Sentiment Analysis on COVID-19

IT IMPACTS ON SOCIAL MEDIA AND BUSINESSES

DoChase

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Overview

Social networks remains one of the main sources of information gathering, opinions and sentiments towards different topics and issues. Contrast to this, is some years back when newspapers have control over content that goes in and out of their newspapers. Because everyone relied on Punch, Guardian, and more, you can only know what these newspapers have decided for you to know.

At the time, supply was limited. However, the revolution in ICT has overturned and distrupting that vertical. Its unbounded and unconstrained, hence enabling many to break news via social media and platforms

This poised to expose you to the impact of COVID on social media (emphasis on Twitter) and blogs between March 28 to April 3 2020 with recommendations to brands and how what to leverage.

The COVID-19 Total Mention

The Total mentions provides insight into the overall volume of social and editorial content over a given time period

between March 28 to April 3 2020,

347k

Top Walker

The COVID-19 Mention/Day Average

The Mentions/day average widget provides insight into the average daily volume of social and editorial content over a given time period.

between March 28 to April 3 2020,

57.8k

Top Walker

The COVID-19 Unique Twitter Authors

The Unique Twitter authors widget provides insight into how many individual Twitter users published tweets over a given time period.

between March 28 to April 3 2020,

55.7k

Top Walker

The COVID-19

Unique Twitter Authors

The Unique Twitter authors widget provides insight into how many individual Twitter users published tweets over a given time period.

between March 28 to April 3 2020,

Latest activity by source
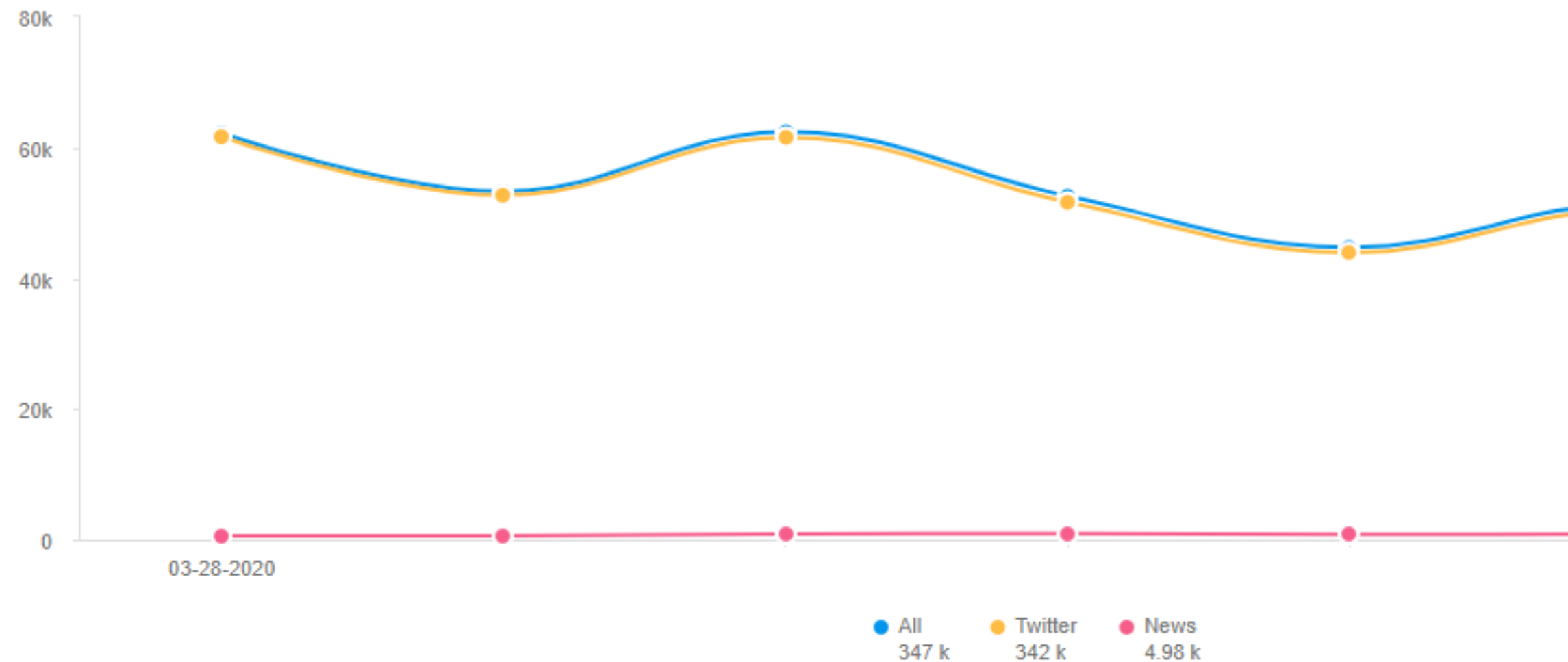
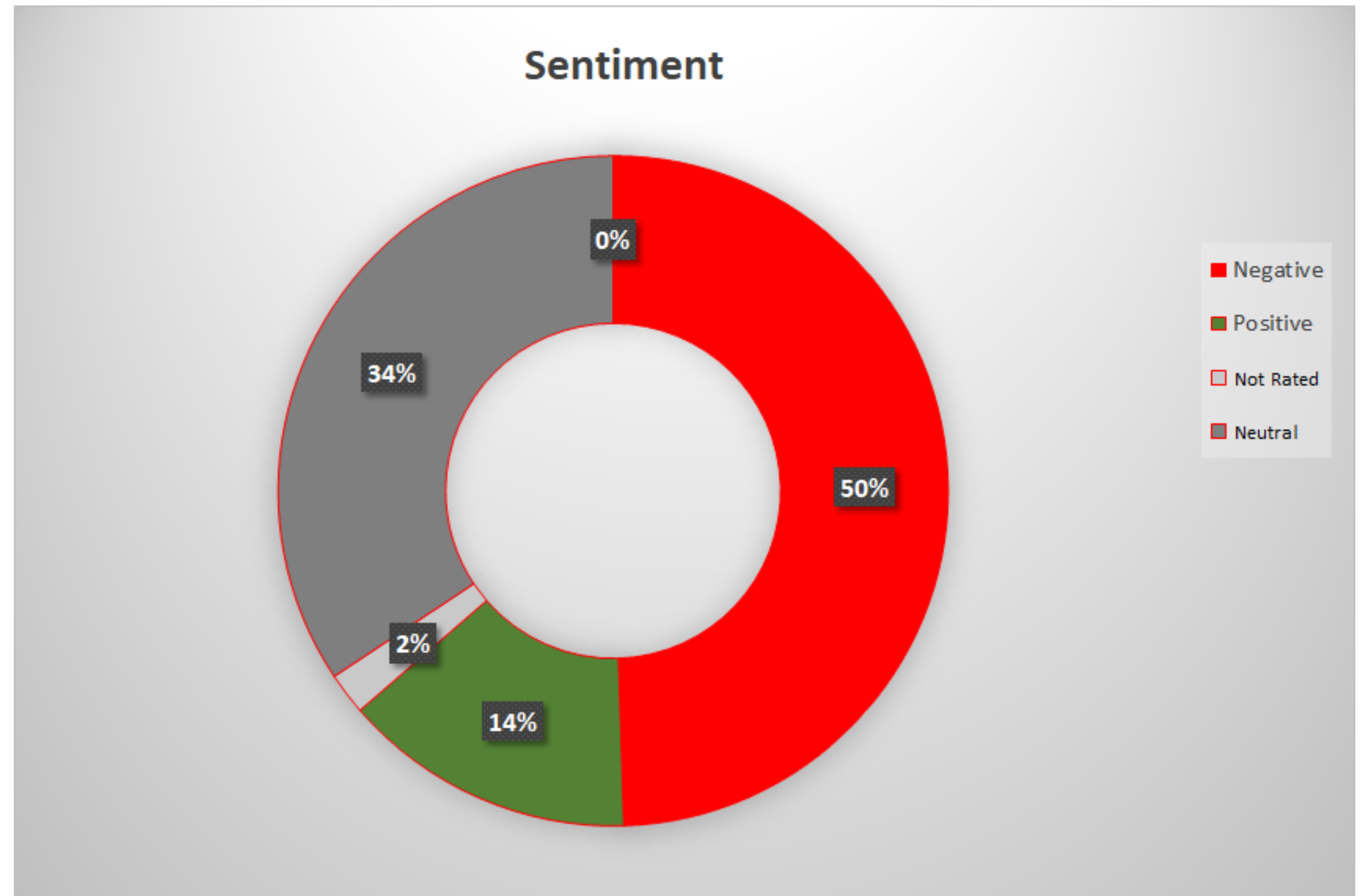|		
● All	● Twitter	● News
347 k	342 k	4.98 k

Top Walker

The COVID-19 Sentiment

The Sentiment widget provides insight into how social and editorial content may be categorized as having positive, negative and neutral sentiment over a given time period.

between March 28 to April 3 2020,

Sentiment

- Negative
- Positive
- Not Rated
- Neutral

0%
34%
50%
2%
14%

Top Walker

The COVID-19 Sentiment

The Sentiment widget provides insight into how social and editorial content may be categorized as having positive, negative and neutral sentiment over a given time period
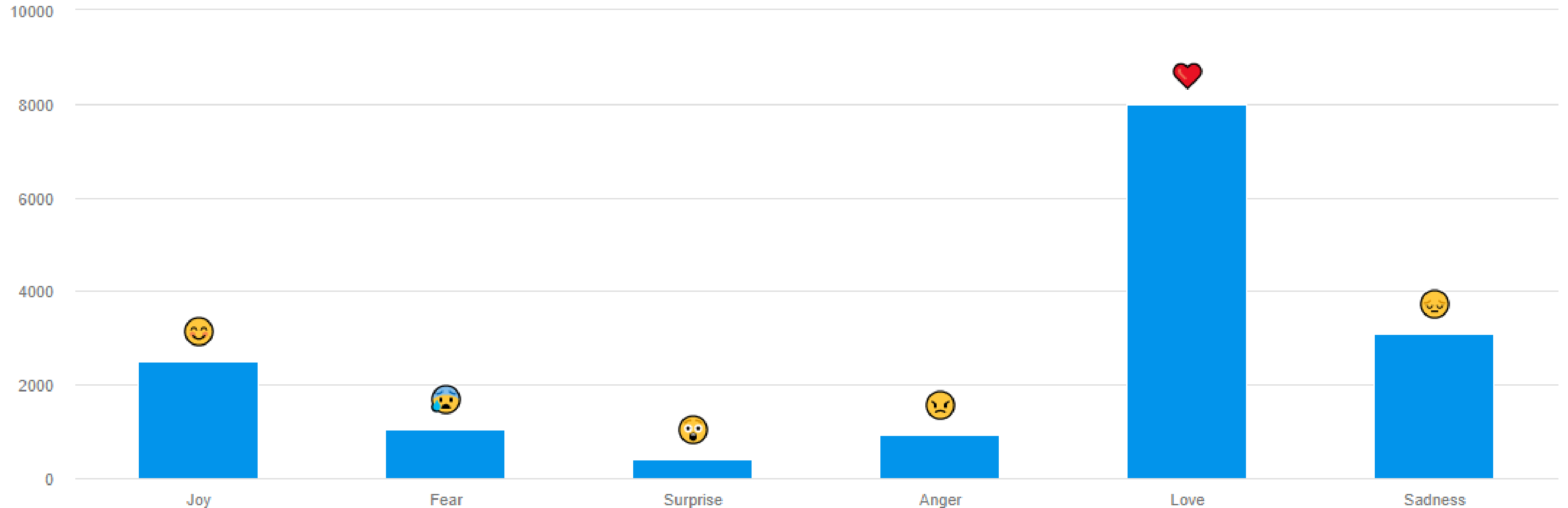
March 28, 2020 – April 3.

All	Twitter	News
50	50	20
60	70	25
100	100	100

■ Negative ■ Positive ■ Neutral
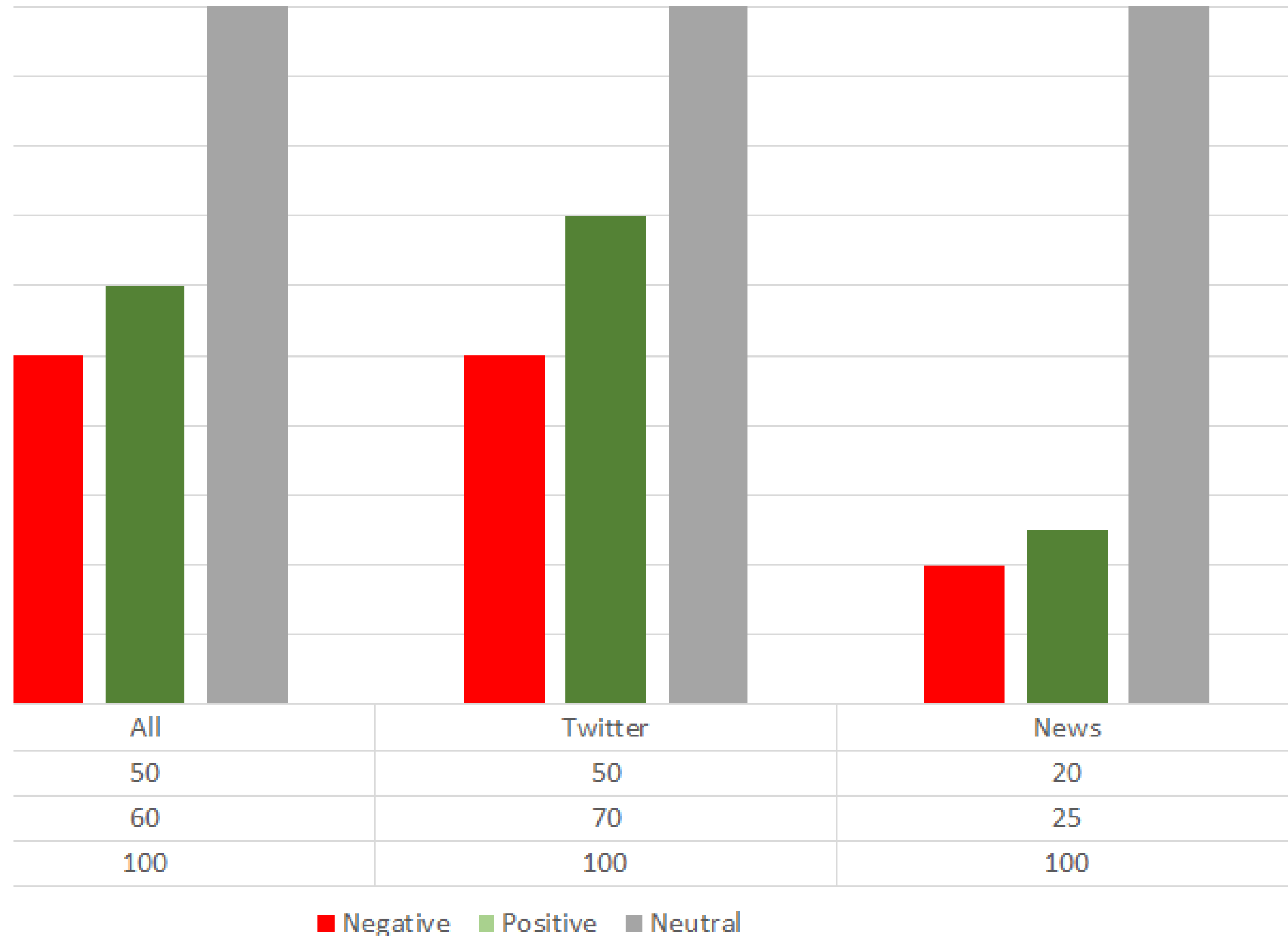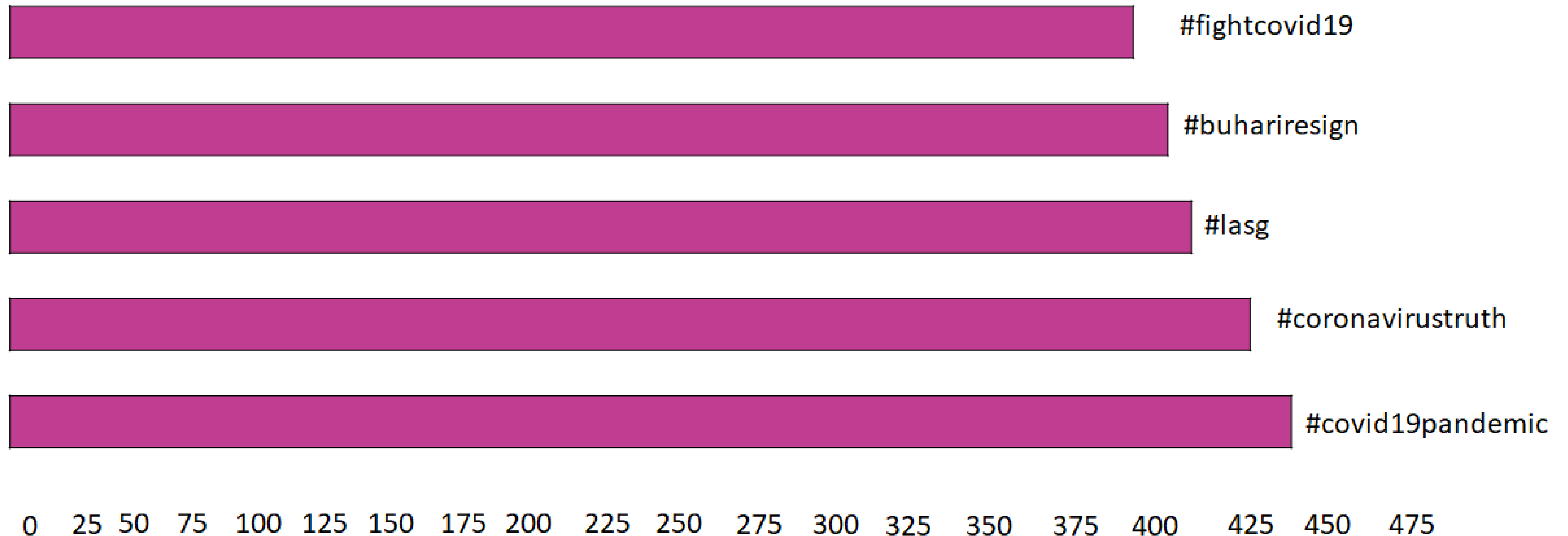
Top Walker

Emotional Comparison

Top Walker

The Emotional comparison widget provides insight into the relative number of documents over given time period broken down by the emotions expressed in the documents. (March 28, 2020 – April 3, 2020)
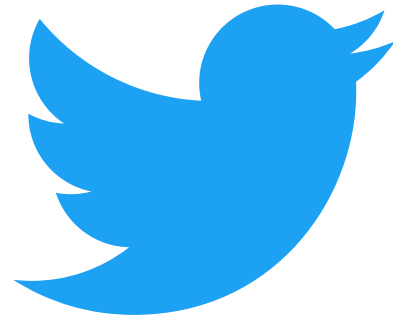
Top Hash Tags

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#fightcovid19

#buhariresign

#lasg

#coronavirustruth

#covid19pandemic

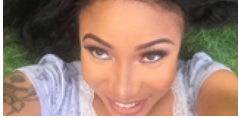0   25   50   75   100 125 150 175 200 225 250 275 300 325 350 375 400 425 450 475

Top Walker

The Top hashtags widget provides insight into the hashtags that appear most frequently in social and editorial content over a given time period. (March 28, 2020 – April 3, 2020)

Top Twiter Authors

Top Twitter Authors	Tweets	Followers
@Mobile Punch	321	2.93m
@lindaikeji	285	1.91m
@CoolFMigeria	6	1.88m
@TONTOLET	5	1.17m
@Wazobia_FM	1	1.16m
@ritaudominic	7	1.04m
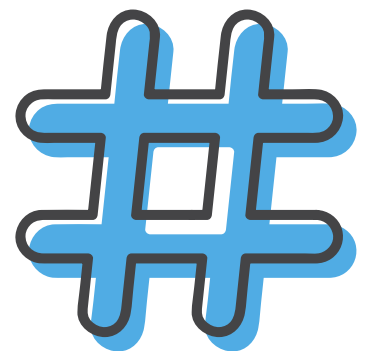
Top Walker

The Top Twitter authors widget provides insight into the individual Twitter users with the greatest potential impact (based on their reach) over a given time period. (March 28, 2020 – April 3, 2020)

Top Keywords & frequency

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Corrona Pandemic (2953)   Credit (2145))   Responsible Person (2796)   Result(2366)

Self (4018)   Ways (3158)   Pandemic (6113)   Life Patient (6813))

Government (4220)   Corrona(22237)   Credit (2145)   Face (2532)

Home (12034)   Covid (6791)   Death (3045))   Hands (3286))

Test (3877)   Virus (10594)   Self (4018))   Others (2658)

Life (3683))   Money (2842))   Breaking (11258))   Lemon (2797))

Country (7048)   Family (2162))   Ways (6984)   World (6984)

Dochase Widget

The Top keywords widget provides insight into the most frequently used words and terms over a given time period..
(March 28, 2020 – April 3, 2020)

Top Entities & frequency

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Lagos State (2081)   Kaduna (1784))   Twitter (1838)   Una dey(2134))

Spain (2873)   NCDC (2233)   UK (10042)   France (2807))

Chinese (3233))   Nigeria (35200)   Wuhan (2392)   Gernaby (2134)

Davido (2996))   Nigerian (8198))   US (5934)   Africa (2691))

China (9423))   U.S. (2122)   Abua (3978))   Lagos (12397)

Seyi Makinde (3026)   Buhari (6367))   Covid19 (2713))   Corona Virus (15966)

Covid (3005)   corona Virus (2197))   Wey dey (2132)

Dochase Widget

DoChase

What does this mean for Businesses in Nigeria?

Depending on the commercial situation across these factors, brands will face a number of key decisions:

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Businesses that invest in strategic, operational and financial resilience to emerging global risks will be better positioned to respond and recover.

Simplification of SKUs	**Concentrate on high-demand categories and products, with a corresponding de-emphasis of slower lines of business.**	**Changes in format and packaging to fit best-performing outlets.**
Redesign of products and service lines to better fit in-home consumption.	**Shifts in production to avoid interruptions due to logistical interruptions.**	**A reallocation of marketing mix to match new lifestyle habits and buying preferences.**

Weathering the impact of societal and governmental responses depends on where a brand stands with respect to five factors:

BRAND STRENGTH

CATEGORY EXPOSURE

TYPE OF CHANNEL

UNDERSTANDING YOUR CONSUMER

GEOGRAPHIC FOOTPRINT

Learnings/ Recommendations For Brands

- Take stock of the commercial situation across retail, marketing, sales, digital.

- Minimize business exposure.

- Capture immediate business opportunities.

- Ensure the health, safety, and productivity of employees.

- Put a rapid response team in place.

- Monitor and update in real-time.

- Plan for now for the recovery.

Communications Channels/Tools For Brands - 1/2

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Programmatic Advertising
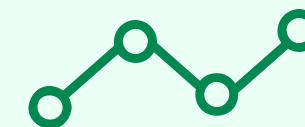
Content Strategy

Press releases, online marketing etc

Customer Relationship Management

Social Media Marketing

Analytics and Reporting

Search Engine Optimization

Communications Channels/Tools For Brands - 2/2

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Click to call
Click to WhatsApp
Click to USSD

Targeted SMS

Flash Message

Display Advertising
Direct To Mobile
Native Advertising

Interactive Voice Response

Content Marketing

MAILING ADDRESS

361, Herbert Mercaulay, Opposite Fidelity,
Yaba.

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Let's talk!

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