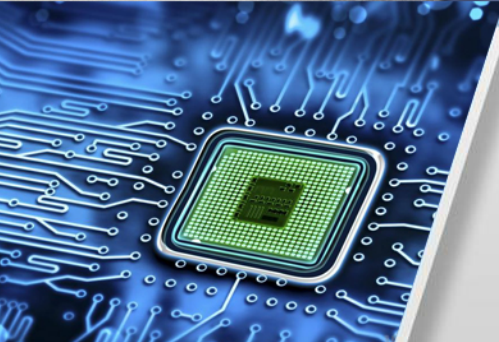




Social Media Analytics: Part II

How to Use Data to Refocus Your Social Strategy



#socialsummit16

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Big Data & the IOT





IDEA → STRATEGY



BUSINESS → BRAND

PROJECT



COMPANY

BUSINESS

MARKETING



PLAN

COMPANY





Social Listening





Free vs Paid





Social Media Analytics Tools

Budget

Time

Listening

Scale

Reporting

Support



Free

Paid

@swiz

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Communication Strategy





Key Takeaways

- Are you listening?
- Measure what matters.
- Which solution is right for me?
- Leveraging data to inform decisions company-wide.