1. Right. So, shall we start?
2. Yes.
3. So, you may have read a little overview of the project so far, but I’m going to go through it one more time. So these interviews form part of a larger project about social media data mining, and we’re interested in finding out from the clients of social data companies what uses, if any, are made of the insights they provide as part of their service. Because we believe that more understanding of the ways in which these insights do, but also sometimes don’t, get used. So we’re interested to hear about how you use them, but also what parts you haven’t used as well.
4. Yeah.
5. So this should last about an hour, and it will be completely anonymised when published. And neither you or the company will be identified in any publications that could eventually result from this research.
6. Okay.
7. So the first thing I wanted to ask is what is your role within the company? A kind of introductory question.
8. Uh huh. So I work in the Group social media team. So the way the Non-profit 1’s structured; we’ve got seven different businesses and then we’ve got a Group overlaying marketing function. And that’s where myself and [my colleague] work. So [my colleague] heads up that team. And my role is actually kind of like insights and reporting of social media. So it fits quite well with this research. So all about reporting on what we’ve done, which we use the social media monitoring tool for that. And then feeding that insight into the businesses. Yeah. That kind of analytics role. Is my role.
9. Okay. And how did you come to be involved in commissioning social media insights?
10. How did I come-? Do you mean-?
11. To do this job, basically. What was kind of the trajectory that lead you towards this role?
12. For me personally I’ve done brand marketing before this, and I just wanted to get involved in digital marketing, because I think that’s probably the future. So I just applied for this job within [my colleague]’s team and social media team, so that’s my role, just wanting to progress in marketing. And that’s kind of how it’s led me into social media. Because I recognise that as one of the most important – if you want to get experience in communications and marketing, social media is a good thing to get experience in. So that’s kind of how I’ve got into it.
13. Okay. Excellent. So that covers it. Can you tell me a bit about what the company does? And how this kind of fits in with it?
14. Yeah. So how social media analytics fit?
15. Yeah. But before that maybe a little bit about the Non-profit 1?
16. Okay. Yeah. So the Non-profit 1, like I said, it’s structured with seven businesses at the moment. And we sit within the Group function. So within the Group function we have – and we’ve got about 80 social media accounts across the entire Non-profit 1. Specifically for the Group we’ve got a Facebook and a Twitter page, which are run by our teams, the Non-profit 1. And then the way the business is structured, each business unit has its own marketing function, but they tend to be quite small, and they don’t have anyone designated to social media. So we’re kind of sitting up here in the Group function, we’re the only people who have social media within our job title. Whereas other people within like digital marketing have to do a bit of social media, but they’ve not got that much time. It’s not kind of prioritised. So if we’re dong any kind of campaigns or anything on social media, we’ll help the business units and we’ll kind of work with them. So we work on our own Group social media accounts, which we kind of manage, but then also we work with each of the business units. If it’s going to be a sales plan or a social media content plan, if it’s going to be campaigns, we’ll kind of work with the businesses on that as well. So that’s kind of how we work. Each business uses social media for a different purpose. And each has different accounts. So it’s quite a complicated matrix, as they have 80 accounts.
17. Okay.
18. And we oversee all of that.
19. Okay. So you’re kind of the central hub for everything that relates to social media within the Group?
20. Exactly. Yeah. Yeah.
21. Okay. Why did the company decide to use social media insights?
22. So there’s a few reasons. The social media – I’m trying to think. So the social media tool, it does a few things. I suppose it’s just like a listening piece. I don’t know if that’s what kind of – within your reemit, but as well as just seeing who’s like tagged us on Twitter and actually when the Non-profit 1 is listening to the whole of the internet, what are people saying about the Non-profit 1. So it’s listening to like news articles, forums and things like that. And that’s one use of the tool. To hear what people are saying about us. So to pool all that data into one place. Which is what Meltwater, which is the tool we use – is doing that. So just kind of a listening piece is one thing. Another thing, I think, with social media, because it’s quite a new – it’s something – it’s only new, isn’t it? I suppose. And people maybe – kind of heads of marketing, directors of marketing, it’s something new to them, and they’ve not – unless they’ve already had experience in it, I don’t think that they’ve always recognised the value of social media. So by having these analytics and trying to say – trying to actually put kind of some figures to it and make it a bit less kind of fluffy and woolly, that’s what these analytics can do. And I think that’s helped improve the value of social media and then giving us more budget to more campaigns in the future if that makes sense. So kind of like using analytics to prove the value of social media. Because it’s quite a hard thing to measure. Yeah. Trying to put some figures towards it.
23. Okay. So the aims in doing so were, I suppose, not only to listen to, but also be able to improve the kind of position of the company within social media?
24. Yeah. Absolutely. So month on month, we do monthly reports, which is something that I’m responsible for, and we’ll use the analytics for that. So we’re looking at what content did we do last month? What performed well and what didn’t perform well? What time of day is best to post? What kind of images are best to post? All that kind of understanding our community and the analytics will help us do that with the tool. To build the content better for next month. So month on month we’re trying to improve the success of our social media marketing. And analytics help us do that. So we can track kind of time of day, say, or whether it’s a link or photo that will have a different algorithm on Facebook and we’re tracking that. Month on month.
25. Okay. What exactly does social media insights company – in this case, I suppose, it’s Meltwater, is it Meltwater?
26. Yeah.
27. And Meltwater Buzz? Both? Or do you use the Buzz function mostly?
28. We use the Buzz function.
29. Okay.
30. I think there’s other teams in the Non-profit 1 who use different functions. Like the press team. But our team use the Buzz function.
31. Okay. And so what do they exactly do? So what do they kind of monitor? When? For how long? Across what sites? That sort of thing.
32. Yeah. So we’ve got quite a complex list of key words that we’ve worked up. Sorry, just to say, we’ve got a Group search and we’ve got a business units search on Meltwater. So we can do a search for the entire Non-profit 1. Or we can just look at what people are saying about Non-profit 1 Insurance, for example. We’ve got that all segregated out. And the Group search I think it’s got about 80 to 100 key words. Because Non-profit 1 and the word, when you’re talking about like language, “Non-profit 1” can be like [other homonyms]. It’s a really hard word. So we’ve had to do loads of like “Not” phrases. So that’s what it’s searching for. Mentions of the Non-profit 1. But it’s just got a really complicated keywords to try and get rid of all the other [Non-profits] around the world. And it’s searching basically the entire internet, there’s only – I think it only doesn’t do YouTube and InstaGram. But other than that it can pick up mentions from, I think, pretty much everywhere on the internet. And we will go into that, I’ll go into that, every day. So it’s kind of when you want. You can run a report whenever you want. They don’t send reports to us. It’s kind of driven by us, when we want to and look at the insights we’ll go on. And search.
33. So you have access to their dashboard, then?
34. Exactly. Yeah.
35. And you basically play around with it?
36. Yeah. Yeah. So we’re kind of in control of that. It’s not that they’re sending us a daily dashboard. We’re going in and – because there’s all sorts going on at the Non-profit 1 and you don’t know what’s happening tomorrow, you might want to search for a certain key word the next day. So, yeah, we’ll go into the dashboard. And looking at the insights. Searching for keywords. Looking at what people have said about us. Responding to people. Yeah.
37. Okay. And for example in setting up the keywords, did you collaborate with the Meltwater Buzz team? To kind of figure out what works best?
38. Yeah. So we’ve got a dedicated account manager from Meltwater. She’s called [our account manager]. And she’s like fantastic. That’s kind of one of the reasons that we’ve stayed with – because obviously there’s so many different tools that we could have gone with. And we’ve gone with Meltwater. And that’s one of the reasons. Because she’s dedicated to our account. And you can kind of ring her any day and she’ll solve the problem that day. She’s really great. So we kind of will say to her, “Oh, we’re seeing too much irrelevant information about [other non-profits] in like Africa” or something, “Can you sort it out?” And to be honest she’ll just go away and rewrite it. Booleon, is that what it’s called? Search to-?
39. By using the “not” function, for example?
40. Exactly. Yeah. And she kind of owns that. So it is just up to us to even just say, “Oh, we think it’s pulling too much irrelevant data through, can you sort it out?” And she’ll go away and do that. Yeah.
41. Yeah? And – okay, and in terms of time periods, for how long – you – I imagine you obviously have things you keep a specific eye upon? And that must be over a long term, then?
42. Yeah. Yeah. So, yeah, so brand – so mentions of just The Non-profit 1 online. That’s something that we’ll keep track on. Month on month, year on year. So we have seen spikes. So that’s a long term thing. If it’s something – I mean, I don’t know if you’ve – we’ve been in the news with a lot of different things lately. For example, I don’t know, there’s a lot of things. So we changed our like chicken stocking density, which is how close you keep chickens in a pen, basically. That’s just one change which should actually react – like loads of people spoke to us about it on social media, but it’s only about for a two month period. So we’ll track that once every few days, over only a short period. You know? If it’s topical in the news? But no one’s going to be talking about it next year. So we’d do that as well. But then like I say brand turns. Mentions of The Non-profit 1 over time. And sentiment over time. That’s a long term thing that we’ll track month on month.
43. Okay.
44. Like new followers. Follower growth. Yeah. Volume. Sentiment. They’re all kind of long term things that we’re tracking.
45. Okay. So it depends, basically, on the most burning issues of the moment?
46. Yeah.
47. Or the priorities and so on?
48. Yeah. Yeah.
49. Okay. Could you give me an example, possibly, of a concrete finding or insight?
50. Uh huh.
51. That you’ve actually found useful and perhaps acted upon? Can you think of something? Actually I had sent an email today, but a bit late, unfortunately, I wanted to ask for some specific documentation about it, maybe. A piece of a website or something, that shows how you actually in practice –
52. Made a change?
53. Yeah. Exactly.
54. Yeah.
55. So if you could think of an example?
56. Yeah.
57. That would be really useful.
58. So just one example is, so I’ve mentioned time of day before, so the tool is telling us what time of day is best to post. So when I first set up the team, we kind of just posted whenever. Just whenever really we had the content, or – just ad hoc. Whenever someone had the time. Whereas now, looking at the tool, we’re looking at when our audience are actually online. And we’re able to see when are people most engaged? When are people online? So we have really changed, since looking at that, we’ve changed, and now we’re posting before work. So like in commuter and downtime. So about half seven’s a really great time for us to post. And then in the evening about 7pm we’re posting. And then on weekends at about 10am. And that’s kind of a change in our behaviour. From looking at the insights. And we’ve also – because those are out of our normal office hours. Like we’re meant to work nine to five as a team. But social media is so not nine to five. So we’ve changed the hours that we’re working as well. To adapt to that. So we’re posting outside of work hours, and then obviously if you post you need someone to kind of monitor that, in case – you don’t know what people are saying. So we’ve also changed our kind of working hours to be a lot more flexible. And that’s all around – because now we know that’s when our community are online. And that’s when people are going to engage with content. So that’s an example.
59. Okay. Yeah.
60. Is that what you meant?
61. Yeah. Exactly.
62. Yeah.
63. And that time of day is a function of Meltwater Buzz, basically?
64. Yeah.
65. Okay.
66. Yeah.
67. Okay. That’s very useful. If you think of any other examples of the kinds, please interrupt me and drop them in.
68. Okay. That’s the kind of thing you need?
69. Because that’s the kind of stuff we’re interested in.
70. Yeah. Do you -? There’s been examples, I don’t know if this is relevant or not, of just insight that we’ve heard on social media. Like someone saying to us, “You’ve changed a recipe in this food product and I don’t like it”, and then we’ve acted upon it. Is that something-?
71. Yeah. Definitely.
72. So we’ve listened to it. It’s not – it is listening to it through the tool.
73. Mm.
74. So, yeah, there’s examples of that. So somebody – do you know kind of signage in food stores? Where it says, “This is a half price like deal”? That’s POS signage? So somebody – we’re meant to sent through head office, they’re meant to send signs down to the stores. All 2,000 food stores. And then they’ll put them out. But stores can print their own. So we have somebody kind of tag us on a photo on Instagram, and it said – they’d printed out like “Ass cream biscuits”. And then they’ve said, “Oh, how funny, it’s Ass Cream – what’s ass cream?” And like laughing about it. It was meant to be assorted cream. They’d shortened it down to ass. But it says, “Ass cream” basically, on a massive sign. And it just looked stupid. So we have seen that through the tool. And then I’ve spoken to the people that actually do the signs. That’s their role within head office. Sent it to them. They’re obviously really shocked and said, “Oh, we’d never send this out”. So they’ve rang the store, and said, “Can you take that down?” But they’ve printed them and the correct one is posted out that day. And that’s all because we’ve noticed that on social media. And so that’s it’s a small example, but that’s a kind of a business change.
75. Yeah.
76. So the next day they’ve got the correct sign and they’ll put that out. And that’s because we’re kind of monitoring with this tool and listening to the web about what people are saying about Non-profit 1. So there’s those kind of examples as well. Where we’ve just listened to what people have said.
77. Yeah. That’s really interesting. Because you can then act on – yeah. Customer satisfaction.
78. Yeah. Exactly.
79. Okay. And when you commission the insight company, Meltwater Buzz, what did you think you would use them for? Or do with them? And did the actual practice marry with what you thought?
80. I think the reason originally that they were brought in is because like I said we’ve got all these different businesses and all these different accounts. And a lot of different people who dabble in social media a little bit. And I think it was just to have that central function. Because everyone’s got a different log in on Meltwater. And if you see – if I see a comment about something from the pharmacy business, I can assign it on Meltwater to the other person. And within the tool it does that.
81. Yeah.
82. So instead of like sending all emails around where you can’t keep track of it – so maybe for customer services is why we originally signed for it. Because like I said, you can just send that on to the correct person through Meltwater. And it logs who you’ve sent it to and whether they’ve replied. And it’s a very central function. And because we’re a team of four in the group, we can see, “Has someone else dealt with it? Or do I need to deal with it?” So I think that originally is what we used it for. But these analytics that I’m talking about, and doing monthly reporting and using it to kind of influence senior stakeholders, I don’t think – I think that’s probably – we didn’t realise we would use it for that, but we have.
83. Okay.
84. Yeah.
85. Okay.
86. Yeah.
87. In terms of influencing senior stakeholders, like you said, can you give me an example of how that works? Using Meltwater?
88. Yeah. Let me think. It might be worth sending you some reports after as well. Because actually I can’t think – there are examples, but it’s hard to remember like the numbers and things, you know, off the top of my head.
89. As I stressed to [my colleague], when I ask for those things, it’s on a strictly confidential basis.
90. Yeah.
91. It’s only me and the principal investigator, Helen Kennedy from Leeds, will see it.
92. Yeah.
93. We won’t kind of circulate it. In any means or shape or form.
94. Yeah. So what I could send you is the monthly report that I produce. And that goes to senior stakeholders. And we use Meltwater to create that. So when you have a look at that you might be able to see kind of exactly how we’re using it. It might be quite useful.
95. So it’s about influencing conversations on social media?
96. I think what I mean by “influencing” for them is just to show – just because like I say they don’t really maybe know much about social media. Because it’s not traditional marketing. And they’re not – they’ve never worked in it themselves. Just to show what social media can actually do. The volumes it can reach. If you put like spending on social media. Say you’ve got £1,000 marketing to spend, and you do a social media campaign, you can reach – you know, the numbers you can actually reach compared to traditional advertising and marketing. That’s what I kind of mean by influencing. Having those stats and –
97. Yeah. Demonstrating the value added of what it can do?
98. Exactly. Yeah.
99. And altering decisions taken about the business on that basis, basically?
100. Exactly. And then getting budget allocated to the social media team.
101. Yeah.
102. Which will be taken from a high level decision. About where to allocate marketing budgets. It’s trying to influence – I think it’s just to show what social media can actually do. Because we’re kind of at that stage where a lot of people wouldn’t even know the reach you can actually get with people.
103. Yeah. Absolutely. Okay. I see. So in terms of actual users, we have already discussed that. But I wanted to ask to whom these insights are fed into? So when you say “at more senior levels”, would it be at -? That’s what I wanted to ask.
104. So the insights bit goes to the marketing director. So that’s the highest in marketing in the company. But also to all operational users of social media. So within each of the businesses, people who actually are responsible for digital marketing. They’ll all receive it. Because things like time of day, if we found that learning on the group channels, it might be – it’s interesting for them to look at it on the pharmacy or food channels. So it goes to them. If it’s an insight about – when I was saying about the ass cream biscuits, then that will go to the team in whatever business which is more – like commercial function. Not even marketing. Just whoever is responsible for that signage. So, I mean, it could go to anywhere in the business. If it was relevant.
105. Okay. Yeah.
106. See it’s like different bits – different ways we will use the tool will go to different audiences.
107. And then the analysis is done by your team, basically?
108. Yeah.
109. Which is then given to others?
110. Yeah.
111. Okay. And potentially passed on depending on to whom it’s relevant, basically?
112. Yeah. Exactly. Yeah.
113. Okay. And there is a lot of scope for decisions to be taken based on those insights, I would imagine? I mean, you gave yourself a couple of examples here. With the cream biscuits.
114. Yeah. Yeah. That’s something – because the business isn’t really set up to – the structure of the business isn’t really set up to do that. So really I don’t think – I don’t know whether that should be our – because we’re social media marketing. I’m not sure whether that should be our role. To feed in insights. It’s more of a customer services, kind of operational role. But I’ve kind of taken it on myself. Because I feel like we’ve got all this insight from – and the business needs to know about it. We need to act on what customers are saying. It’s so important. So we’ve kind of taken it upon ourselves to do that. I don’t think it should be our role. We should be like developing campaigns and doing communication marketing roles. Whereas this is – I think it should sit within customer services. But they weren’t doing it. So there are those challenges around that. Definitely. I don’t think the insights are being used as much as they could.
115. Okay.
116. Because that’s not our full role. To kind of do community management even isn’t our role. That’s meant to be the customer services team. If we could do that all day, we probably would be able to feed more insights in. But we’ve got to do other things. And marketing. So I think could be more done on that.
117. Okay.
118. Yeah.
119. Okay. And well, the other question is in terms of actions taken on the basis of insights you’ve provided. I guess from your previous answer it’s kind of depending on many things? But part of it would be the organisational kind of set up? To which the insight goes?
120. Yeah.
121. But also how actionable they are? I don’t know if you have any comments about it.
122. So whether insights are actioned?
123. Yeah.
124. Yeah. Probably what I said about the business not quite being set up means they’re not actioned as much. I think this is probably just a wider organisational thing that I would say that people don’t take ownership of things as much as they should. Just within the company. So if we send this insight out, people kind of think, “Oh, I’m too busy”, like, “I haven’t got time to do that”. Or some teams might think that. So I think that limits it. And again I’m thinking it’s not really our role to be doing this. So we’ve not got the capacity to send insights to every different person in the company. And because the business is so big, like all these floors, it’s hard to know exactly who to send the insight to. If it’s a niche thing within like the food business. It’s hard for us to know who’s the right person when there’s like thousands of people. So I think the way the organisation is structured is a limitation.
125. Yeah. Okay. And when an action is taken on the basis of an insight you have provided, can it be tracked, then, to kind of -? As you said, because I guess one of the challenges or needs is to, as you say, demonstrate the value added of what this can achieve.
126. Yeah.
127. So it’s like possible to-?
128. But again we are trying to do that. I’m trying to keep tabs. You know when I send that thing? Like the cream biscuits, I will try and follow that up with them and say, “Have you made a change?” Because it’s a perfect thing to do with social media is to then go back to the customer and say, “We’ve made a change. Thank you for your recommendation. Following this we’ve actually made a business change”. And then kind of close the whole customer service loop. So, yes, we try to gather those examples. And it also makes our team look good, like I said. And shows kind of what we’re doing. So we’ll try and do that. But again I can’t say that every insight gets followed up. Because that relies on us remembering all these insights and where they’ve gone. Remembering to chase them. If the person hasn’t been proactive about it. So we try. And we do gather examples. But it’s not all perfect. If that makes sense.
129. Yeah. And so again this has already been covered to some extent, but how would you classify the results of these actions being taken on the basis of social media? So one part is about this customer service aspect.
130. Yeah.
131. The other example you gave to us on a slightly different aspect, which has more to do with the listening to – and showing a presence on social media. Yeah. So how would you classify the results of such actions?
132. I don’t know. What do you mean? How do I classify them?
133. Classify perhaps is not the right word. In terms of the results of these actions. How do they enhance the Non-profit 1’s-? As I said, customer services is one aspect.
134. The customer service is one. Well improving our social media marketing. So when I said about the time of day examples were different, that’s the kind of insight that goes to people who do communications and marketing. And they can improve on that. So our marketing efforts are getting more successful. And our spend. If we put £1,000 in social media, we’re getting more in return on investment for that. Because we’ve made our communications more tailored to what the customer wants. So that’s more of a marketing role. That’s how the analytics will be used within our teams and within the business marketing functions. Yeah. To improve the success of social media marketing. And be what the customer wants us to be.
135. Yeah.
136. Now that we understand that more.
137. Yeah. And you’ve spoken about campaigns as well.
138. Yeah.
139. So I imagine that the tool, like Meltwater Buzz, helps you at all stages of the campaign process?
140. Yeah. So we’ve just done a massive campaign, called, “Have your say”, which was a survey that the Non-profit 1 ran. And that was a group-wide campaign. It was just basically a survey to say, “We’ve kind of lost our way and we are getting a new strategy and purpose this year”, and it’s to ask the whole general public and all of our members to fill in the survey and say what do they want from the Non-profit 1. And that’s kind of like a rebranding campaign. So we ran that. We started it in February and it’s just closed. So that’s been a really wide campaign. It had over 100,000 respondents. So really wide-reaching. And social media played quite a big part in that. Driving people to the site to fill in the survey. That was kind of our role. So we had a lot of paid social media for that. And Meltwater’s role within that would again just be listening. So listening to what people are saying. And then reporting throughout the campaign. So we reported on conversation volume, new followers, conversation sentiment, engagement levels, and Meltwater tracked that every two days. And Meltwater helped us track that. So again that goes to a few users. So when we put out a variety of a different adverts about it, so we could say, “This one was most successful because it got higher engagement. Let’s think about why”. So Meltwater would help us with improving the marketing. That will go to senior management again. So that would prove that when you – like I keep saying, when you put £1,000 into social media, you can get a much wider reach than – you wouldn’t get anything for £1,000 in like press. You know? Traditional adverts. So again proves how many like eyeballs or impressions you can generate. So, yeah, it helped with a few different bits and a campaign. Yeah.
141. Yeah.
142. Listening and marketing. And influencing and reporting.
143. Also at the evaluation stage to see how it works and how you can improve it?
144. Yeah. So that’s what we’re doing at the moment. So we’re looking at all the results. So we are going to do that this week. The results of the campaign. And what worked well and what didn’t work well. And why. Yeah. It will. So that’s what we’re doing this week.
145. Okay. And overall how useful do you think the insights have been so far? From all these various practices? Using the social media insights?
146. Yeah. I think really useful. I think without the insights and reporting, people don’t always take social media seriously. Or don’t – I think they need those numbers to kind of ground it in something they can relate to and see the worth of it. But again, I don’t think all the insights are being used. We haven’t got enough people to do it. And not everyone’s bought into social media insights. And like I said about the organisational design, it’s hard to get the insight to the right team. So I think they’re really useful, but I don’t think the entire business has necessarily seen that use. I probably sort of – because I’ve seen it more in the work of this team.
147. Yeah.
148. I’m probably a lot more bought into it than other people.
149. Okay. And so the social media, in a sense, will be beneficial to the whole company overall?
150. Mm.
151. To also clients and also other stakeholders or groups?
152. I’m trying to think if it is useful to anyone else. I don’t know about any of the stakeholders or groups. We don’t at the moment send any insights outside of the Non-profit 1. To anyone else. No. I don’t think we do. I can’t think of anyone else that we are sending it to, or that it’s affecting.
153. Okay. And what other mechanisms of gaining customer feedback or client feedback or public feedback as a whole have you previously used? Aside of Meltwater?
154. Aside from Meltwater?
155. Yeah.
156. So we had HootSuite before. At one point we had – we had HootSuite first and then we bought on the two together and now we’ve got rid of HootSuite and just moved to Meltwater. HootSuite is really good listening. So like about what people are saying about Non-profit 1, but the analytic side of it is not as strong. There’s not too much you can really do. And also a swaying point to Meltwater was how I said about [our account manager] being the dedicated account manager. That was a really strong point for us. Because we didn’t have that at Meltwater. We didn’t have someone we could call up and say, “We’re going to be in the news tomorrow. Can you write a new search for us tonight that will be ready for tomorrow?” Which we can do with [our account manager]. So we had HootSuite before. I think that’s it.
157. Okay.
158. We have investigated others. But, yeah, we’ve only had those two.
159. And I imagine that the Non-profit 1 Group as a whole has other ways as well? More traditional ways?
160. Mm.
161. Of gathering feedback? Maybe customer satisfaction surveys?
162. Yeah.
163. And that sort of traditional type of thing?
164. Yeah. Yeah. Yeah. All sorts. I don’t know about all of them.
165. Yeah.
166. Because there’s so many different teams. Yeah, they do like brand sentiment and how people are feeling about the brand in a traditional way. Which is more like focus groups and interviews. I suppose customer relations themselves, on the phones, on emails, they’re monitoring like volumes and sentiment all the time. So that’s a more traditional way. Yeah. I don’t know about all of them.
167. Okay. The reason I’m asking is because I’m wondering how you think these more traditional types compare with the kind of insights you get from social media monitoring tools like Meltwater?
168. Yeah. So I think one benefit of social media is how instant it is. So within a group insight they do – I think they do focus groups, maybe once or twice. Once a month or every two months or something. With people. And they can air any changes. Whereas social media it’s literally instant. So the other day we had a woman who said that she buys a tub of ice cream every day from the Non-profit 1 and eats a tub of ice cream every day and she absolutely loves it and she tells all her friends about it. And then they changed – they had a recipe change. And she must have noticed that like second day. Because she buys one every day. And she’s given us this feedback about how it’s not as good and things like that. Whereas that’s instant. She’s telling us that that day. Because people Tweet as soon as they’ve done it. Whereas other kind of insights it’s kind of two months’ later that you’re going to get any kind of feedback. Where you’ve probably rolled it out through the whole supply chain, it’s gone through all the changes, whereas ours is so instant. And within, kind of, crisis time. Which we’ve had quite a lot of crisis time at the Non-profit 1 recently, we’re the only team that can really – if we’ve been on the news at 9am, by 12pm we’re pretty much the only team who could kind of tell you what’s the sentiment. Or, “Are people saying they’re going to leave the bank because of this?” And that customer insight. So I think the immediacy is what social media has that traditional channels don’t really have.
169. Yeah. Okay. So that would be a mark of their – that would be one of their advantages over the more traditional types?
170. Yeah. Yeah.
171. And can you think of any disadvantages to social media insights as opposed to other ways of generating feedback?
172. I think one thing, customers kind of Tweet if they’re a little bit annoyed about something. They’ll just send a Tweet just because it’s so quick. They’ll just kind of do that. Even if it’s not that important to them. Then when we go to chase it up, they’re kind of just like, “Oh, it doesn’t really matter anymore, I was just really angry at the time”. Whereas, you know with traditional forms of customer services, if you had to write a letter – you’re not going to write a letter unless you actually feel really passionately about that issue. And you take time into it. So it’s different kind of customer insights you get. We get really silly things. That I don’t think people would take the time to write a letter. So things that might not actually be that important to customers. It wouldn’t stop them shopping with us. So there’s quite a difference in that. I the main disadvantages is the business isn’t set up to feed in the insights. Like the customer service relations team food, like with phone and with email, they’ve like got a whole process in place. Because they’ve been doing that for years. Whereas social media it’s very – it hasn’t got like a strong process of how you feed that back into the business. It’s not there yet. I suppose because it’s new they’re not sure – they’re not kind of sure how to talk to people on it, and they’re not sure – it’s just so different, isn’t it? The tone and – it’s public, obviously, everything you say. And you can only use 140 characters. I don’t think that they have embedded that process in yet.
173. Yeah.
174. So you’ll get a slower response, sorry, probably if you use social media. Because there’s only a few people in that team who are trained to use social media and it’s not – you’ll probably get a slower response from Non-profit 1 Food if you Tweet than if you ring up or write an email. Because they know how to deal with that kind of complaint. They’ve been doing it for years. Whereas this is all kind of new and – so, yeah, that’s a disadvantage. The organisation isn’t set up for it yet.
175. Yeah.
176. It’s not a social business.
177. Then I have a series of questions about the potential barriers to using these types of social media insights.
178. Uh huh.
179. So is there anything that you hoped to do or achieve using such insights but didn’t?
180. Let me think. I think feeding insights back into the business, like I said before, that is a challenge. Sometimes we’d hoped to make a change, and it’s just not made. Which could be for a few reasons, like I said. People don’t take ownership of the change, or they can’t be bothered with it. Or they don’t have time. Not every – what I said about the ass cream biscuits; not every example like that makes any change. Which I suppose in our team we’d like it if every example made a change. I think with reporting, I don’t know whether everyone reads the reports. Reports are one of those things where they can get missed. So it’s hard for us to find a way – how can we actually get people to read these insights and take notice? We might be writing reports and people might not be reading them. There have been a few things that Meltwater can’t do that we wanted to do. I’m trying to think of them now. In the past I’ve thought, “Oh, it would be good if we could look at this and this”, and they can’t do it. So, yeah, there’s a few challenges.
181. Perhaps something around geo localisation or-?
182. Yeah. We can’t do – with social media, we don’t know where people are Tweeting. Because you don’t have to put in your location on social media. So there’s a few bits, actually, like with gender and things like that, we’ve thought, “Oh, it would be good to do analysis on whether men are engaged with this kind of thing, or whether people around Manchester or around here are engaging with it”, but there’s a lot of things like that that we can’t do.
183. The demographics aspect of it, basically?
184. Yeah.
185. Because people don’t fill in on their Facebook?
186. Exactly. Yeah. And then on Twitter you only need – I don’t think you have to put gender or location in Twitter. Or age. You pretty much just need an email address and you can’ have a Twitter account. So, yeah, demographics is something that people will ask us about. And it would have been more interesting to know, but we can’t do it. So, yeah, there’s a few things that the tool doesn’t cover.
187. Mm. Okay. If you think of any other – just interrupt me.
188. Yeah. I will do.
189. And we’ve already spoken a little bit about this, but in terms of the effectiveness in using the insights for the Non-profit 1, so you’ve already spoken about the organisational structure at some length; about how it’s hard to accommodate and act upon social media insights if it doesn’t fall into the traditional responsibilities and so on.
190. Yeah.
191. Is there also an aspect surrounding colleagues’ attitudes towards social media in the group as a whole?
192. Yeah. I think we’re changing that quite a lot. Yeah. I think probably not everyone – I don’t think everyone understands social media, to be honest. You come across some people who don’t even know what Twitter is. And so if you’re trying to say, “Oh, we’re hearing this insight on Twitter”, they’re just thinking, “Oh, I don’t know about this”, or, “It’s not in my remit. It’s not in my traditional responsibility”. I don’t think it’s too bad, though. I think we’ve tried to be really present. And we’ve done like four rooms and invited everybody to come and learn about social media. And we’ve really tried to do that. So it’s getting a lot better. I’ve not really got a specific example of where kind of attitudes are blocked in. I don’t think it’s too bad. Some people don’t understand it. But that’s probably just because it’s new technology.
193. Yeah. Okay. Is it sometimes hard for people other than your team, or perhaps even for your team, to make sense of the insight itself? .And the – so I wonder if you have a comment on that. Are they all easily interpretable? Or do you find things you are not quite sure about? And then does this have an impact when you kind of put it in a report?
194. Yeah. I personally don’t find it hard. But I suppose that’s my job to do that. I think Meltwater is an easy tool to see what the insights are. And every single insight, say it was called “conversation volume”, that’s obviously really simple, but it will tell you what do we mean about conversation volume and every single different analytic part in Meltwater has a description. Which is really helpful. So anybody going into that should be able to – it does explain it. And like I said, [our account manager]’s on hand. So that all kind of minimises that. But then when I am doing the reporting, that’s kind of – I’m making my role. I’m making all these analytics easier to digest. To just anybody who picks up a report. So I suppose that’s my role. To translate it from Meltwater. Because to me, I can understand the data, take that, and then when I’m writing reports I am trying to make actionable insights and simplify it. I always put like a glossary in, if people don’t even know what a mention is or an impression is, I put a glossary in. I suppose that’s me, that in between Meltwater and – making everybody understand. That’s what my role is. So without that, maybe people would find it hard to – I think they probably would. It’s even just the language that’s used in social media. Not everyone’s familiar with.
195. So part of it is about translating something and make it legible to a layman?
196. Yeah.
197. Or somebody who’s not initiated into the art of mining?
198. I do a lot of that. Yeah. Yeah. I do a lot of trying to simplify things within a report. And say – I put like a chart in from Meltwater. But I’ll explain, “So this is what this is actually showing us and what that actually means for the business is this”.
199. Yes.
200. That’s kind of what I do. When I do reports.
201. Have you encountered difficulties in trying to pass the message across in that way?
202. I have a few times. Because I’m so used to social media just language, like I say, impressions or reach, that’s just a term that Meltwater will use. That we will use. So that when we’re talking with each other we know what that means. Whereas if – I have had a few people say, “Oh, so you’ve done this report. What do you mean by reach?” And things like that. Which I suppose is just – they don’t know the social media language. So I have to be careful to make it really simple. And like I said, I’ve started putting a glossary at the back. Which has got just all of the social media terminology within there. A little bit. But it’s kind of at the forefront of my mind to try and make it simple when I’m doing reports.
203. Okay.
204. Yeah.
205. And have you encountered any difficulties in terms of insights that are not readily actionable? Something that maybe looks interesting but is hard to translate into a concrete action?
206. Yeah. I can’t think. Yeah. It’s hard to think of examples.
207. Yeah. Don’t worry about it. Yeah. Just something I was wondering was a problem.
208. Yeah. No. I’m trying to think. Yeah. Because like I say, that’s my role. I’m meant to be creating these what I’m calling actionable insights. And sometimes it’s hard. To see. You can see a pattern but you’re not quite sure what to do with it.
209. Mm.
210. I can’t think of an example now. Yes. But I can’t think of an example.
211. Okay.
212. I’ll have a think.
213. Okay. Yeah. Yeah. Interrupt me if it comes back or anything.
214. Yeah.
215. And how do other people in the company feel about the usefulness and usability of social media insights?
216. Probably quite varied. Obviously I don’t know. I can’t speak for everybody. But I reckon some people probably find it very useful. Some people probably don’t. That’s kind of my gut feeling. I’m not sure what makes me say that. Like I said, I send that report out to quite a wide number of stakeholders. I know there’s certain people who read it. And there’s probably some people who don’t even open it. So I’m not sure why, though. I don’t know why some people aren’t interested. They don’t think it’s relevant to their role, maybe? They can’t see an application to what they’re doing. To me, it’s relevant to everybody. Because it’s what our customers are saying about the company. And are people talking about us? So that is kind of relevant to everyone. But I don’t think everyone will see it like that. Some people just think, “Oh, this is my role and my responsibility and that has nothing to do with me”. There’s that mindset. Probably some people don’t care.
217. Yeah. Maybe it also reflects an individual’s particular attitudes to social media generally?
218. Yeah. And if they think, “Oh, I don’t understand it”. Or, “I don’t like social media personally”. Whereas some people use social media obviously on a personal basis, outside of work. Some people don’t at all. Probably reflects that attitude.
219. Yeah. Okay. And what do you think may lead people to have positive attitudes towards social media in certain parts?
220. Mm. The last report that I did was on – so we’ve been in the news for all sorts of things. You might have seen us in the news. And the last report I did was about that kind of media coverage. Which everybody is – because our chief executive left. And there’s been loads of changes. Which affects everybody in this building. Everyone’s really passionate about it. And there’s a lot of uncertainty at the moment, and people want to know what’s been said. So the last one I did was about how has all that played out online? So tracking from January how is – what’s our volumes been like and what have people been saying? And that one, I think that gauged a lot wider people. Because it’s not necessarily to do with just marketing or – those kind of analytics. It’s just to do with – it’s not really to do with anyone’s role. It’s just generally as an organisation, what are people saying about us? All the stuff that we’ve all been watching on the news, what have the customers said? And I think that’s something that’s kind of influenced people. When they see, “Oh, actually, that’s really useful, to see what customers have said”, and it gives a bit of – because I did a graph which was like the volumes. All these different crises, which one was spoken about most. And I think it gave a bit of context to – you hear, “Oh, customers are saying”, but seeing it all together, I think it gave a bit of context to what everyone was hearing lately. And I think that engaged a few people. They thought, “Oh, yeah, social media can actually tell us”, because it’s so instant, it can tell us about last week and the week before, in a way that they’ve not really seen that anywhere else. So, yeah, I think that kind of current – at the moment, with all the uncertainty, I think getting that current data and customer feeling, that probably engaged a few different people.
221. So it always kind of revolves around, I suppose, demonstrating the value added of what something like this can offer, basically?
222. I think so. Yeah. I think that is what it comes down to. Because we’re still in that stage where we’re still trying to influence people. It’s not accepted that social media is amazing. We’re still trying to kind of influence people and tell different groups about it. It probably does come down to that. Yeah.
223. Okay. And personally, what do you think leads people to have negative attitudes in that respect? Towards social media insights.
224. Mm. I don’t know. I think what leads people to have negative – kind of feel negatively about social media in general is the risk that it can provide. I don’t know if that’s – that’s not really to do with the insight, I wouldn’t say. That’s just talking about social media in general. Kind of what – because we’ve had a lot of employees who’ve been really upset about recent changes. And they’ve been really vocal on Facebook and things like that. And that’s been picked up by the media. Which is obviously a business risk. And it’s a brand reputation risk. So I think that leads people to think, “Oh, God, we shouldn’t be on social media. It’s very scary and this can happen”. So there have been like stories of brands who things have gone really wrong on social.
225. Yeah.
226. And I think that risk, that kind of scares people. That’s not really to do with insights. I think that’s more just, “What do people think of social media in general?” I’m not sure about the insights. I’m not sure what people would think negatively about them. They might not care. But I don’t know if they’d go as far as thinking negatively.
227. Okay. Then in the final part, I want to ask some quick questions about issues that emerge out of the usage of social media insights.
228. Okay.
229. So what do you think – first of all, what do you think are the strengths and possibilities that are opened up by social media that are mined in insights? Because we’ve talked about what it’s used for. But in terms of its potential. Its potential strengths and possibilities.
230. Mm. Just thinking. So strengths and possibilities? I feel like we’re probably maximising the analytics bit. I’m trying to use pretty much everything we have in Meltwater. I think possibilities, I don’t know if other tools on Meltwater might develop further in the future and be able to share with us more analytics. I mean, we were talking about demographics earlier. I don’t know if that is possible in the future. That they’ll be able to look at that. There’s probably more insight that – whilst technology develops we can use. I think as it stands we’re using Meltwater analytics to its maximum potential. We’re using every bit of insight that we can kind of get. But I have tried to speak to other like data mining tools out there, and see whether they can offer anything more. It seems like we’re getting everything we can at the moment, but in the future as technologies develop, I’m sure probably there’s possibilities that will open up.
231. Yeah.
232. Because I don’t think that there – there’s not too much you can know about your customer’s behaviour, I don’t think. Any more – we would welcome any more insight. But the few tools I’ve had like a demo with, they’ve just been very similar to Meltwater. There’s still a few bits they can’t tell us. So I’m guessing that’s just that that technology has kind of reached that limit at the moment. What was the question? Strengths of-?
233. The strengths and possibilities opened up by social media that are mined by insights?
234. Mm.
235. But that kind of covers it. I wanted also to ask about – if you can think of any weaknesses or problems associated with social data mining and insight?
236. Mm. Problems. I don’t know if I can. And I’m finding it hard to think of weaknesses and problems, so I probably never thought of it like that before. What sort of things do you think would be a problem?
237. I have a few questions actually related to that.
238. Okay.
239. I’m going to mention now some of the issues that have been raised in relation to show some media insights and monitoring.
240. Okay.
241. And invite you to share your views on those.
242. Yeah.
243. If you want to comment, or if you have anything that comes to your mind.
244. Yeah.
245. So one is representativeness. Some people are saying that what you find out through social media insights is not always representative of a broad range of people’s views.
246. Mm. Okay.
247. Any thoughts on this?
248. Yeah. That’s a good point. This is prompting me. So I think we’ve got a really – so on our Facebook page, we’ve got a demographic which is quite – it’s an age of about – average age is about 50. Which is older than like average Facebook users. And they’re quite strong on like membership and certain Non-profit 1 values. They’re quite similar – we’ve got about 30,000 people on there, but when you actually look at who they are and what they’re interested in, it’s quite niche. So I wouldn’t – yeah. That’s probably a good point, about how representative it is. So if you ask them things, they’re really strong about membership and ethics and certain things that the Non-profit 1 stands for. Which doesn’t – they’re probably the people who are likely to follow an account. Whereas you know somebody – if I didn’t work here, maybe somebody would – just goes in and picks up like a few bits at the local corner shop. Maybe they’re not going to actually follow the Non-profit 1 accounts. They don’t care that much about the brand. So just like the average shopper. We’re probably not speaking to them on social media. We’re speaking to like the hardcore Non-profit 1 people, who are interested in membership and ethics. So, yeah, it probably does skew. It does skew, actually. The results. And we get people who are really passionate either way. Instead of just people who just shop at the Non-profit 1. Don’t really care that much. Because they’re not the people who will probably follow or post on our comments. Because they don’t care that much.
249. Yeah.
250. But the average shopper probably just doesn’t care that much. So it is a certain demographic, actually. That’s a good point. One thing to note on that, which I haven’t said before, but actually an advantage of social media, for the Non-profit 1 has been engaging with younger people. Because obviously social media is a way to engage with young people. Especially Instagram and Twitter, we’ve found. Whereas in the past Non-profit 1 have found it quite hard to engage that group, because it’s not that cool to talk to a supermarket or – and what we’ve got to offer, like the membership, doesn’t really appeal to – especially teenagers and things like that. So social media is one way that we have engaged with a younger audience. And we’ve shown that through analytics when we can do. It’s hard, again, to do age, but you can a bit with Facebook. So that’s just another point to mention. Yeah.
251. Yeah.
252. Yeah.
253. Thank you. That’s great. Then there’s another issue, which is one surrounding privacy. So some people typically express concern about mining social media for data, because social media users consider some spaces private. I don’t know, for example, maybe Facebook, but even if they’re technically public. Any thoughts on this?
254. Uh huh. I think – my personal opinion is that anything you post out on social media you can’t consider to be private. But I think that’s because I know that it isn’t. And I know – but you mean, people think Facebook – people think of their Facebook page as quite private? It’s not. And people – it can be read and it can be picked up by these tools. But, yeah, people might be shocked to learn what’s been read that they don’t think’s been read. Whether I think that’s our responsibility as a brand, though, I don’t think I do. I think that’s an individual’s responsibility to decide what they post on social media and kind of be aware of the risk of that. I don’t think that’s our responsibility as a team or brand to say, “Oh, this isn’t ethical to use this”. I feel that those people have put that information out there. And that’s probably a failing in them if they don’t realise who’s seeing it. I see the point. But I don’t – I wouldn’t personally change my behaviour over that. Because I think if the information is there for us to use, then we will use it.
255. Mm. Yeah.
256. Yeah.
257. Then in terms of security, some people express concern that even though data may be covered in sound and secure ways, someone else might get hold of it, because you can’t really control where the data goes or ends up. Do you have any views on this?
258. I don’t think that as a team we’re collecting any sensitive or confidential data. That people would – the kind of data that we’re collecting can’t be linked back to – and if it’s like conversation volumes and things, that’s not – it’s not anything individual or personal. And we wouldn’t – we don’t really collect that kind of information. Because the customer service team is separate to our team. And they’ll deal with people’s phone numbers and addresses and like policy numbers and things. But we as a team don’t deal with that information. So I don’t think – Meltwater as a tool isn’t kind of giving us any really sensitive information. So I don’t see that as a risk. Because the information we’re sending around isn’t – it can’t be traced to one person. So if it did end up in the hands of someone else, it wouldn’t be – it’s not sensitive.
259. Yeah.
260. In terms of transparency, also, some people say that social media data mining should be more visible. That users should be made aware of it. For example, through clear and explicit statements on platforms. What do you think about this?
261. Mm. Yeah. I think it probably should. I think in general the public should probably be educated more. Because we see a lot of cases where people have been – as an employer, I suppose, when we’re talking – colleagues say things that they really shouldn’t about their employer. And they probably don’t even realise it can be picked up. Again, I don’t think that that’s our responsibility. I think that would be for the platform itself, like Facebook, if they want to issue that statement, that would be for them to say, “We are working with a range of data mining tools”, for example, Meltwater, “this is what they can see”. That’s kind of their responsibility to educate. I don’t think as a brand that would be our responsibility. Some people might argue that it is. I suppose some people might say we should put that on our Facebook page. But we look at – we’re not just looking at people who are talking to us. We’re – anyone ever mentions Non-profit 1, on any kind of forum, we can – we’re listening to that. So I suppose that’s that forum’s responsibility in my eyes to put that out there. Yeah. I mean, to me, it’s obvious that anything you put online can be read. But I don’t think it is to the general public. I don’t think they realise that.
262. Yeah.
263. But, yeah, I’m not sure whose responsibility that would be to educate them. Or where that falls.
264. Yeah. Do you think that users should have the opportunity to consent to data mining? This is linked to the previous question.
265. Mm. I’ve just never thought about it. I’m trying to think. I don’t know. To me, by putting something, say, on Twitter, you are consenting to that. Because you’re talking to the whole world. But again I do recognise, there’s been so many cases of people – you can go to jail, can’t you? For what you say on Twitter. Because they don’t realise they’re telling the world. They are. So to me by posting on like a forum, if it was like on the BBC Newsnight I posted something up on there. Or if it’s on Twitter. My opinion can be seen by anyone in the world. And I understand that. So that’s pretty much accepting data mining. Because you’re accepting it to be used by anybody. And if you post a photo, then you know that anybody could see that and anybody could take it. So I feel like just by posting on social media I’ve already consented. That’s my kind of consent. But that’s probably because I’m kind of a heavy user of social media and I understand it. No. I don’t really think they should. I think no is my answer.
266. Okay. And do you think users should have the opportunity to opt out or opt in to data mining?
267. It wouldn’t be very good for us if they did. Because a lot of people might opt out at that stage and we’d have a lot less data. As a brand it would probably be bad for us if they did.
268. Yeah. I think no. Because like I say, I think by posting on these things, you’re opting in to your information being used by whoever picks it up. I think that’s your opt in.
269. Yeah.
270. If you’re a really private person, and you don’t want that view to be aired, you wouldn’t tweet about it. In my opinion.
271. Okay. And in terms of ethics, do you think social media data mining is an ethical practice? Does it raise any ethical concerns for the company?
272. I mean, yeah, I suppose there have been cases, like I’ve mentioned before, about employees saying things on social media which we’ve then picked up through the tool, and you know, they can have a disciplinary. Because they’ve mentioned people’s names online. And things that are actually – they’re actually illegal, when you go down to it. And I don’t think they understood that it was. And in a way it does make me feel a little bit uncomfortable. Because when we’ve kind of noticed that, and we – the processes, if it’s bad we have to send it to their line manager and they could be raised for a disciplinary. Which could obviously affect their job. That does feel a bit – it can feel a bit sneaky. Because obviously you can tell that when they’ve written it they didn’t think that the Non-profit 1 were going to read it. And we have found it through the tool. I suppose it can feel a bit sneaky. But I think that’s the right thing to do. Because I think that anything you post – you should be held responsible for anything you say online.
273. Yeah.
274. But that’s probably my personal view on that. I think if you’re going to post it online, you have to accept that you’ve said that to the world.
275. Yeah.
276. But, yeah, I suppose it can – it has made me feel a little bit uncomfortable in the past. Because you know that they didn’t mean for us to see it. We have seen it, and they’re going to get told off now. That’s the bit, I think the colleague bit. The customer bit, of just listening to what customers are saying, I don’t think I ever have. It doesn’t raise any issues for me personally about ethics, that.
277. Mm.
278. I can see why people would say it was. Because they haven’t chosen to say it to us. We’re just kind of sneakily listening in.
279. Mm.
280. But to me that’s just the nature of the internet and social media. And the users need to kind of understand that. I don’t see that as us as a brand are doing anything wrong, because it’s like they’ve already consented to it by putting it out there.
281. Mm.
282. Mm.
283. Are there any social data mining practices that you, the team or the company in general consider off limits?
284. Mm. I don’t know if I’d call this data mining, but something that we – there’s a few things that we don’t do on social that other brands do. We don’t like to – there’s a whole bit about kind of finding influencers and bloggers and kind of sending them money to talk about you. Or like celebrities. We don’t do that. Again it’s not necessarily data mining, but that – as a social media practice, but we don’t do it. So you’ll see companies, they’ll even pay like Wayne Rooney to send a tweet about them. Like Nike have done that. And there’s loads of issues around like ASA, the Advertising Standards Authority Regulations about that. And it’s quite a grey area. So it’s something that we avoid. Because that’s something that I think’s quite unethical. Because customers will think, “Oh, like Wayne Rooney really likes this nightclub”, but actually he’s been paid. And it’s all a bit like backhand. So that’s one thing. What else? I was going to say something else. Oh, I’ve forgotten now. Yeah. So bloggers and celebrities, we don’t engage in that. We don’t engage in – another thing some people do is kind of have – a few fake accounts within the brand. So that – because you know if someone says something negative about the Non-profit 1? Obviously we can reply from the Non-profit 1 and say, “Oh, no, that’s not the case”. And say something like happy. But they’re not – if they don’t like the Non-profit 1 brand they’re not going to really believe that. So some people have like a fake third person, called like John. And he can come in and defend the Non-profit 1. But it actually would be me speaking on behalf of this fake person. That’s something that we don’t do. Because I find that unethical, again. But it’s not illegal. Like you can do that. You can set up a profile and you can speak and do a fake name on Twitter if you want to. You can do it. But it’s something that we wouldn’t do.
285. Okay.
286. Because that to me seems quite unethical.
287. Okay. And are there any regulations or guidelines that you as a company follow that relate to social media data mining and insight?
288. I don’t think there are. Are there any? Are there any regulations?
289. That’s what we’re interested in finding out as well, actually.
290. I don’t – like I said about the ASA. So all those kind of regulations. There’s like the CAP Code and those kind of regulations, which is about advertising, that’s not about data mining on social. I don’t actually know of any regulations. If there is any, we don’t know about them, and we’re not following them! Basically. No. We’re just using Meltwater. And we’re using anyone’s data that is available. There’s kind of confidentiality, again. Where if people send us a phone number and stuff we would keep that confidential. But again that’s not data mining through the tool. Basically I don’t know of any regulations. So we’re not using any!
291. Okay. Yeah. Because part of this project is not only looking at social media data mining, but also exploring the world around it. So also the regulation world, and what users of social media think about data mining.
292. Yeah.
293. So it’s kind of a – we want to try and investigate the broader picture, and actually, well, I’ve only started work recently on this project, but yeah, regulation is something that we’re really interested in. But it seems to me there’s not one most adhered guideline that many companies abide by.
294. Yeah. We’ve not come across anything.
295. No.
296. And nobody’s contacted us about anything. Or it’s not come to our attention. So I don’t know of any guidelines.
297. Okay. And finally, is there anything else you would like to add, comment on or something that -? Any question you would like to ask about the research or anything at all?
298. I don’t think so. So will you be asking just kind of the general public about who use social media? What do they think? Are they aware that data mining is – companies are doing this?
299. Well, basically Helen has conducted some research. In a different project which is linked to this one. She – her and her collaborators with focus groups with different kinds of users of social media.
300. Yeah.
301. So very tech-savvy ones. People who are not that connected to social media. And they explored all these issues around data mining. And we gathered their views.
302. Oh, okay.
303. And tried to see what the public thinks about it, basically.
304. Oh, okay. Interesting.
305. So there’s an article out about that sort of thing. If you find it interesting.
306. Yeah. That’s interesting.
307. So, okay, I will stop here then.