



brandwatch

The Social Outlook/

Benchmarks and insights
on fifteen industries



1.0 On Growing Up

Social media intelligence has grown up, but it's not #adulting quite yet.

The industry has surpassed the phase of starry-eyed expectations and weathered the lows of disillusionment. Finally, businesses are beginning to realize both social's unique value and shortcomings.

Amidst this transition, some forward-thinking businesses are placing consumer insights teams at the center of their social intelligence programs – that makes sense.

Social analytics has opened the doors to fast, unbiased, and real-time opinions at scale, something that was previously unattainable. Equipped with the right skills and tools, consumer insights teams can use social data to inform decisions across the business, including product development, human resources, IT, sales and others.

But social media's applications have not plateaued. The capabilities of social intelligence technology are advancing. A spectrum of data-scientists and creative professionals alike are continually discovering new ways of analyzing, displaying, and understanding everyday online conversations.

Moreover, upcoming social platforms introduce new dialogues and data, and some analysts are making strong headway tying social data to sales, web search, survey and other business indicators. **The next evolution of social insights will include more data, be more integrated, and have even more powerful implications.**

But businesses themselves might have the most influential role in this transition. Altimeter research shows that while marketing is represented in 70% of social business strategy meetings, market research is present just 15% of the time.¹ That should not be the case – data-driven insights should be foundational to business decisions.

And if recent trends continue, it won't be the case for long. Altimeter also noted that market researchers' participation in social business strategy conversations is growing quicker than that of nearly every other team. Executives were one of only two groups that grew faster.

It may still be early days, but the trajectory toward insights-centric social programs is clearly underway. Social media's business applications are approaching adulthood. For those working in this space, it is incredibly exciting.



Will McInnes

Chief Marketing Officer at Brandwatch

¹ Altimeter. *The 2015 State of Social Business: Priorities Shift from Scaling to Integrating*. 2015

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2.0 The Social Outlook

Aim/

The purpose of this report is to provide businesses with a general understanding of how online behaviors, interactions and audiences differ across industries. Specifically, the research analyzes who discusses brand within an industry, when they discuss those brands, and how the brands interact with their audiences.

The inter-industry analysis will hopefully allow businesses to consider their social programs in a much broader context and help social media practitioners comprehend the unique advantages and differences of brands beyond their competitive set.

The industry spotlights explore topics specific to each industry, and evaluates which brands held the strongest online presence.

Brief Methodology/

The report examines a selection of 30 leading brands across 15 industries from April 1 – June 30, 2016. Brands were selected according to follower size.

The data for each brand was collected using three Brandwatch Analytics sources: Query Data, Facebook Channels, and Twitter Channels. Gender, sentiment, interests and other metadata was also provided and parsed in Brandwatch Analytics.

For more information on the methodology, see section [8.0 Methodology](#).

Going Beyond/

This report examines over 115 million conversations directed at 450 brands across 15 industries.

The breadth of industry data collected will provide valuable opportunities for future research. While the analysis included in this report is intentionally broad, our Research Services team is fully equipped to further investigate any of the brands or industries upon request.

3.0 The Social Industries Index

The Social Industries Index, the largest index of its kind, provides context for organizations and industries to benchmark specific factors of their online presence within the greater social conversation.

The index aims to provide a simplified overview of the online landscape. It acts as a general gauge, but cannot fully capture the nuances of each industry or each brand's specific goals. For a more in-depth analysis of any competitive set or other specific analyses, our Research Services team is available for custom research.

The index evaluates 450 organizations in 15 industries across five specific attributes. For all five attributes, brands are normalized against a single leader, which receives a score of 100. The Composite Score reflects a brand's performance across the five categories.

Social Visibility:

Aims to capture how strong a brand's presence is on social media. This score measures the volume of conversation a brand generates across key social channels.

General Visibility:

Seeks to determine how strong a brand's presence is on non-social channels. This metric evaluates the volume of conversation a brand generates on blogs, news outlets and forums.

Net Sentiment:

Aims to measure the tone or mood surrounding a brand online. This metric evaluates the composition of negative and positive mentions of a brand in the context of that brand's entire conversation.

Reach Growth:

Aims to capture how much a brand's audience is growing over time. This score measures the growth of a brand's following over the course of a month, appropriately weighted according to the brand's current following.

Engagement & Content:

Seeks to determine the quality of brand content or how well content resonates with its audiences as well as how effective brands are at engaging with their audiences. This score evaluates how much audiences engage with brand-owned content and how often brands are replying or commenting back to their audiences.

The Social Industries Index collected 62,688,852 Twitter, 27,078,114 Facebook, and 25,782,384 News, Blog or Forum conversations.

THE SOCIAL INDUSTRIES INDEX

INDUSTRY	SOCIAL VISIBILITY	GENERAL VISIBILITY	SENTIMENT	REACH GROWTH	ENGAGEMENT & CONTENT	FINAL SCORE
NBA	100	94	80	95	94	463
Automotive	68	100	83	92	89	432
Public Sector	75	94	65	94	73	400
Luxury Fashion	57	71	100	88	85	400
Retail	70	69	84	83	93	399
Television	86	81	83	90	56	396
Consumer Technology	63	80	79	88	80	390
Food & Beverage	64	70	81	88	85	388
Airlines	63	64	82	86	84	378
Nonprofit	56	59	83	100	71	369
Telecoms	50	69	60	80	100	359
Financial Services	43	84	70	79	80	355
CPG	36	38	98	76	86	334
Alcohol	39	29	100	92	55	315
Healthcare & Pharmaceuticals	31	64	72	73	46	286

Figure 1: Analyzes 115,549,350 conversations around 450 brands and organizations across Twitter, Facebook, news sites, blogs, and forums from April 1 – June 30, 2016.

4.0 Social Engagement Benchmarks

In the eyes of the consumer, industries aren't isolated agents; a retail brand's consumers are also technology consumers, who are also television consumers. On social media, any single person could follow and interact with dozens of different brands across many industries.

For companies targeting the nuanced consumer on social, it is vital to think outside-of-the-box and consider how the activities of different industries inform, influence and affect one another.

In this section, we provide an overview of the current online landscape by examining 450 brands in 15 industries. Using key social benchmarks, we highlight interesting sector trends and compare how differently and how successfully these industries engage with their audiences on social.

4.1 Social Consumer Interactions

Every industry deals with distinct audiences and demands. While nonprofits and NBA teams might find it easy to spread their messages, airlines and telecommunications businesses may be mired in service complaints.

The following analysis illustrates the unique ways that industries interact with their consumers.

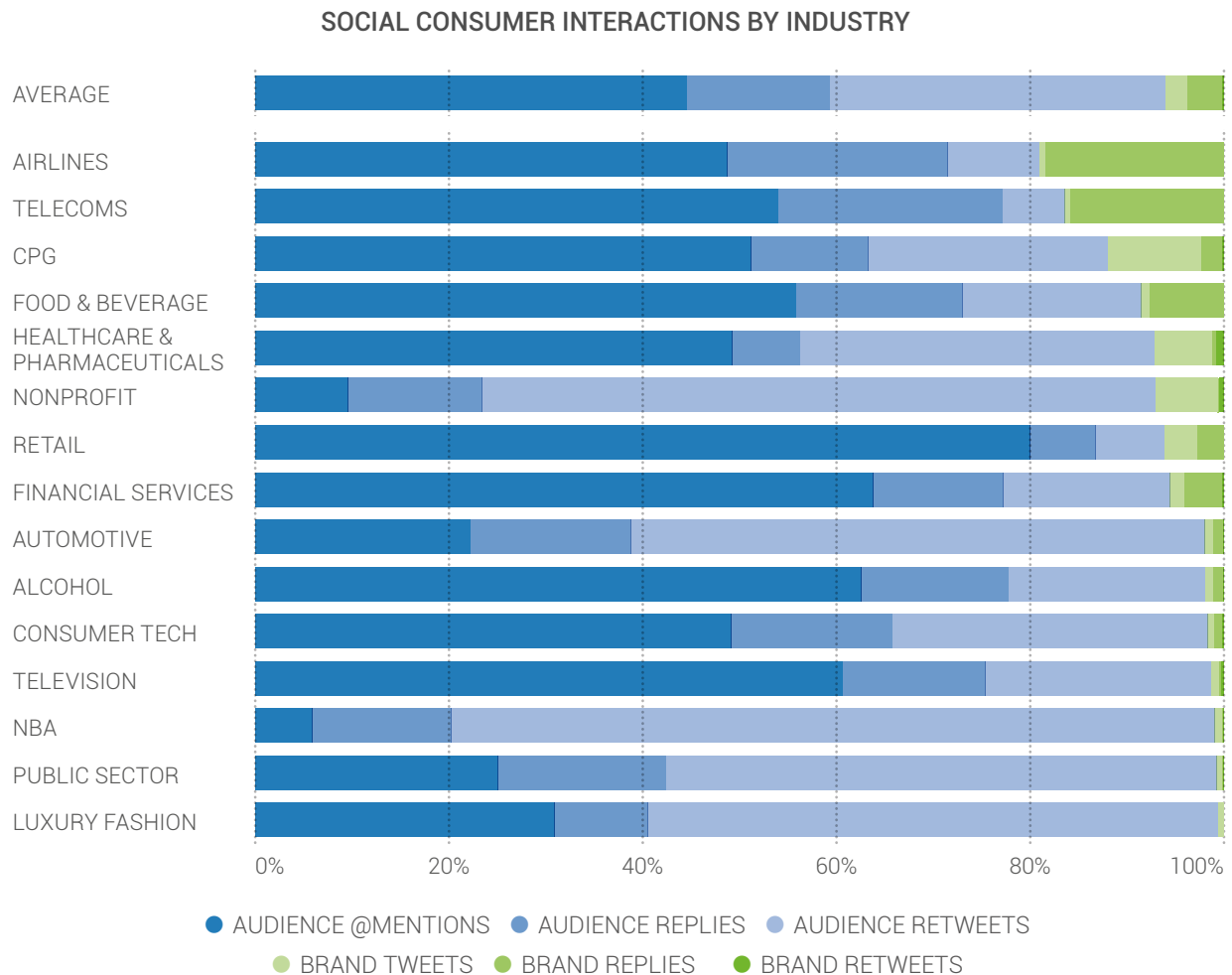


Figure 2: Analyzes 1,547,182 Twitter conversations from April 1st – May 27th, 2016.

Brands in the airline and telecommunication industries produce the highest percentage of brand and audience replies, due to their heavy focus on social customer service.

NBA, Nonprofit, Fashion and Automotive generate the highest percentage of retweets relative to their overall conversation.

Across industries, **brand-owned accounts comprise 4.2% of the conversation around their brands**, while their audiences account for the remaining 95.8%. Yet that distribution varies: airlines maintain nearly 20% of the conversation while tweets from luxury fashion brands comprise .3%.

Unsurprisingly, high follower counts trend with a smaller percent of brand-owned conversation, since larger audiences tend to crowd out brands' voices.

4.2 A Day on Twitter

Naturally, the scale of social media activity varies dramatically across industries. While **the retail brands analyzed garner an average of 2,041 @mentions every day**, healthcare companies only receive around 61.

Due to the finals occurring during Q2, basketball teams also had a lot of audience activity directed at their accounts, generating the highest volume of retweets from their audience.

AN AVERAGE DAY ON TWITTER

INDUSTRY	AUDIENCE @MENTIONS	AUDIENCE REPLIES	AUDIENCE RETWEETS	BRAND TWEETS	BRAND REPLIES	BRAND RETWEETS	AVG TWITTER FOLLOWERS
Airlines	444	208	86	5.5	168.2	0.4	571,880
Alcohol	74	18	24	1.0	1.3	0.1	70,071
Automotive	78	58	208	3.1	3.3	0.5	601,290
Consumer Tech	310	105	205	4.0	5.6	1.1	1,447,851
CPG	93	22	45	17.4	4.1	0.3	88,175
Financial Services	166	35	45	3.8	10.0	0.7	228,236
Food & Beverage	602	185	199	8.9	82.6	0.6	1,159,771
Luxury Fashion	118	37	225	2.0	0.1	0.2	2,189,029
NBA	92	224	1230	11.2	1.3	2.2	1,110,055
Nonprofit	62	90	452	41.4	1.3	3.0	79,8067
Healthcare & Pharmaceuticals	35	5	26	4.2	0.3	0.6	56,057
Public Sector	385	266	872	8.4	1.0	2.6	2,044,442
Retail	1873	159	168	77.0	65.4	0.5	1,042,139
Telecoms	464	199	55	4.9	136.2	0.5	274,546
Television	1091	264	420	15	3	6.5	1,554,817
Average	392	125	284	13.8	32.2	1.3	882,428

Figure 3: Analyzes 1,158,653 Twitter conversations from April 1 - June 30, 2016.

4.3 A Day on Facebook

There are important similarities and differences between the way brands interact with audiences on Twitter and the way they do so on Facebook.

Perhaps the most apparent difference is the scale. The average Facebook following is around six times that of Twitter, and Facebook Likes far outweigh Twitter interactions. However, Likes are a passive interaction, requiring less engagement than tweets, replies, or comments.

When it comes to actual dialogue, Twitter draws more audience activity in the airline, consumer tech, CPG, fashion, financial services, healthcare, public sector, retail and telecommunication industries.

Yet one parallel between the two platforms is the way industries behave. Again, telecommunications, airlines, and retail are actively responding to their audiences through Comments. Industries that tweeted sparsely, generally also have fewer posts on Facebook.

AN AVERAGE DAY ON FACEBOOK

INDUSTRY	AUDIENCE LIKES	AUDIENCE COMMENTS	AUDIENCE SHARE	OWNER POSTS	OWNER COMMENTS	AVG FACEBOOK FOLLOWERS
Airlines	2,355	207	260	1.1	37.3	2,745,864
Alcohol	1,163	36	132	0.4	0.5	6,110,205
Automotive	5,900	218	412	1.2	2.0	7,666,404
CPG	305	33	60	0.2	2.7	4,987,209
Consumer Tech	5,962	169	209	1.2	6.3	6,680,194
Financial Services	590	39	81	0.6	7.1	1,907,973
Food & Beverage	6,391	455	889	2.9	8.0	18,626,898
Luxury Fashion	2,293	48	197	1.1	0.1	6,883,895
Healthcare & Pharmaceuticals	295	9	34	1.0	0.9	210,112
NBA	37,616	1,224	3,091	4.8	0.2	4,748,202
Nonprofit	4,116	483	976	2.9	0.8	1,016,596
Public Sector	9,348	489	1,781	2.3	0.7	1,916,806
Retail	3,273	358	320	1.2	22.8	7,464,160
Telecom	1,454	199	94	1.1	90.9	1,976,583
Television	17,929	1,546	6,840	8.1	2.7	9,878,573
Average	6,599	368	1,025	2.0	12.2	5,521,312

Figure 4: Analyzes 1,920,502 Facebook posts and comments and 98,989 post Likes from April 1st - June 30, 2016.

4.4 Industry Responsiveness

When assessing social media engagement, it's not enough to measure the number of posts coming from a company's social channels. **If a brand's posts aren't part of a greater audience conversation, the company will seem out of touch with, or worse, indifferent toward its audience's concerns.**

Consumers expect that the brands they mention care about their voices. Quickly replying to a consumer's complaint, question, or praise can ensure that she – and her social network – knows the organization values her thoughts.

Below we examine how well and how quickly industries responded to their audiences.

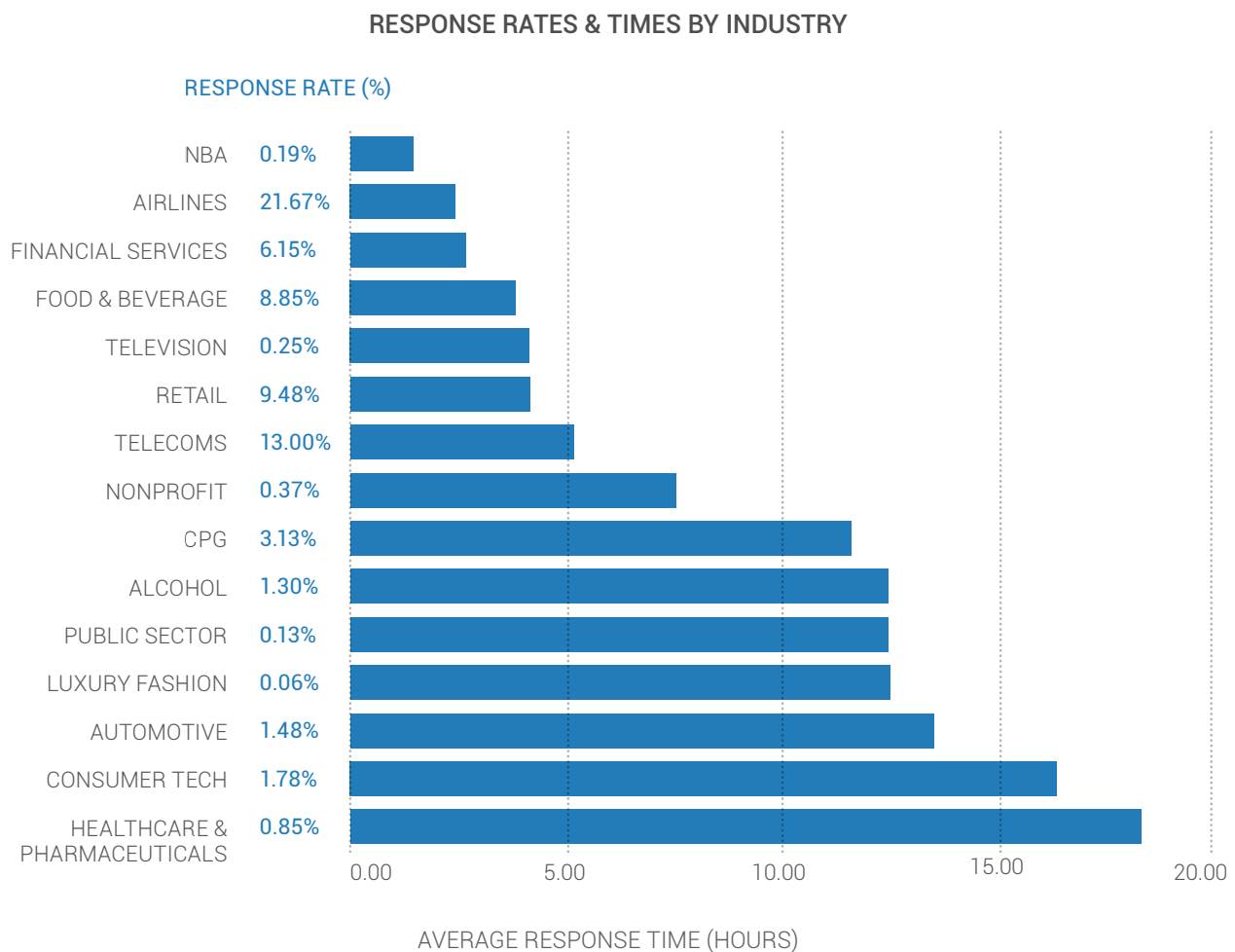


Figure 5: Analyzes how quickly and how often brands and organizations responded to tweets from April 1 to June 30, 2016.

Once again, airline brands displayed their commitment to audience engagement by leading other industries in Twitter responsiveness. Airline companies replied to the highest percentage of their audiences' @mentions and averaged slightly under 2.5 hours per response.

Despite the clear benefits of social engagement, there were numerous organizations in nearly every industry who failed to reply to a single audience @mention within the three months analyzed.

5.0 Audience Insights

Regardless of industry, [the potential value of social data extends beyond social media engagement](#). In addition to measuring the success of social media interactions, organizations can leverage social data to understand who are involved in the discussions within their industry, when and about what their audiences are most talking, and what other topics these authors tend to care about.

These audience insights can reveal important relationships between diverse consumer interests, and can help organizations better understand their place in a holistic, interconnected marketplace.

The following section presents insights acquired from the social media authors in industry conversations.

5.1 Timing of Conversations

Across the 15 industries examined, weekdays, especially Wednesdays and Thursdays, amass the most conversation from audiences mentioning brands. For all industries except alcohol and television, Saturday and Sunday generated the lowest amount of chatter.

INDUSTRY CONVERSATIONS BY DAY

INDUSTRY	MON	TUE	WED	THU	FRI	SAT	SUN	TOTAL MENTIONS
Overall	14%	15%	16%	17%	15%	12%	12%	44,851,870
Airlines	16%	14%	15%	16%	15%	12%	13%	2,248,844
Alcohol	13%	13%	13%*	17%	13%	16%*	14%	388,813
Automotive	14%	15%	15%	18%	16%	12%	12%	1,510,287
Consumer Tech	15%	15%	18%	17%	15%	10%	9%	2,252,781
CPG	12%	18%*	16%	20%*	15%	10%	9%	549,310
Fashion	16%	15%	18%	15%	14%	11%	10%	1,649,820
Financial Services	14%	17%	17%	16%	16%	10%	9%	794,277
Food & Bev	13%	15%	16%	15%	15%	12%	13%	3,234,631
NBA	12%	13%	16%	19%	13%	12%	15%	7,612,644
Nonprofit	14%	15%	16%	15%	14%	12%	13%	2,877,691
Healthcare & Pharmaceuticals	14%	16%	18%	17%	15%	10%	9%	261,764
Public Sector	14%	16%	16%	15%	14%	12%	12%	6,535,241
Retail	13%	14%	15%	16%	14%	13%	13%	6,856,687
Telecoms	13%	16%	16%	16%	15%	12%	11%	2,053,771
Television	14%	15%	15%	14%	14%	14%	14%	5,903,793

Figure 6: Analyzes 44,851,870 Twitter conversations by day of the week from April 1 - June 30, 2016. Numbers may not add to 100% due to rounding. *Statistically significant difference from average ($p < .05$)

Looking deeper into these analyses reveals interesting industry trends. Throughout the week, the volume of conversation fluctuated the most for CPG, healthcare, and consumer tech industries, and the least for television, retail and nonprofit industries.

A few industries diverged considerably from the average. Specifically, while **the CPG industry is discussed significantly more often on some weekdays**, the alcohol industry is mentioned significantly less often on Wednesdays and, a surprise to no one, significantly more often on Saturdays.

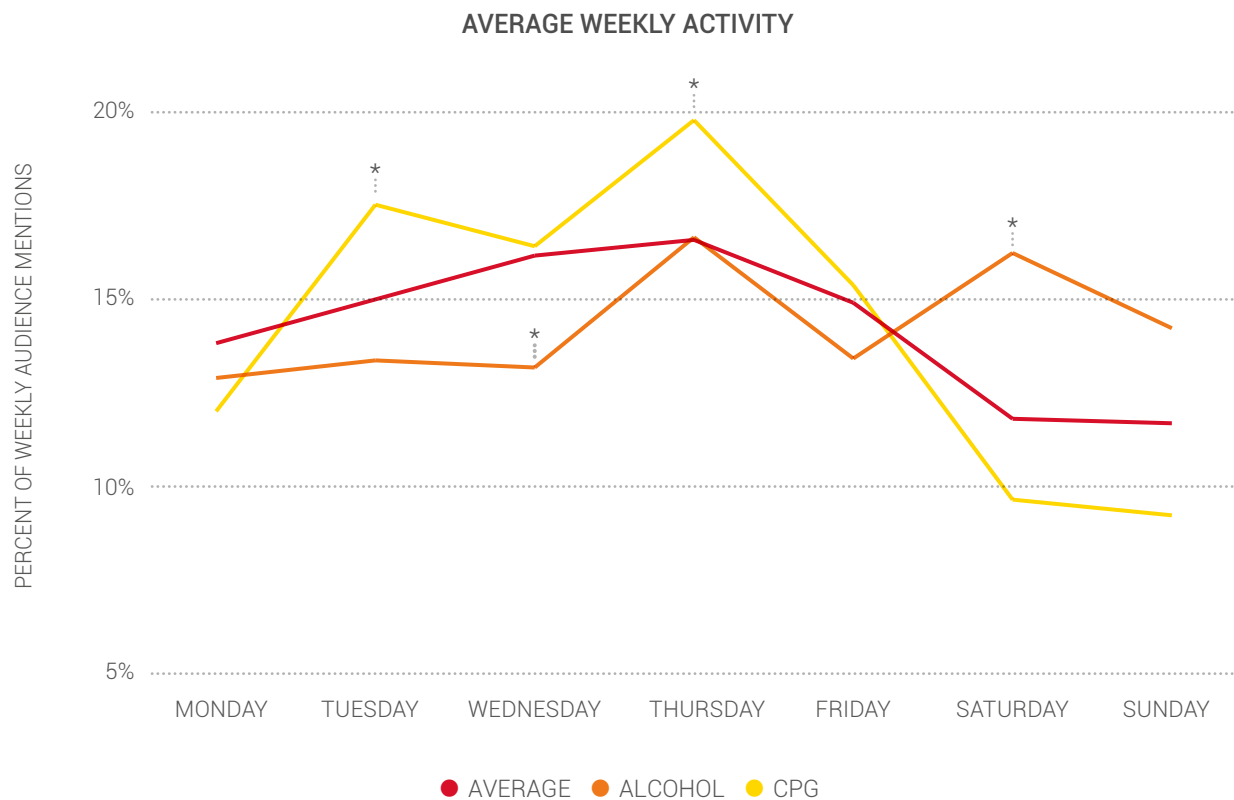


Figure 7: Analyzes 44,851,870 tweets from April 1 – June 30, 2016 by day of week.

*Statistically significant difference from average ($p < .05$)

5.2 Gender Analysis

The gender average across all 15 industries reflects the current consensus that males are more prevalent on Twitter.² However, the bias toward males in brand-directed conversations is small, at around 54% compared to 46% driven by female authors.

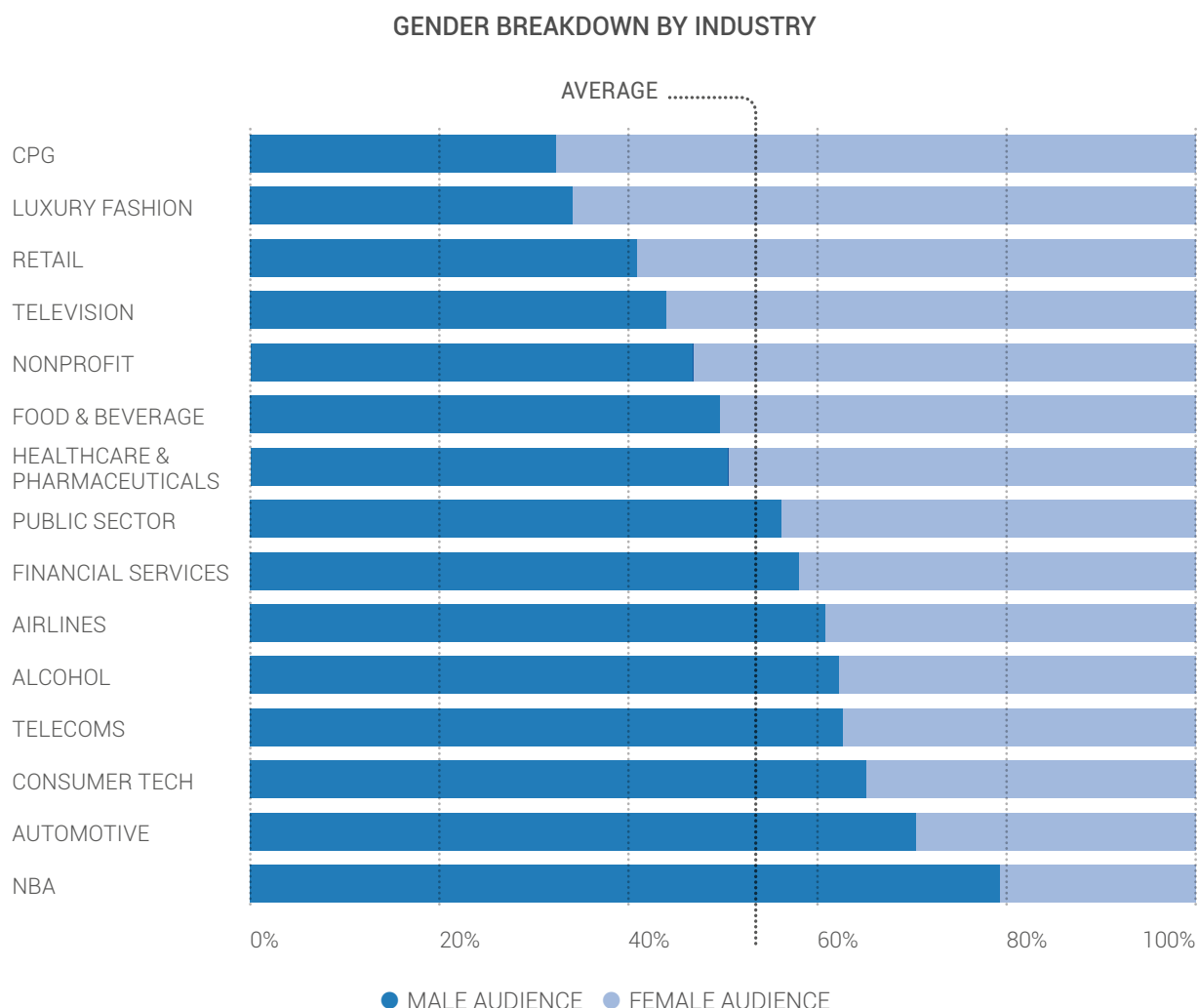


Figure 8: Analyzed the gender of 22,965,366 Twitter authors from April 1 – June 30, 2016. Gender is identified through online profiles and advanced machine learning techniques.

Most of the industries' gender breakdowns are also in line with previous research. These discrepancies may reveal an opportunity for businesses to target untapped demographics within their industry.

While it's clear that the NBA has activated male followers and **CPG companies prompt female interest on Twitter**, businesses may dramatically increase their potential market by engaging new audiences.

² Pew Research Center. *The Demographics of Social Media Users*. 2015.

5.3 Interests Analysis

Social data not only allows brands to understand the demographic background of their audiences. Listening to the voice of customers engaging with brands on social reveals what else they care about. In the following analyses, we compare how the interests of audience members discussing brands in each industry differs from the average consumer.

In some cases, social data can support assumptions with data, like learning those who mention nonprofit organizations on Twitter are interested in politics significantly more than the average consumer.

More interestingly still, listening to industry audience can uncover surprising insights, like [how people who mention CPG brands are less interested in sports and business than the average consumer](#).

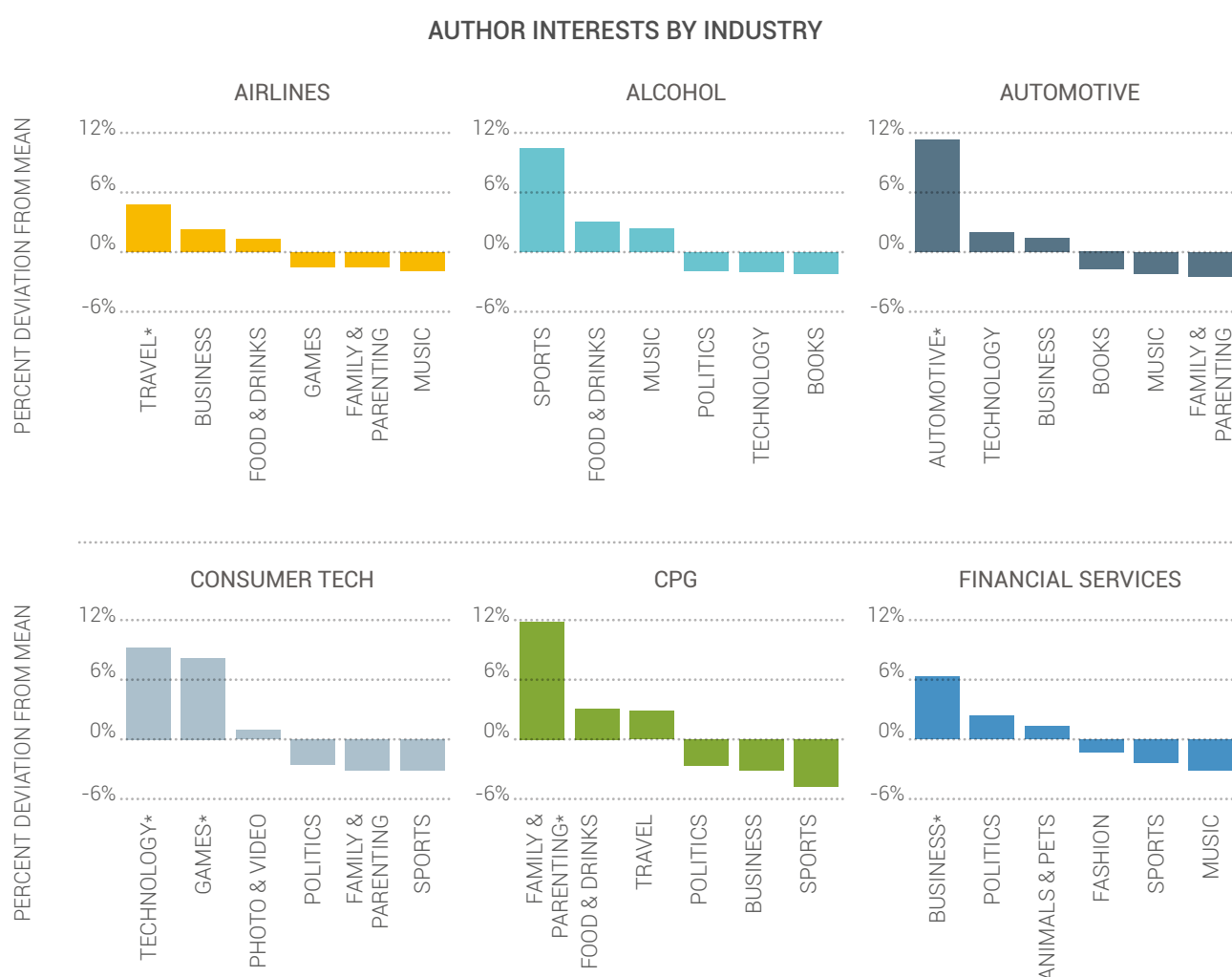


Figure 9: Analyzes 27,578,016 tweets from April 1 to June 30, 2016.
Interests are identified through online profiles and advanced machine learning techniques.

* Statistically significant deviation from average ($p < .05$).

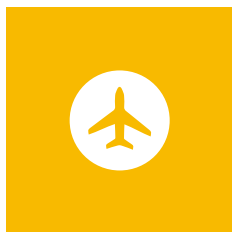


Figure 9: Analyzes 27,578,016 tweets from April 1 to June 30, 2016.
 Interests are identified through online profiles and advanced machine learning techniques.
 * Statistically significant deviation from average ($p < .05$).

6.0 Industry Spotlights

While it's important for brands to recognize their place in the greater market landscape, each industry has particular challenges and goals, which have forged their unique relationships with social media.

With 65% of adults in America using social media³, it is more important than ever for organizations to engage with the right people, in the right ways, about the right topics. The following sections provides an overview of each sector's relationship with social intelligence, outlines industry leaders, and offers interesting analyses revealing market and consumer insights.



6.1 Airline Industry



6.2 Alcoholic Beverage Industry



6.3 Automotive Industry



6.4 Consumer Technology Industry



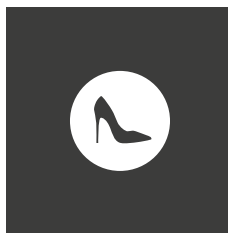
6.5 CPG Industry



6.6 Financial Services Industry



6.7 Food & Beverage Industry



6.8 Luxury Fashion Industry



6.9 NBA



6.10 Nonprofit Sector



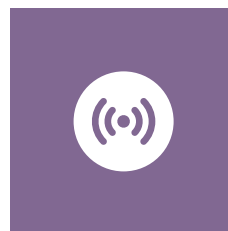
6.11 Pharmaceutical & Healthcare Industry



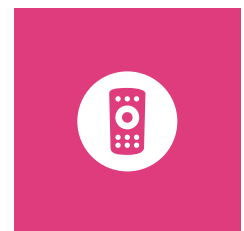
6.12 Public Sector



6.13 Retail Industry



6.14 Telecomms Industry



6.15 Television Network Industry

³ Pew Research Center. Social Media Usage: 2005-2015. 2015.



6.1 AIRLINE INDUSTRY

Airline companies face a unique setback: some sentiments surrounding their brands are dependant on circumstances – like weather and security risks – that are beyond their control. The best way to address potential consumer dissatisfaction is to be dedicated to fast communication of immediate, up-to-date information.

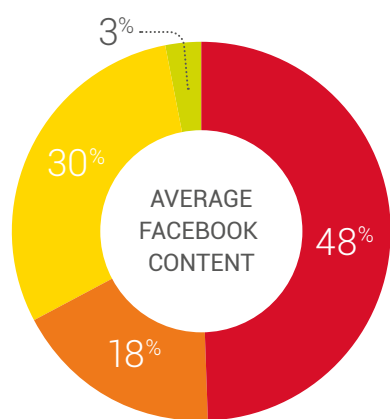
As a quick and expansive customer touchpoint, social media provides airline brands the ability to be alerted to real-time issues and broadcast the most current information to their customers. In addition, social intelligence provides airline companies the ability to decipher an information-rich qualitative data source in a way that can complement purchase data and provide a thorough story of their customers.

Intelligent social media engagement can improve sentiment and brand perception while social data can illuminate consumer trends able to inform everything from marketing campaigns to finance allocations. **For the concerns facing airline companies, social intelligence provides agile solutions.**

AIRLINE SOCIAL INDEX

TOP FIVE BRANDS	SOCIAL VISIBILITY	GENERAL VISIBILITY	NET SENTIMENT	REACH GROWTH	ENGAGEMENT AND CONTENT	TOTAL
KLM	100	69	64	85	100	417
Emirates Airline	88	52	100	83	76	398
Turkish Airlines	80	68	58	100	78	384
American Airlines	88	100	44	78	60	370
Singapore Airlines	80	59	65	87	71	363

Figure 10: Analyzes the online conversations surrounding airline brands across Twitter, Facebook, news sites, blogs, and forums from April 1st – June 30th, 2016.



AVERAGE ENGAGEMENT

● PHOTO	👍 2181	💬 114	🔗 132
● VIDEO	👍 2258	💬 266	🔗 600
● LINK	👍 1108	💬 67	🔗 85
● STATUS	👍 115	💬 37	🔗 18

Figure 11: Analyzes 2765 Facebook conversations and April 1st – June 30th, 2016.

JUNE DISCUSSION AROUND FLIGHTS ON TWITTER

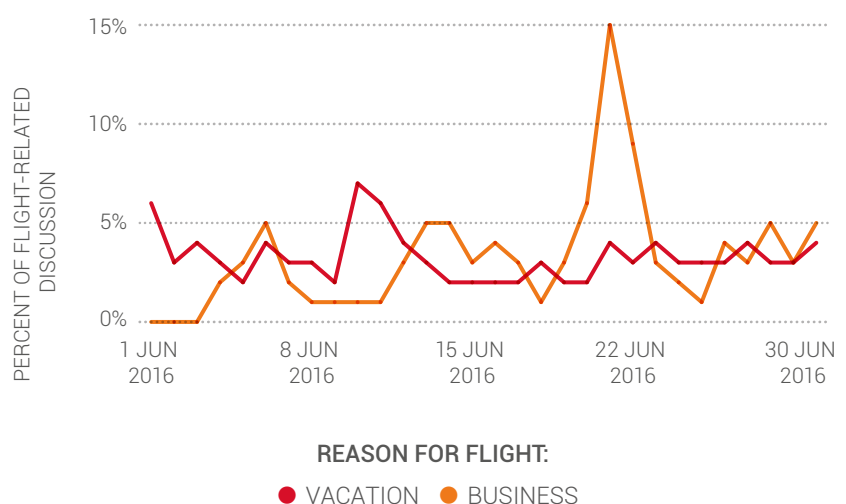


Figure 12: Analyzes 5,282 flight-related tweets directed at airline brands from June 1st – June 30th, 2016. Vacation and business related tweets were identified and distinguished using Brandwatch Rules and Categories.



6.2 ALCOHOLIC BEVERAGE INDUSTRY

While the biggest alcoholic beverage companies grow into global organizations, it becomes more and more important for alcohol brands leveraging social media to be fine-tuned and focused. Regional and demographic differences shape alcohol and other food preferences, as we examine below and have found in past reports.⁴ In addition, alcohol brands must abide by strict regulations regarding pitching to underage consumers.

With social data analytics, learning how successfully your company and your competitors engage different audiences has never been easier. For instance, the volume of social data makes social intelligence an unparalleled tool for consumer insights professionals aiming to reveal geographical differences in consumer preferences.

Given its ability to reveal and isolate different audiences, **social intelligence should be at the center of alcohol brands' marketing strategies.**

ALCOHOL SOCIAL INDEX

TOP FIVE BRANDS	SOCIAL VISIBILITY	GENERAL VISIBILITY	NET SENTIMENT	REACH GROWTH	ENGAGEMENT AND CONTENT	TOTAL
Jack Daniel's	80	89	52	100	92	413
Heineken	74	85	74	53	57	343
Budweiser	58	89	85	53	52	336
Jameson	34	44	89	53	100	319
Johnnie Walker	50	71	69	40	88	317

Figure 13: Analyzes the online conversations surrounding alcoholic beverage brands across Twitter, Facebook, news sites, blogs, and forums from April 1st – June 30th, 2016.

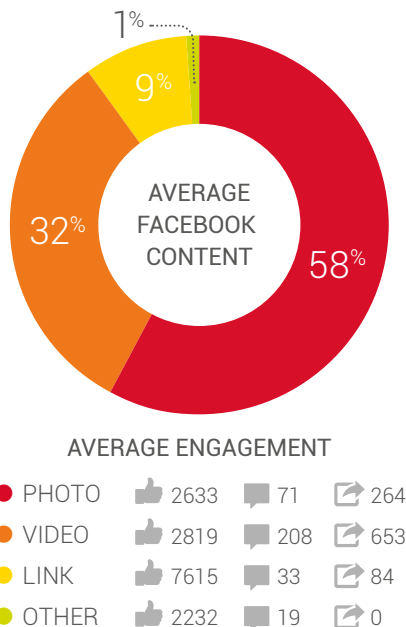


Figure 14: Analyzes 1282 Facebook conversations from April 1st – June 30th, 2016

US ALCOHOL CONVERSATIONS

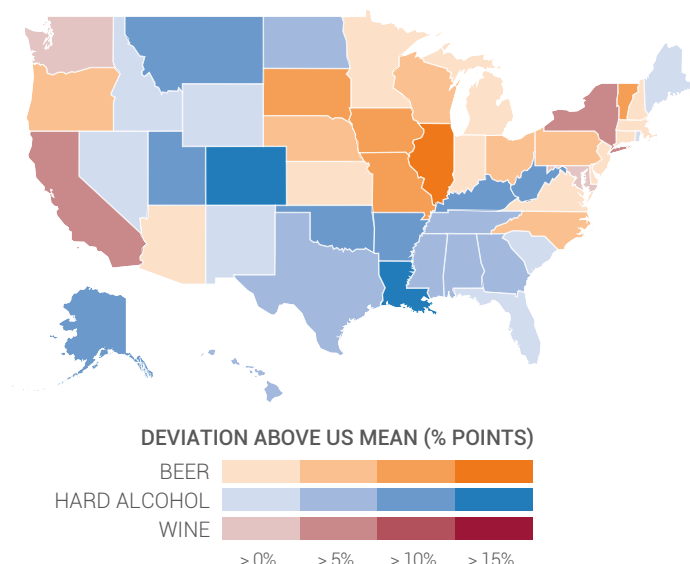


Figure 15: Analyzes location data from 451,007 tweets in the United States between January 1st – August 1st, 2016.

⁴ Brandwatch. Social Listening in the Restaurant, Food & Beverage Industry. 2015



6.3 AUTOMOTIVE INDUSTRY

The automotive industry is no stranger to industry-disrupting changes. With the rise of electric cars, car-sharing programs, and self-driving vehicles, car brands need innovative research strategies to stay abreast of shifting market trends. With 75% of millennials planning to purchase or lease a car in the next few years, businesses need to make social intelligence a priority.⁵

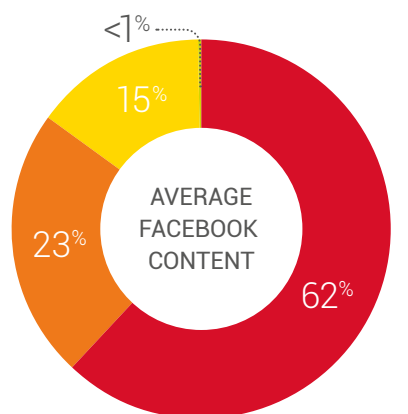
Currently, most automotive brands do have social media pages in place, which help convey brand identity and support marketing campaigns. However, few automotive businesses employ robust social intelligence programs.⁶ According to our data, a mere 1% of all vehicle conversations on Twitter originate from automotive brands.

As this industry continues to change, social maturity will be the deciding factor on which businesses maximize on automotive paradigm shifts, and which companies are stuck in the slow lane.

AUTOMOTIVE SOCIAL INDEX

TOP FIVE BRANDS	SOCIAL VISIBILITY	GENERAL VISIBILITY	NET SENTIMENT	REACH GROWTH	ENGAGEMENT AND CONTENT	TOTAL
Lexus	100	53	69	58	100	381
Tesla	73	74	72	64	92	376
Mercedes-Benz	90	61	86	58	48	342
Audi	62	71	100	59	48	340
BMW	76	80	85	60	38	339

Figure 16: Analyzes the online conversations surrounding automotive brands across Twitter, Facebook, news sites, blogs, and forums from April 1st – June 30th, 2016.



AVERAGE ENGAGEMENT

PHOTO	3778	74	244
VIDEO	2877	212	585
LINK	2697	56	195
STATUS	113	179	73

Figure 17: Analyzes 3683 Facebook conversations from April 1st – June 30th, 2016.

TOP FEATURES MENTIONED IN AUTO CONVERSATIONS

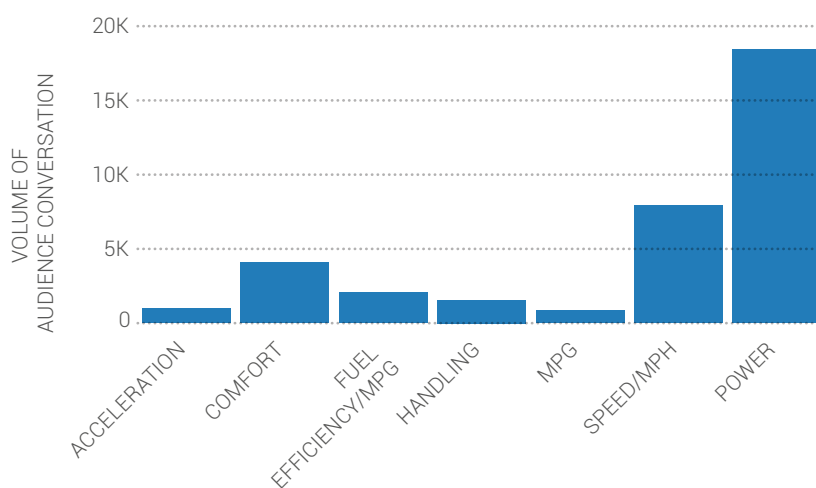


Figure 18: Analyzed 35918 conversations on Twitter of audience @mentioning automotive brands from April 1 – June 30, 2016

⁵ Deloitte. 2014 Gen Y Automotive Consumer Study: The changing nature of mobility. 2014.

⁶ Brandwatch. Social Insights; The automotive industry. 2016.



6.4 CONSUMER TECHNOLOGY INDUSTRY

Every moment, technology companies are competing with each other to be the newest, the fastest, and the most innovative in the eyes of the hundreds of millions of electronics users across the globe.⁷ And still, many new products fall by the wayside if consumers don't see their value. Understanding and adapting to customer preferences probably doesn't matter to any industry nearly as much as it does to the consumer technology industry.

In this fast-paced industry, technology companies committed to social intelligence have the competitive edge.

Leveraging social data as a research tool allows brands to evaluate the success of marketing campaigns and analyze the language consumers use about different brands or products. These insights help inform business decisions across the company.

Using social consumer and market insights, tech brands can augment marketing campaigns, product strategy, and customer service – providing an advantage over the companies who don't.

CONSUMER TECHNOLOGY SOCIAL INDEX

TOP FIVE BRANDS	SOCIAL VISIBILITY	GENERAL VISIBILITY	NET SENTIMENT	REACH GROWTH	ENGAGEMENT AND CONTENT	TOTAL
Lenovo	100	59	62	86	75	382
Nintendo	52	71	57	97	74	351
Samsung	69	77	53	89	55	343
Intel	73	71	59	89	48	339
Microsoft	49	93	50	100	40	332

Figure 19: Analyzes the online conversations surrounding consumer tech brands across Twitter, Facebook, news sites, blogs, and forums from April 1st – June 30th, 2016.

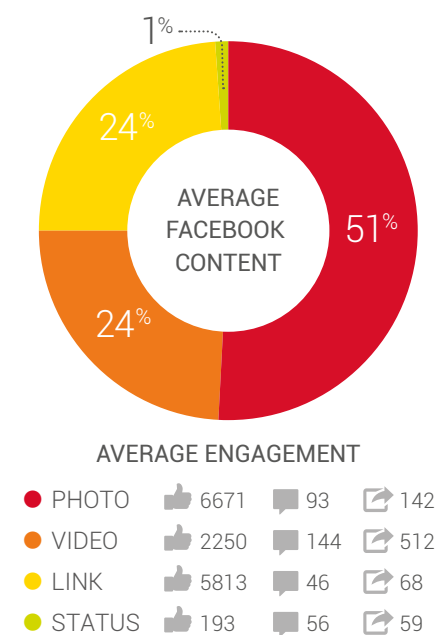


Figure 20: Analyzes 3642 Facebook conversations from April 1st – June 30th, 2016.

MOST USED ADJECTIVES BY TECHNOLOGY CONSUMERS

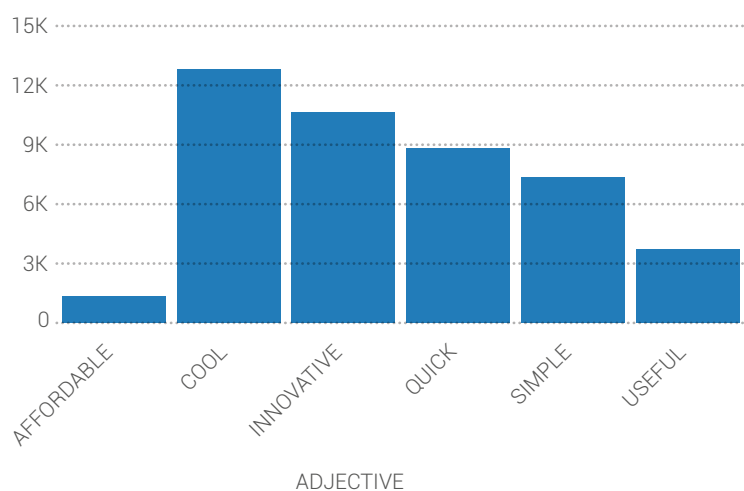


Figure 21: Analyzes 44,672 mentions of consumer technology companies on Twitter. Language analyses were developed using Brandwatch's Rules and Categories functions.

⁷ Gallup. Three in 10 in U.S. Own an Array of Consumer Electronics. 2014.



6.5 CPG INDUSTRY

The consumer packaged goods industry, once invested in tactile, sensory marketing beneficial for brick-and-mortar stores, is now seeing product research and point of sales moving online. The CPG space is changing, and CPG companies are striving to keep up.

Therefore, many CPG brands are finding immense value in social media. As CPG companies expand their brands to address more consumer needs, among the first social strategy goals needs to be examining how information is presented and received, and by whom. With social data, CPG companies can listen to the conversations their customers (and their competitors' customers) are having, learn who is most invested in their brands, and influence the conversations with intelligent content.

As Boston Consulting Group reported, "technology-enabled innovations will drive much of the growth" in this industry.⁸ As the CPG space evolves, social will be an increasingly important data source.

CPG SOCIAL INDEX

TOP FIVE BRANDS	SOCIAL VISIBILITY	GENERAL VISIBILITY	NET SENTIMENT	REACH GROWTH	ENGAGEMENT AND CONTENT	TOTAL
Dove	54	100	53	100	79	385
Pampers	100	76	44	99	45	364
Huggies	71	65	53	89	79	357
Gain	78	79	48	88	62	355
Gillette	49	80	37	89	82	337

Figure 22: Analyzes the online conversations surrounding CPG brands across Twitter, Facebook, news sites, blogs, and forums from April 1st – June 30th, 2016.

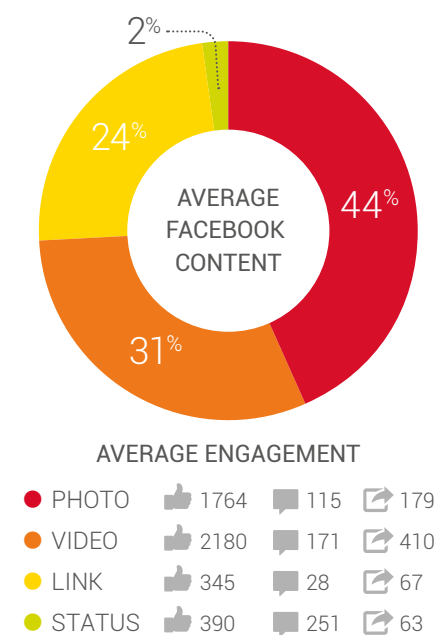


Figure 23: Analyzes 792 Facebook conversations from April 1st – June 30th, 2016.

MOST AND LEAST COMMON PROFESSIONS OF CPG AUDIENCE

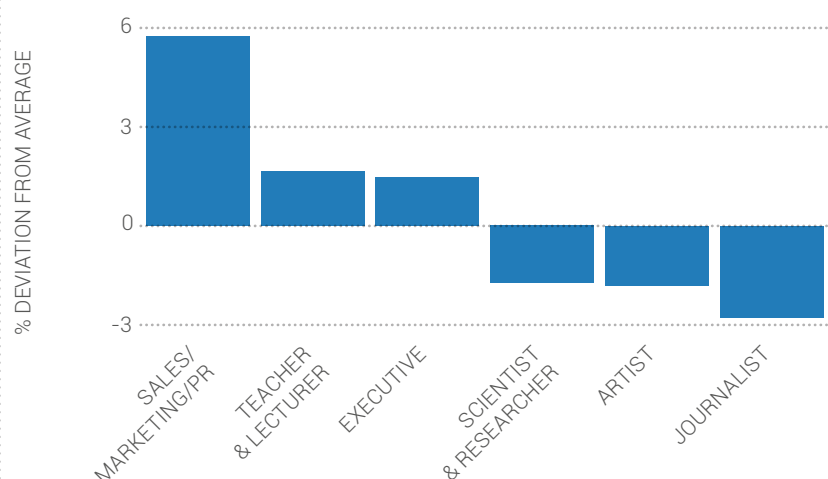


Figure 24: Compares the professions of 54,316 authors discussing CPG brands against the average professions of 5,877,657 authors discussing 15 industries. Professions were identified using online profile information and advanced machine learning techniques.

⁸ Boston Consulting Group. The Digital Future: A Game Plan for Consumer Packaged Goods. 2014.



6.6 FINANCIAL SERVICES INDUSTRY

Financial service institutions constitute some of the least trusted organizations, and have experienced the least growth in brand value over the last 10 years compared to other industries.⁹ It is clear that to best serve their customers, financial institutions need to revamp their consumer communication strategies.

An audit of the conversation highlights three customer-service-related instances when people mention financial institutions directly: when they need help, after they've had a bad customer service experience, and before they cancel or suspend their account.

In an industry notorious for long or inconvenient experiences, social data can provide financial institutions the wherewithal to monitor and respond to customer issues in real time. Learning from audience pain points can help financial service providers understand their customers' needs, and importantly, when they need them. This industry must demonstrate their willingness to best serve their customers.

FINANCIAL SERVICES INDUSTRY SENTIMENT

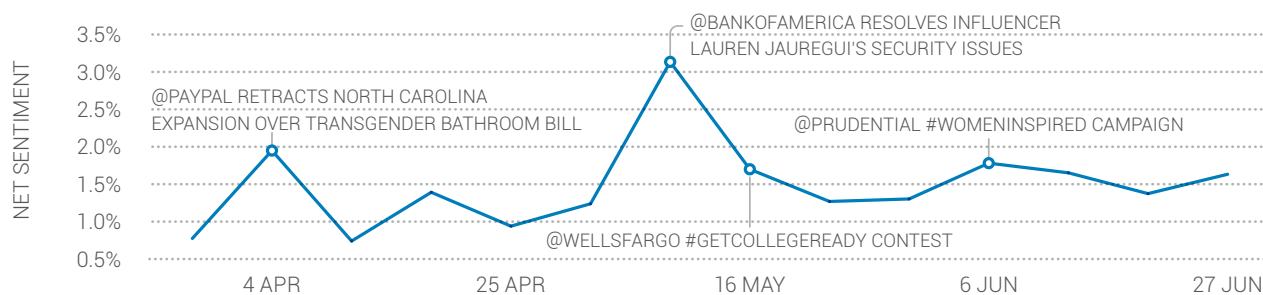
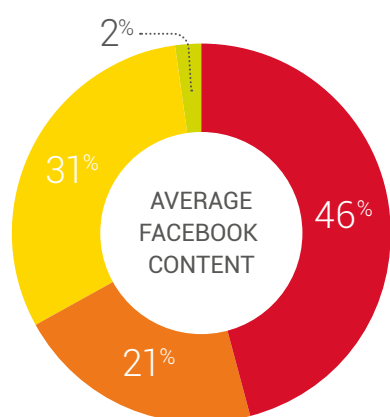


Figure 25: Analyzes the online conversations surrounding financial services institutions across Twitter, Facebook, news sites, blogs, and forums from April 1st – June 30th, 2016.



AVERAGE ENGAGEMENT

● PHOTO	👍 1168	💬 98	🔗 145
● VIDEO	👍 339	💬 56	🔗 126
● LINK	👍 367	💬 27	🔗 38
● STATUS	👍 172	💬 82	🔗 32

Figure 26: Analyzes 1751 Facebook conversations from April 1st – June 30th, 2016.

FINANCIAL SERVICE CUSTOMER SERVICE RESPONSES ON TWITTER

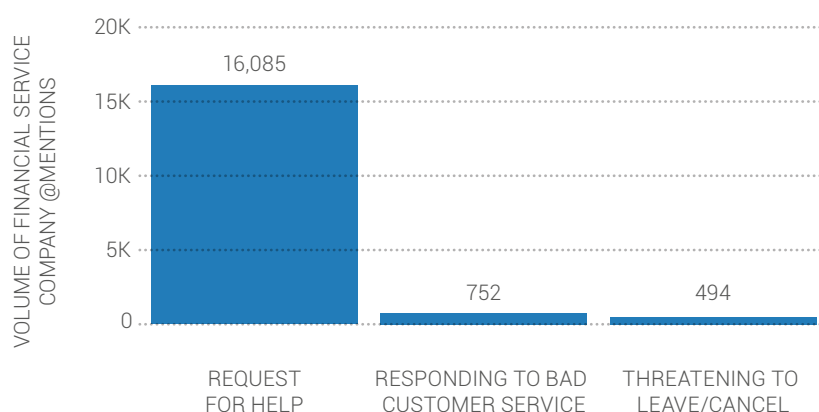


Figure 27: Analyzes 17,331 issue-related mentions of financial service companies on Twitter. Customer service categories were identified and isolated using Brandwatch's Rules and Categories functions.

⁹ Deloitte. Banking Industry Outlook: Banking reimaged. 2016.



6.7 FOOD & BEVERAGE INDUSTRY

Food and beverage businesses are faced with the task of growing and evolving in the context of an ever-shifting marketplace. Consumer tastes and preferences are constantly changing. For instance, consumers are increasingly willing to pay a premium for craft, convenient, or healthy products, and are more likely to “jump ship” and seek out other food or beverage brands if unsatisfied with a company.¹⁰

The restaurant, food and beverage industry must be invested in listening to and understanding these consumer preferences. Whether it is learning how your share of voice is changing seasonally, or watching food crazes proliferate globally over time, social data can extract a wealth of important insights about every brand's current and potential consumers.

Social media data provides instantaneous and large-scale customer insights that can equip food and beverage brands with the intel needed to address consumer preferences and changes in the market.

FOOD & BEVERAGE SOCIAL INDEX

TOP FIVE BRANDS	SOCIAL VISIBILITY	GENERAL VISIBILITY	NET SENTIMENT	REACH GROWTH	ENGAGEMENT AND CONTENT	TOTAL
Red Bull	100	100	61	100	48	409
Red Lobster	89	84	79	96	53	401
McDonald's	66	63	70	93	85	376
7up	33	50	100	84	100	367
Buffalo Wild Wings	62	69	65	94	69	359

Figure 28: Analyzes the online conversations surrounding food and beverage brands across Twitter, Facebook, news sites, blogs, and forums from April 1st – June 30th, 2016.

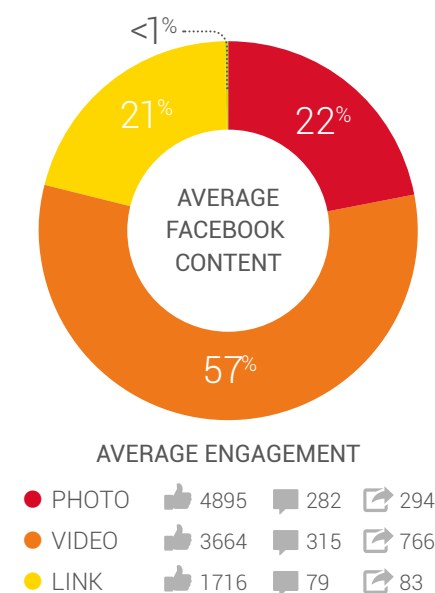


Figure 29: Analyzes 5757 Facebook conversations from April 1st – June 30th, 2016.

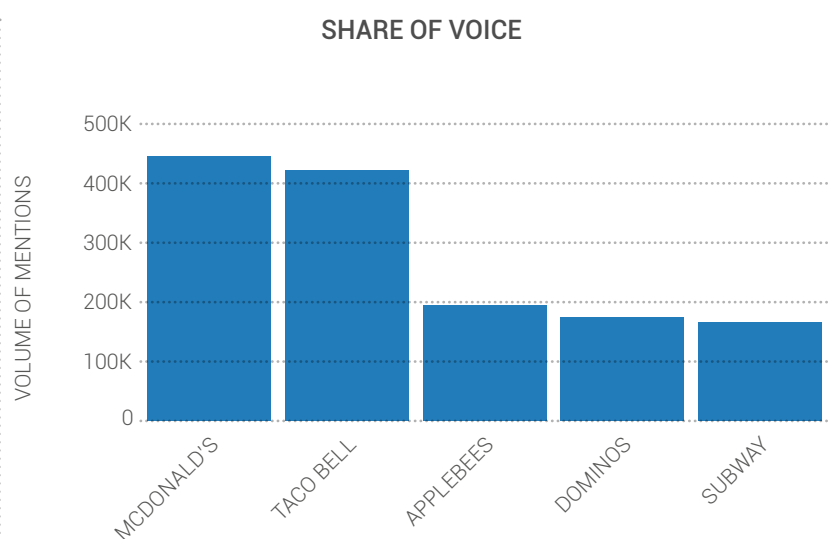


Figure 30: Analyzed 1,404,325 food and beverage conversations surrounding top mentioned chain restaurants Twitter from April 1 - June 30th, 2016.

¹⁰ Deloitte. *The 2015 American Pantry Study The call to re-connect with consumers*. 2015.



6.8 LUXURY FASHION INDUSTRY

Despite having some of the largest followings, luxury fashion brands generate less than average engagement on social channels. Yet their impressive following is largely owing to the nature of their products and brands – the industry has been surprisingly reluctant to welcome social media, which many feel threatens their exclusivity and prestige. That mindset is changing. The leaders in the Q2 Luxury Fashion Index represent brands with defined social strategies.

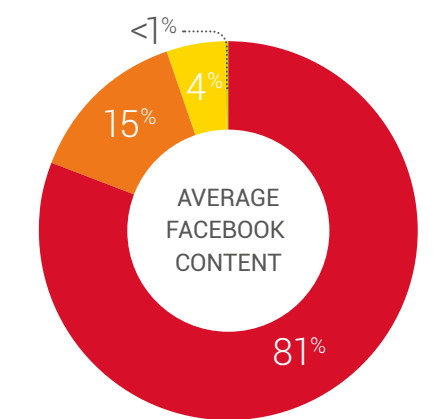
Luxury fashion brands should recognize that consumers will discuss their brands whether they are active or not. There is value in those conversations. Businesses should capitalize on the opportunity to listen and learn from what consumers are saying about trends, products, and brands in their industry.

Luxury fashion brands should not shy away from social, but instead search for creative ways to integrate social into their current plans.

LUXURY FASHION SOCIAL INDEX

TOP FIVE BRANDS	SOCIAL VISIBILITY	GENERAL VISIBILITY	NET SENTIMENT	REACH GROWTH	ENGAGEMENT AND CONTENT	TOTAL
Chanel	91	100	31	100	74	396
Louis Vuitton	100	90	40	94	68	392
Dior	97	84	37	95	68	381
Cartier	49	74	100	85	42	350
Tiffany & Co.	65	58	56	89	55	324

Figure 31: Analyzes the online conversations surrounding luxury fashion brands across Twitter, Facebook, news sites, blogs, and forums from April 1st – June 30th, 2016.



AVERAGE ENGAGEMENT

● PHOTO	👍 1506	💬 24	🔗 87
● VIDEO	👍 3858	💬 113	🔗 640
● LINK	👍 7719	💬 90	🔗 257
● STATUS	👍 118	💬 1	🔗 15

Figure 32: Analyzes 2997 Facebook conversations from April 1st – June 30th, 2016.

FASHION FOOTWEAR

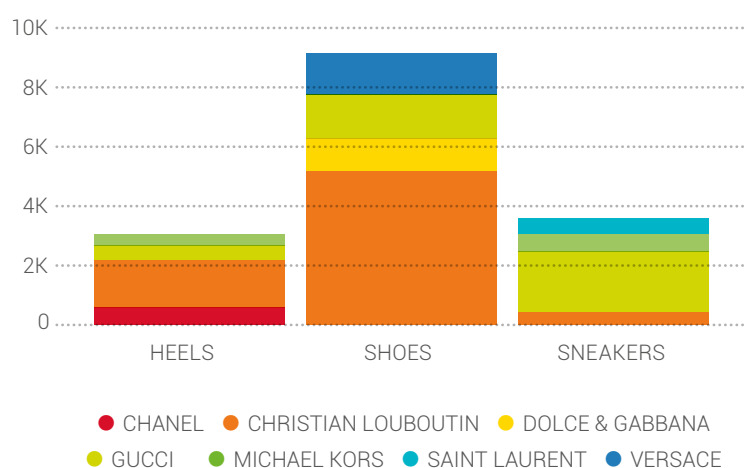


Figure 33: Analyzes 15,802 conversations surrounding luxury fashion companies and shoes. Categories of shoe-type were isolated using Brandwatch's Rules and Categories functions.



6.9 NBA

For the National Basketball Association, and sports leagues in general, social engagement rotates between off-season lulls and rapid large-scale engagement. During games in particular, sports teams generate millions of interactions on social as their fans react to every foul, fumble, point and penalty.

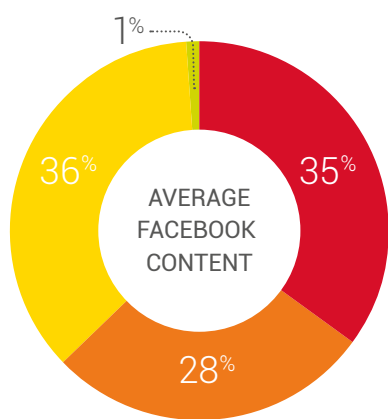
This was especially true for championship games like the NBA finals. It's entirely unsurprising that the NBA earned the highest number of Likes, Comments, Shares and Retweets of any industry within their championship quarter.

To maximize on these high volumes of conversation and fan engagement, NBA teams' social strategies should focus on real-time campaign measurement, examining how rates and types of audience engagement vary. In addition, teams can learn what sparks fan or journalist activity by finding and monitoring influencers with Audiences, analyzing conversations with Analytics, or setting up Signals to stay ahead of any PR crises.

THE NBA SOCIAL INDEX

TOP FIVE BRANDS	SOCIAL VISIBILITY	GENERAL VISIBILITY	NET SENTIMENT	REACH GROWTH	ENGAGEMENT AND CONTENT	TOTAL
Golden State Warriors	100	100	88	100	100	488
San Antonio Spurs	68	83	88	69	69	376
Los Angeles Lakers	67	75	79	65	88	374
Cleveland Cavaliers	53	89	82	75	58	358
Chicago Bulls	53	73	90	64	77	357

Figure 34: Analyzes the online conversations surrounding NBA teams and their social media channels across Twitter, Facebook, news sites, blogs, and forums from April 1st – June 30th, 2016.



AVERAGE ENGAGEMENT

● PHOTO	👍 286	💬 27	🔗 15
● VIDEO	👍 383	💬 38	🔗 25
● LINK	👍 353	💬 19	🔗 9
● STATUS	👍 218	💬 38	🔗 8

Figure 35: Analyzes 4966 Facebook conversations from April 1st – June 30th, 2016.

TRACKING THE NBA SEMIFINALS ON SOCIAL

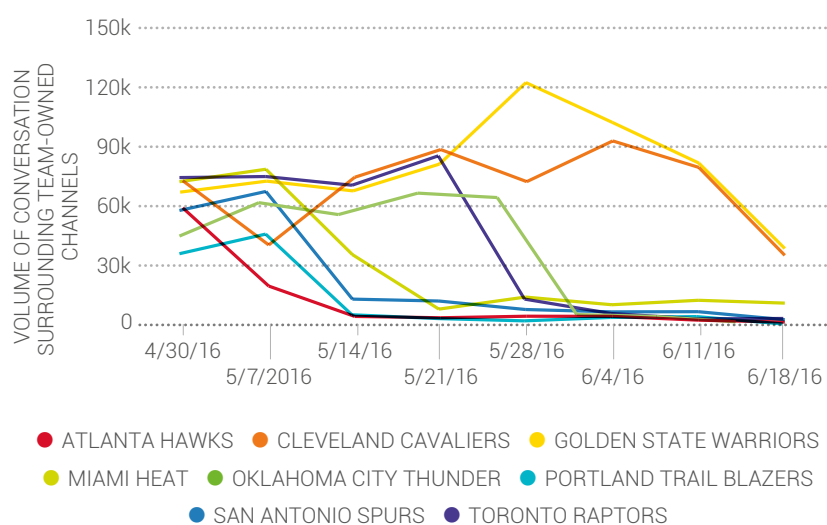


Figure 36: Analyzes 2,441,174 Twitter mentions of the final 8 NBA teams in the NBA finals from April 30th through June 20th, 2016.



6.10 NONPROFIT SECTOR

Social media has greatly affected the ways in which nonprofits function. Timely hashtags help nonprofits to easily involve international audience in important conversations. Social media challenges like the famous "ALS Ice Bucket Challenge" can spearhead a campaign in a way previously undreamable.

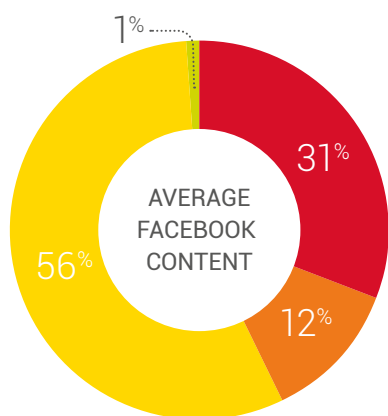
In a conversation with Brandwatch, Adam Hlava of Generations United stated, when it comes to measuring a nonprofit's influence, "there's no easier way... than through a social media imprint." With social, nonprofits have the opportunity to identify and learn from their supporters, what content resonates with them, and pinpoint new demographics they can reach.

Social media is no longer simply an engagement tool. **Intelligent social strategy is leading to measurable impacts within charities and the causes for which they advocate.** Using consumer insights to learn where a nonprofit's voice is strongest and importantly, where there is opportunity for growth can help these organizations allocate resources and shape messaging.

NONPROFIT SOCIAL INDEX

TOP FIVE BRANDS	SOCIAL VISIBILITY	GENERAL VISIBILITY	NET SENTIMENT	REACH GROWTH	ENGAGEMENT AND CONTENT	TOTAL
NPR	100	100	28	45	99	372
HRC	70	61	74	47	56	309
WikiLeaks	61	59	35	59	81	296
RSPCA	42	55	30	43	100	270
American Red Cross	39	92	33	60	43	266

Figure 37: Analyzes the online conversations surrounding non-profit organizations across Twitter, Facebook, news sites, blogs, and forums from April 1st – June 30th, 2016.

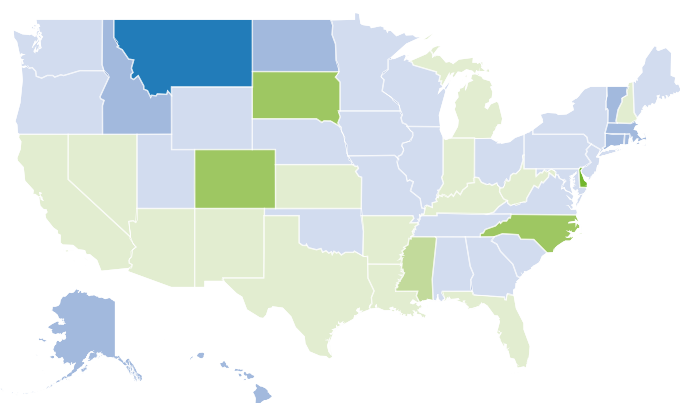


AVERAGE ENGAGEMENT

PHOTO	214	13	46
VIDEO	315	99	72
LINK	315	88	91
STATUS	169	22	30

Figure 38: Analyzes 4966 Facebook conversations from April 1st – June 30th, 2016.

US NONPROFIT CONVERSATIONS



DEVIATION ABOVE US MEAN (% POINTS)

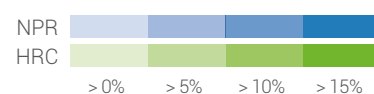


Figure 39: Analyzes 837,226 mentions of NPR and HRC from April 1st – June 30th, 2016 by Twitter author location.



6.11 PHARMACEUTICAL & HEALTHCARE INDUSTRY

As pharmaceutical and healthcare companies gradually shift many facets of their businesses to the online, digital space, social media presents powerful opportunities to listen to and learn from their stakeholders, be they patients, caregivers, healthcare providers, or journalists.

In addition, strategic social media engagement relies on pharmaceutical brands communicating with those who care about their industry. Pharmaceutical and healthcare companies need to align their messaging with when and about what their audiences are most engaged.

Some companies hesitate to use social data because of compliance concerns surrounding adverse effects reporting. However, intelligent social media monitoring ensures that the full benefits of social can be obtained quickly, cheaply, and in compliance with the unique legal concerns this industry faces. As a comprehensive research tool and an information distribution hub, social intelligence should be in every pharmaceutical and healthcare business' strategy book.

PHARMACEUTICAL & HEALTHCARE SOCIAL INDEX

TOP FIVE BRANDS	SOCIAL VISIBILITY	GENERAL VISIBILITY	NET SENTIMENT	REACH GROWTH	ENGAGEMENT AND CONTENT	TOTAL
Blue Cross Blue Shield	66	73	61	100	66	367
Pfizer	67	100	78	59	54	357
Merck	62	82	74	55	80	353
Novartis	59	73	75	58	83	348
Abbott Laboratories	57	57	71	69	91	344

Figure 40: Analyzes the online conversations surrounding healthcare and pharmacology companies across Twitter, Facebook, news sites, blogs, and forums from April 1st – June 30th, 2016.

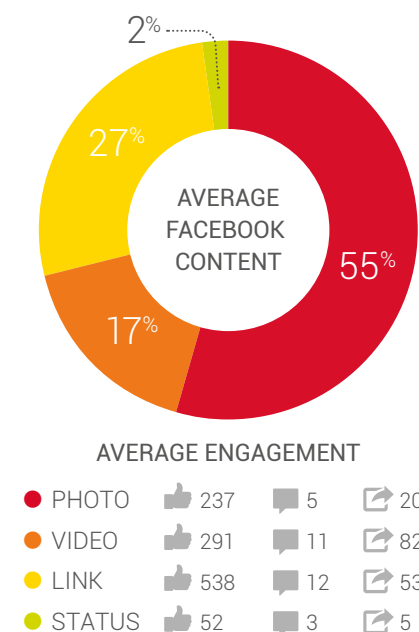


Figure 41: Analyzes 2346 Facebook conversations from April 1st – June 30th, 2016.

HEALTHCARE CONVERSATION BY TIME OF DAY

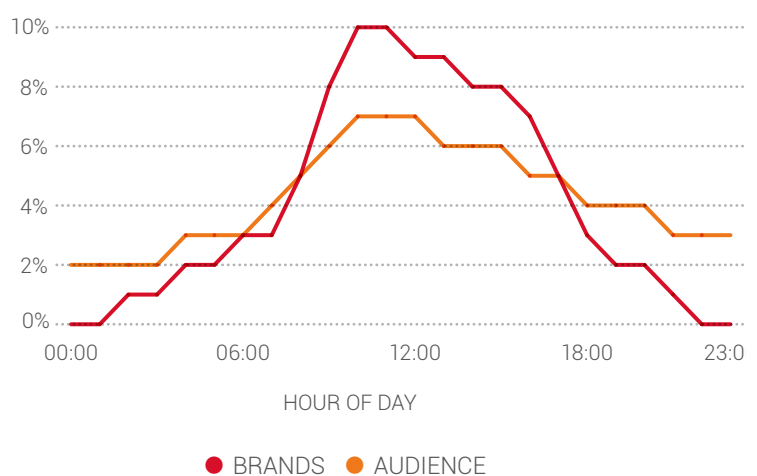


Figure 42: Analyzes 261,765 Tweets from pharmaceutical and healthcare brands and audiences from April 1st to June 30 by time of day.



6.12 PUBLIC SECTOR

From a response to a public crisis to support for a local initiative, online platforms are increasingly the medium through which citizens communicate absorb and distribute social and political information. Analyzing social media shows that people communicate with public sector social pages more than the majority of other industries we analyzed.

Because of the ease and efficiency of online platforms, millions of voices on social media, forums and blogs are engaging in important political conversations. Yet, even with platforms perfect for circulating information to many people, a staggering 47% of Americans don't believe they have influence in how their government is run.¹¹

The goal of any public sector agency should be to encourage two-way engagement between constituents and their leaders. If social media is where the citizens are talking, so should it be where public sector organizations communicate with their audiences and learn what their constituents need.

PUBLIC SECTOR SOCIAL INDEX

TOP FIVE BRANDS	SOCIAL VISIBILITY	GENERAL VISIBILITY	NET SENTIMENT	REACH GROWTH	ENGAGEMENT AND CONTENT	TOTAL
NASA	100	70	78	100	100	448
The White House	73	100	71	96	73	413
UNICEF	75	55	85	91	66	373
United States Navy	74	35	81	85	84	359
United States Army	80	41	87	87	48	344

Figure 43: Analyzes the online conversations surrounding public sector agencies across Twitter, Facebook, news sites, blogs, and forums from April 1st – June 30th, 2016.

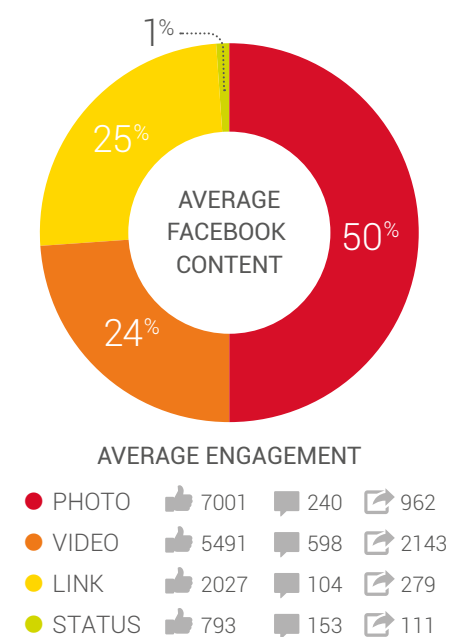


Figure 44: Analyzes 6688 Facebook conversations from April 1st – June 30th, 2016.

WHERE ONLINE PUBLIC SECTOR CONVERSATIONS TAKE PLACE

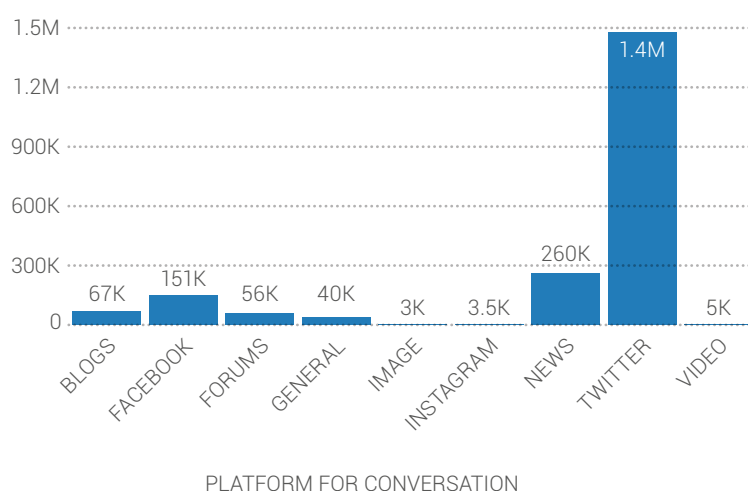


Figure 45: Analyzes a sample of 2,061,627 mentions of public sector organizations online from April 1st – June 30th, 2016.

¹¹ Pew Research Center. "Beyond Distrust: How Americans view their government".



6.13 RETAIL INDUSTRY

The retail industry is more complicated than ever. While customers still primarily make purchases in-store, online touchpoints are increasingly important to retail decisions. Roughly 80% of consumers research products online before purchasing in-store. Conversely, 41% of consumers have examined products in-store,¹² then purchased the products online.¹³

There's no clear, beaten path to follow anymore; **since no single customer's buyer journey is the same, retailers need to think smarter** about how they communicate with their audiences. Simple social marketing won't suffice for national or global retailers competing with one another to be the most in-tune with their consumers. Learning where your consumers are most engaged with your brand and what resonates with them is essential in retail success. Using social media to understand where and how consumers are making purchasing decisions needs to be a priority for retailers hoping to keep up with their complex consumers.

RETAIL SOCIAL INDEX

TOP FIVE BRANDS	SOCIAL VISIBILITY	GENERAL VISIBILITY	NET SENTIMENT	REACH GROWTH	ENGAGEMENT AND CONTENT	TOTAL
Amazon	77	100	33	96	35	341
eBay	69	78	34	92	55	329
Tesco	63	55	30	84	76	308
Nike	57	70	41	100	37	305
Walmart	64	79	28	93	40	305

Figure 46: Analyzes the online conversations surrounding retail brands across Twitter, Facebook, news sites, blogs, and forums from April 1st – June 30th, 2016.

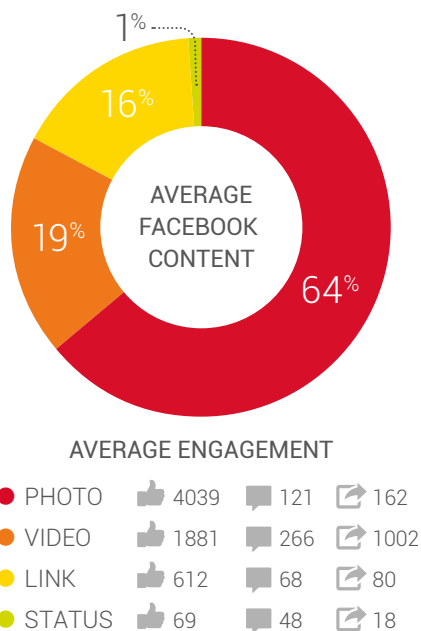


Figure 47: Analyzes 3507 Facebook conversations from April 1st – June 30th, 2016.

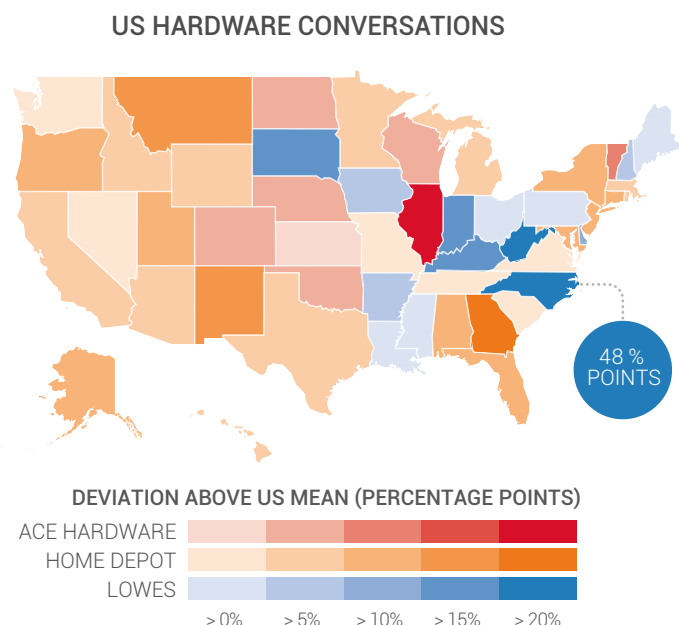


Figure 48: Analyzes 70,953 mentions of hardware companies on Twitter from April 1st – August 1st, 2016.

¹² PricewaterhouseCoopers. *Understanding how US online shoppers are reshaping the retail experience*. 2012.

¹³ Accenture. *Insight Outlook: Who are the Millennial shoppers? What do they really want?* 2013



6.14 TELECOMMUNICATION INDUSTRY

Despite having among the lowest industry social followings, the telecommunication industry is among the most socially literate industries we've examined. A survey from KPMG states 58% of these companies claim to either have high data analytics literacy or are rapidly moving towards it; social media data reflects this.¹⁴

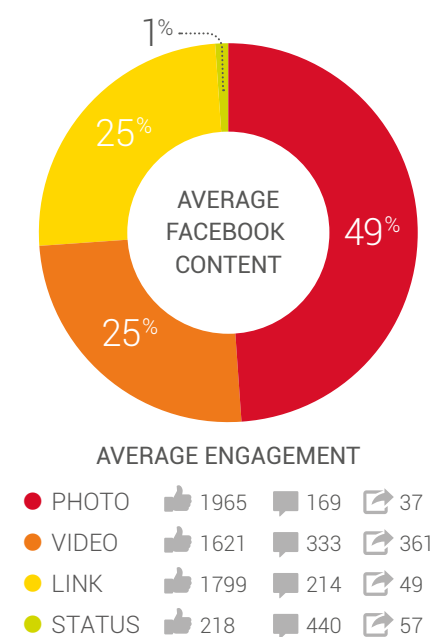
Telecommunication companies are more devoted to responding to their audience on Twitter than nearly every other industry, and you can expect **the top thirty brands on social to reply to their customers 100 times each day**.

Social intelligence is integral to telecommunication brands in the 21st century, and there is still room for improvement. Aggregating thousands of conversations can reveal bigger organizational trends that one-off replies might miss. With customers increasingly turning to social for their issues, this industry need to be committed to listening to these concerns, and further, using these insights to better their products and services in the future.

TELECOMMUNICATIONS SOCIAL INDEX

TOP FIVE BRANDS	SOCIAL VISIBILITY	GENERAL VISIBILITY	NET SENTIMENT	REACH GROWTH	ENGAGEMENT AND CONTENT	TOTAL
Globe Telecoms	100	36	95	66	100	396
Time Warner Cable	80	85	78	61	75	379
AT&T	71	95	51	57	73	348
Verizon Wireless	68	100	62	58	58	346
Orange	53	62	83	100	46	344

Figure 49: Analyzes the online conversations surrounding telecommunication companies across Twitter, Facebook, news sites, blogs, and forums from April 1st – June 30th, 2016.



AVERAGE ENGAGEMENT

- PHOTO 1965
- VIDEO 1621
- LINK 1799
- STATUS 218
- Comment 169
- Comment 333
- Comment 214
- Comment 440
- Share 37
- Share 361
- Share 49
- Share 57

Figure 50: Analyzes 2493 Facebook conversations from April 1st – June 30th, 2016.

TOPICS IN TWITTER SUPPORT MENTIONS

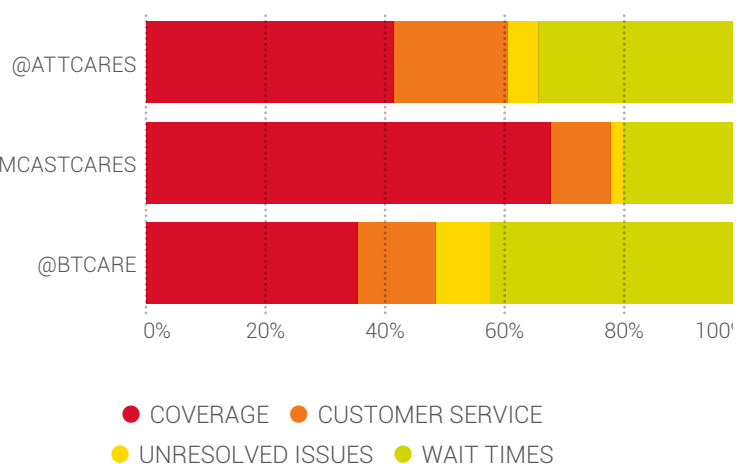


Figure 51: Analyzes 64,574 audience Tweets directed at 9 telecommunication support channels from April 1st - June 30th, 2016.

¹⁴ KPMG. 2013 Media and Telecommunications Industry Outlook Survey. 2013.



6.15 TELEVISION NETWORK INDUSTRY

The proliferation of streaming websites and on-demand programming provides consumers with the liberty to watch what they want, essentially whenever and wherever they want to watch it. This has led to fewer people watching shows and movies on TV as it airs live, holding especially true for Millennials.

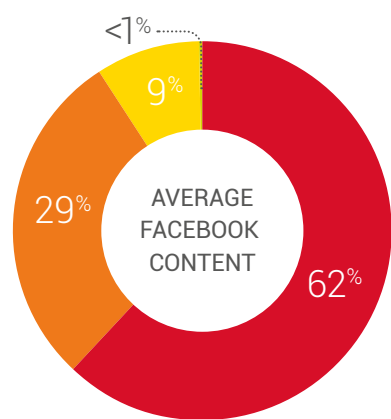
However, you'd be remiss in assuming that less live viewership means TV programming is less popular. Social media platforms like Twitter host huge, international conversations and global fan communities around TV shows, an impossible feat only a few years ago. Social data can augment viewership metrics to provide a more holistic view of programming success.

Knowing how well your social content is received by your audience and how conversation around a show evolves can reveal qualitative insights about the impact of programming and can inform better engagement strategies to keep viewers engaged between episodes.

TV NETWORK SOCIAL INDEX

TOP FIVE BRANDS	SOCIAL VISIBILITY	GENERAL VISIBILITY	NET SENTIMENT	REACH GROWTH	ENGAGEMENT AND CONTENT	TOTAL
Discovery	100	72	59	96	37	363
MTV	89	66	73	87	45	359
Food Network	90	51	76	100	27	345
Netflix	53	85	71	97	39	345
HSN	39	30	100	64	100	333

Figure 52: Analyzes the online conversations surrounding TV networks brands across Twitter, Facebook, news sites, blogs, and forums from April 1st – June 30th, 2016.



AVERAGE ENGAGEMENT

● PHOTO	👍 16k	💬 348	🔗 1063
● VIDEO	👍 10k	💬 1696	🔗 12k
● LINK	👍 6128	💬 346	🔗 650
● STATUS	👍 5623	💬 209	🔗 1241

Figure 53: Analyzes 9639 Facebook conversations from April 1st - June 30th, 2016.

TV PREMIERE ENGAGEMENT ON TWITTER

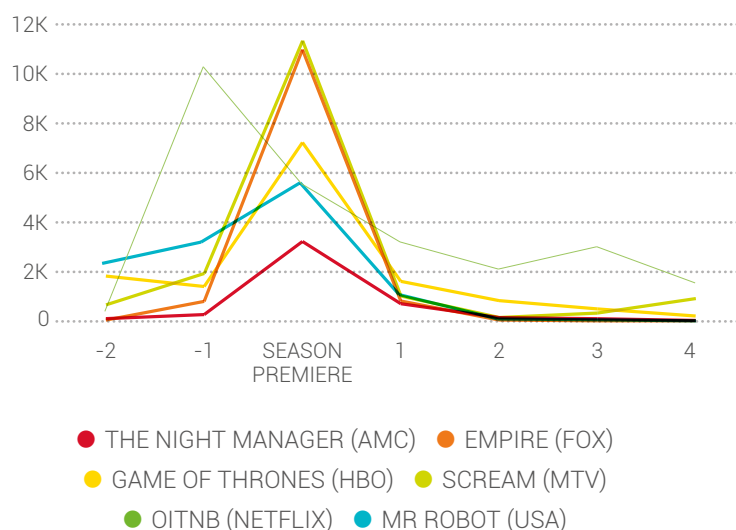


Figure 54: Analyzes a sample of 85,976 conversations about TV premieres within audience mentions of TV networks. Data collected through network Twitter channels and conversations were identified using Brandwatch's Rules and Categories functions.

7.0 Closing Notes

The capabilities of a business's social media intelligence program might be defined by the breadth of their analysis.

Although it's fundamental for brands to understand the perception of their business within the industry, it's also valuable to acknowledge how their industry fits in the larger online landscape.

Insights need context. Businesses should be aware of how their social audience and conversation differs from the norm.

Furthermore, analyzing online communities within or beyond a competitive set provides unique opportunities for organizations to learn from more extensive and diverse sources.

A salesperson might tweak their pitch in response to a competitor's product release or campaign; a business might uncover a marketing opportunity based on complaints around a competitor's service. A telecoms brand may look to airline brands, which reply to 168 tweets every day, to discover new communication strategies.

As this study shows, open communication and publicly available social data offers an unprecedented level of information. Businesses should think more broadly and creatively about the analysis they do and the potential new research opportunities offer.

8.0 Methodology

Scope

For this report, our goal was to provide social benchmarks that could help inform any organization or industry using or invested in social media. In order to achieve this, we aimed to compare the activity of 30 leading organizations across 15 industries within the same time period, from April 1 – June 30, 2016.

Brandwatch Analysis

Sentiment: Sentiment is evaluated using natural language processing (NLP) techniques. Brandwatch's NLP algorithm is among the industry's more conservative, aiming to qualify sentiment only when a certain confidence level is breached.

Gender, Interests & Profession: Gender, Interests, & Profession are evaluated learning user account or profile information as well as machine-learning techniques.

Rules & Categories: Brandwatch's Rules, which rely on Boolean logic, allow users to separate specific conversations into specific categories. Rules can be understood as "Queries within Queries."

Responsiveness: Response rates and times are determined by examining the number of brand replies to audience @mentions, and evaluating the time difference between the @mention and reply.

Brand Selection

For most industries, the top 30 organizations were selected through two processes.

First, an unbiased, third-party researcher examined revenue and output lists, industry literature, and social data to compile a list of the largest companies in each sector.

Once those companies and agencies were collected, we ranked organizations according to their following on both Twitter and Facebook. We then identified the 30 brands in each industry with the highest combined rank across both platforms.

No brand was assigned to more than one industry. For example, Nestlé and UNICEF were assigned to food and beverage analyses and public sector analyses respectively, but were not included in CPG or non profit analyses.

There were two industries in which brands were not selected according to the above methodology. While this is an important consideration, we still believe the selection of 30 brands to be representative of the larger industry.

For Pharmaceuticals & Healthcare, while Blue Cross Blue Shield and Kaiser Permanente are included, the brands selected lean heavily toward pharmaceuticals. For the next iteration of indices and analyses, we review a broader selection of healthcare brands.

For the Food & Beverage selection, the original list of brands were selected through industry literature as part of our 2015 Restaurant, Food and Beverage report to convey what we felt was a representative sample of businesses across three areas: Quick Serve Restaurants, Chain Restaurants, and major Beverage companies.

For a complete list of the brands included, please contact Brandwatch directly.

Data Collection

Brandwatch Analytics has powered the analysis throughout this report. The data was collected using three of Brandwatch's data sources:

Queries: Collects general mentions of a brand online. Brandwatch Queries, based on Boolean operators, are completely customizable to filter out spam or irrelevant conversations.

Twitter Channels: Collects Twitter data based on specific brands' accounts. Twitter Channels track @mentions, Replies, Retweets, and Followers for the selected Twitter account.

Facebook Channels: Collects Facebook data based on specific brands' accounts. Facebook Channels track Likes, Posts, Comments, Shares, and Pages Likes on a selected brand's Facebook page.

While some brands have more than one Facebook page or Twitter account, we selected the single account that was the most representative of the brand, as determined by follower size.

Research Limitations

Great effort was taken to ensure that the data was robust and representative of each brand's actual activity. However, there are some limitations to consider.

Another consideration is the time period selected. For many industries and brands, it is likely that insights gathered from Q2 2016 were affected by events. For instance, the NBA finals, which occurred throughout April, May, and June, may have dramatically affected how NBA brands performed in some of our analyses. Of course, any analysis will be influenced by time-specific variations and events that cannot be controlled.

Further Analysis

The wealth of data collected in this study will provide Brandwatch with valuable opportunities for further research. Our Social Insights series offers further analysis on specific industries. However, our Research Services team is available for any in-depth or custom analysis.

For any questions regarding methodology or to prospect further analysis with our Research Services team, please contact Brandwatch directly.

9.0 About Brandwatch

Brandwatch is the world's leading social intelligence company. Brandwatch Analytics and Vizia products fuel smarter decision making around the world.

The Brandwatch Analytics platform gathers millions of online conversations every day and provides users with the tools to analyze them, empowering the world's most admired brands and agencies to make insightful, data-driven business decisions. Vizia distributes visually-engaging insights to the physical places where the action happens.

The Brandwatch platform is used by over 1,200 brands and agencies, including Cisco, Whirlpool, British Airways, Heineken, Walmart and Dell. Brandwatch continues on its impressive business trajectory, recently named a global leader in enterprise social listening platforms by the latest reports from several independent research firms. Increasing its worldwide presence, the company has offices around the world including Brighton, New York, San Francisco, Berlin and Singapore.

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