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Fortune 100 - Tech Industry

Overview

The goal of this project is to set the foundation for an ongoing reports, by SEE Suite interns, on the social media activity of the top 100 U.S. companies. Social media can be used by companies to display a consistent brand as well as to push a current promotion, campaign or initiative within the company.

For this project, SEE Suite interns will be conducting social media monitoring via Twitter. The conversations accumulated on Twitter can be assessed with Crimson Hexagon software to determine the value of a company's online presence with KPI such as use of hashtags, mentions and engagement.

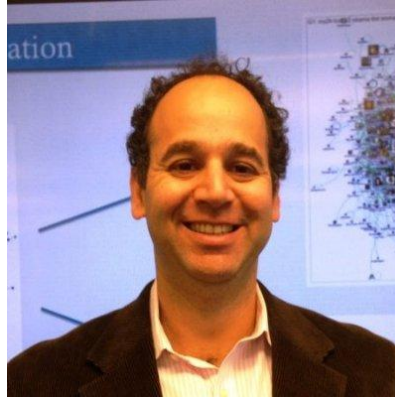
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Alphabet is a Fortune 100 tech company that we chose to exclude from the report. The data found did not accurately depict the social conversation surrounding Alphabet. The results may be more accurate if more closely tied to Google as a company. For this reason throughout the analysis Alphabet appeared to be the lowest in each category, however that may not be the case due to the skewed analytic results.

Timeline

March 13-20	2017
5,988,278 total posts	

We chose this time frame because the month of March consisted of multiple tech industry conferences and events such as SXSW, IBMInterConnect and the Adobe Summit. We determined that such events would elicit relevant content in the tech industry Twitter conversations.

Metrics for Comparison



Sentiment



Top Mentions



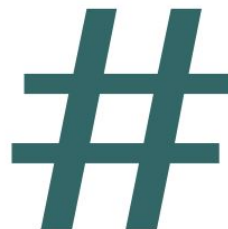
Influencers



Post Volume



Share of Voice



Top Hashtags



Geographic Location

Leading the Conversation



Amazon dominated in six out of the seven metrics for the tech industry. The company encompasses so many products, services and other industries such as publishing and retail that its social reach is unmatched.

Post
Volume

Top
Mentioned
Users

Share of
Voice

Influencers

Top
Hashtag

Geography

Leading the Conversation



CISCO **Runner Up**

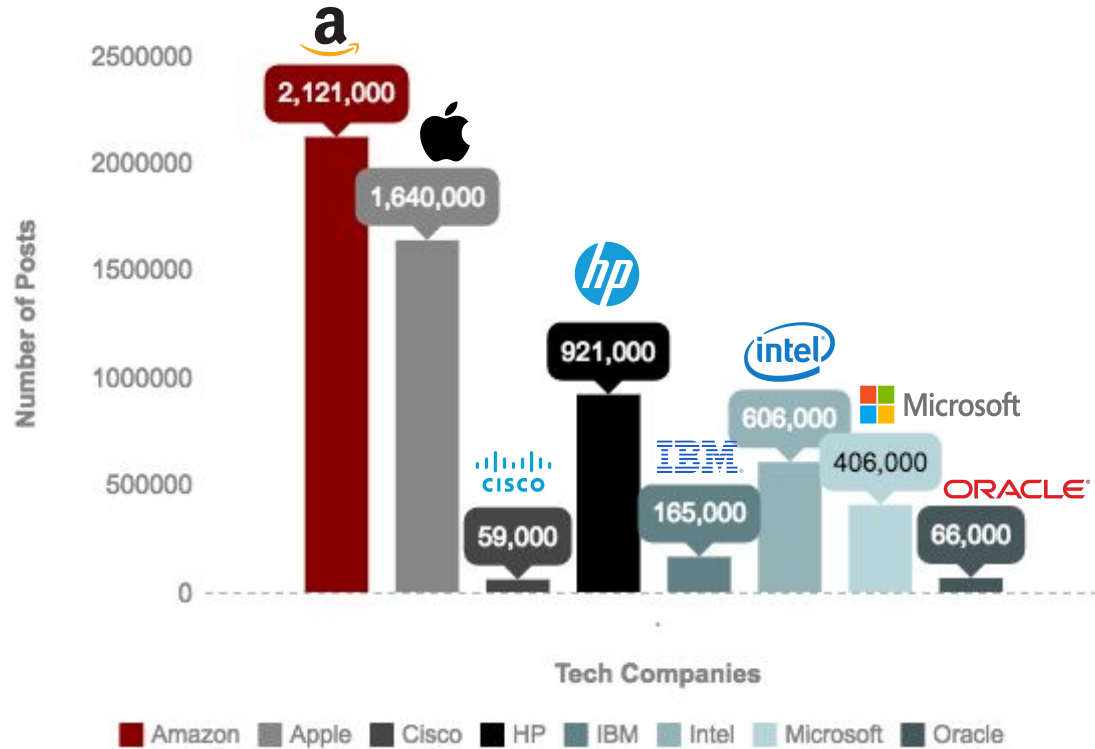
Breakout win in terms of positive sentiment with about 18 percent of earned posts generating positive sentiment.

Analytics

Post Volume

Amazon leads in overall post volume, followed closely by Apple. Conversation remained relatively steady for each company throughout the week, with little change on a day-to-day basis.

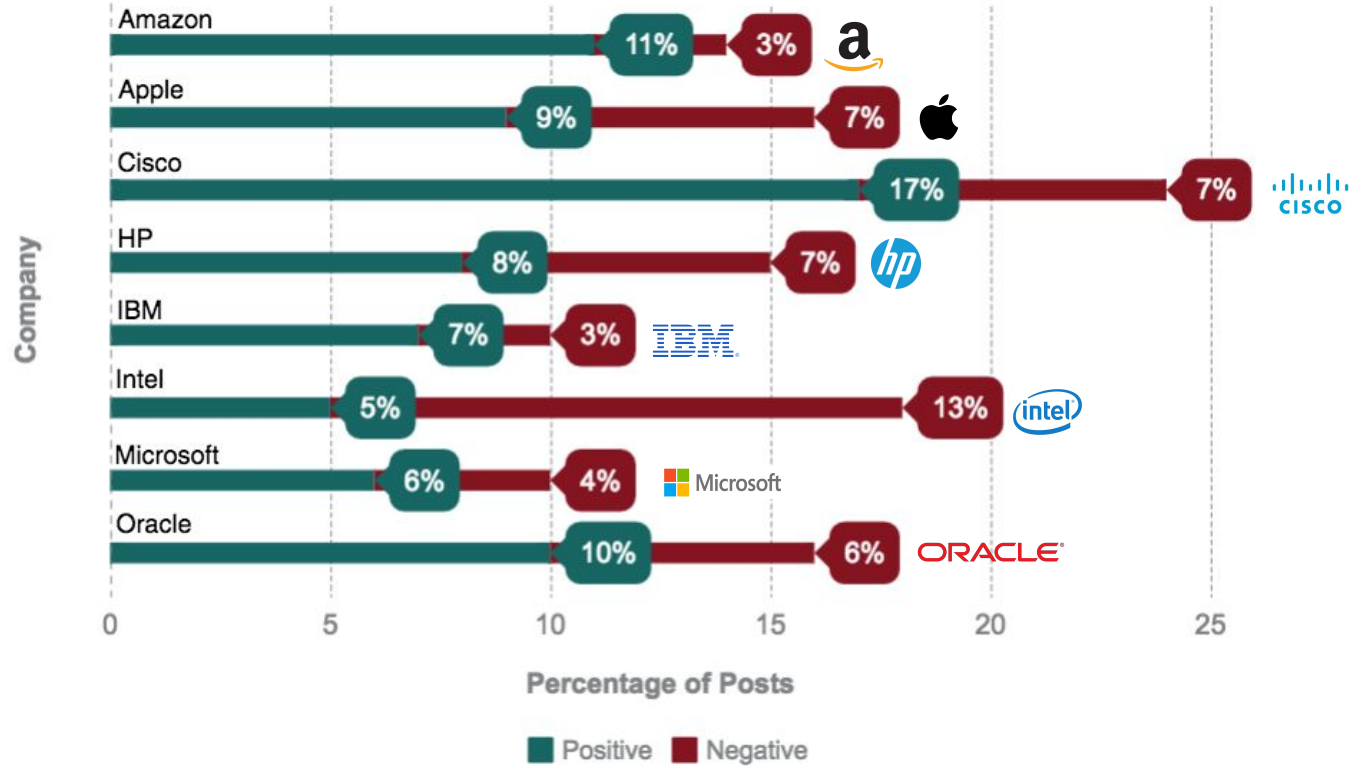
Post Volume by Company



Sentiment by Company

Cisco Systems scored highest in positive sentiment at **17 percent**, due to a large number of tweets advertising “best internet routers.”

Positive and Negative Sentiment by Company



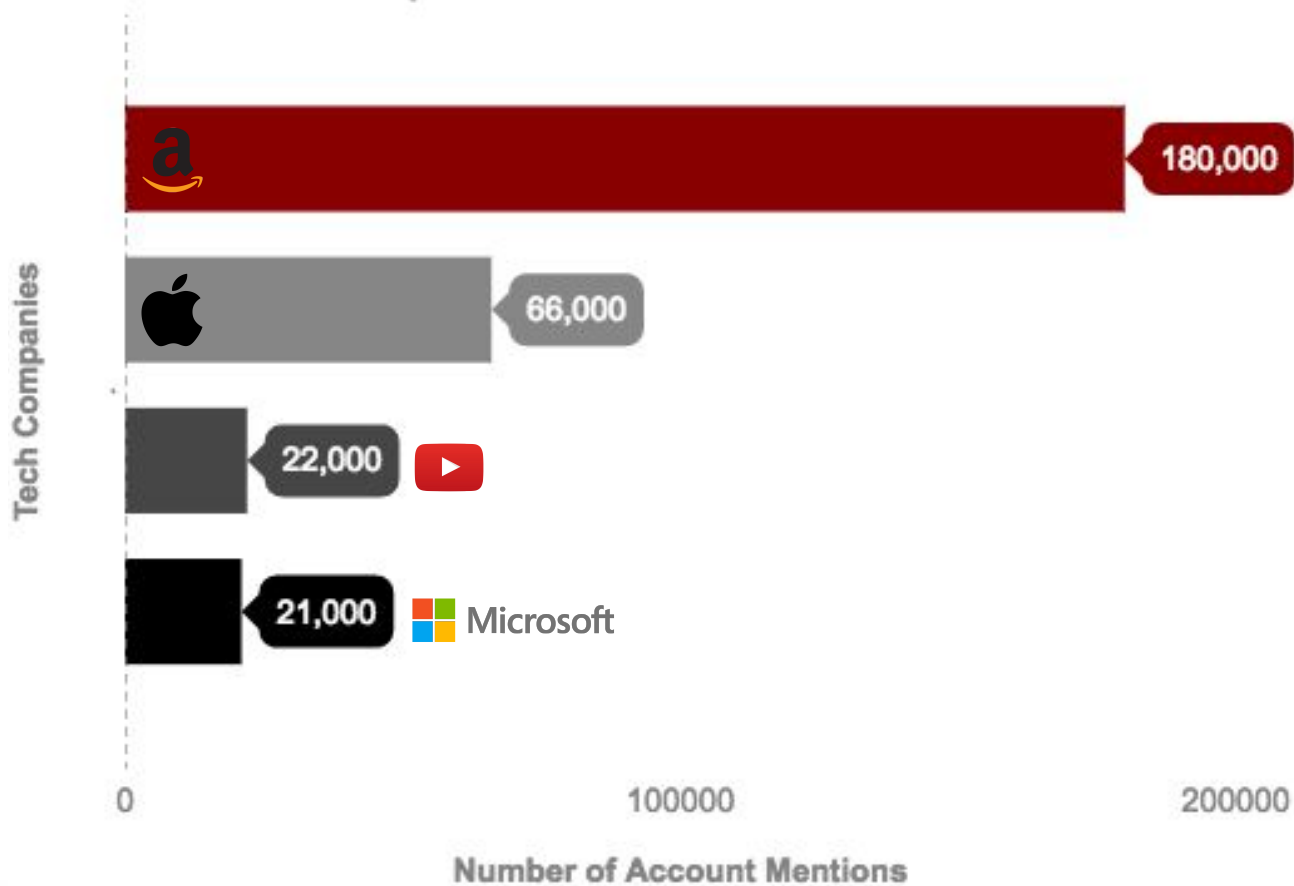
Top Mentioned Accounts

@Amazon 180,000+ Amazon's Twitter account is the highest mentioned account due to the vast array of services and products that it offers. Users tweet at Amazon regarding things they are selling, buying, watching and reading.

@Apple 66,000+ Apple also has a wide variety of products that are discussed on Twitter. In this time frame, users are Tweeting about a recent Apple iPhone feature launch, stickers, using the hashtag #SayItWithStickers.

@YouTube 22,000+ YouTube was not included in the tech category boolean search, yet the account received a relatively high number of mentions. The sharing platform contains content relating to multiple tech giants such as Apple, Microsoft, Amazon and Intel gaming.

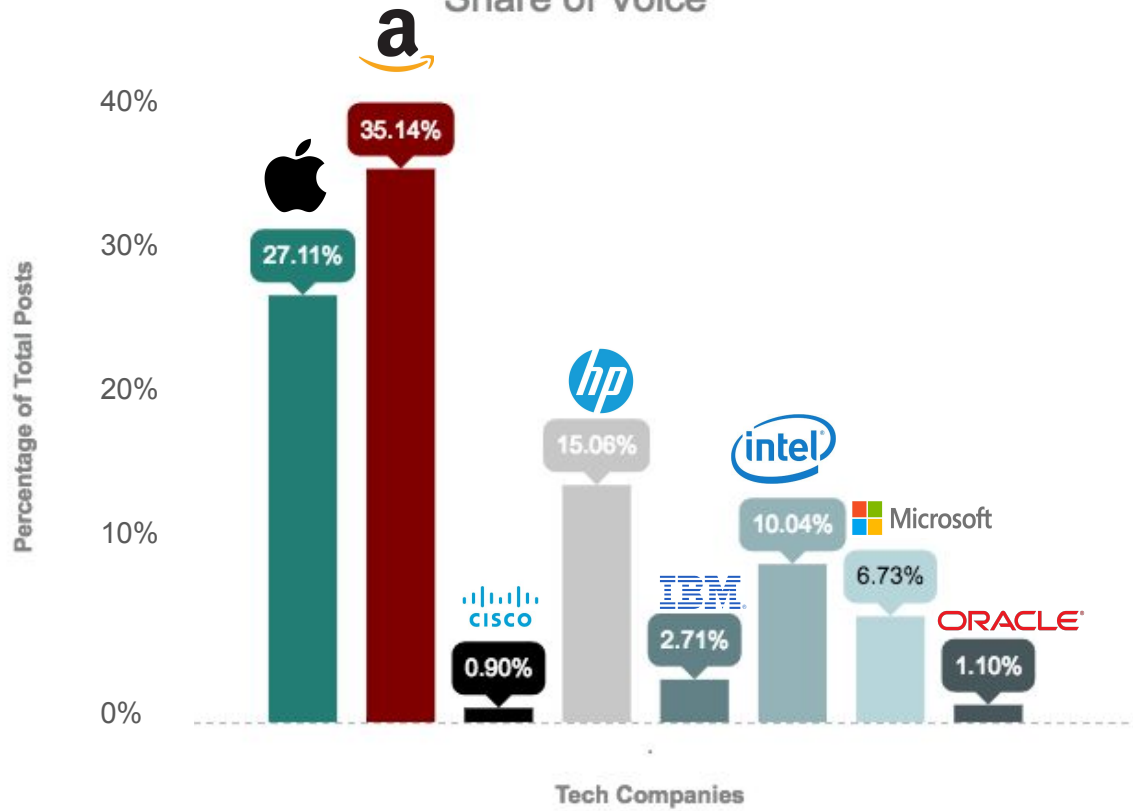
Top Mentioned Tech Accounts



Share of Voice

Amazon and Apple dominate the overall Twitter conversation. Amazon has a **SOV of 35.14%** and Apple has a SOV of 27.11%. HP falls in a distant third with a SOV of 15.06%.

Share of Voice



■ Apple ■ Amazon ■ Cisco ■ HP ■ IBM ■ Intel ■ Microsoft ■ Oracle

Top Influencers

Within each tech company, we dug to find who is contributing to and leading the conversations on Twitter. The users who tweet relevant content, attract a large follower base, and utilize key hashtags, mentions and keywords are considered influencers for the respective tech company.

While all companies had large publications and tech news outlets as leading authors, Amazon, Apple and Microsoft had the most influencers who are significant figures in the tech industry.

Amazon Influencers



@billboard



@guardian



@nytimesworld

Other influencers:

- @reggiemillerTNT - NBA Analyst, stars in recent Amazon Echo commercial
- @edyong209 - Ed Yong, Science writer at The Atlantic

Amazon has a large influence in conversation about its competitors, as it is an influencer for both Apple and HP.

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Ed Yong
@edyong209

Follow

Amazon Prime.



Jeff Bezos @JeffBezos

I just got to pilot an awesome (and huge) robot thanks to Hankook Mirae Technology. Nice! #MARS2017

RETWEETS
108

LIKES
287



10:20 AM - 20 Mar 2017

13 108 287



ashleywryeloar
@ashleywryeloar

Follow

Just when I thought I couldn't love @ReggieMillerTNT more, I see his @amazon commercials. #alwaysapacertome

RETWEETS
3

LIKES
13



3:07 PM - 18 Mar 2017

1 3 13



jodi gerhold @jnnkotbfan4life - Mar 18

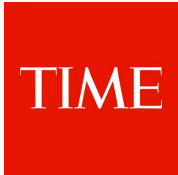
Replying to @ashleywryeloar @ReggieMillerTNT @amazon
Yyyeeessss! #alwaysapacertome

20

Apple



@billboard



@time



@wsj



@amazon

Other influencers:

- @Daniel_Rubino - Executive Editor, Windows Central
 - 57.4K followers
 - Tweets about updates in tech in relation of apple to android
- @edaccessible - Eduardo Meza-Etienne
 - 121K followers
 - Tweets about tech news and updates
- Apple Music artists such as Lana Del Ray

Twitter profile card for Daniel Rubino (@Daniel_Rubino). The card shows a profile picture, name, handle, location (Marlborough, MA 01752, USA), 53,816 tweets, 655 following, and 57,221 followers. A Klout score of 81 is displayed in an orange speech bubble. A tweet from @Ricker666 is visible below the profile, mentioning Apple and Google.

Twitter profile card for Eduardo Meza-Etienne (@edaccessible). The card shows a profile picture, name, handle, location (Brunswick, MD 21716, USA), 239,074 tweets, 119,535 following, and 119,222 followers. A Klout score of 81 is displayed in an orange speech bubble. A tweet from the user is visible below the profile, mentioning AirPods and Apple Watch.

Microsoft Influencers



@amazon



@TheEconomist



@CNET



@MicrosoftHelps



@businessinsider

Other influencers:

- Rula Jebreal -- professor
 - 170k followers
- Jessie Paul - CEO, author, former CMO

Rula Jebreal
@rulajebreal
Rome, ITA

14,482 tweets
2,806 following
167,824 followers

78

Microsoft, is run by an immigrant while 83% Of America's top High School Science students are the children of immigrants. Via @MazMHussain <https://t.co/n0ivGzXjTc>
posted on 3/13/17 12:07 PM EDT

(Klout score and author metrics as of 3/13/17 12:00 AM)

Jessie Paul
@jessie_paul
Bangalore, Karnataka, IND

17,264 tweets
4,985 following
35,042 followers

77

Woohoo! Great kickoff to our CMO Roundtable cohosted with Microsoft @rajivarora501 <https://t.co/UwTTRXFcw>
posted on 3/14/17 11:59 PM EDT

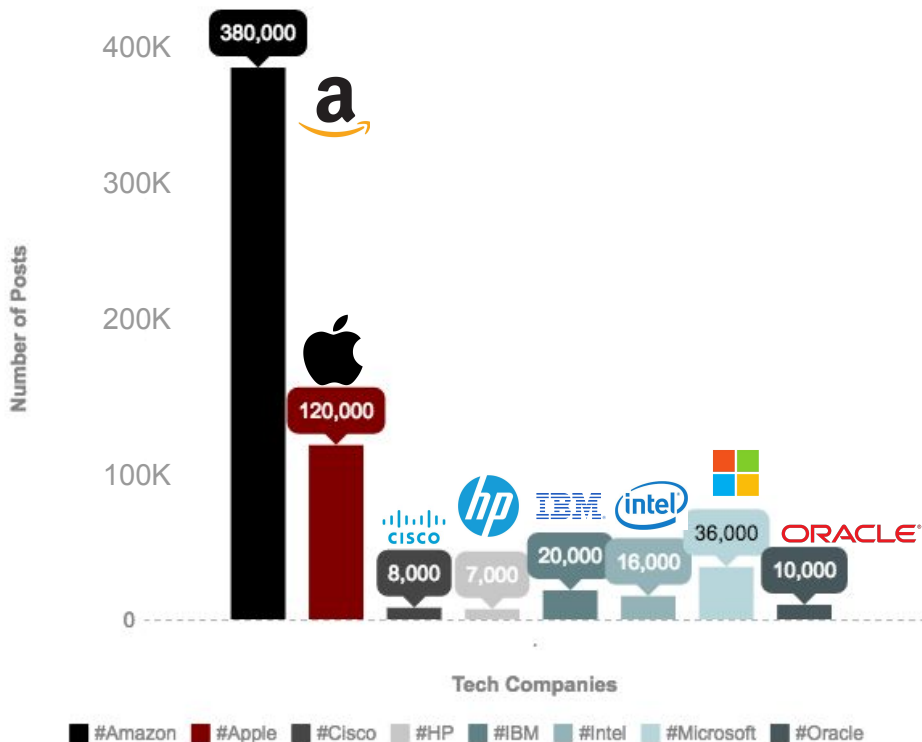
(Klout score and author metrics as of 3/14/17 12:00 AM)

Top Hashtag

We found the most active hashtag for each tech company and compared based on number of times used. This allowed us to compare each company without spam hashtags skewing the comparison.

Amazon's primary hashtag #amazon had the highest overall use with over 380,000 posts. With the majority of the twitter conversation for Amazon revolving around giveaways and Kindle books, there is a lot of noise associated with the hashtag involving low value content tweets.

Top Hashtags of Tech Companies

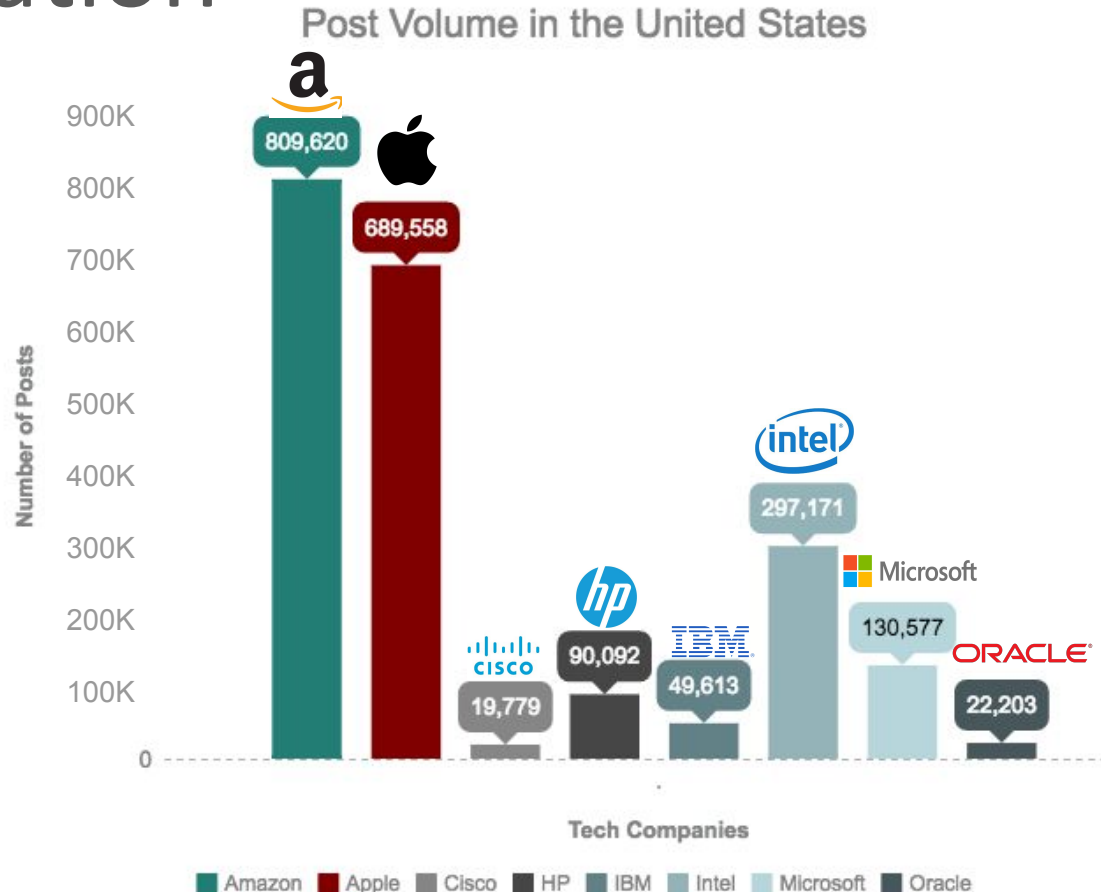


Geographic Location

The United States was the top geographic location for earned posts in all but one of the nine tech companies. HP is the only company in which the United States falls second in post volume, behind Japan.

An interesting note is that IBM has a comparatively low post volume out of the United States with only 49,613 posts which was sampled during the IBM InterConnect Conference.

Oracle has the third lowest post volume, however the seemingly small conversation holds valuable content being shared, mostly in relation to the Cloud. Industry professionals provide commentary on the success and expansion of the Oracle Cloud.





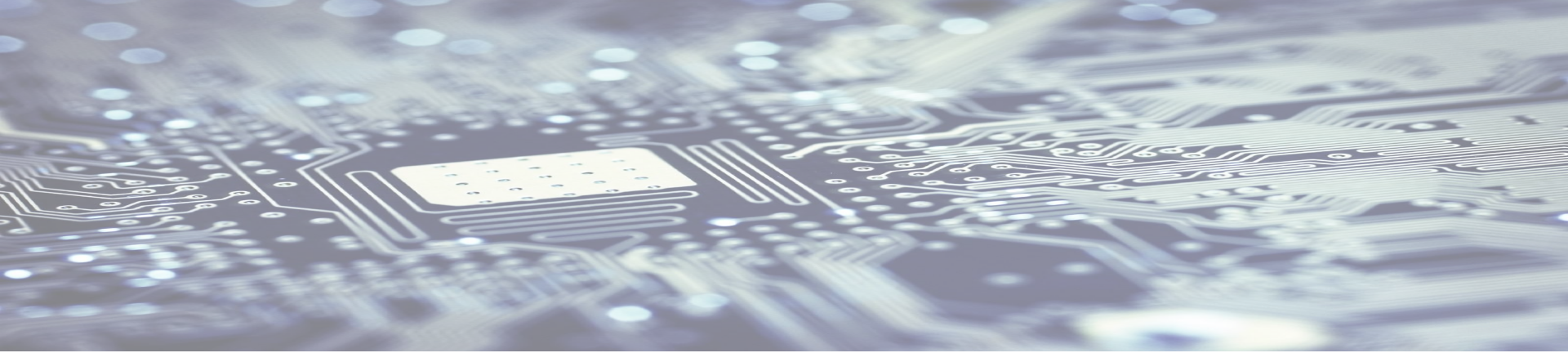
Appendix



1. Craft a **boolean search** specific to the fortune 100 companies to be used for monitoring and analysis on Crimson Hexagon.
2. Key **metrics for comparison** of companies social media activity and engagement, that will allow us to report meaningful insights found in the successes of some companies over others.
3. **Categorize companies** by industry, allowing for equal comparisons.

In order to gather the data for comparison, we created a Crimson Hexagon buss monitor using a boolean search string:

```
"Apple" OR @Apple OR #apple OR "Amazon.com" OR  
"Amazon" OR @Amazon OR #amazon OR "HP" OR  
"Hewlett Packard" OR @HP OR #hewlettpackard OR  
"Microsoft" OR @Microsoft OR "IBM" OR @IBM OR  
#IBMWatson OR "Alphabet" OR @AlphabetIncUS OR  
#Alphabet OR "Intel" OR @intel OR #Intel OR "Cisco  
Systems" OR "Cisco" OR @cisco OR #Cisco OR  
"Oracle" OR @Oracle OR #Oracle
```



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