

Radian6 Assignment

MMC 6415

20%

Description of Assignment

For this project, you will gain hands-on experience using the Radian6 social media monitoring and engagement platform (<http://www.Radian6.com>) to monitor the social media conversations surrounding a brand you select. Based on your Radian6 analyses, you will develop a PowerPoint slide deck and make a presentation to the class in which you summarize your findings and make actionable recommendations. Peer evaluations will factor in your grade on the project.

A growing number of employers are seeking professionals with experience using Radian6 or related solutions. I would consider including your experience using Radian6 on your resume upon completion of this course.

Teams will be of your choosing, but you will not be able to work in the same group for the remaining projects in this class. Teams will be 4-5 students (five teams of four students and one of five).

1) Watch Radian6 Videos:

<http://www.screencast.com/users/Radian6Training/folders/Video%20Tutorials>

Webinars to watch are:

- “Getting Started with Salesforce Marketing Cloud”
- “Topic Profile & Keywords”
- “Dashboard Functionality”
- “Insights & Summary”
- “Reporting – Show Your Stuff”

Each video is about 30 minutes.

2) Set up your dashboard and monitor:

First, choose an organization or brand. You are performing this research as if the brand were your client. Next, identify a competitor of your organization/brand. Now, monitor consumer conversation about your organization/brand.

3) Data:

Generate reports using Radian6.

4) Report:

Create a report in the format of a “deck” (like a Powerpoint presentation with more information on each slide). Incorporate graphics. The report should be stapled and about 10-15 pages long. The following sections must be included:

I. Team Contact Information

The title page should list the names of the members of your team, the instructor, class, date, the brand you are analyzing.

II. Brief Introduction of Brand

Provide a brief history and background on the brand. Based on publicly available information, how large is the brand and how has it been performing (annual sales and profits, number of stores, etc.); how is the brand currently positioned from a communication perspective (theme of current/recent campaigns, slogans, taglines, etc.); and any other relevant information you think helps provide a high-level overview of the brand and category in which the brand competes.

III. Social Media Profile of Brand

This section should provide the reader with a good overview of: 1) the volume (frequency) of conversation surrounding the brand on social media channels (since your Radian6 account and tracking was established for the brand); 2) breakdown of social media volume by social media type; 3) the overall sentiment (positive/negative/neutral) of these conversations; 4) the top social media influencers for your brand; and 5) what topics/keywords are most associated with your brand on social media since you started tracking the brand using Radian6 (use the word clouds).

IV. Competitive Analysis of Brand

How is your brand performing in social media compared to the competitor/peer that you have identified? In this section identify the Share of Voice that your brand is achieving relative to this competitor. Use pie charts and graphs to chart over time.

V. Actionable Social Media Insights

Social media monitoring is most useful when you can translate information gained through your monitoring efforts into actionable insights that can be implemented by your organization or client. What actionable recommendations do you have for the brand in relation to its future communication strategies and even policies (actions)? Did your monitoring uncover information that could be used to inform departments in your organization, such as Communication, Marketing, Customer Service, Human Resources, R&D/Product Development, or the C-Suite?

VI. Conclusion

Very briefly summarize your findings from sections I.-V. and conclude your report/presentation with brief closing thoughts on the performance of your brand in social media and the next steps.

VII. Appendix

Attach any reports generated from Radian6.

Expression of Expectations for Performance

A grades will be given to reports that include all required sections, are rich with detail, provide appropriate actionable insights, look professional with charts/graphs and no spelling or grammatical errors.

B grades are for reports that are missing at least one key section or important details, lack a professional quality, and/or do not suggest appropriate actionable insights.

C grades are for reports with many details/sections missing, have an unprofessional quality, and/or fail to present actionable insights.

Peer evaluations may decrease your final grade on the project. Students who make minimal or no contributions to the final project will receive a grade of zero.