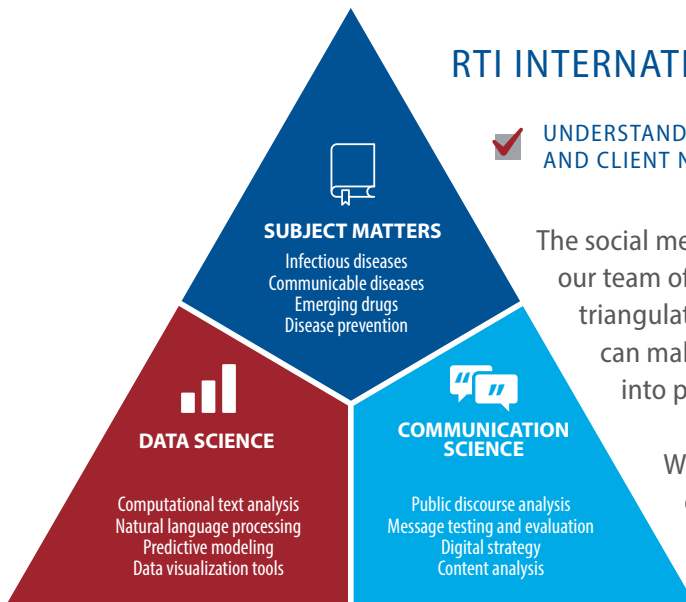


# SCIENTIFIC CAPABILITIES USING SOCIAL MEDIA

**Listen**  
**Evaluate**  
**Analyze**  
**Inspire**

Track conversations among target audiences to understand behaviors, perceptions, and misperceptions.  
Evaluate public education media campaigns on specific topics, policies, or issues.  
Synthesize social media data and generate actionable insights.  
Inform regulatory science and policies.



## RTI INTERNATIONAL'S MULTIDISCIPLINARY EXPERTISE

✓ UNDERSTAND PROBLEMS AND CLIENT NEEDS

✓ RIGOROUS METHOD AND ACTIONABLE INSIGHTS

The social media listening landscape is cluttered with off-the-shelf tools, but our team of experts is skilled in identifying the signal from the noise and triangulating social media insights with other data sources so that clients can make more informed decisions and translate social media knowledge into practice.

We strategically leverage our dynamic team of **subject matter experts, communication scientists, and data scientists** to create custom analyses and flexible reporting systems that deliver actionable insights.

Example from RTI's Social Media Analysis to describe the spread of Coronavirus Disease (COVID-19) misinformation online and strategies being used to counter it.

For full report, see <https://www.rti.org/news/social-media-analysis-describes-spread-covid-19-misinformation-online-and-strategies-being-used>

### COVID-19 on Social Media, Blogs, and Forums United States



#### (A) February 28

The day after Vice President Mike Pence announced appointments to the coronavirus task force

#### (B) March 12

The day after World Health Organization announced COVID-19 has reached pandemic status

#### (C) March 17

The day California issued statewide stay-at-home order; U.S. Navy hospital ship was requested to deploy to New York City; widespread closings and cancellations begin



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RTI International is an independent, nonprofit research institute dedicated to improving the human condition. Clients rely on us to answer questions that demand an objective and multidisciplinary approach—one that integrates expertise across the social and laboratory sciences, engineering, and international development. We believe in the promise of science, and we are inspired every day to deliver on that promise for the good of people, communities, and businesses around the world. For more information, visit [www.rti.org](http://www.rti.org).

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# SOCIAL LISTENING

## LISTEN AND DESCRIBE THE INFORMATION ENVIRONMENT

- Social listening takes a broad look at the overall social media and online landscape. By listening carefully and critically, we help you uncover online conversations to glean insights that can drive proactive decisions.
- Our team can **monitor your topic, gauge public opinion, and identify sources of misinformation** and online actors who undermine your messages. We will identify opportunities for you to **correct misinformation, shape public opinion, and build support for your initiatives**. Social listening looks for patterns, tracks sentiments, and finds trends and themes. We will analyze data generated by the various social listening activities and translate those findings into actionable insights.

### We track and interpret...

Real-time conversations  
Keyword/topic volume  
Influencers  
Competing messages  
Topic sentiment  
Audience segments  
Google search trends

### To help you answer questions like...

Is interest in your topic growing or declining? How do conversations on a topic evolve?  
What are the emerging issues you need to know about and prepare for?  
How can you leverage social media data to inform your response to health issues?  
What are some new ways to reach your audience and inspire marketing content?  
Who are the influencers and advocates that could champion your topic?  
Who are the online actors that are undermining your message?  
How can you triangulate social media data with other data to make informed decisions?

# EVALUATE

## TRACE AND TRACK IMPACT

- Set goals, track and measure success, and optimize your social media marketing efforts.
- Our team can help **craft your social media campaign evaluation framework**, run the campaign, and **measure the campaign's success** through a variety of key metrics. We can create tailored reports to **summarize the impact of your campaign** and highlight insights to **inform campaign strategy**.

### We track and interpret...

Campaign website traffic  
Social media engagement  
Earned media  
Content of posts/comments  
Campaign sentiment  
A/B message testing

### To help you answer questions like...

How effectively did the campaign reach its target audiences?  
What was the impact of the campaign on behavior?  
How did the campaign compare to related campaigns in place during the same time?  
How can you intensify the most effective strategies?  
Which messages were most effective at increasing engagement?  
Which ads were driving the most traffic to the campaign landing pages?

# SOCIAL MEDIA ANALYSIS AND DATA VISUALIZATION

- Our **custom-built programs, scripts, applications, and data dashboards** allow us to generate insights about emerging health issues among populations of interest. Our reports can be tailored for lay, managerial, or expert audiences and use data visualization to clearly communicate complex results.

## WE OFFER THE FOLLOWING:

**Data dashboards** to provide a real-time, interactive look at the various metrics you are tracking.

**Custom algorithms** to automate text analysis, identify emerging topics, and classify different types of users.

**Social listening snapshots** to serve as an infographic-style one-page, weekly summary of key metrics.

**Deep-dive, custom analyses**—such as qualitative content analysis of posts or social network analysis—to identify audiences.