



How to Execute Better Media Management



by Katie Secret

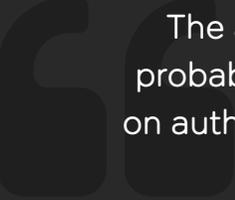
With endless mediums and formats for different social platforms, understanding the true impact of media coverage and campaigns is more difficult than ever.

Curating media mentions is central to a successful PR strategy. Measuring the long tail of a story, the impact authors and influencers have on coverage, and the publishers that drove conversation around a campaign or event - these are some of the most important elements of managing media.

PR giant Edelman is known for their prowess in formatting campaigns for viral social success - social strength is one of their key offerings. Edelman executed the social media campaign for the Rihanna and Samsung ANTI Diary partnership, to promote the dramatic launch of her new album in January 2016.

But how could Edelman trace the concrete effect of this campaign, and differentiate which media publicizing the album launch was of real value to their client?

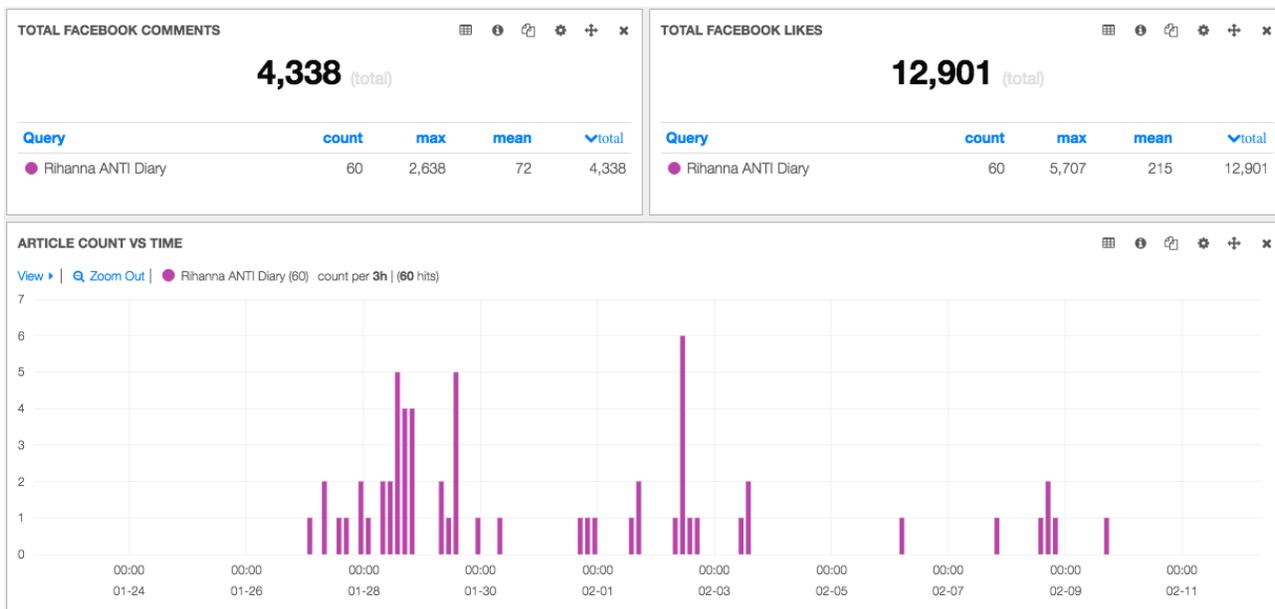
This is the kind of long term granular data that NewsWhip Analytics provides for agencies and their wide array of clients. For PR professionals, understanding the impact of social media events is critical - whether it's to better manage a future crisis or capitalize on a successful campaign strategy.



The ability to adjust time period analyzed is very important and probably the most dynamic part of NewsWhip Analytics. The focus on authors also helps us identify potential influencer opportunities or threats.



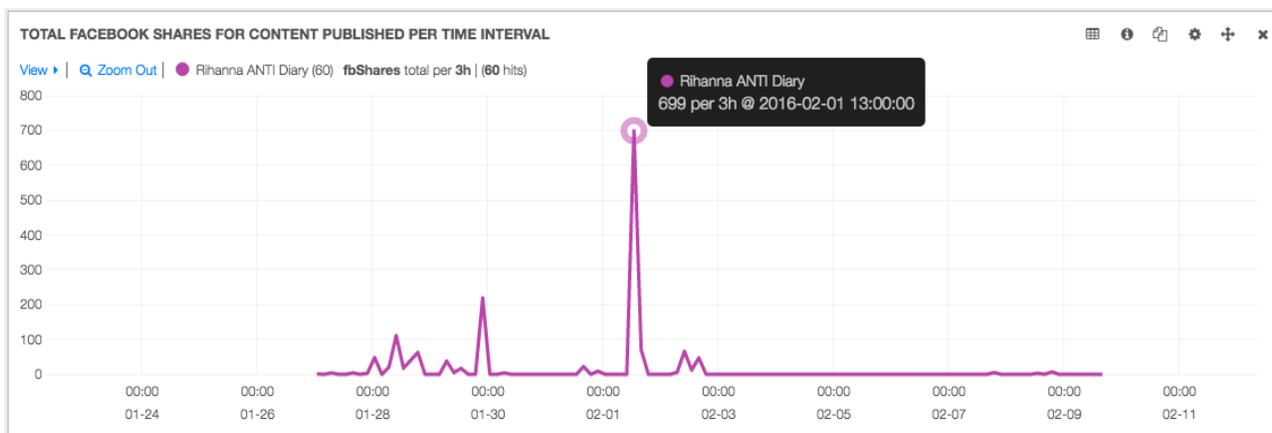
James Ou, Senior Manager of Insights and Intelligence, Edelman



Nuber of articles published mentioning Rihanna and Samsung, and total Facebook engagement for those mentions.

By adjusting the time period analyzed to January and February 2016, we can measure the impact of the ANTI Diary Samsung campaign for the weeks leading up to and following the ANTI album launch on January 28.

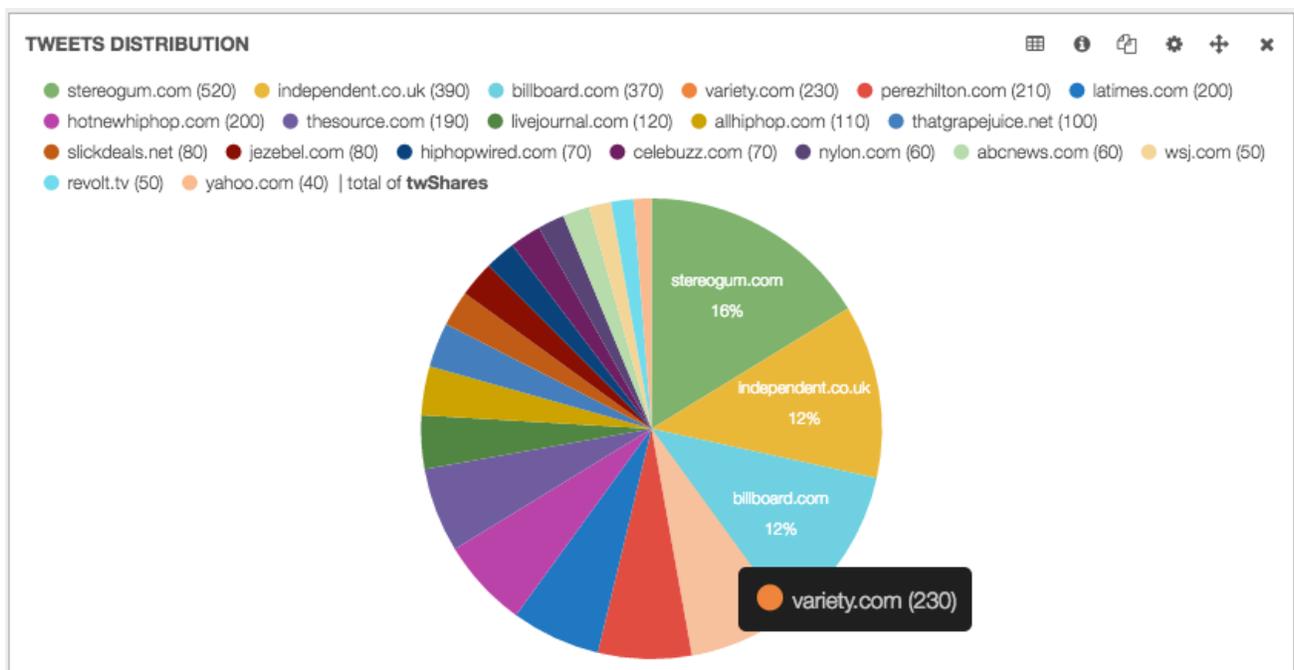
Some of the biggest spikes in media coverages, not surprisingly, were around January 28. But even more engagement happened around February 1st and 2nd - to understand why, we can analyze the top performing articles and social metrics for these dates.



Facebook engagement per time interval for Rihanna and Samsung coverage.

The articles published around February 1st and 2nd garnered the biggest engagement on Facebook, with the other spikes in media coverage drawing significantly less social interaction - this kind of comparison provides insight into what to pay attention to in the flurry of stories and coverage around the ANTI launch. By looking to Analytics, we can understand what really sparked a conversation and which topics fell flat.

By looking at the Twitter distribution for this time period, we can also see who some of the biggest social producers and outlets were for this type of content - letting PRs identify potential threats, influencers and opportunities for coverage around similar events.

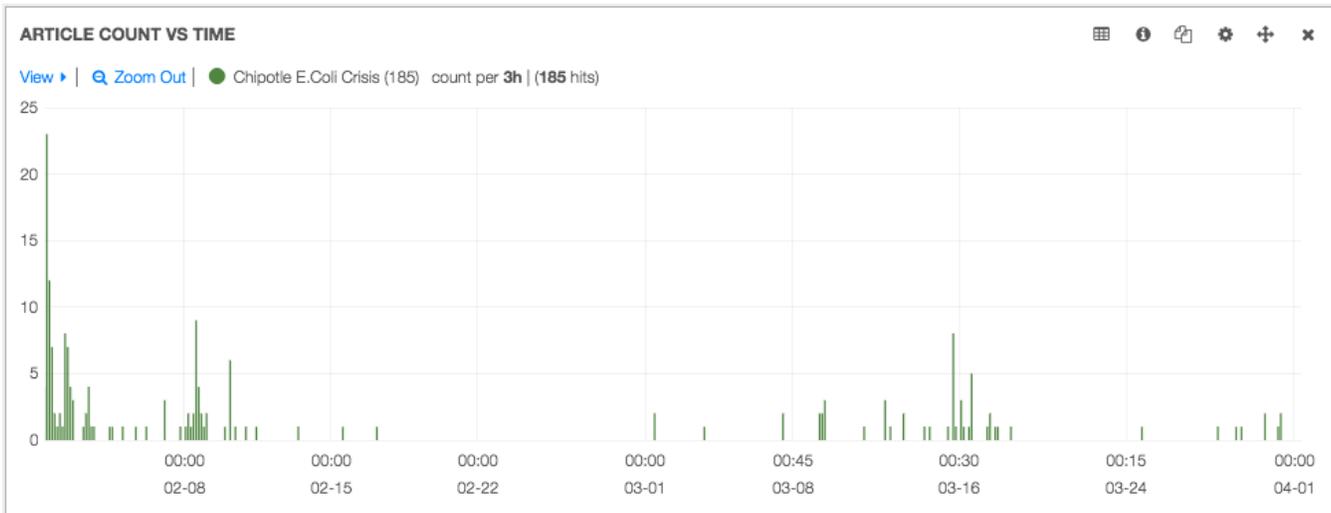


Top outlets tweeting about Rihanna and Samsung content.

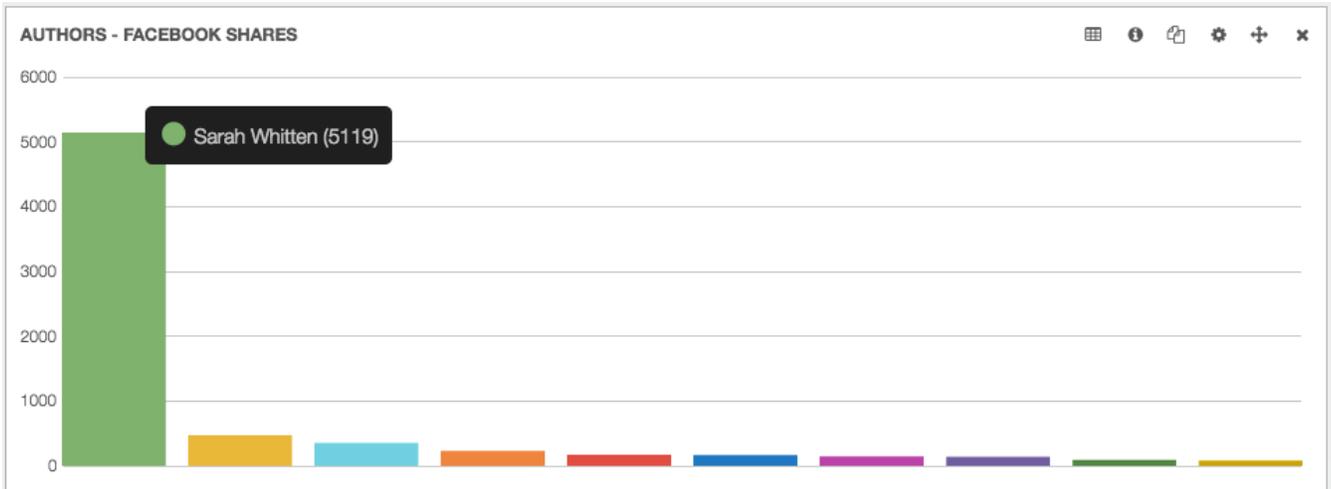
NewsWhip Analytics is also invaluable in managing and understanding how negative events impact brands on social and the web in general. For example, we can look back to Chipotle's E.Coli outbreak to analyze how the coverage around this crisis drove engagement on social and got attention from Chipotle's customer base.

In February 2016, news outlets began reporting that an E.Coli outbreak was linked to the Chipotle restaurant chain. We can look to Analytics to better understand how this coverage sparked and spread through the nation over the following months.

According to NewsWhip Analytics, from February 1 to April 1, 2016, 185 articles were published mentioning the link between Chipotle and E.Coli, sparking thousands of social media engagements.



Number of articles about Chipotle/E.Coli between Feb. and April 2016.



Authors with the most-shared stories about Chipotle/E.Coli on Facebook.

Looking at these graphs, we can see the timeframes that the Chipotle E.Coli conversation was dominating the news cycle, with spikes around when new tips about widespread cases of sickness arose. We can also look at the top authors who were publishing content around Chipotle and see the Facebook engagement they received on those articles - were the most-engaged articles by these authors negative or positive? What points did they hit on?

ARTICLES

0 to 100 of 185 available for paging

domain	authors	headline_en	href	twShares	fbShares	fbLikes	fbComments	createdAt
cnbc.com	Sarah Whitten	Chipotle-linked E. coli outbreak over: CDC	http://www.cnbc.com/2016/02/01/cdc-declares-chipotle-linke...	180	5043	23075	7619	2016-02-01T12:13:00.000-05:00

View: Table / JSON / Raw

Field	Action	Value
_id	Q 🔍 🗄	740ecff0-c907-11e5-bbb1-0e958f7d8037
_index	Q 🔍 🗄	b-2016-5
_type	Q 🔍 🗄	article
authors	Q 🔍 🗄	Sarah Whitten
countryCode	Q 🔍 🗄	us
createdAt	Q 🔍 🗄	1454346780000
domain	Q 🔍 🗄	cnbc.com
fbComments	Q 🔍 🗄	7619
fbLikes	Q 🔍 🗄	23075
fbShares	Q 🔍 🗄	5043
headline_en	Q 🔍 🗄	Chipotle-linked E. coli outbreak over: CDC
href	Q 🔍 🗄	http://www.cnbc.com/2016/02/01/cdc-declares-chipotle-linked-e-coli-outbreak-over.html
keywords_en	Q 🔍 🗄	Chipotle, E.coli, outbreak, foodborne illness, CDC
ilCount	Q 🔍 🗄	9
piCount	Q 🔍 🗄	0
score	Q 🔍 🗄	7.109951988351367
summary_en	Q 🔍 🗄	The CDC revealed on Monday that the Chipotle Mexican Grill E. coli outbreak appears to be over.
twShares	Q 🔍 🗄	180

One of the most engaged stories for the time period (click for full sized image).

By looking at how the content was spread and shared on social platforms, we can identify the outlets who used Twitter and Facebook most effectively to spread the information and see how audiences reacted.

PR giants like Edelman say this focus on authors and influencers allows them to assess opportunities or threats, over both the long and short-term, giving them better control over the coverage that makes a difference to their clients.

“No other service provides the kind of analysis into news article viral-ness, with a focus on publication and authors. In this respect, [Analytics] is much more user friendly and clear with what articles and authors are driving the conversation and how long those conversations last.” - James Ou, Senior Manager of Insights and Intelligence, Edelman

NewsWhip Analytics and Spike not only inform campaign planning to deliver bigger engagement, but allow agencies and brands to do media curation and management a better way - focusing only on the coverage that matters.

Start Finding Tomorrow's Stories Today with a Free Trial of Spike