Social Media Audit

Allison & Partners uses a social media monitoring tool called, SM2 Techrigy. Since 2007, SM2 has provided visibility into social media for anyone managing brands and reputations online. SM2 combines a massive data warehouse of online conversations with state of the art search, analysis and reporting tools. Marketers are now able to harness the power of the consumer's voice within social media as an integral part of their online and offline marketing strategy.
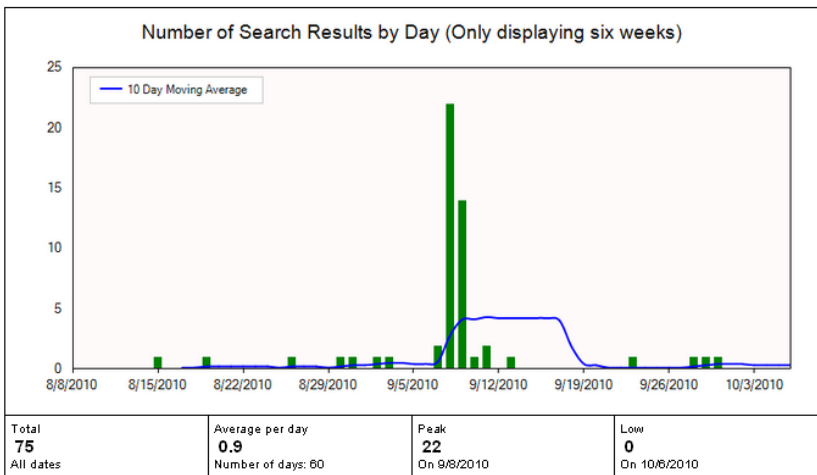
We used this tool to conduct a social media audit on behalf of CHG Healthcare Services. We discovered the daily volume, share of voice and content tone in social media spaces in regards to dialogue surrounding the company, competitors and key issues. We have pulled out some of our key findings from this search.

Search 1

The below report details the following summary of all search terms:

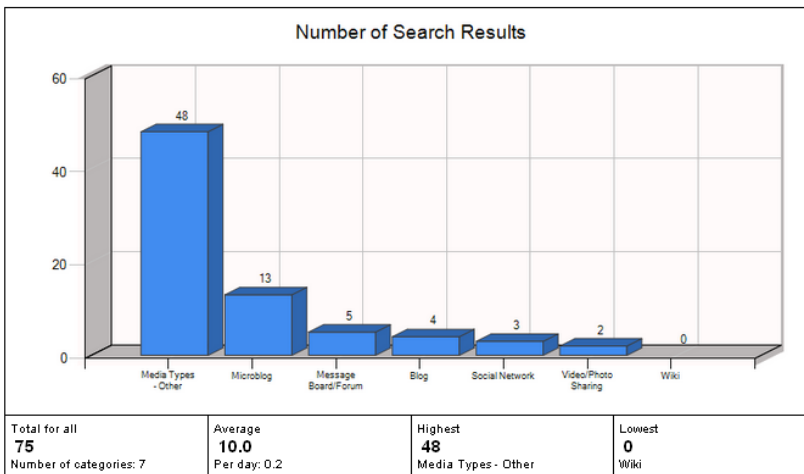Term/Phrase: "CHG Healthcare", "CHG Healthcare Services"
Results: 75

The below **Daily Volume** graph offers a high level overview of the volume of search results per day.

Number of Search Results by Day (Only displaying six weeks)

Total	Average per day	Peak	Low
75	0.9	22	0
All dates	Number of days: 60	On 9/8/2010	On 10/6/2010

The **Share of Voice** bar chart report offers the most options for analyzing and presenting data. This report shows where the conversations are coming from. The Media types are:

- Blogs (LiveJournal, Typepad, etc)
- Microblog (Twitter, Plurk, Identica, etc)
- Message Board/Forum (only basic searches)
- Wiki (sites that allow the public to make changes)
- Video/Photo Sharing (YouTube, Flickr, etc)
- Social Network (Ning, facebook, Myspace)
- Mainstream Media (only some blogs from sources such as Wall Street Journal)
- Media Types – Other (mainstream, online reviews, coupon site – ie. Amazon, Yelp, TripAdvisor, etc.)

Number of Search Results

Total for all	Average	Highest	Lowest
75	**10.0**	**48**	**0**
Number of categories: 7	Per day: 0.2	Media Types - Other	Wiki

The below chart displays the **Content Tone**. Tone is an overview of the sentiment of an entire conversation. It is more representative of natural language usage. Tone is displayed in SM2 using a Likert scale that ranges from one to five. A three represents a neutral tone, one is the most negative and five is the most positive. SM2 determines Tone by considering the amount of positive and negative sentiment and the length of the post.
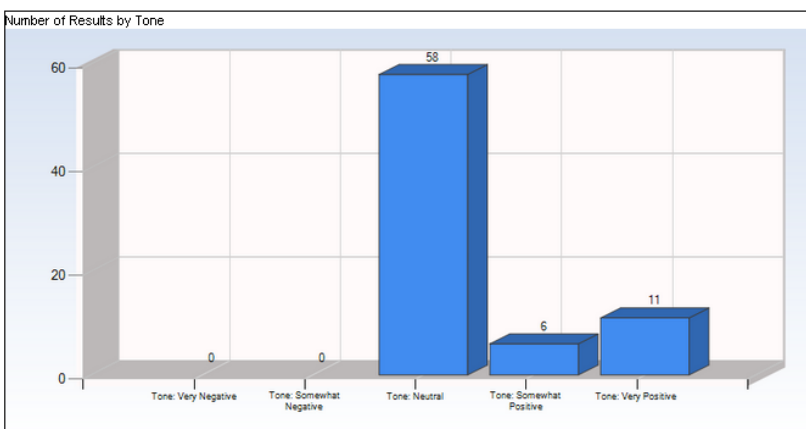
For example: If a conversation has 4 negative words and 2 positive words then the net sentiment would be 2 negatives. For a 140 character Tweet this would be considered very negative on the Likert scale. But having 2 negatives in a 1,000 word blog post would be considered neutral. The weighting also takes into account the average length of the conversations in the data set.

While sentiment is a more granular evaluation of a conversation, tone is an overview of the sentiment of an entire post, giving an indication of natural language usage. For example, a post can have a count of three positive occurrences and two negative. The post would have a raw positive score of three and two raw negative. The tone of each result is displayed using a Likert scale with a range of one through five. A three represents a neutral tone, one is the most negative and five is the most positive. To convert the raw scores to the Likert scale, the data needs to be converted.

In the human language, we have a certain amount of positive and negative sentiment so an overview of the results needs to be analyzed to determine the average positive and negative scores. The net positive score is determined by taking the average positive score and subtracting the raw positive score. Likewise the net negative score is determined by subtracting the raw negative score from the average negative score. To determine the net overall tone, the net negative score is subtracted from the net positive score. Net Positive Score - Net Negative Score = Net Overall Tone

The last step is to map the net overall tone to the Likert Scale. The weight given is relative to the length of the post. For example, one word in Twitter is more powerful than one word in a blog post that consists of 1,000 words; SM2 weights the value on the length of the result. That determines the standard deviation and a one through five is assigned depending on how negative or positive the overall tone is compared to what's determined average for the conversation.
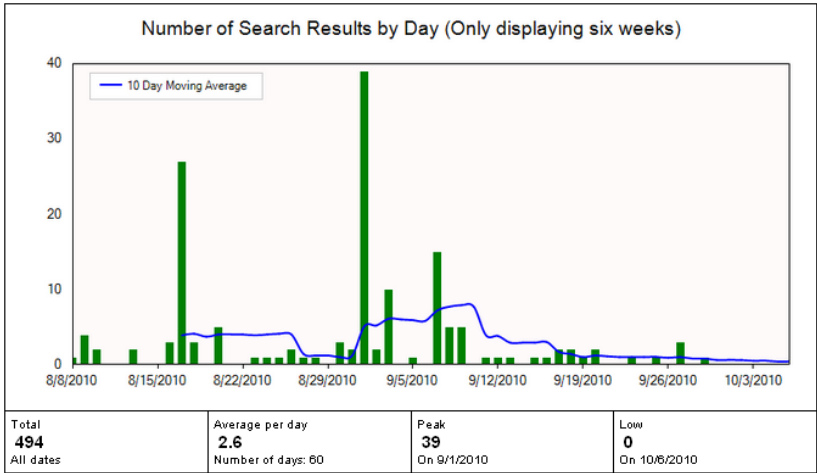
In short, Tone is the average Sentiment. It's dependent on the difference between the positive sentiment and negative sentiment and depends on the length of the conversation.

Search 2

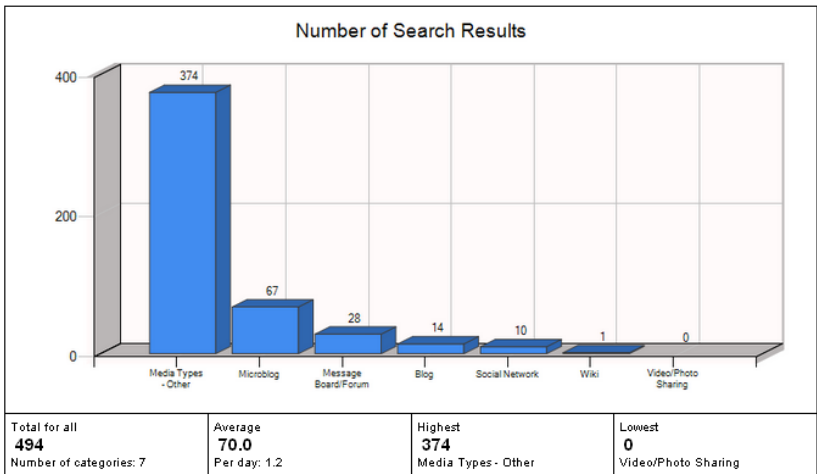Term/Phrase: "AMN Healthcare Services"
Results: 494

Daily Volume

Total	Average per day	Peak	Low
494	**2.6**	**39**	**0**
All dates	Number of days: 60	On 9/1/2010	On 10/6/2010

Note –daily volumes for additional competitors are as follows:
- 8 – Medical Staffing Network Healthcare
- 264 – Cross Country Healthcare
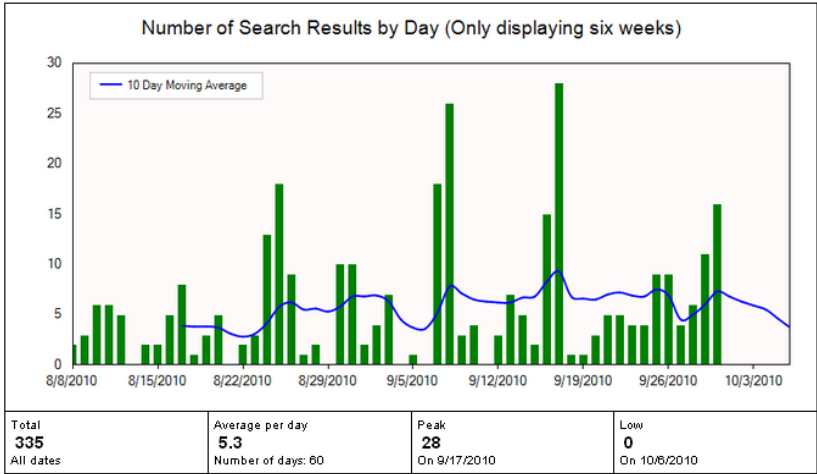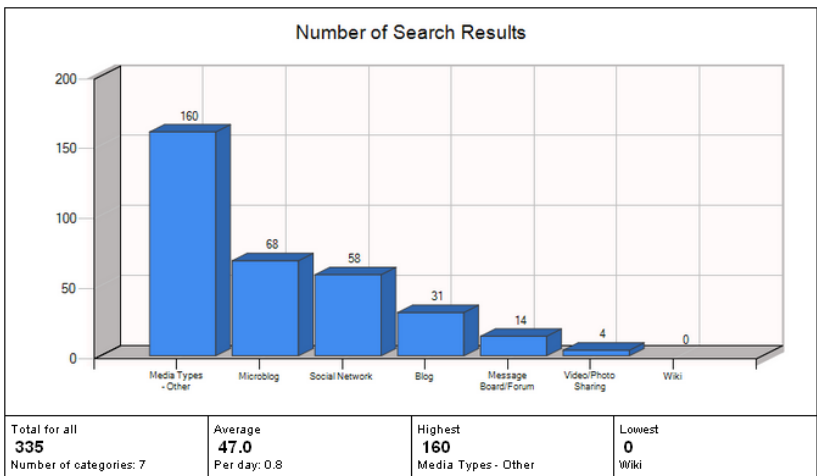- 1068 – Jackson Healthcare

Share of Voice

Total for all	Average	Highest	Lowest
494	**70.0**	**374**	**0**
Number of categories: 7	Per day: 1.2	Media Types - Other	Video/Photo Sharing

4

Search 3

Term/Phrase: "rural healthcare"
Results: 335

Daily Volume

Number of Search Results by Day (Only displaying six weeks)

— 10 Day Moving Average

Total	Average per day	Peak	Low
335	**5.3**	**28**	**0**
All dates	Number of days: 60	On 9/17/2010	On 10/6/2010

Share of Voice

Number of Search Results

| 160 | 68 | 58 | 31 | 14 | 4 | 0 |
| Media Types - Other | Microblog | Social Network | Blog | Message Board/Forum | Video/Photo Sharing | Wiki |

Total for all	Average	Highest	Lowest
335	**47.0**	**160**	**0**
Number of categories: 7	Per day: 0.8	Media Types - Other	Wiki

Content Tone

Number of Results by Tone

| 5 | 3 | 230 | 25 | 72 |
| Tone: Very Negative | Tone: Somewhat Negative | Tone: Neutral | Tone: Somewhat Positive | Tone: Very Positive |

Search 4
Term/Phrase: "healthcare staffing"
Results: 53

Daily Volume

Number of Search Results by Day (Only displaying six weeks)

Total	Average per day	Peak	Low
2524	37.8	123	0
All dates	Number of days: 60	On 8/13/2010	On 10/6/2010

Share of Voice

Number of Search Results

Total for all	Average	Highest	Lowest
2524	360.0	1103	1
Number of categories: 7	Per day: 6.0	Blog	Wiki

Content Tone

Number of Results by Tone

6
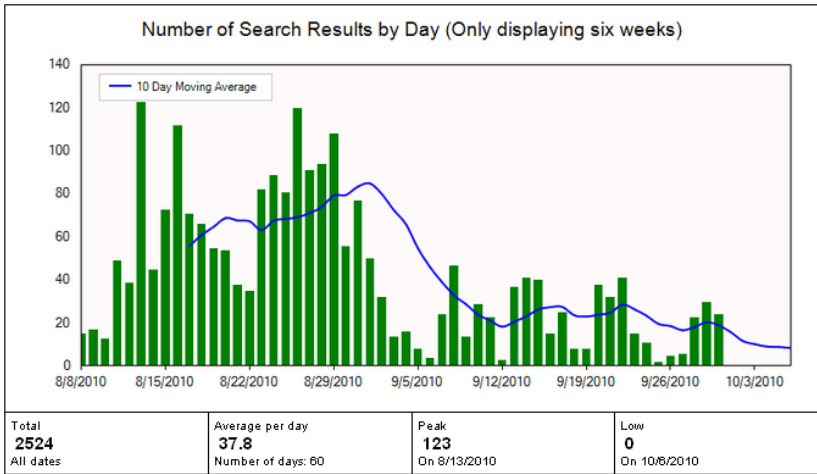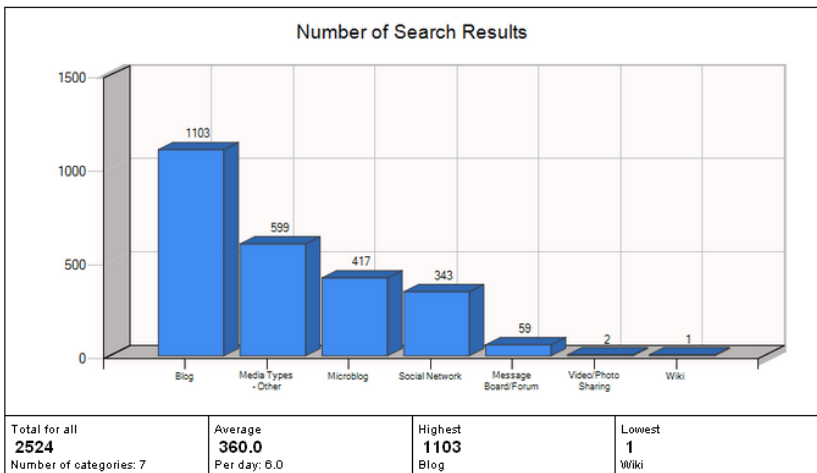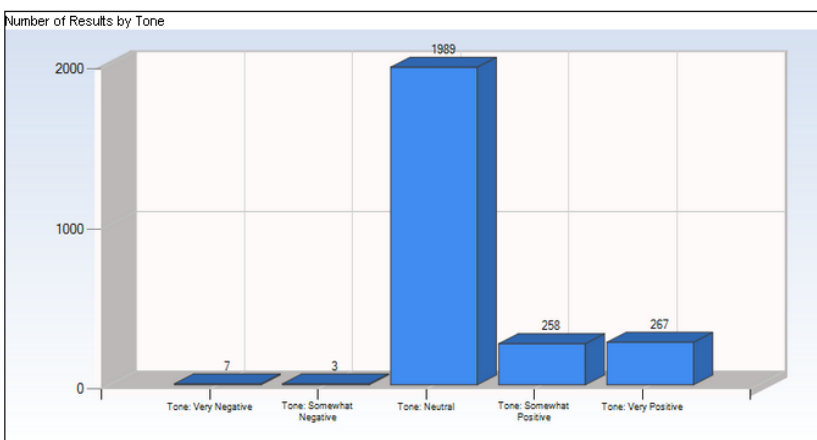
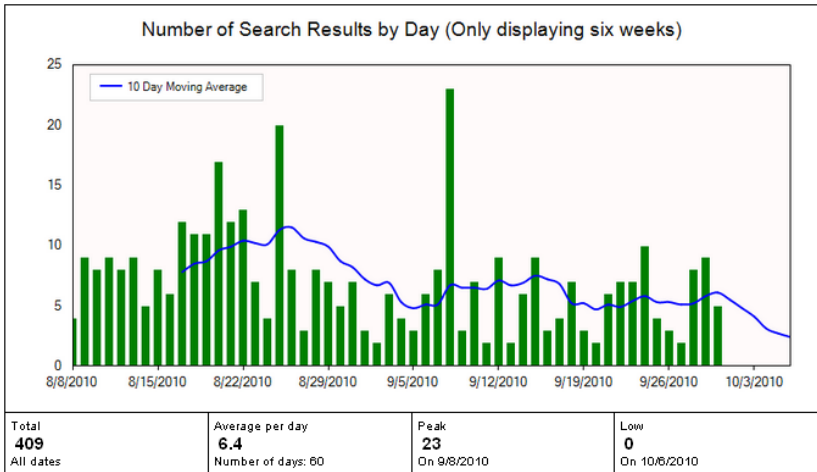**Search 5**

Term/Phrase:	"traveling nurse"
Results:	409

Daily Volume

Social Media Audit Summary & Recommendations

Allison & Partners has reviewed both the quality and quantity of the conversation taking place in social media as it relates to the CHG and the issues of healthcare staffing and rural healthcare…insert

Our analysis reveals that the majority of the conversation and participation among key audiences is taking place on blogs, including blogs that are not on blogging platforms, microblogs, and newsletters. This demonstrates a tendency toward more authoritative sources for those seeking discussion or information regarding xyz issues.

The audit also revealed that the tone of the content is very neutral with very little results leaning toward negative or positive. This may demonstrate, not a lack of apathy over the pay model issue, but an acceptance that all news content is free and hence there is simply no argument to form alliances around. As a result, there is an opportunity for *CHG* to reach influentials who can fill this void with thoughtful dialogue and positively impact target audiences.