

“Monitoring social conversations gives the team an understanding on what's performing well on the owned platforms, and also what directions social content can take by listening to audience feedback on what they want to see.”

Reuben Chan

Social Listening and Analytics Manager



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Mediacorp is Singapore's national media network and largest content creator. It engages over three million people in Singapore daily across four languages on its digital platforms including meWATCH, meLISTEN and CNA.asia, six TV channels and 11 radio stations.

Objectives & Challenges

Broadcasting has evolved to become multi-synchronous in an age of digitalization. Consumers have access to multiple platforms, devices, and programs offered by numerous brands in the media and entertainment industry. In Singapore, it is no different for Mediacorp to continue serving high-quality, relevant offerings for its customers.

Social listening enables Mediacorp to stay on top of customer conversations online respective of their brand and its business entities, providing actionable, real-time data to internal stakeholders for media planning and strategy making.



Social Intelligence Solution

Mediacorp's dedicated social team extensively uses Digimind to drive the organization's operations on the social media front—especially for brand scoping—leveraging its comprehensive dashboard features, namely for brand monitoring, trend tracking, and crisis monitoring.



Key Digimind Social Uses

Analyzing brand sentiment on social with an easy-to-see dashboard that categorizes multiple project topics.



Monitoring trends and opportunities by observing audience interest across the media landscape.



Business stakeholders to stay informed through continuous reporting of insights around various business portfolios.



Detecting potential crises and readily preparing contingencies via automated alert workflows to perform quick checks.





Community Management

Digimind allows the social team, which consists of community managers, to produce a myriad of **different reports at different levels of cadences**, from **weekly, quarterly, and even on an ad hoc basis** when crises surface.

Reporting revolves around monitoring conversations on the daily of the many brands, programs, and artistes helmed by Mediacorp. Insights valuable to Mediacorp include:

- ❑ **Owned media** publications, where they are able to primarily observe user engagement in the form of comments and views.
- ❑ **Earned media** that are found beyond their owned platforms, with conversations appearing on web sources, such as local forums like HardwareZone and Reddit.



Crisis Management

Digimind has enabled Mediacorp to set up a robust **crisis alert monitoring dashboard**, use AI-powered technologies to help the team respond to potential crises with more profound clarity, and **disseminate vital information quickly across the organization to key stakeholders**.

With Mediacorp driving a large media presence in Singapore, it is crucial to have their ears on the ground. With Digimind's **custom-alerts and automated dashboards**, the team is able to set up their operations according to various filters, from the issue at a macro level down to individual influencers involved in a matter.

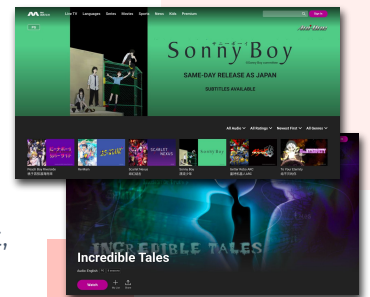


Content Management

Digimind is used strategically to enhance content planning for **meWATCH**, Mediacorp's video-on-demand service. With stiff competition in the online domain, it is pivotal for Mediacorp to drive traffic to its own platform with **in-demand content**.

Social conversations are packaged to **provide recommendations** on content, while **understanding sentiments on past programs** allows Mediacorp to consider the possibilities of future seasons.

Major events broadcasted, like the Tokyo 2020 Olympics and National Day Parade 2021, are integral to spotlight conversations relating to both the meWATCH platform and the brand as a whole.



Expanding Social Intelligence Coverage

As broadcast networks pivot to newer forms of digitalization, audience amplification is one crucial component where Digimind Social can enable brands like Mediacorp to become more resonant and informed on content strategy. By expanding their insights coverage on social media platforms, like TikTok and Instagram, Mediacorp can have an eye on all business entities relating to their online presence and reputation.

About Digimind

Digimind is the leading social media listening and competitive intelligence software, designed for brands and agencies who want to accelerate digital transformation through an insights-driven approach. Recognized by Forrester and Gartner, Digimind's best-in-class technology transforms social and online data into actionable business insights, enabling marketers to effectively plan, execute, and analyze their marketing strategy. Founded in 1998, Digimind is headquartered in New York, Paris, Singapore, and Rabat, serving more than 600 customers worldwide including LinkedIn, Sony, McCann Worldwide, and Lexus.