



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.

 **National Guard Bureau**
24,889 followers
3mo · 🌐

FINAL WEEK: Don't forget to take this short survey by May 15th to help National Guard senior leaders better understand issues that impact you, your unit, your families and your employers. <https://ngpa.us/24225>

#nationalguard #leaders #survey

FEEDBACK DUE BY MAY 15TH, 2023

★★ **2023 CNGB** ★★
FEEDBACK SURVEY

DEADLINE EXTENDED!

**WE WANT TO HEAR YOUR VOICE AND THE VOICE OF YOUR FAMILY
TO IMPROVE OUR NATIONAL GUARD**
Your opinion matters to The Chief of the National Guard Bureau (CNGB)!

As a member of the National Guard, we invite you and your family to share your feedback!

By taking a short survey, you can help the CNGB better understand and focus on issues to improve our National Guard.

Scan the QR Code from your mobile device or visit:
<https://www.surveymonkey.com/r/ZDQK75L>

Submit your feedback by: 15 MAY 2023
All feedback is confidential and will not be attributed to you in any way.

 **SCAN ME**





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.



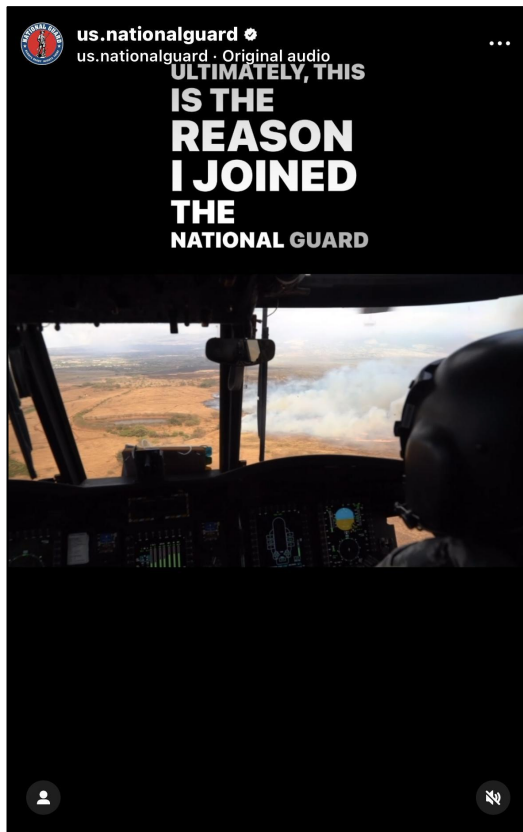
Building templates





Using analytics to inform content

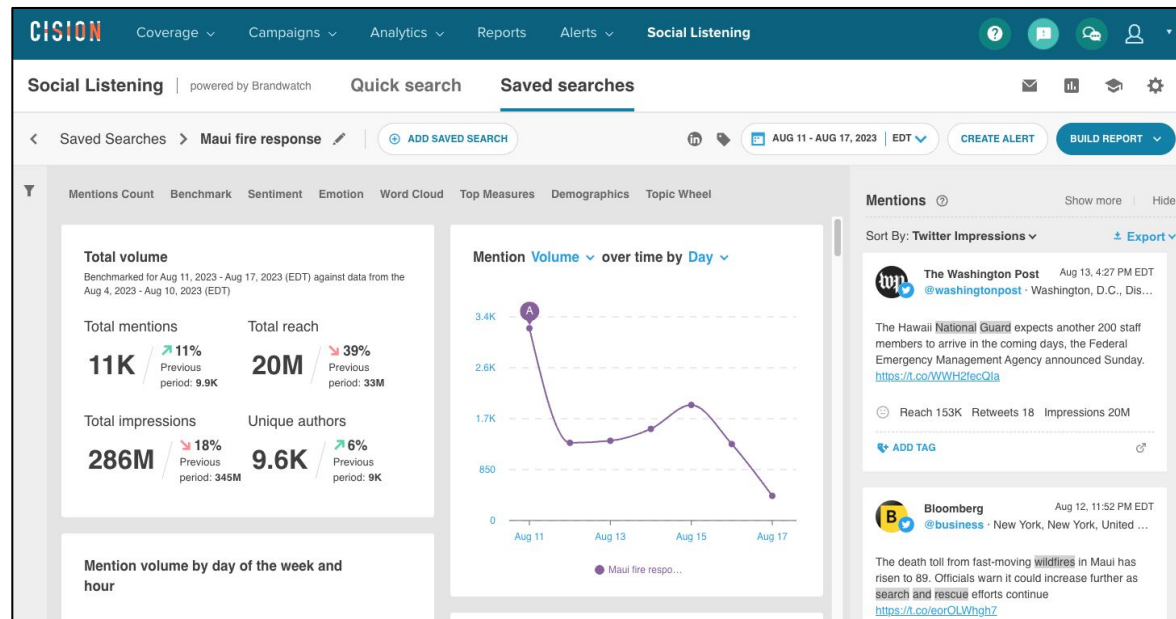
- Look for trends in your analytics about the types of content your audience is connecting and engaging with.





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>

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


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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?

 **The National Guard**
March 31, 2020

We continue to hear from many of you asking if certain rumors you've seen online about the National Guard are true. This message, in particular, keeps popping up. For the record: it is not true. Check the facts about this rumor and others here: <https://ngpa.us/8605>

Homeland security is preparing to mobilize the national guard.

Preparing to dispatch them across the US along with military. they will also call in 1st responders.

they are preparing to announce a national 2 week quarantine for all citizens. All businesses closed.

Everyone at home.

They will announce this soon as they have troops in place to help prevent looting and rioters...



they will announce before the end of the weekend.


with 48-72 hours the president will evoke what is called the "Stafford Act"

The president will order a two week mandatory quarantine for the nation.


Stock up on whatever you need to make sure you have a two week supply of everything.

Please forward to your family/friends.

 **NGB-PA Press Desk**
@NGBPA1636

This afternoon the Russian media outlet "Pravda" falsely reported that three members of the Tennessee National Guard, which it labeled as "mercenaries" were killed while fighting in Ukraine. The reporting by "Pravda" is patently false. Statement: ngpa.us/18792

 **News Release**
National Guard Bureau Public Affairs
Press Desk (703) 601-6767
ng.ngr.ngb-armg.mesg.ngb-media-desk-owner@mail.mil
www.nationalguard.mil

FOR IMMEDIATE RELEASE
March 17, 2021

National Guard refutes Russian state media reports that falsely claim Tennessee National Guard members killed in Ukraine

This afternoon the Russian media outlet "Pravda" falsely reported that three members of the Tennessee National Guard, which it labeled as "mercenaries" were killed while fighting in Ukraine.

The reporting by "Pravda" is patently false.

"The three soldiers identified in the article are either current or former members of the Tennessee National Guard," according to the Office of the Tennessee Adjutant General. "They are accounted for, safe and not, as the article headline erroneously states, US mercenaries killed in Donetsk People's Republic."

It is believed that the individuals were targeted by Russian media due to articles that appeared on the Defense Visual Information Distribution Service related to a 2018 deployment as part of the Multinational Training Group's Ukraine which included members of the Tennessee National Guard's 278th Armored Cavalry Regiment.

During the 2018 mission, more than 200 soldiers assisted the Ukrainian Armed Forces with the continued development of the Yavoriv Combat Training Center. This effort included the development of codes, ranges and training areas; equipment and instrumentation requirements, and a realistic operational training environment.

All members of the Tennessee National Guard returned safely to their home state in 2019 after a successful mission.

For information regarding this press release, please send an email to the National Guard Bureau Media Operations desk at ng.ngr.ngb-armg.mesg.ngb-media-desk-owner@mail.mil

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THE HILL News Policy Opinion Events Jobs **HILL TV** Changing America

TRENDING: ABORTION UKRAINE RUSSIA JOE BIDEN SPONSORED: MISUNDERSTOOD THE HAWAII STORY

Just In...
Gun violence spiked in first year of pandemic, CDC finds
POLICY - 11M 34S AGO


Newer COVID-19 variants less likely to cause smell and taste loss
PREVENTION & CURES - 12M 7S AGO

UN approves Czech Republic to replace Russia on rights body
INTERNATIONAL - 14M 27S AGO

Protesting at justices' homes should be a subject of condemnation, not criminal charges
JUDICIARY - 18M 27S AGO

First UFO hearing in years set for Capitol Hill
HOUSE - 23M 7S AGO

Russia
National Guard refutes Russian media claims that Tennessee guardsmen killed in Ukraine
BY CHLOE FOLMAR - 03/17/21 8:30 PM ET



Most Popular

- 1 UN receiving ...
- 2 Esper says Trump wanted to reactivate ...
- 3 NPR reporter says 'leading ...
- 4 Esper recalls 'outlandish' Trump ...



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.



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.



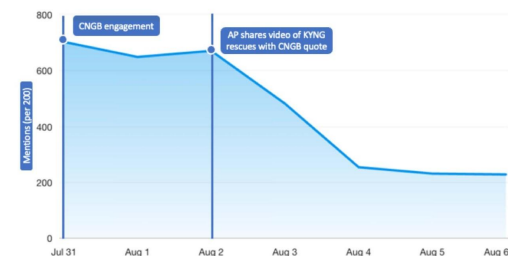
Uses for social listening

- 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?

- Reach out:
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