Data Analysis and Course Correction

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Why measure

- You can! This is one of the few areas of Public Affairs that offers a lot of data.

- Determine what's working and what isn't.
  - With limited resources, analytics can help you determine where and how to focus your efforts.

- Share your successes with your leaders and other stakeholders.

- Find weaknesses/problems with social listening before they become larger issues.

What should we measure?

- What should we measure?

  - Knowing communication goals ahead of time makes it possible to measure success.

  - Who is the intended audience?

  - Owned platforms vs. social listening.

What should we measure?

- Consistency is important. Choose your Key Performance Indicators (KPIs) and stick with them.
  - You can adjust these by adding to them any time but continue to measure those original KPIs for a set period so you have a baseline.

- Quantitative and Qualitative data.
  - When reporting your data, balance the numbers with explanations of why there was a change, why that matters, or what it represents.

- Different reports for different needs.
  - The template you use to report daily metrics during an emergency response won't look like a year-end analysis.

What should we measure?

- At the National Guard Bureau, our broad goal for our Social Media program is to reach, inform and engage the public, our partners, our congressional leaders, and our internal audiences about the organization and the chief of the National Guard Bureau's priorities.
  - In practical terms, that often means focusing on "Reach" and "Engagement" across our owned platforms when we measure for success.

- For individual campaigns and programs, the goals may be more specific.

What are the tools?

- What are the tools?
  - Owned media.
    - Platform-provided analytics, whether through an API to a third-party service or viewed directly on the platform.

  - Social listening tools – used to identify and assess what is being said about a topic, organization, person or brand on the internet.

  - Sentiment tools – the most difficult tools in terms of accuracy, and usually the most expensive.

Building templates

DIGITAL MEDIA REPORT
PROVIDED BY PUBLIC AFFAIRS NATIONAL GUARD BUREAU

July 2023

✓ Page views: 224,133   ✓ Unique visitors: 188,467   ✓ Top referrerers: Google, Bing, DOD, LinkedIn, Facebook, Twitter

✓ Most clicked story: Guard and Reserve members receive 'Veteran' status: https://ngpa.us/26339 Clicks: 2,017

Facebook
Posts: 62
Fans: 353,413   (+1,167)
Total Reach: 185,322
Total post feedback:
        42,382
        (+23,509)

Twitter
Followers: 653,206
        (+92)
Sent tweets: 95
Clicked links: 5,145
Reach: 645,995
        (+44,319)
Engagement: 17,563

Instagram
Posts: 34
Followers: 444,423
        (+715)
Reach: 369,857
Engagement: 134,427

Flickr
Uploaded: 16,194
        (+165)
Contacts: 1,910   (+8)
Views: 34,881,651
        (+173,764)

YouTube
Uploaded: 12   (+5)
Subscribers: 15,398
        (+136)
Views: 34,457

Minutes watched: 37,896
        (+2,934)

Top Post

Reach: 11,612
Engagement: 520
https://ngpa.us/26342

Top Tweet

Reach: 67,776
Engagements: 1,148
https://ngpa.us/26340

Top Photo

Reach: 31,439
Engagement: 18,732
https://ngpa.us/26344

Top Photo

Views: 569
Engagement: 0
https://ngpa.us/26335

Top Video

OPFOR
OPPOSING FORCES

Views: 4,054
Engagement: 204
https://ngpa.us/26337

# Using analytics to inform content

- Look for trends in your analytics about the types of content your audience is connecting and engaging with.
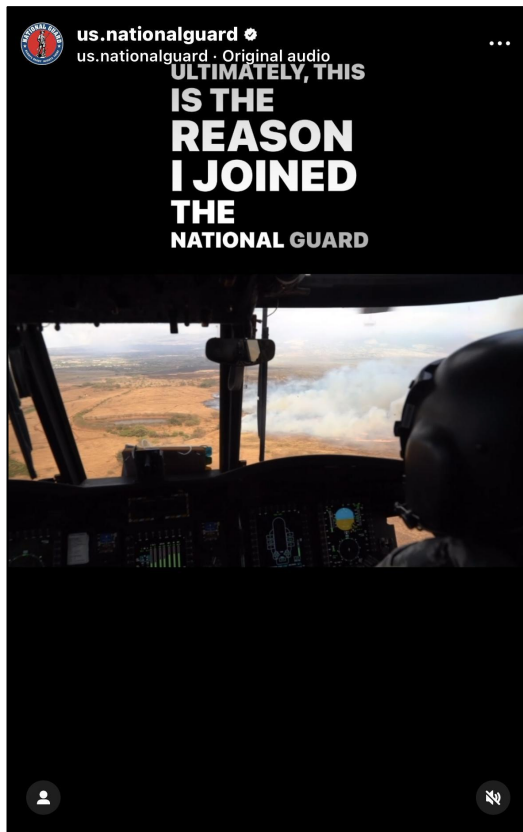
Social Listening

- You can't communicate without listening first.
    - What is the sentiment?
    - Find messaging gaps.
    - Avoid a crisis before it happens.
    - More advanced metrics are available through paid platforms.
        - Advanced Twitter searches and keyword monitoring can provide a free baseline.
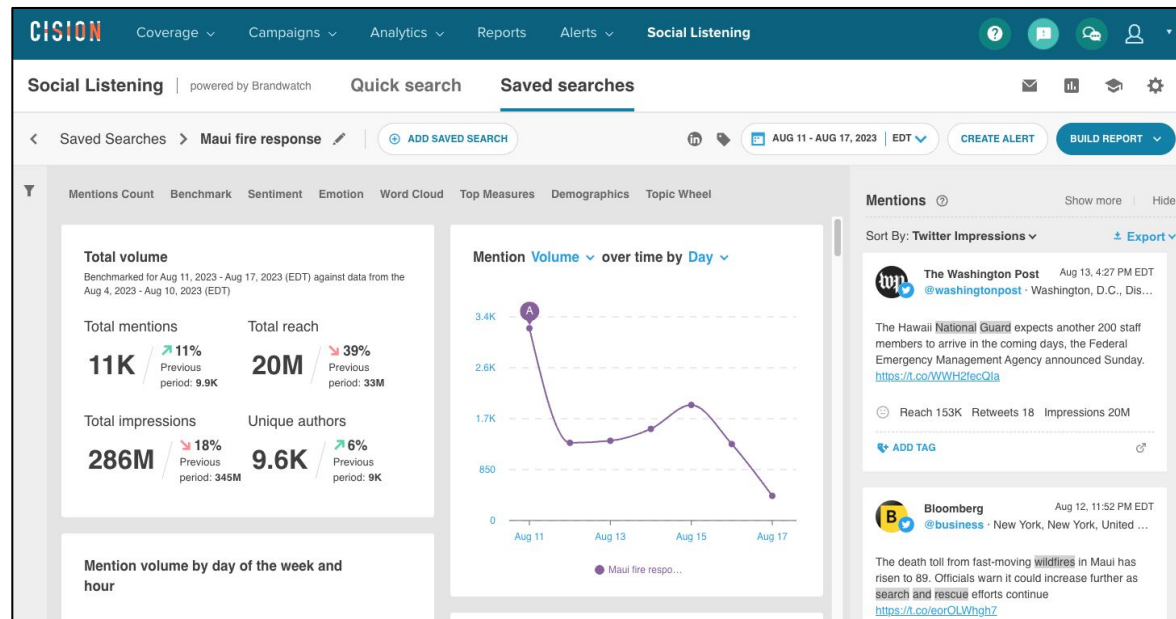
Social Listening

Trending Topics Analysis
As of August 15, 2023, 1600

Executive Summary: Russia's war in Ukraine is the most discussed National Guard-related topic this week, due to ongoing interest in the effectiveness of Ukraine's counteroffensive and the announcement of additional U.S. aid to Ukraine. Concerns focus on the effect the slow progress of the counteroffensive is having on Ukrainian support of the fight and how the U.S. presidential race will affect U.S. aid to Ukraine. Adm. Michael Gilday relinquishing his role as chief of naval operations sparked more concern about Sen. Tommy Tuberville's block on military confirmations and the impact on national security, now that three services are without a Senate-confirmed leader. Interest in the Maui wildfire response is focused on Hawaii National Guard search and recovery efforts, states sending civilian search and rescue elements to assist, and questions about the cause of the fires. While concerns are largely focused on the number of people still missing and sadness at the loss of life and destruction, there is some politically driven criticism of the federal response to the fires due to video of President Biden reportedly saying "no comment" when asked about the rising death toll while on vacation. Interest in the southern border remains focused on concerns about the treatment of migrants, particularly in light of reports a 3-year-old died on a bus from Texas to Chicago. As Operation Lone Star nears its second anniversary, there's also interest in looking at its impact.

Please note, when possible, ↑ represents an increase from the previous report, and ↓ represents a decrease since the previous report.

↑Ukraine/Russia
- In the past 24 hours, there have been ↓20,965 posts reaching ↑573 million views, ↑12,400 news stories in Google News.
- ↓38% negative, ↑59% neutral, ↑3% positive. Negative sentiment remains focused on concerns about the effectiveness of Ukraine's counteroffensive, particularly concerns the effect the slow progress is having on Ukrainian support of the fight and criticism that delays in the delivery of aid may have hurt the counteroffensive. There's also some concern about the effect the upcoming U.S. Presidential race will have on ongoing support to Ukraine.
- Interest remains focused on the effectiveness of Ukraine's counteroffensive and the announcement of additional U.S. aid to Ukraine.
- https://twitter.com/SecDef/status/1691131247102156800 (SECDEF)
- https://twitter.com/AkbarSAhmed/status/1691197902595440641
- https://twitter.com/NewVoiceUkraine/status/1691045501011906560
- https://twitter.com/IanBrzezinski/status/1691093590276182016
- https://twitter.com/DonJoschi/status/1691453107522396161
- https://twitter.com/ruinwanderer/status/1691089324798832640
- https://twitter.com/vicktop55/status/1690979474358108160
- https://twitter.com/cepa/status/1691093418020417536
- https://twitter.com/Sprinter99800/status/1691146690953097221

↑ Senate block on military nominations
- In the past 24 hours, there have been ↑13,607 posts reaching ↑223 million views, ↓201 news stories in Google News.
- ↑65% negative, ↓34% neutral, ↓1% positive. Negative sentiment is focused on criticism of Sen. Tommy Tuberville and concern about the effect the block, particularly leaving three services without a Senate confirmed leader, has on national security.
- Interest is focused on the Army, Navy and Marines all losing Senate confirmed leadership amid Sen. Tommy Tuberville's block on military confirmations.
- https://twitter.com/RollingStone/status/1691260950521769984
- https://twitter.com/Victorshi2020/status/1691198014444990464
- https://twitter.com/thehill/status/1691188215011508224
- https://twitter.com/CBSNews/status/1691203040773050370
- https://twitter.com/BurtonBrown/status/1691083809528168448

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- Weekly NGB-PA produced Trending Topics Analysis.
  - Briefed to the TAGs every Thursday.
  - Shared with National Guard PAOs across the states and territories.

Listening Course Correction

- When should you take action on what you've found through social listening?
- Misinformation/Disinformation:
  - Will directly refuting this from an official account spread the message further? Should you do it anyway?
  - Is this the appropriate account for this message?

Sentiment analysis

- Monitoring big changes in sentiment can also inform future messaging for products.

  - Pay attention to significant changes in the percentage of negative sentiment for misperceptions and ideas of what to address first.

National Guard ✓
@USNationalGuard

Today, more than 43,300 National Guard members in 34 states and D.C. are assisting law enforcement authorities with ongoing civil unrest, while more than 37,000 Guard Soldiers and Airmen continue to support the COVID-19 response.

0:56   10.6K views

THE SAME NATIONAL GUARD
THAT'S DEPLOYED AROUND THE WORLD

Your National Guard is here to help
"Your National Guard is here to help, and we will stay as long as we are needed," General Joseph L. Lengyel said.

11:00 AM · Jun 6, 2020 · Twitter Media Studio

The sentiment is 18% neutral/positive and 82% negative. This is the lowest sentiment we've seen since we began measuring. Negative sentiment is heavily focused on continued fears of escalating violence, the Guard shooting/injuring protesters, which has been amplified by posts from several individual Guard members on their personal social media accounts. There are many calls for troops to refuse to serve or otherwise disobey orders, including from Rep. Seth Moulton. There continue to be comparisons to events from 1968 and Kent State. There are also calls for more troops, especially in New York. There are increasing calls by celebrities/influencers and the public that the size of the response is oversized compared to the calls from protesters to arrest the four police officers involved in the original incident.

Uses for social listening

- Social listening can support multiple PA functions beyond the digital team.

  - Short and long-term strategic messaging
  - Senior leader and media engagements
  - Strategic planning

Executive Engagement Analysis
Impact of Chief of the National Guard Bureau
Engagements on Media and Social Media mentions

1. **ENGAGEMENT:** 31 July 2022 – Frankfort, KY – Gen. Hokanson visits JOC and surveys Kentucky flooding.
   a. **OUTCOME:** Beneficial
   b. **PRIORITY:** Readiness (Domestic Response)
   c. **CHARACTERIZATION (Sentiment):** Overall positive. Social media mentions focused on footage of KYNG members rescuing citizens amplified by the reporter traveling with Gen. Hokanson, the total number of people saved by the KYNG (quoting CNGB), and comments from KYNG leadership about the state of response and recovery efforts in the affected areas.
   d. **Total number of stories generated:** 1,750
   e. **Total audience reached:** 2.8 billion
   f. **Total social media mentions:** 3,211
   g. **Total social media reach:** 116 million
   h. **Social Media mentions over time:**
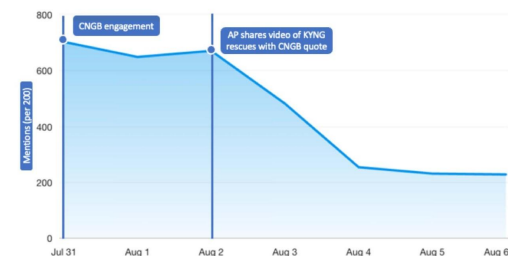
2. **ENGAGEMENT: 20 September 2022** – Virtual Recruiting and Retention Media Roundtable over Zoom.
   a. **OUTCOME:** Beneficial
   b. **PRIORITY:** People (Recruiting)
   c. **CHARACTERIZATION (Sentiment):** Overall neutral. Social media mentions focused on the National Guard expecting to miss recruiting goals by 9,000 for the year, the unique challenges of recruiting for the National Guard versus the active duty and what recruiting incentives are being offered to try to counteract the shortfall. There was additional interest in the role the COVID vaccine mandate played in both recruiting and retention challenges. Of note, the news articles generated by this Media Roundtable generated a lot of discussion on Reddit, particularly this Military.com article (https://www.military.com/daily-news/2022/09/22/national-guard-having-nightmarish-time-keeping-soldiers-and-recruiting-new-ones.html) as seen in the spike on the chart below. Within two days of the MRT, LL received questions from the HASC and HAC-D in response to a Military Times article. LL considers this a direct attribution to the MRT. What was particularly good about it was, the MRT was trying to influence a Senate hearing. The MRT vis-à-vis the article clearly ended up influencing the committees we work with in the House, so we assume the Senate saw it as well. This was a 100% success from LL's perspective.
   d. **Total number of stories generated:** 41
   e. **Total audience reached:** 335.9 million
   f. **Total social media mentions:** 1,195

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Questions?

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