Fueling Social Data Analytics for the Public Sector

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Presented by

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World’s largest and most trusted provider of social data.
A few facts...

- Customers in 41 countries including many of the world’s largest software companies

- First data partner for Twitter, Tumblr, Wordpres, Foursquare, Disqus and others...

- Only company with access to the complete archive of Twitter data

- Distribution network touches over 95% of the Fortune 500
Critical layer in the social data ecosystem

Publisher
Creates Social Media Content

Data Distributor
Filter, Enriches and Distributes Social Activities

GNIP

Stream of Public Activities

Filter, Enriched & Normalized Stream of Activities

Gnip Customers - Analytics and Insights to Major Brands

Analytics and Insights to Major Brands

Brands Served by Gnip Customers
Unrivaled access to key publishers
These data sources provide amazing insight into global behavior
Social data is great when used for alerting...

- Content is virally disseminated and has been known to travel faster than traditional news
- Data can be used as an alerting mechanism
- Data has a multi-media context that provides on-the-ground insight into situations
...but may sources work well at a macro level
Providing unique points of view for diplomacy

- Unique insights gleaned from viewing specific account activity during Hamas-Israel crisis
- Analysis performed on followers of accounts
- Data demonstrated how information was spreading through followers and retweets
Sources offer global perspective...

- Twitter itself has a large amount of international content (78% outside US)
- Blogging and commenting platforms (Wordpress, Disqus) are also used worldwide
- New sources like VK offer insight into specific regions
How to gain insight through social media data...
Turning social media data into structured data

Author Information

Name - Biography - Language - Tweets
Followers - Users Following - URL
Klout Score - Time Zone
Geo-Coordinates - Stated Location
App Used to Send Tweet

Tweet Details

Text of Tweet - Time and Date Sent
URLs Mentioned - Expanded URLs
Other Users Mentioned

Tracking Hurricane Sandy via Social Media Data bit.ly/SfEq1p Nice to see @Gnip and @VisionLink mentioned in this article!

"summary": "Tracking Hurricane Sandy via Social Media Data http://t.co/lf8B8tI Nice to see @Gnip and @VisionLink mentioned in this article!"
"postedTime": "Thu Nov 01 20:24:47 +0000 2012",
"urls": [
{"display_url": "http://t.co/lf8B8tI",
"user_mentions": [
{"screen_name": "VisionLink",
"name": "VisionLink",
"id": 33021828}]
Full coverage of historical and realtime data

Gnip Products

Historical Data

- Historical Custom
  - Complete, Job
  - Any dates
  - Filters
  - No contract
- Historical Subscription
  - Complete, Job
  - Any dates
  - Filters
  - Self-Serve
- Search
  - Complete, API
  - Last 30 days
  - Filters
  - Instant Results
- Data Collector
  - Public API
  - Streaming
  - Filters
- Firehose
  - Complete
  - Streaming
  - Managed
- PowerTrack
  - Complete
  - Streaming
  - Managed
  - Filters

Available Publishers

- Twitter
- Twitter
- Twitter
- bit.ly
- DailyMotion
- Delicious
- Facebook
- Flickr
- Google+
- Identi.ca
- Instagram
- Metacafe
- Panoramio
- Photobucket
- Plurk
- Reddit
- StackOverflow
- Viimeo
- YouTube
- Disqus
- Estimize
- Foursquare
- IntenseDebate
- NewsGator
- StockTwits
- Tumblr
- Twitter*
- Wordpress
- Disqus
- Foursquare
- IntenseDebate
- NewsGator
- StockTwits
- Tumblr
- Twitter
- Wordpress
Thank you!

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