







Social Media Analytics, Part 2: How to Get Insights From Data and Apply It to Communications Strategies



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Bright House Networks
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Interpret data and find insights from your social media data

Ad Name	Delivery	Results	Reach	Imp.	Cost	Amount Sp.	Rate	Clicks	CTR...	Config...	Impress...	CPM...
 brightideas.brighthouse.com - The 2016 Bright Ideas STEM competition is looking for innovative High School Students!	Active	250	7,200	2,22	\$2.11	\$23.34	\$	250	1.72%	\$2.11	15,277	\$1.55
 brightideas.brighthouse.com - The 2016 Bright Ideas STEM competition is looking for innovative High School Students!	Active	140	12,340	2.14	\$2.28	\$23.34	\$	140	1.70%	\$2.28	22,424	\$1.57
 brightideas.brighthouse.com - The 2016 Bright Ideas STEM competition is looking for innovative High School Students!	Active	1,210	24,352	4.15	\$2.11	\$24.24	\$	1,210	1.28%	\$2.11	121,360	\$1.58
 brightideas.brighthouse.com - The 2016 Bright Ideas STEM competition is looking for innovative High School Students!	Active	484	12,188	2.51	\$2.12	\$23.34	\$	484	1.27%	\$2.12	24,294	\$1.57
 brightideas.brighthouse.com - The 2016 Bright Ideas STEM competition is looking for innovative High School Students!	Active	140	8,350	1.27	\$2.12	\$27.62	\$	140	1.24%	\$2.12	11,362	\$1.51
 brightideas.brighthouse.com - The 2016 Bright Ideas STEM competition is looking for innovative High School Students!	Active	210	8,350	2.86	\$2.12	\$27.62	\$	210	1.21%	\$2.12	17,362	\$1.28
Results from 8 Ads												
		3,027	97,241	6.76	\$2.11	\$23.34		3,027	1.36% Per Impres...	\$2.11	247,470	\$1.47


Bright House Networks
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The 2016 Bright Ideas STEM competition is looking for innovative High School Students!



Have the next BIG IDEA?
 Bright Ideas STEM from Toda...
brightideas.brighthouse.com

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Have the next BIG IDEA?
 Bright Ideas STEM from Toda...
brightideas.brighthouse.com

[Learn More](#)

Interpret data and find insights from your social media data

- What does data tell you to do?
- Are you “socially listening?”
- Are you telling the right story internally?
- Are you in the right place?

Use free and paid technology tools to find the influencers that matter

Tools

- Free: Klout, Hootsuite
- The engagement tool(s) and aggregator for your brand



People & Engagement

- Search for panels
- Know your audience, find the leaders



Recommended experts to follow.

- 1  **News 13**
✓ Following
- 2  **Jen Vargas**
✓ Following
- 3  **UCF**
Follow
- 4  **WESH 2 News**
✓ Following
- 5  **Amway Center**
✓ Following
- 6  **Orlando BizJournal**
✓ Following
- 7  **WFTV Eyewitness**
✓ Following
- 8  **Orlando Magic**
Follow
- 9  **Ricky Ly**
✓ Following
- 10  **Central FL Top5**
✓ Following

Notifications Messages

All Mentions Verified

18 Michael Laratro @mlaratro2112 · 19h
@CenturyLink I just got cable wifi and much much more from @BrightHouseNow for way less then just your internet! #ulostacustoe

27 germanoindy @germanoindy · 19h
I am Watching @TheStrainFX DVR HD @BrightHouseNow

64 Meredith Censullo @MeredythTV · 24h
Celebrating my sister getting cable! @BrightHouseNow



50 Liz Abitante @LizAbitante · Aug 31
@jkapusty @sanders_llc @JohnLegere I use my uni data like crazy but I dont tether... I use @BrightHouseNow wifi like a normal person! Lol

51 Caitlin Dineen @CaitlinDineen · Aug 31
Since I ranted earlier, it's appropriate to say thanks to @BrightHouseNow for remedying the whole situation and getting me a tech quickly!

74 Kelly Stilwell @kellystilwell · Aug 28
Been meaning to switch to @BrightHouseNow and because I didn't I can't watch @weatherchannel. #sad #Erika

UCF Football
@UCF_Football
The official football Twitter feed of the UCF Athletics Communications office #ChargeOn
Orlando, FL
UCFKnights.com/football
Joined April 2009

TWEETS 11.8K FOLLOWING 205 FOLLOWERS 40K FAVORITES 1,523 LISTS 5

All followers Followers you know

The Cobblers Child
@Cobblers_Child
FOLLOWS YOU

My Info
@sugarshoelounge
FOLLOWS YOU

Belong Ori
@belongorlando

Find Influencers

Klout

OVERVIEW REVIEWS SUPPORT RELATED

Easily share any article from around the web

Google Earth Screenshots
Reveal Our Planet's
Beautiful Pattern-Like
Designs

Share from anywhere on the web
view Klout Scores in your feeds on
Twitter.com.

Share interesting and relevant contents from
anywhere on the web — and then track its
impact on your Klout Score at Klout.com.
This extension also adds the Klout Score to
your feeds on Twitter.com so you can
understand the online influence of other
content creators.

What is Klout?
Klout helps people be great at social media,
and is perfect for professionals who want to

Website
Report Abuse
Version: 2.0.5
Updated: July 2, 2015
Size: 38.11KB
Language: English

Orange County Wins Top National PR Award for 2014 State of the County Campaign



(Left to right) Nadia Vanderhoof, Carlos Carbonell, Ian Suarez, Josh Murdock, Nicole Pynn, Laura Kern, Mayor Teresa Jacobs, Bess Auer, David Glass, Jen Vargas and Ann Marie Varga gathered in July to discuss Orange County's Technology and Social Media Workgroup.

The Communications Division at Orange County Government is the recipient of Ragan PR Daily's Digital Award for Best Community Engagement, recognizing the groundbreaking success of online outreach efforts with citizens during Mayor Teresa Jacobs' 2014 State of the County address held in June at the Ballroom at Church Street.

BLOG AWARDS



Sunshine Blog Awards

We will be announcing the winners of our second annual Sunshine Blog Awards throughout the night.

Bloggers in 9 categories will be awarded, with the top vote-getter being awarded the Blog of the Year award.

Sponsored by Bright House Networks, be sure to come see which blogs are honored and who are the ultimate winners.

There's nothing better than being recognized by your peers for outstanding work! [Vote Now](#).

Sponsored By



Support



Bess Auer
@Bess_Auer

Loved that @FLGovScott wanted to know about @BlogTalkTV! He asked several questions! #BrightHouseRBA @professorjosh



Bess Auer
@Bess_Auer

Hey Tampa! Know a Great Local Business? - go.shr.lc/1NItVE3 Check out the @brighthousenow Regional Business Award



Josh Murdock
@professorjosh

A good time with fellow entrepreneurs at @BrightHouseNow #Pitch6 last night! Next year #orlando & #tampa battle?



Bess Auer and Jessica Jay



Carlos Carbonell
@CarlosCarbonell

Heard @BrightHouseCare impressive #socialmedia strategy for customer service @HCCMO #hbconference @BrightHouseNow



Jennifer Huber
@jenniferhuber

@BrightHouseNow nice meeting you @ #forum15 @GottaGetBloggin. Thanks for sponsoring Sunshine Blog Awards - was an honor being nominated.



David C. Glass
@davidcglass

@professorjosh I'll be at Bright House Awards too... I was a judge for it.



Jen Vargas
@jenvargas

Miss today's @OrangeCoFL BCC mtg feat. @OrlandoIX @StarterStudio & @mytrobo? Re-air: 7PM, @OrangeTVFL, @BrightHouseNow Ch 482 #OrlandoTech



Josh Murdock
@professorjosh · Jul 8

Catch @BlogTalkTV now on @BrightHouseNow On Demand - Channel 999! Get tons of blogging & social media tips.

Ben, Bess Auer, GottaGetBloggin and 6 others



Hey Central Florida - Watch Us Tonight!



"The One About Apps & Gadgets"

Bright House Channel 999 On-Demand to fit your schedule!

RETWEETS 4 FAVORITES 8



GottaGetBloggin
@GottaGetBloggin

Special thanks to @BrightHouseCare for the amazing support of bloggers and our Sunshine Blog Awards: ow.ly/FNEHb

#powerofPR @brianRweber @BrightHouseNow

Go to Bat For Them

How an Orlando blogger landed a show with Bright House Networks

Jul 8, 2015, 5:12pm EDT

Matthew Richardson
Orlando Business Journal

SHARE    

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One Orlando blogger is going beyond website articles and YouTube videos by inking a deal with a large cable provider.

Bess Auer, founder of the Florida Blogger & Social Media Conference and CEO of Gotta Get Blogging, landed a deal with Bright House Networks to broadcast her talk show, *Blog Talk TV*.

Blog Talk TV was created in June 2014 and began as a live-stream show on the Internet. Shortly after, the show was picked up by Cox Communications Inc. to air in three Virginia markets. The deal with Bright House Networks LLC was announced on July 7 and carries a contract for 20 episodes. By having deal with Cox Communications and Bright House, *Blog Talk TV* has the potential to reach 4.5 million homes weekly.

The format for *Blog Talk TV* is similar to a talk show where hosts like Auer, Ben Reed of *Orlando Water Hole* and Josh Murdock of *professorjosh.com* will speak with well-known



JULY 7, 2015, 4:23 PM

Bright House picks up Orlando-based Blog Talk TV

By Paul Brinkmann
contact the reporter

SHARELINES

 Locally produced TV show features advice on blogging, social media

Central Florida customers of Bright House can now view a weekly TV talk show for bloggers that was started by former Orlando schoolteacher Bess Auer.

Blog Talk TV features tips, education and entertainment, with bloggers and social media pundits who live in Florida. The show is produced jointly by Concrete Lion Pictures and by Gotta Get Blogging, the startup behind the annual Florida Blogger & Social Media Conference (FLBlogCon).

Auer hosts the show along with Ben Reed of the *Orlando Water Hole*, a local podcast, and with regular segments by Josh Murdock of *ProfessorJosh.com*.



In its first season the show featured local blog success stories, like Lou Mongello, whose Disney podcast has over one million downloads a month, and fashion blogger Jeanette Johnson.

Auer told me she's going to University of Florida next



Marco S
@marcosantana

Good news from @Bess_Auer, a #blogger whose show got picked up by Bright House networks. #OrlandoTech fb.me/7p39dqAWu



Kim Vij
@EducatorsSpin

How an Orlando blogger @Bess_Auer landed a show with Bright House Networks bizjournals.com/orlando/news/2... via @OBJUpdate @BrightHouseNow



Bess Auer: Ex-teacher parlays blogging into tech business venture



RT @professorjosh: Catch @BlogTalkTV now on @BrightHouseNow On Demand - Channel 999! Blogging & social media tips.



#powerofPR @brianRweber @BrightHouseNow

Surprise Them



Mayor Jim Dietrich
@SPeteRays

The letter included. Def makes my day (and even my week)! @BrightHouseCare @TBLightning #GoBolts
pic.twitter.com/SC8uZpGDO2

Reply Retweet Favorite More



DrmgrL4U2nvee
@kisspfire

This is awesome 2 come home 2. So thoughtful of u! Thank you so much you made my day! @BrightHouseCare @TBLightning
pic.twitter.com/F8Kb9Yb2Sf

Reply Retweet Favorite More



6:06 PM - 22 Apr 2014

Flag media



Gail Weaver
@gailwe

Ohhh how cool is THIS- @BrightHouseCare saw I love @TrueBloodHBO & they both sent me a hat & vampire teeth! Thankyou!

Reply Retweet Favorite More



Montrie Anderson
@MontrieAnderson

Love my Christmas Gift @BrightHouseCare & @hallmarkchannel! Thanks so much! Mail guy just came to the door lol
pic.twitter.com/NYaLibN57V

Reply Retweet Favorite More



5:53 PM - 16 Dec 13

Flag media



Lori Jameson Broyles
@LJMB

#HooHaHa! Maddie is rocking the #SharkWeek shades I got from @brighthouseNOW & @sharkweek. #ThanksFriend #instagram

Reply Retweet Favorite More



david
@dparish83

@BrightHouseCare my brother said thank you bright house he was ecstatic it's the one show we watch together lol
pic.twitter.com/ITQvkytnAN

Reply Retweet Favorite More



Dantina Claire added 2 new photos —
feeling royal at Brighthouse Cable.
May 16 at 5:05pm · Orlando, FL ·



"The things I do for love"



Like · Share

23 people like this.

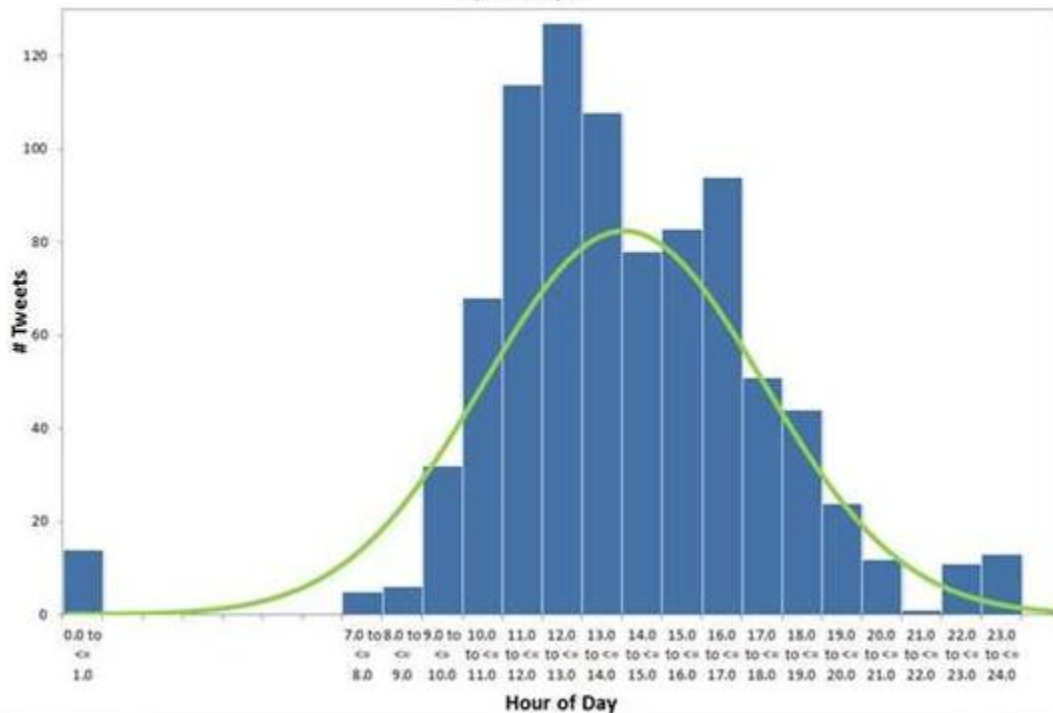
Ariel Flores Bring that chair home with u
May 16 at 11:56pm · Like · 1

Daniel M. Gee The Iron Throne needs to be a head chair at every dinner table across America
May 17 at 6:43am · Like · 1

#powerofPR @brianRweber @BrightHouseNow

Apply analysis of your competitors' data to your communications strategy

Hours "[REDACTED]_Sale(s)" ID's are Tweeting Customers
2/1 to 3/8



NALA
@Aimless_Ashley

About to cancel bright house services because they're pissing me off

Reply Retweet Favorite More



57 Bright House Care @BrightHouseCare 27 Mar
@Aimless_Ashley Consider it my mission to help change that. Do you have a moment to talk? -lan
Details



44 NALA @Aimless_Ashley 27 Mar
@BrightHouseCare your on demand sucks
Details



57 Bright House Care @BrightHouseCare 27 Mar
@Aimless_Ashley Please follow back & DM your full address. I'll help out with that however possible. -lan
Details



44 NALA @Aimless_Ashley 27 Mar
@AIMLESS_ASHLEY I saw that you're considering leaving your current provider. I'm here to help! What kind of programming/features do you need
Details



Dish Promo @DishPromo 10x

@Ali_Peek @BrightHouseNow Ugh who wants cable these days? Switch to Dish & get \$50 credit (DM us for promo code) Rates start at 19.99/month

Closing

- What is your telling you to do?
- Use data and face to face to find influencers who matter to your brand.
- Ask yourself, when they do something, do other influencers care?
- Support your influencers.
- Find where your competitors are and monitor them.