



# Teaching & Using Crimson Hexagon

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Grady  College  
THE UNIVERSITY OF GEORGIA



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# Crimson Hexagon

## What is it?



Crimson Hexagon is a social media monitoring tool that provides users with access to vast amounts of data and analytics regarding social conversations surrounding a particular keyword, brand, account, topic, product, and beyond. Users of this software can track conversations across Twitter, Facebook, Instagram, Weibo, blogs, forums, and more.

Many characteristics of these conversations can be tracked using Crimson Hexagon, including message valence and sentiment, changes in the social conversation over time, consumer trends, purchase intent, and competitor data. Crimson Hexagon's text analysis tool is completely customizable, giving users the power to review posts, categorize posts, and train each monitor by selecting examples for each category.

By monitoring a social media account, users can identify drivers of engagement and monitor competitors. This software also identifies consumer interests that drive social action, leading to a greater understanding of audience composition and psychographics.







# Classroom Experiences

At Grady College, undergraduate and graduate students are taught how to use Crimson Hexagon software as part of many courses, including the capstone course for undergraduate and graduate advertising and public relations students and the graduate-level research methodology course. After being trained on how to use the software, students can use insights gained from the research and analytics tool to better inform their final projects and campaigns. Experiencing Crimson Hexagon not only gives students experience with a widely-used social listening tool, but it also offers students a unique experience that leads to more stimulating classroom discussions and more successful final projects.



*"Using Crimson Hexagon allowed us to find great insights about audiences, as well as evaluate current social posts. This gave us a foundation for our work that fueled the reason of our campaign."*

Chris Lewitzke, A.B.J. Public Relations, B.A. Marketing, '16



*"I really enjoyed having the ability to play around with the program. Every time I used it, I found another useful tool. I think understanding how to use Crimson is an excellent introduction to learning how to use other social listening tools."*

Jeanie Donaldson, A.B.J. Public Relations '15, M.A. Advertising '16



*"Crimson Hexagon has been great for the classroom because it brings an applied lens to some of the issues we discuss in the research methodology course. It's one thing to talk about monitoring the social media environment, but a completely different thing to give the students the power to do it themselves. The students love working with the tool and I think it gives them a different appreciation for things like research in the advertising and public relations process."*

Dr. Michael Cacciatore, Assistant Professor of Public Relations at Grady College

# Opportunities For Students & Faculty



Crimson Hexagon's software improves student and faculty research efforts by providing access to immense amounts of data and insight. Additionally, students may add knowledge of this software to their resumes. This skill-set is very impressive to industry professionals and makes students stand out to potential employers.



*"Nearly all of the industry professionals I have spoken with offer some form of social listening to their clients. This is the environment our students are stepping into as they leave Grady. It's not just about learning the software, it's understanding the types of questions to ask and how social media listening and analytics can inform larger client goals. Our students are leaving Grady with that knowledge and I think it is a major advantage in a competitive job market."*

*"It has added a new dimension to the public opinion work I do. It's forced me to think bigger in the types of questions I pursue because I have this incredibly powerful and easy-to-use tool at my fingertips. It has been great for my evolution as a researcher."*

Dr. Michael Cacciatore, Assistant Professor of Public Relations at Grady College



*"Having skills using Crimson Hexagon makes me stand out in the job market by providing me with experience using a well-known and widely-used social listening tool."*

Carley Gainous, A.B.J. Advertising,  
Minor in Sociology, New Media  
Certificate '16



*"After graduation, I'm starting my career as a social media coordinator at the U.S. Tennis Association. Being able to use a real-life social listening tool will really help me in the transition into my new professional position."*

Chris Lewitzke, A.B.J. Public  
Relations, B.A. Marketing, '16