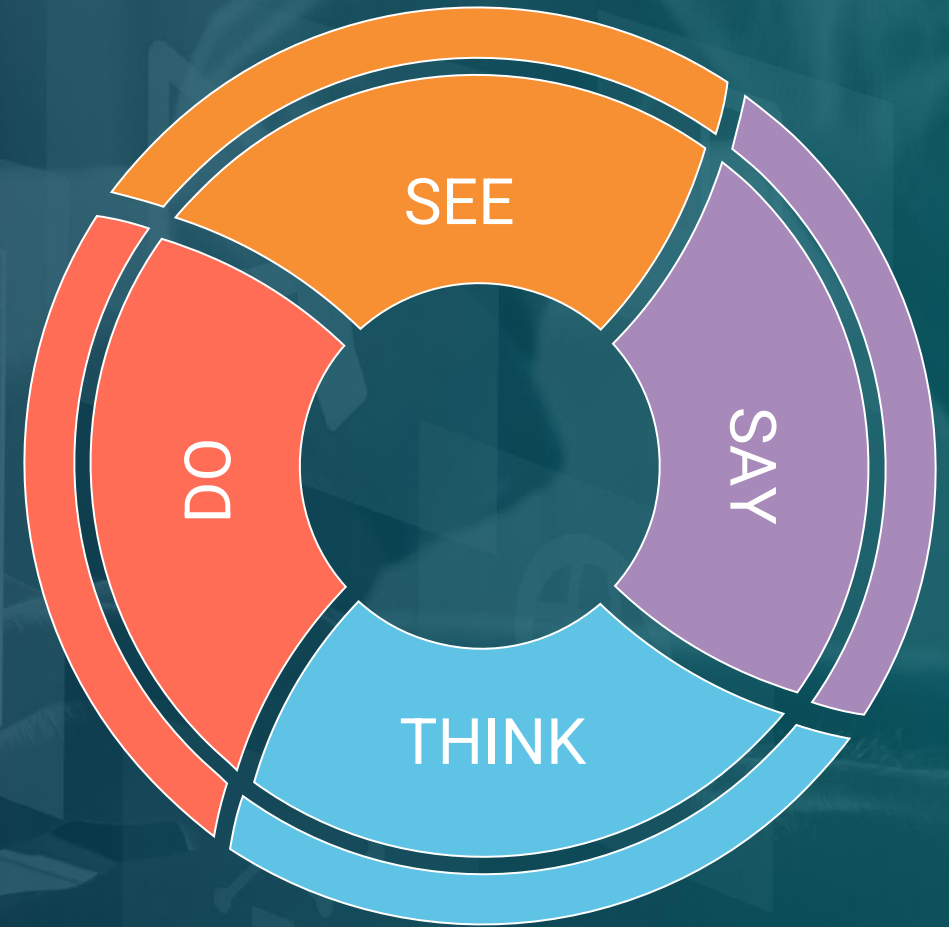


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We can connect more dots

In addition to reporting on what content people **SEE**, social insights can help brands understand what people **SAY**, **THINK** and ultimately what they **DO**.

Social insights can augment or replace other slower, costlier ways to answer these questions (versus trackers, surveys, focus groups, ethnographies, etc.)

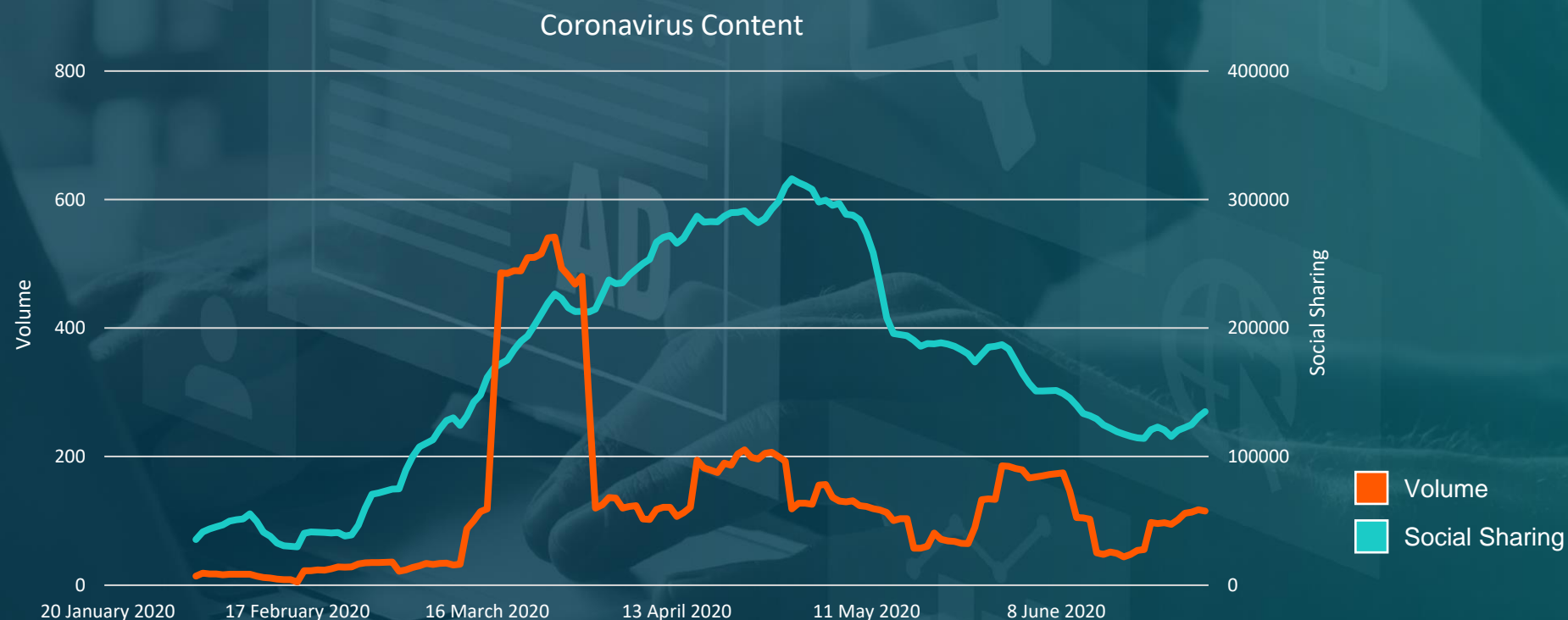


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Social as a leading indicator

Social Shares is a leading indicator for audience interest, volume is a lagging indicator



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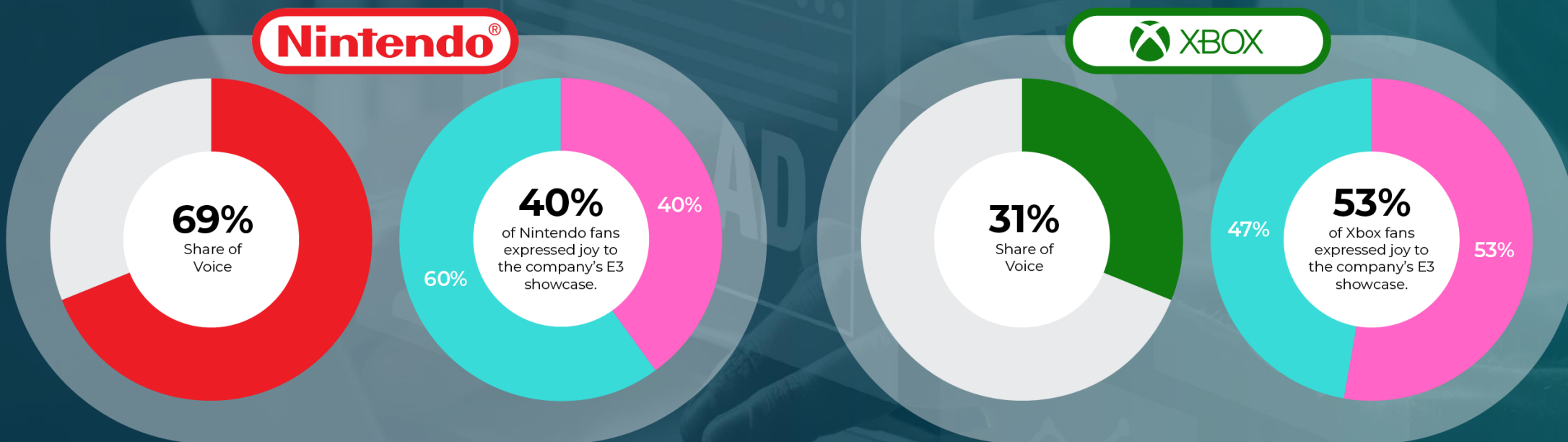
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Social to understand audience perception

Nintendo drives conversation with E3 showcase,
but Xbox sparks joy among core fans



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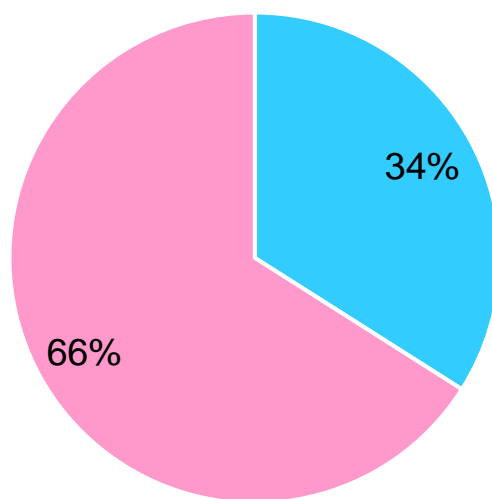
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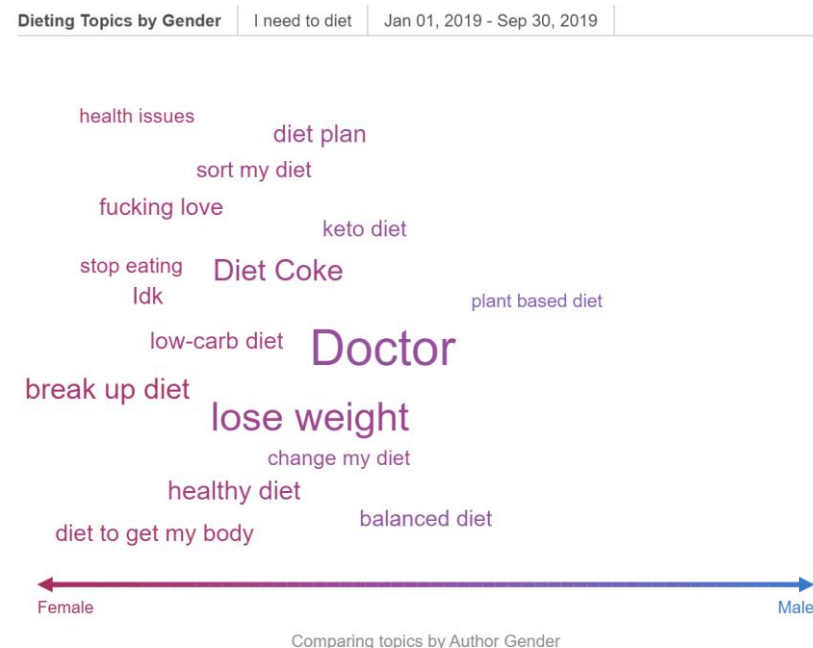
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Consumer Research

Identifying people saying “I need to diet” on social, helps us understand different audiences



■ Male ■ Female



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Journalist Dissonance

Journalists represent their own views on social, but represent their publications in articles

11%

Of Journalists in the UK state that “views their own” or similar in Twitter Bios.

Tracking their social conversation can give a more accurate representation of their opinion in social.

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Richer insights support the entire communications workflow

1 Prepare

Map organizational and functional goals to desired outcomes and measures of success

How to incorporate social

Category insights, competitive intelligence, benchmarking, influencer identification

2 Plan

Define who you are targeting and the behaviors you're trying to drive

How to incorporate social

Audience insights, online focus groups, journey mapping, path to purchase

3 Implement

Activations, activities and tactics



4 Monitor

Real-time access to data and insights

How to incorporate social

Alerts/Dashboards, storytelling, daily briefings, weekly snapshots

5 Measure

How did initiatives perform against the strategic plan? What are business outcomes?

How to incorporate social

Measurement reporting, data integration and alignment, storytelling, attribution data

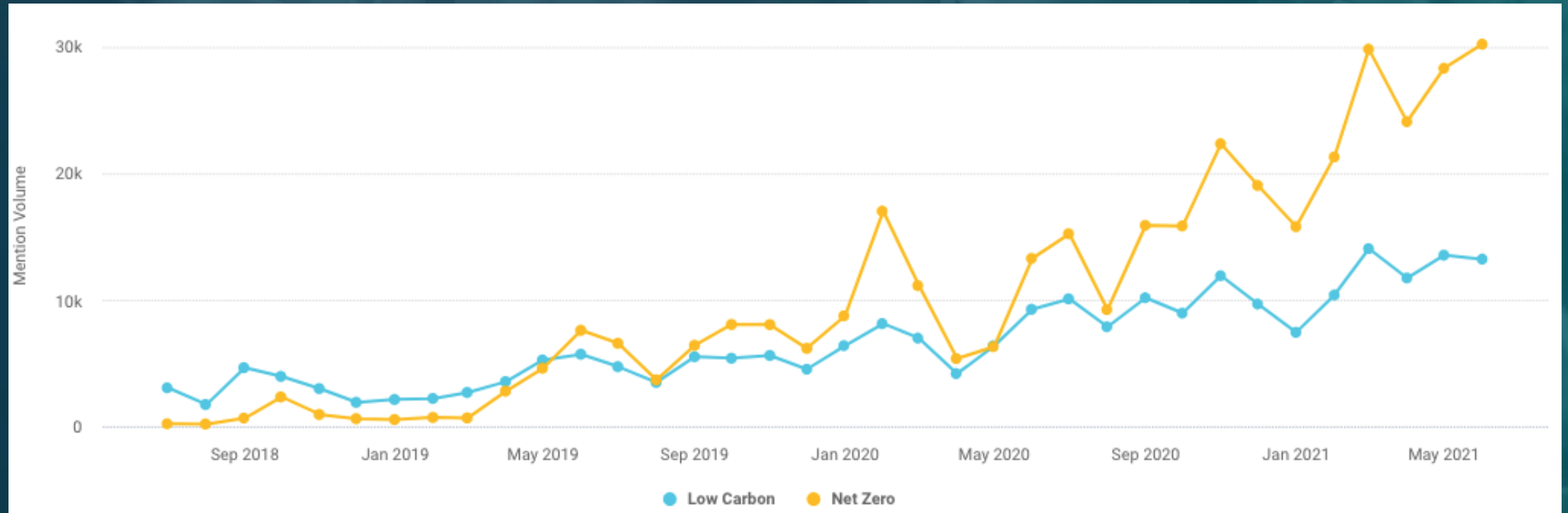
6 Iterate

Apply key learnings, refine strategy and plans

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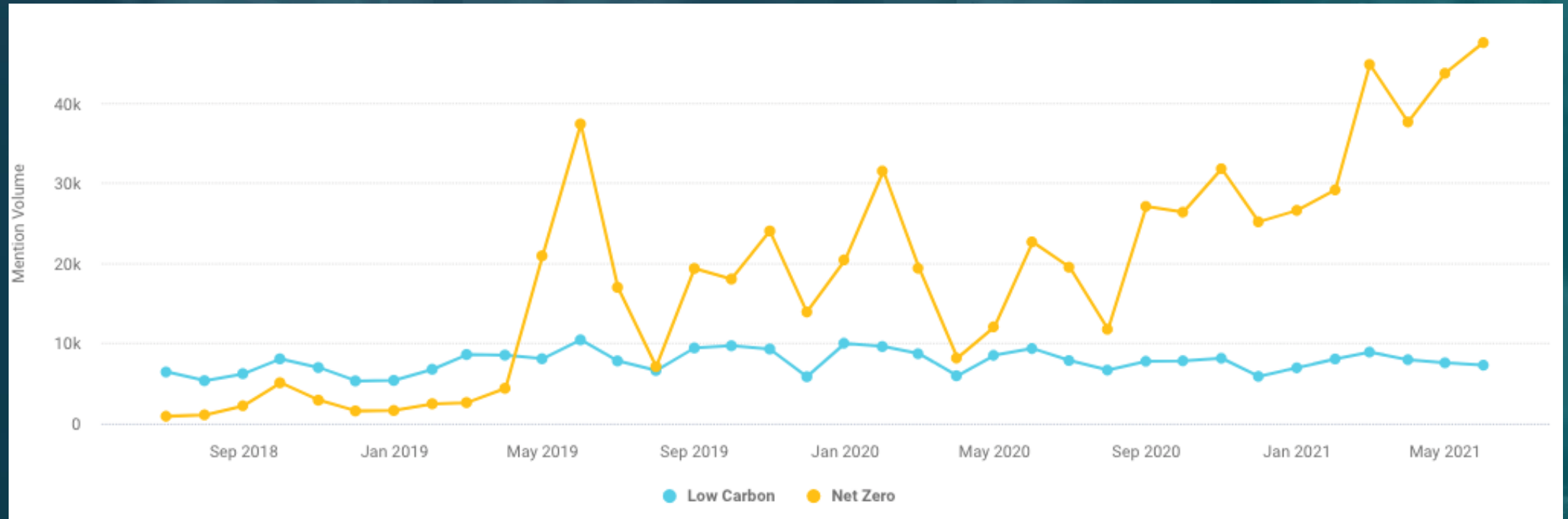
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Low Carbon vs Net Zero: UK Online News Sources



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Low Carbon vs Net Zero: UK Social Media



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'Net zero' topics typically focused on emissions pledges and achievements

Posts containing the term 'net zero' typically included discussion of [emissions targets](#) and [achievements](#), with [specific environmental-related emojis](#) (earth, green heart etc.) used in posts. Whereas posts using 'low carbon' tended to include mentions of the [UK government](#), the [economy](#), and [investments in sustainable energy](#).

“Net Zero” Topics



Hashtags Organizations Phrases Keywords

“Low carbon” Topics



Hashtags Locations Organizations People Phrases Keywords

Brands used their Twitter accounts to publish pledges to reach ‘net zero’ by a certain year

These posts often included imagery relevant to the organisation, and hashtags promoting both sustainability and an industry’s move towards lower emissions – such as the [#flynetzero](#) hashtag, which was used in the context of the aviation industry.

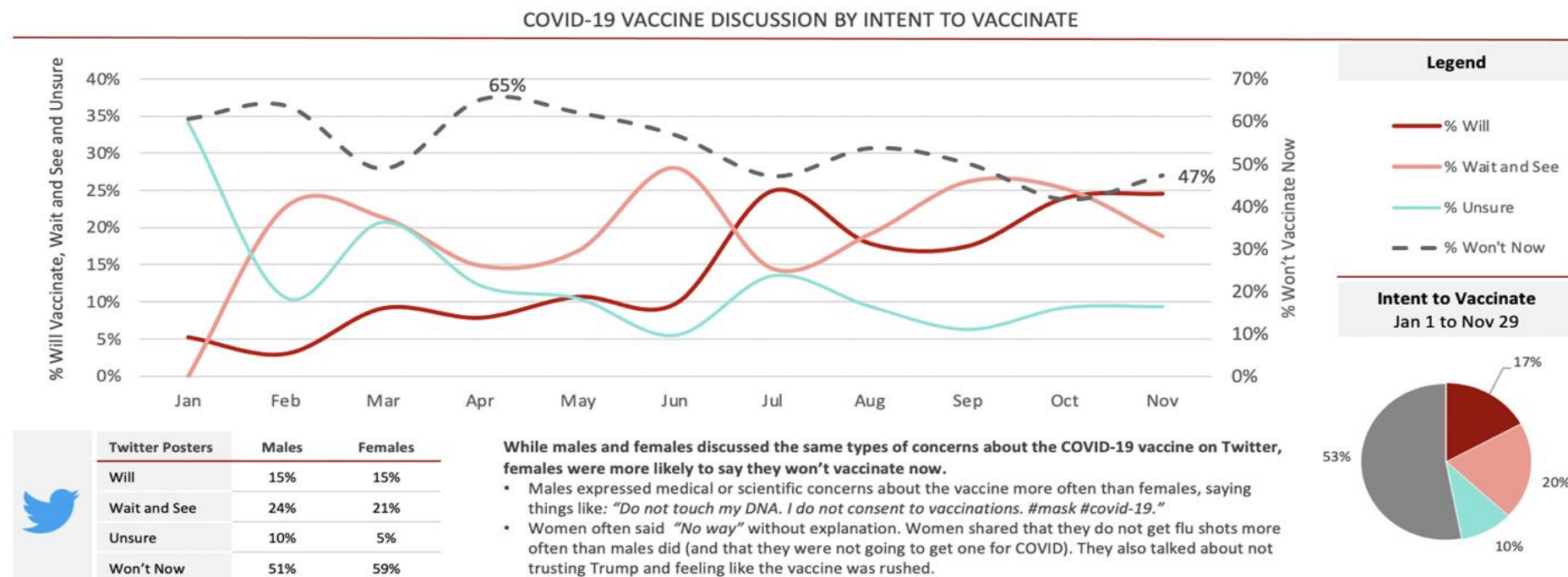
Top ‘net zero’ Hashtags	Mentions	% of total ‘net zero’ posts
#netzero	84,522	35%
#climatechange	13,782	6%
#climateemergency	12,754	5%
#climateaction	4,323	2%
#cop26	3,857	2%
#climatecrisis	3,800	2%
#energy	3,213	1%
#extinctionrebellion	2,933	1%
#climate	2,601	1%
#sustainability	2,582	1%



[Top ‘net zero’ hashtags](#) refers to the hashtags most often being used in the ‘net zero’ posts.

COVID-19 Vaccine Discussion

While half of online discussion indicated that people did not plan to get vaccinated for COVID-19 right now, the percentage was lower than last spring



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COVID-19 Vaccine Discussion

Vaccine trials, safety and efficacy were the leading drivers of discussion across audiences

COVID-19 DISCUSSION TOPICS BY INTENT TO VACCINATE

Rank	Will	Wait and See	Unsure	Won't Now
1	Trials	Trials	Trials	Trials
2	Safety	Rushed	Efficacy	Efficacy
3	Efficacy	Safety	Safety	Safety
4	Trust	Efficacy	Side Effects	Trust
5	Flu Vaccine	Trust	Trust	Conspiracy Theories
6	Side Effects	Side Effects	Immune System	Side Effects
7	Social Responsibility	Flu Vaccine	Virus Mutation	Flu Vaccine
8	Conspiracy Theories	Virus Mutation	Herd Immunity	Immune System
9	Herd Immunity	Herd Immunity	Flu Vaccine	Mandatory
10	Immune System	Conspiracy Theories	Rushed	Rushed

Please note that shading for each topic is meant to help illustrate where a topic ranks across intent to vaccinate audiences. Colors are used for more than one topic but do not illustrate a relationship between topics, they are simply a visual cue.

- All audiences except those who said they will vaccinate talked about COVID-19 vaccine research, development and testing being **rushed**, given the typical process. Leading discussion drivers for those who are unsure included **concerns about the impact on the body's immune system, side effects and the ability for the virus to mutate**.
- **Social responsibility** only surfaced as a leading topic of discussion among those who will vaccinate.
- **Concerns about a vaccine being mandatory** surfaced among those who were unsure or said they won't vaccinate now. Some expressed cynicism, suggesting that mandating a vaccine was a partnership between the government and the pharmaceutical industry. Others simply said that a mandate infringes upon their rights.

COVID-19 Vaccine Discussion

People who intended to vaccinate said they would take the vaccine as soon as it was deemed effective, while those unsure or opposed to vaccinating questioned what “effective” meant

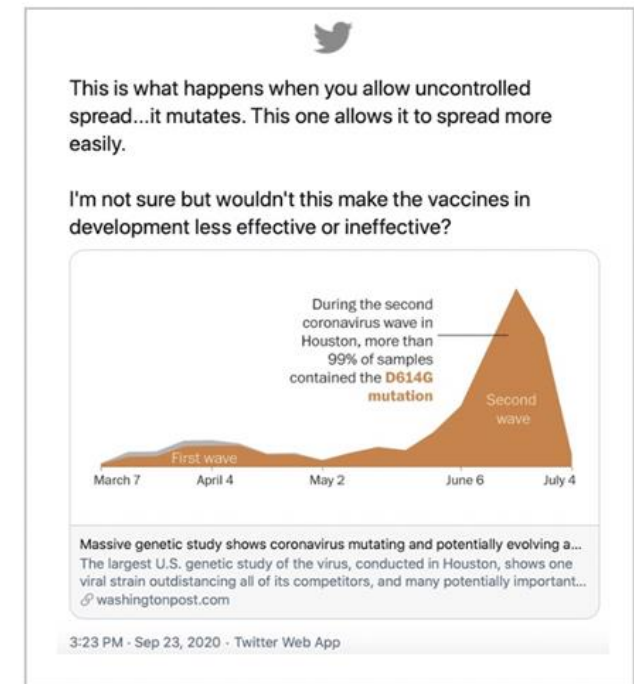
EFFICACY		
Discussed by:		
?	18%	unsure
✓	15%	will vaccinate
✗	10%	won't now
⌚	9%	wait and see

People unsure about vaccinating asked questions about what effective really meant.

People asked questions about information presented in the media, wondering how it would impact the effectiveness of a vaccine.

- *Can it stop the spread of COVID?*
- *Does it work on the elderly?*
- *Does it make a person totally immune to the virus?*

A *Washington Post* article shared information about the ability of the coronavirus to mutate, prompting some to wonder whether a vaccine would be effective.



5 Tips to Better Integrate Comms & Social

1. Share journalist/influencer lists with other teams that are tracking/analysing social data
2. Map out the influencers/KOLs in the immediate social circle around your key journalists/media
3. Carry out a category/landscape trend analysis to overlay social trends with news trends at least yearly (ideally quarterly)
4. Analyse how consumers react on social media to your own/competitor/peer communications to learn what works and avoid repeating mistakes
5. Include article shares in earned media analysis to get a better sense of what content consumers are actually reading

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Q&A



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