BLUF.

What if we could make our clients smarter about the needs and concerns of key stakeholders?
Spoiler alert: We can.

Tapping into the vast social platform ecosystem can bridge gaps and bring critical insights to our clients.

How? By nurturing an Atlas communications capability rooted in data and evidence-based practice: **social intelligence**.

Leveraging social sensing marries two Atlas capabilities—communications and digital—and brings valuable, timely, and relevant insights to our communications capabilities from a rich information source that is often overlooked or undervalued

Incorporating social sensing into our communications capability also addresses internal Atlas requirements for business intelligence and business development

*Some competitors and clients are leveraging social sensing, but many aren't or aren't maximizing its value (e.g., data vs. analysis), providing Atlas an **opportunity to deliver distinct value***

Atlas' current COVID-19 work provides a unique opportunity to test a social sensing tool or tools while bringing additional value to our VA client (Stage 1)

Atlas would then leverage the tool to build and augment its service offerings (Stage 2)

Proposed Hybrid Solution.

Tapping into the social platform ecosystem bridges gaps and brings critical insights to Atlas and our clients.

Social Media Monitoring

is the monitoring of social media platforms for messages related to an organization or brand and responding to those messages to better serve stakeholders and strengthen the brand.

the What

- Looks back
- Gathers information
- Focuses on details
- Measures success

Social Media Listening

focuses on understanding stakeholders and improving strategy by analyzing the conversation across social platforms about an organization or brand, its industry, and existing or emerging topics. Insights provide opportunities to respond ahead of the trend.

the Why

- Looks forward
- Analyzes information
- Looks at the big picture
- Guides as a strategy

An Atlas solution would leverage both social media listening and monitoring, focusing on forward-looking communications strategies.

Social Intelligence Means Smarter Solutions.

Step One: Atlas delivers data-driven, COVID-19 communications solutions powered by a social intelligence tool

Atlas will leverage a social intelligence tool or tools to provide actionable recommendations and strategic advice about emerging themes from the digital communications ecosystem on COVID-19, VA, and VHA to include:

- Tracking priority topics and assessing changes in sentiment
- Reporting trends and suggesting follow-on actions
- Identifying influencers and providing posture recommendations

Advantages to Client

- Enables leadership decision-making
- Improves customer care and advocacy
- Facilitates partner/employee management
- Supports brand and reputation management

Opportunities for Atlas

- Provide actionable recommendations/ solutions based on social insights – *distinguisher*
- Make communications recommendations based *on data* from the onset – *distinguisher*

Challenges

- Deloitte in the VHA communications space
- Need for quick ramp-up (e.g., select tool, apply desired functionality, deploy)

The Larger Atlas Solution

Step Two: Atlas delivers social intelligence to market by joining a strategic tool with human expertise

Deliver to our public clients a more rapid, agile, and proactive solution to their strategic engagement needs—both seen and unseen

- ✓ Leveraged by Atlas communications and digital acumen

- ✓ Powered by commercially available products/tools/partnerships using social sensing (both monitoring, listening)

Strengthen crisis/risk communication, stakeholder assessment/analysis, change management and other capabilities with themes, behavior, and sentiment data available early and often

Strategic Services

- Program Strategy
- Issue Identification & Tracking
- Response Support/Services
- Executive Decision Support
- Trend Analysis & Insights

Output/Products

- Playbooks & Rapid Response Plans
- Communications Strategies
- Leadership Decision Tools: (Issue/Trend Dashboards, Reports, Scorecards)
- Messaging, Communications Products

Advantages to Atlas

- Provide brand and competitive intelligence as Atlas competes with "the bigs"
- Give Atlas leaders powerful insights when engaging with prospective clients

Considerations and Next Steps.

Considerations

- Does Atlas already have some/part of the digital capabilities needed?
  - How much or how little does Deloitte's presence impact the COVID-19 opportunity?

Next Steps

- Engage Atlas leadership
- Identify Atlas SMEs, if any
- Select tool – finalize research and test tools
- Create report template/dashboard – *what will this need to look like*
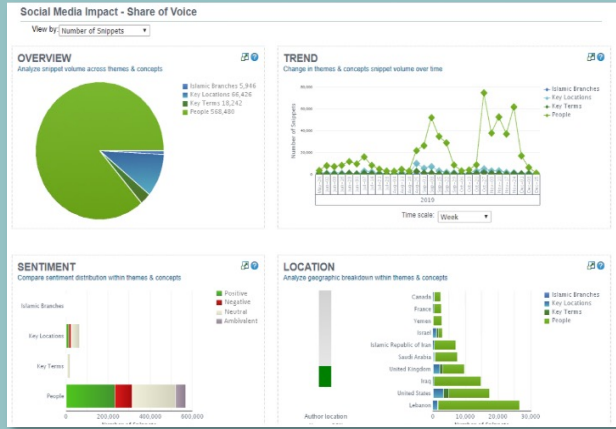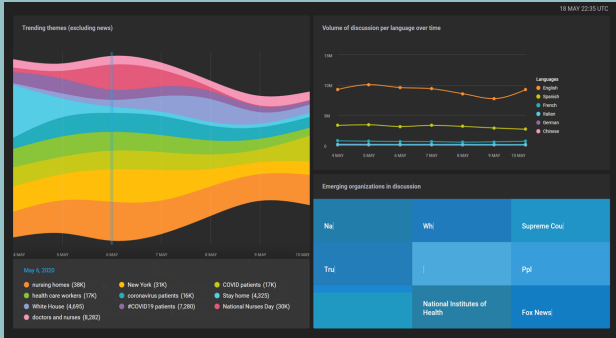
Sample Reporting/Tracking Dashboards

Top Social Intelligence Tools.

Tool	Features/Capabilities	Notes
Hootsuite	• Monitors conversations, keywords, mentions, and hashtags • Follows social media influencers, potential customers, and advocates	
Brandwatch (multiple products)	• Pulls data from 1.3 trillion social posts in real time, including blogs, forums, social networks, news, videos and reviews • Allows for keywords or Boolean strings to find trends/patterns • Allows filtering through dates, demographics, and geographies	Compatible with Hootsuite; great displays; used by FEMA; $30K-$50K
Sprout Social	• Offers a unified social inbox for effective management • Includes message spike alerts and ability to create chatbots	
Equitus SC2	• Scans 130 million URLs and 10 billion posts in 42 languages	Report and monitoring set up not intuitive; used at VA
Talkwalker	• Analyzes blogs, forums, videos, news sites, review sites, and social networks all in one dashboard • Draws from more than 150 million sources for your data	
Agora Pulse	• Uses straight-forward interface and includes YouTube searches • Allows the assignment of monitoring items	
Brand24 ⭐	• Tracks through keyword filters including sentiment • Clean displays, dashboards • Needs anchor account to activate Facebook and Instagram mention collections	Currently testing product

Pricing for Brand24.

Personal
Plus
$49
per month

Basic Data For Individuals tracking a single brand.

🏷 **5 keywords**

- ≣ 5K mentions / mo
- 👥 5 users
- ⟳ Update every 12h
- ◔ Data analysis
- ♥ Sentiment analysis
- ▯ Mobile App
- ✳ Slack Integration

MOST POPULAR

Professional
Premium
$99
per month

Good for Professionals to engage and analyze mentions.

🏷 **10 keywords**

- ≣ 100K mentions / mo
- 👥 10 users
- ⟳ Update every hour
- ◔ Data analysis
- ♥ Sentiment analysis
- ▯ Mobile App
- ✳ Slack Integration
- ▤ PDF reports
- ⇄ Extending limits
- ⬈ Social Media Reach
- ⊕ Live help
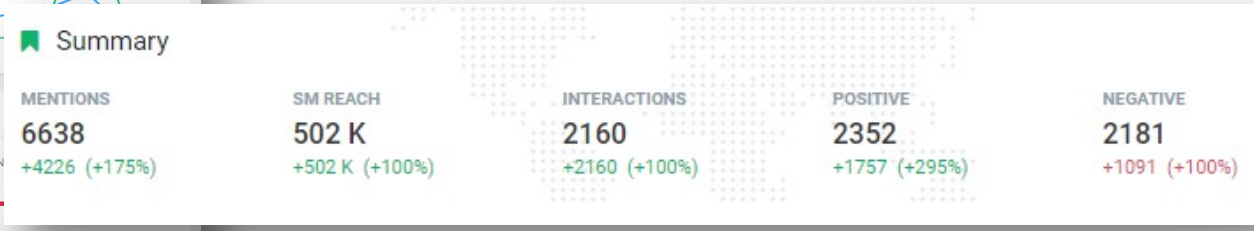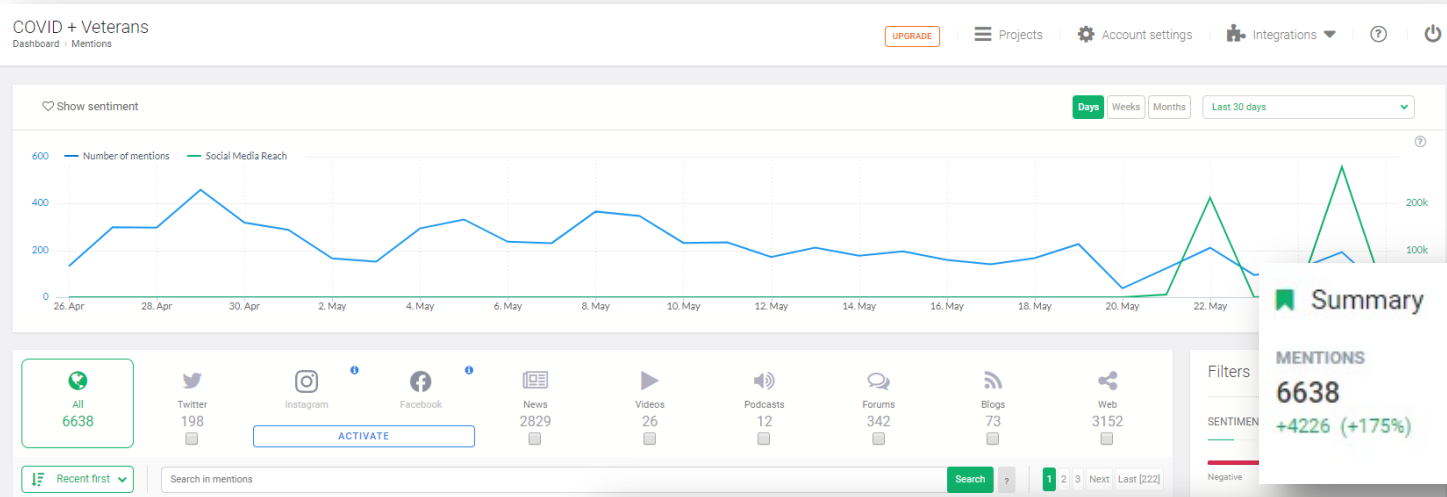- 🏷 Tags
- ▦ Excel file export

Professional
Max
$199
per month

Great for Teams and Agencies to engage, analyze and report.

🏷 **20 keywords**

- ≣ 250K mentions / mo
- 👥 99 users
- ⟳ Realtime update
- ◔ Data analysis
- ♥ Sentiment analysis
- ▯ Mobile App
- ✳ Slack Integration
- ▤ PDF reports
- ⇄ Extending limits
- ⬈ Social Media Reach
- ⊕ Live help
- 🏷 Tags
- ▦ Excel file export
- ⇄ Interactions
- 👤 Consultant

SEARCH: COVID + Veterans