JAMES MADISON UNIVERSITY INCREASES CAMPUS SAFETY AND AVOIDS CRISES WITH NETBASE SOCIAL ANALYTICS

Social analytics alerts of reputational threats early enough to intervene

At a Glance
Social media doesn’t discriminate. All businesses and organizations – including educational institutions like James Madison University – must be aware of their social image at all times to avoid potential PR disasters. JMU wanted to keep tabs on hot-button higher education topics like college affordability and student safety, but monitoring social conversations manually was inefficient and time consuming. Implementing NetBase allowed them to speed up their process, while providing greater accuracy for identifying both reputational and physical threats to the university.

Challenge: Manually Surfacing Social Insights Is Problematic
Home to more than 20,000 students, James Madison University is ranked as one of the top universities in the South. Like other higher learning institutions, JMU wrestles with issues of college affordability and student safety. To understand the feelings of current students, alumni, and the public surrounding these topics, and issue responses accordingly, they closely monitor social conversations about the university.

JMU’s prior monitoring efforts required manually combing through social feeds, news sites and the president’s inbox to evaluate potential crises or issues. As surfing actionable insights took a long time, this approach was inefficient and unsustainable. Needing a better strategy, the university turned to NetBase as the single tool they could count on to provide fast and accurate insights in times of crisis.

Solution: NetBase Provides Accurate Insights in Real-Time
The NetBase social analytics platform gives the JMU communications team the ability to comb through thousands of conversations across the social web in real-time. Manual research of insights that used to take two days to gather can now be reported to the university’s senior leadership within two hours – along with recommended actions. In addition to time saved, real-time social data guides confident decision-making with clearly identified magnitude and themes of conversation surrounding specific topics.

RESULTS:
• Research time down from 2 days to 2 hours
• Improved response time to crises
• Increased collaboration with public safety departments

Before using NetBase we spent a lot of time cobbling together insights to tell us how students, alumni and the public felt about various university issues. With NetBase we have insights immediately and can work towards preventing crises rather than reacting to them. We can address any number of concerns in the moment, instead of days later when we’ve sifted through the data. The time saved and the data we’ve gained is invaluable to managing our university’s reputation.”

— Caitlyn Read, James Madison University, Associate Director of Communications

CUSTOMER:
James Madison University

SOLUTION:
NetBase social analytics platform
NetBase Solution

NetBase enables progressive brands and agencies to see their brand through the eyes of their consumers and take a data-driven approach to support their most important business initiatives. Recognized as a leader in enterprise social listening by Forrester, NetBase is proven to increase revenue, reduce cost, improve productivity, and manage risk. With the NetBase platform:

- Instantly surface global insights across the social web, spanning 199 languages from over 300M sources
- Understand every post in real-time, surfacing sentiment, emotions, behaviors, and much more with NetBase Patented Language Processing
- Make instant and accurate decisions by integrating social media data with business KPIs in real-time NetBase LIVE Pulse dashboards
- Manage risk by being the first to know and quick to respond with the most comprehensive Alert Suite
- Receive best in class on boarding, support, and consulting services across your entire organization

NETBASE BENEFITS:
- Leader in Social Analytics - according to Forrester
- 99.5% customer satisfaction rate
- 9X faster than competitors
- 70% more accurate than competitors
- Fastest growing social analytics company

Results: Real-Time Monitoring Improves Crisis Response Time

NetBase is now JMU’s first stop for research into consumer sentiment on higher education issues, offering the university fast, accurate insights down to the city level. Reports are distributed to senior leadership quickly enough to inform the recommended course of action before crises escalate. As a result, campus security and safety has increased, with improved response time and collaboration with local public safety departments.

The NetBase Solution

NetBase is the award-winning social analytics platform that global companies use to run brands, build businesses, and connect with consumers every second. Its platform processes millions of social media posts daily for actionable business insights for marketing, research, customer service, sales, PR, and product innovation.

NetBase Clients Include:

Accuracy of insights also improved. JMU can now see where conversations are happening, to identify whether issues are national or local. They can separate the response to an issue by differing audience segments – current students, alumni, the public – and identify the emotions, attributes, and behaviors driving the conversation within each segment. This is valuable intel, letting JMU know if the public truly understands an issue or is looking for additional information. Finally, monitoring Net Sentiment and Brand Passion lets the university know how strongly social users feel about a given topic – whether good or bad. This allows them to respond with the appropriate degree of urgency and offer the right messaging for each individual moment.

Along with real-time monitoring to support research, JMU’s team uses NetBase to receive alerts when threatening language, such as “bomb” or “flood” is used in conjunction with their brand. This keeps them on top of potentially dangerous campus conversations, and helps in keeping their students and faculty well informed and safe.

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