

Revealing your brand's shape in social media

A newly launched Social Media Network Optimisation (SMNO) tool provides insights into the quality of the conversations within a brand's social media network, enabling brand custodians to manipulate this space to their advantage. The tool allows businesses to understand the shape and nature of their brand's presence in social media networks.



Market research agency KLA, a division of Kagiso Media has partnered with Dr Marc Smith, a sociologist who has long specialised in the social organisation of online communities and his California-based, Connected Action Consulting Group.

Business Solutions Director at KLA, Jenni Pennacchini, says the partnership is a powerful one, "Combining our brand and market understanding with social media and networking expertise straight out of Silicon Valley makes for a strategic outfit."

While there are other tools available that offer social media analytics, this is the first to look at the structure of the network and the distribution of power within it.

"Most existing products only take into consideration the size, velocity and sentiment of the social media space. By taking into consideration the shape, nature and quality of the network, this tool is able to help marketers create meaningful and measureable strategies and influence."

The tool is geared towards businesses that are looking to optimise and manage their brand presence in social media contexts. It provides companies with a visual map of a brand's social network structure. SMNO is specific enough to pinpoint the most important people, within a brand's network, who are influencing conversations. Further, it provides a guide to what to say to these people to engage them positively. These maps and reports allow brands to shape their network in order to affect brand perceptions and behaviour positively.