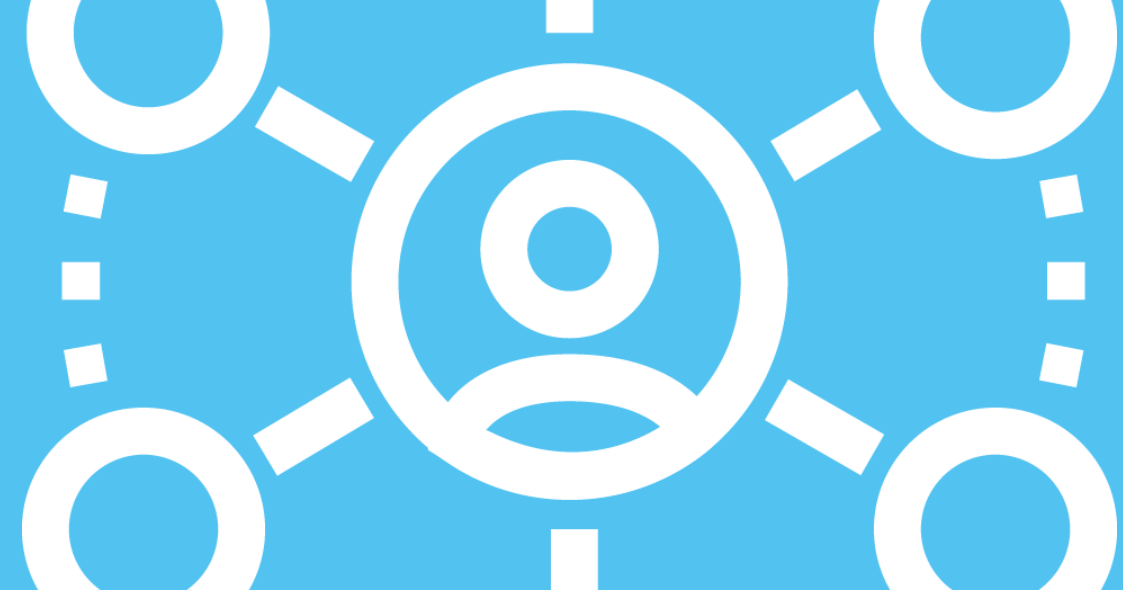


TWITTER THE GOLDMINE



INFORMATION



In a context of an information flow and an increase in the number of stakeholders, it is important to get the right information with real added-value.

TARGET



From Big data to refined information: listen to the stakeholders, micro-target Key Opinion Leaders and prescribers of your organisation.

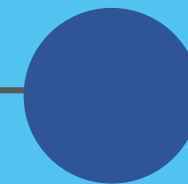
DIGITAL



A better understanding of the influence mechanism to efficiently leverage public affairs strategies

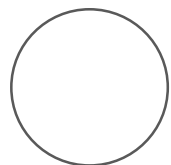


You



Stakeholders

The node's size



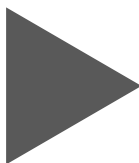
NODE

You and the stakeholders



LINK

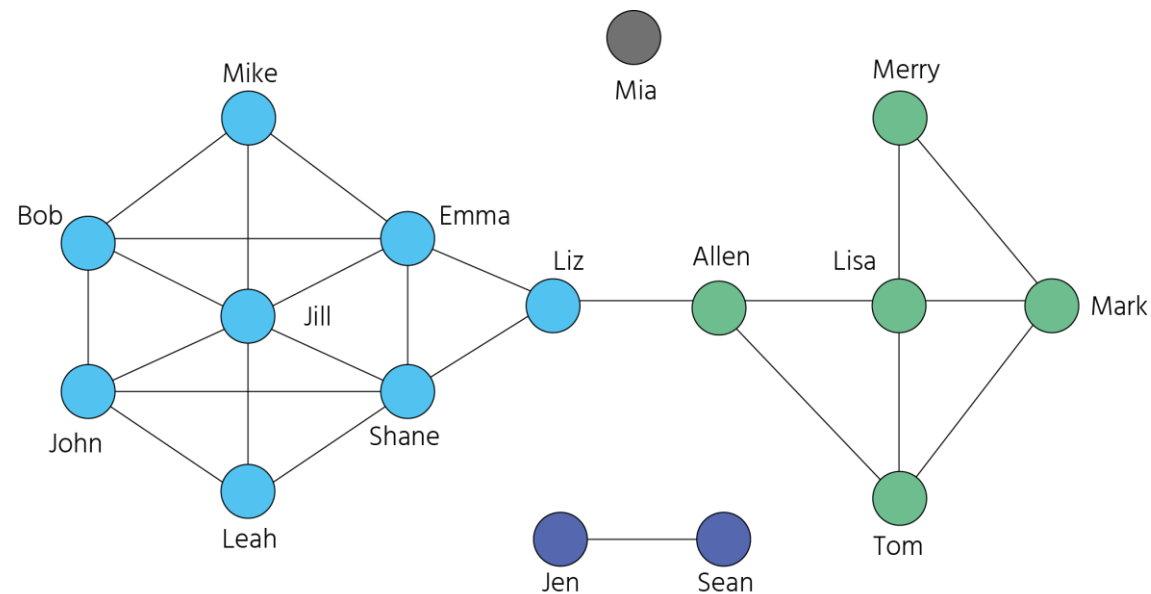
Degree = Number of interactions



INTERACTION

Difference between in-degree (I receive) and out-degree (I give)

The node's color



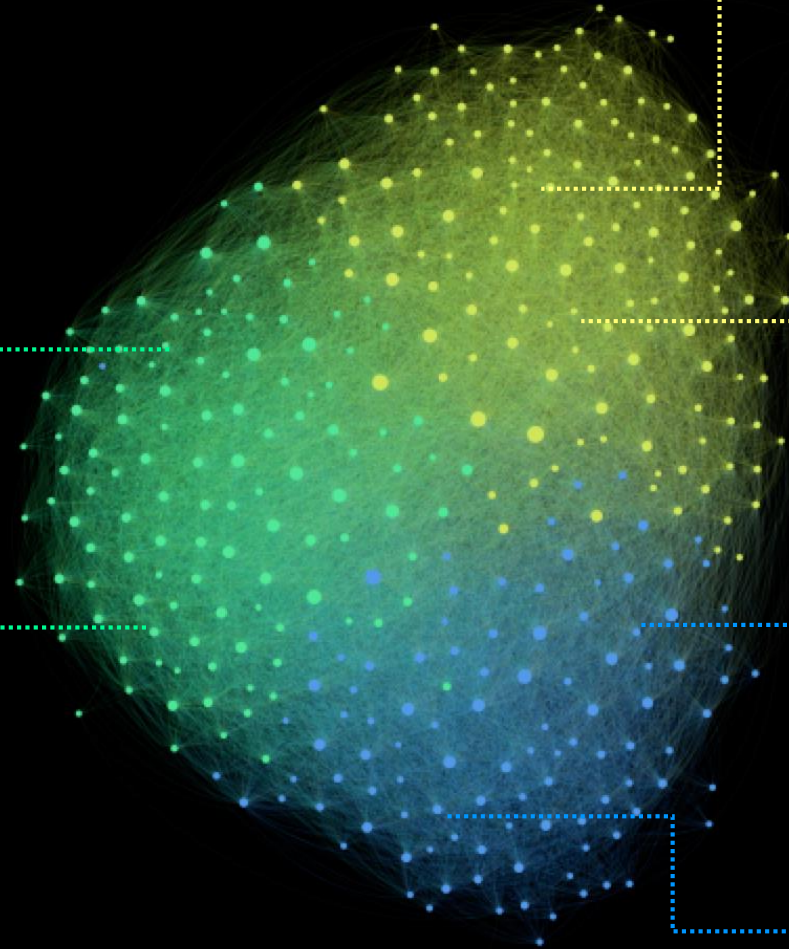
▶ LEARN ABOUT FOLLOWING

Learn about people through the audit of your Twitter account.

prince[®]

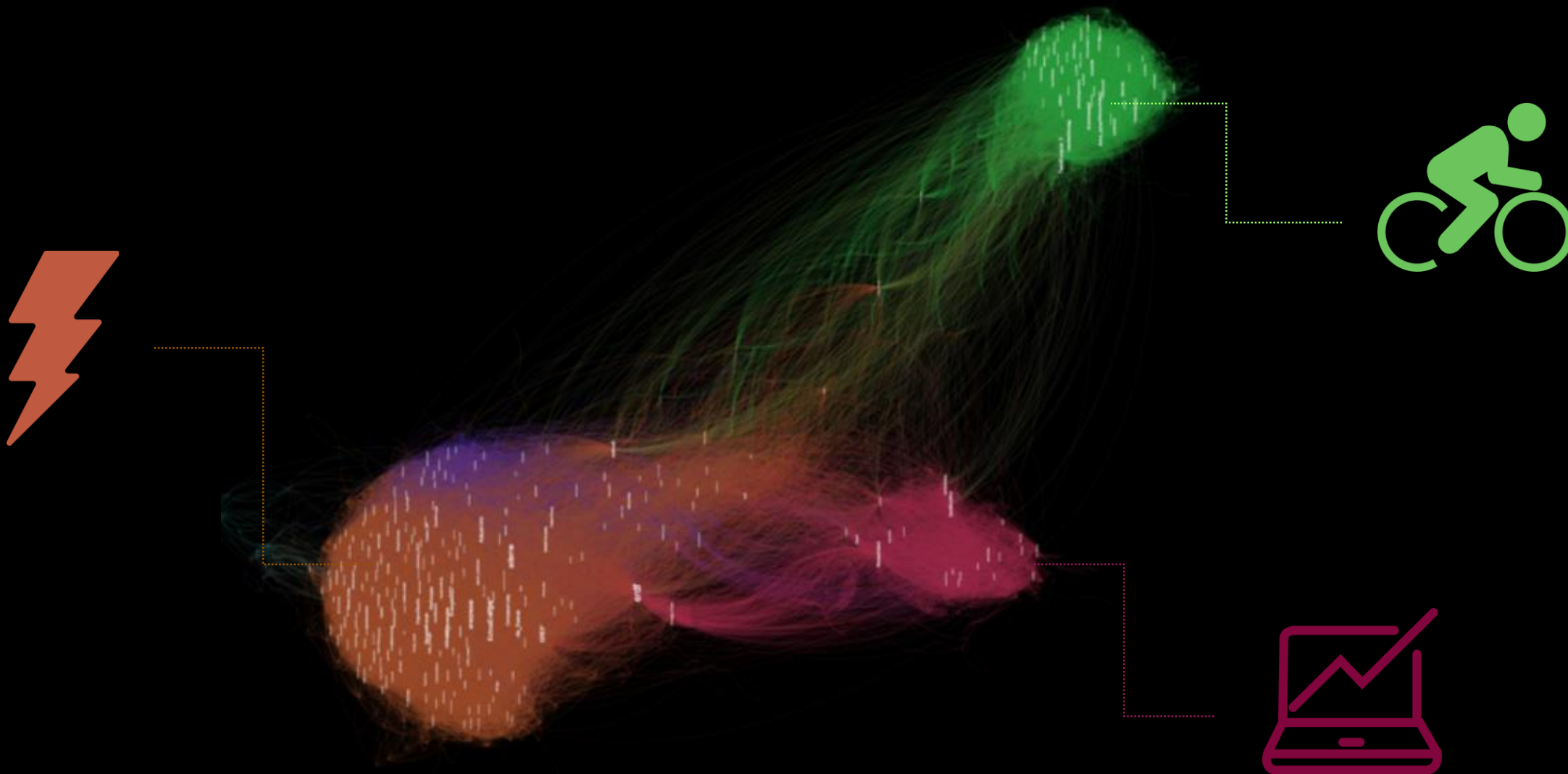


proximus



► LEARN ABOUT FOLLOWERS

Talk to the right people



▶ VISUALIZE YOUR ECOSYSTEM

Identify the different communities



French-speaking
Community



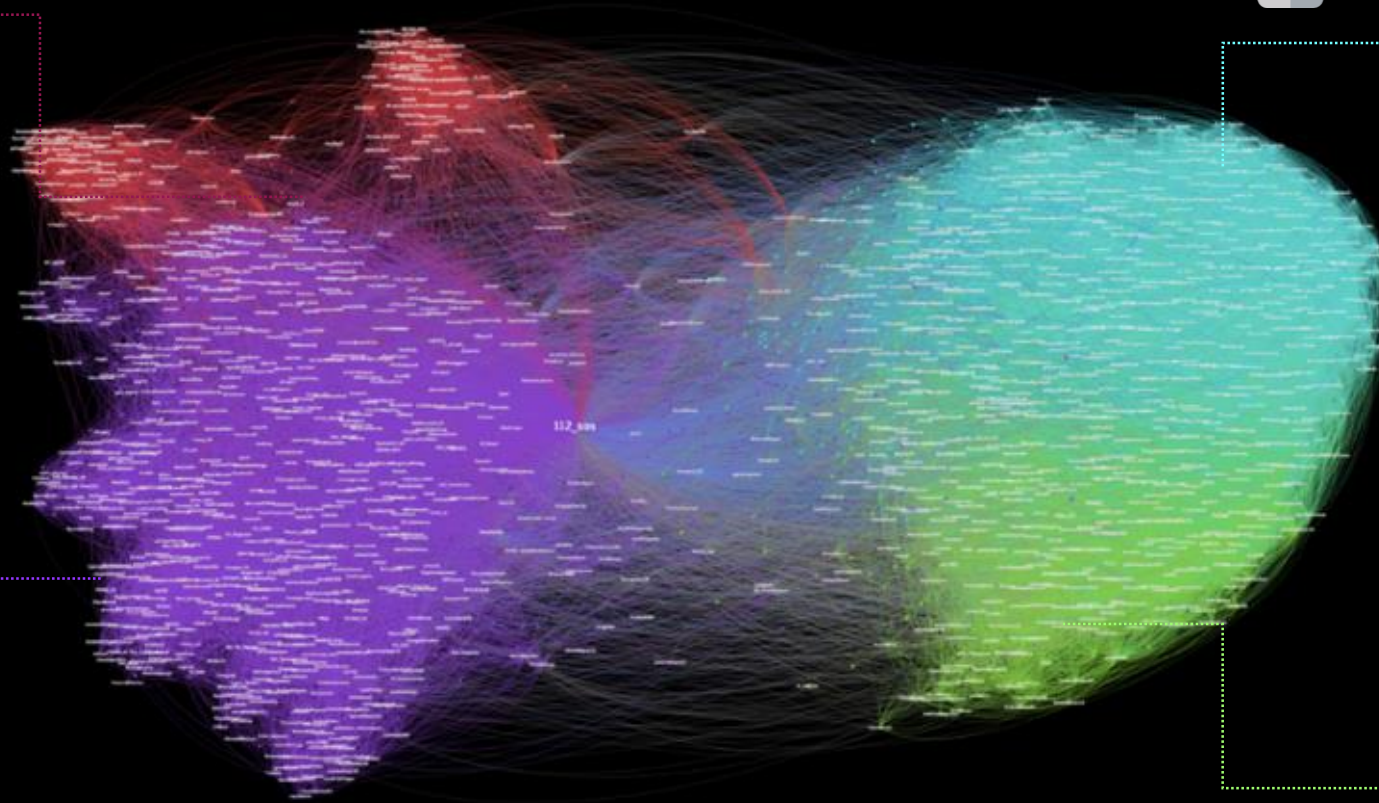
Spanish
community



EU community



Medical doctor
community



OPTIMIZE YOUR MONITORING

On the basis of your ecosystem



Accurate



Noise-free



Qualitative

From



To





TARGET

efficiently and map your followers



From your Twitter account or keywords :
get the **influence map** of your sector & identify **Key Opinion Leaders** to be targeted

AUDIT DE COMPTE - FSEU

Account	Follow	Followers	Location	Description	Communities	Reputation Score	Interest Score
SFPE_Inc	894	1724	Gaithersburg, MD	The leaders in engineering a fire safe world. Follow for information and updates about fire protection engineering and SFPE news.	Scientific research and engineering	179	104
RISEFR	368	379	Trondheim, Norge	Official account for the Norwegian fire research laboratory. New RISEFR reports, fire research updates, ongoing projects (tweets publ. w client permission).	Scientific research and engineering	127	89
EvacuationModel	2472	884	Auckland, New Zealand	Sharing news related to Evacuation Modelling for several threats: #Fire #WildFire #Earthquake #Tsunami #Flood #Terrorism #ToxicGas #VulcanicEruption #Hurricane	Scientific research and engineering	108	209
r_lovreglio	3145	939	Auckland, New Zealand	Research Fellow at @AucklandUni. Expert on HumanBehaviour in Fire/Quakes, @EvacuationModel, PedestrianDynamic, VirtualReality, AugmentedReality, SeriousGames	Scientific research and engineering	100	186
IntMaFSE	247	285	Ghent - Edinburgh - Lund	The International Master of Science in Fire Safety Engineering is a two-year master commonly organized by the Universities of Ghent, Edinburgh and Lund.	Scientific research and engineering	96	79
welchsUK	127	263	Edinburgh, Scotland	Fire researcher, lecturer in Computational Methods for Fire Safety Engineering in the BRE Centre for Fire Safety Engineering at the University of Edinburgh	Scientific research and engineering	82	24
Interflamconf	52	221	Royal Holloway College, London	International Conference on Fire Science and Engineering held in the UK every three years. - Next Interflam 4 - 6 July 2016, UK	Scientific research and engineering	80	13
m_stromgren	438	565	Lund	Researcher at RISE Fire Research in fire safety engineering and building regulations. Director of the Board of Society of Fire Protection Engineers (SFPE).	Scientific research and engineering	77	52
Nils_Johansson	205	323	Lund, Sweden	Associate Senior Lecturer at the Division of Fire Safety Engineering, Lund University.	Scientific research and engineering	76	42
Raoniraoniraoni	1802	616	HVL. RISEFR. OvGM	PhD candidate fire research. material chemistry background. Norwegian. nerd. foodie. hiker. dancer. supporter of women in science. SFPE Norway VP. MNFB chair.	Scientific research and engineering	74	



GO BACK TO THE SOURCE

Understand where a news/rumour comes from and see who it reaches



Propagation de la rumeur de Macron et l'Arabie Saoudite



EVOLUTION OF STAKEHOLDERS

Understand where a news/rumour comes from and see who it reaches



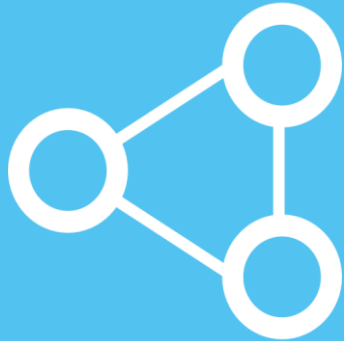
La problématique de l'étiquetage alimentaire

SAPER
VEDERE

EVERYTHING YOU NEED
is just under your nose



AUDIT



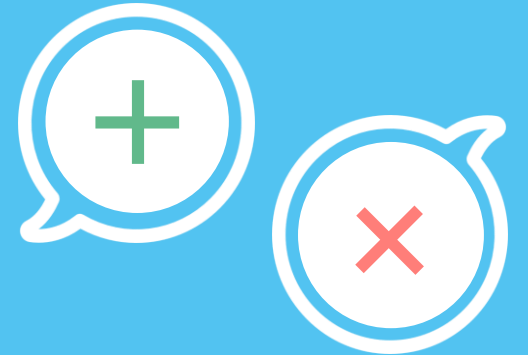
TRIANGULATION

Sector &
Stakeholders



IDENTIFICATION

Stakeholders, their
communities and
relationships



MONITORING

Microscopic way of
doing big data