

# MASTERING MEDIA INTELLIGENCE

Essential Skills for  
the Future of PR

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When approached with a data-first mentality, media intelligence can uncover trends and opportunities to drive business forward.

## Simply put, media intelligence is a strategic business deliverable.

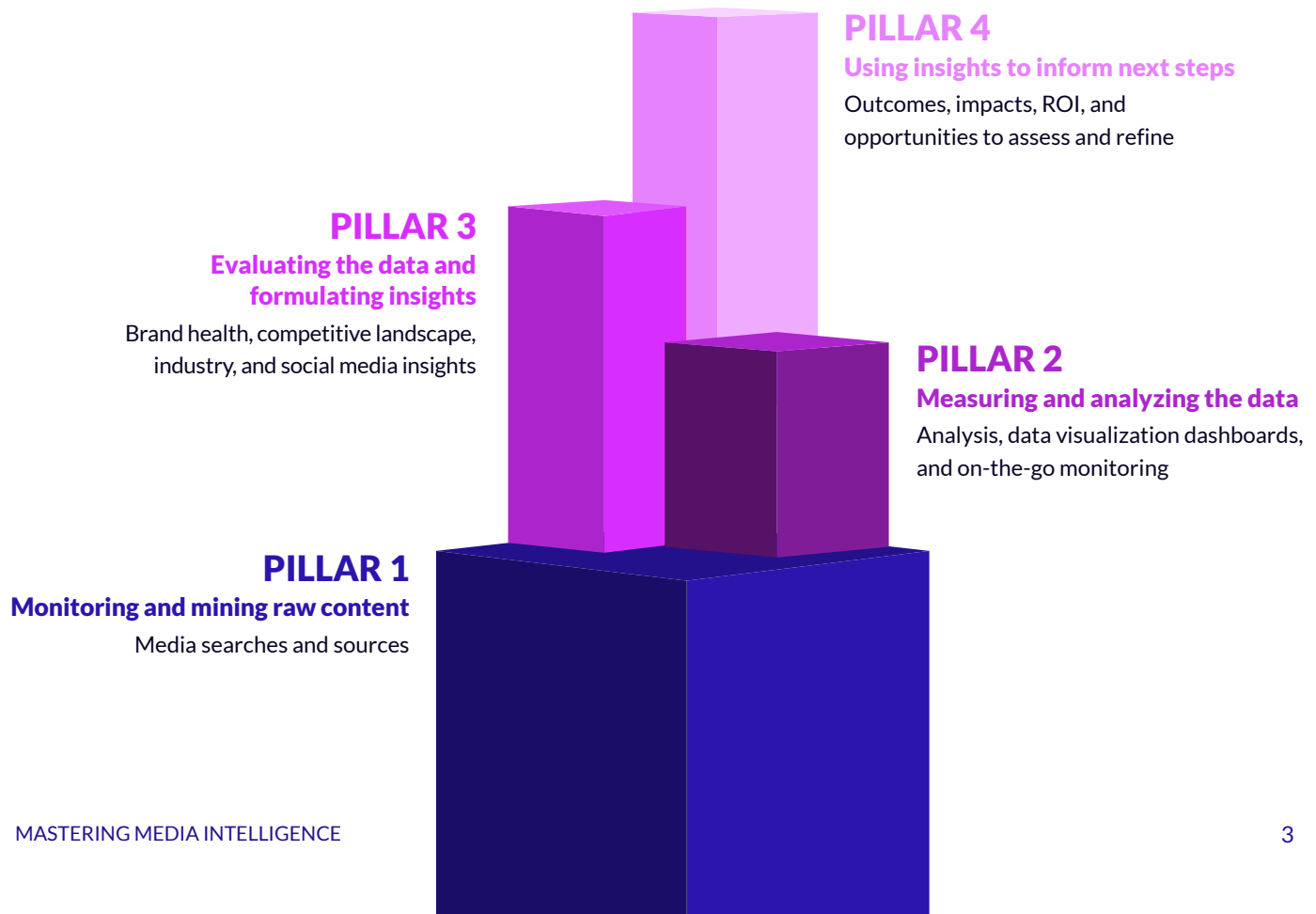
This ebook provides an in-depth look at how organizations can use media intelligence to stay ahead in an ever-changing media landscape. Featuring insights from the Nexis® Media Intelligence Research & Analytics team, industry best practices, and real-world examples, it explores the four pillars of media intelligence; how to analyze and apply data to make strategic communications decisions; tips for using media intelligence to uncover trends, opportunities, and threats; and five predictions for the future of data-driven media intelligence.

# Media Intelligence 101: The Four Pillars

When it comes to deeply understanding the impact of media messages, it is important to move beyond simple media monitoring. Media intelligence is about going a step further to learn what the data means and how to leverage it in the future. It's about transforming data and observations into insights and action.

In other words, media intelligence is about analyzing media coverage for how a brand, organization, or

campaign is performing. It's about matching media activity with company KPIs, ROI, goals, and expectations. It means adding important context to the media landscape and then deriving powerful, actionable insights that will drive future communications strategy. Ultimately, media intelligence can also guide communication decisions that inform or impact future business decisions. Media intelligence comprises four interconnected pillars, all of which must be present to be successful:





# PILLAR 1

## MINING AND MONITORING RAW CONTENT

Think of mining and monitoring raw news content as the anchor for building media intelligence about a brand, organization, campaign—or even people, competitors, industry trends and vendors, or third-party suppliers. Media intelligence cannot exist without first gathering raw data (mining) and developing deep knowledge (monitoring) about a brand. This foundation must be comprehensive, developed with reliable data and licensed content from vetted media outlets, and strengthened by using a media mining and monitoring tool that can capture media mentions more thoroughly than a one-off search engine query.



## Think about the following to help guide your data collection approach:

- Do you understand who your target audience is and how best to reach them?
- Do you know how well your brand is performing in the media in general? Against your competitors?
- Are messages about your brand consistent across digital platforms and in other forms of media?
- What nuances and context can you learn from how your brand is portrayed?
- What has caused peaks and valleys in coverage of your brand?
- What “white space” exists within industry topics and talking points? How do these align with your corporate initiatives?

## START WITH A SEARCH

Media mining and monitoring starts with how you search for relevant media mentions about your brand and the questions you are trying to answer about it. Media intelligence relies on a strong foundation, and a foundation’s strength depends on how it’s built.

- A simple search casts a wide net, finding mentions of a brand across print, digital, and social media sources. This is how you determine, generally, where your brand is being mentioned and what is being said about it.
- A Boolean search uses operator words such as AND, OR, or NOT to refine, expand, or exclude results, making them more precise. This is where you begin to whittle down the data into transformative insights.

- Thanks to the popularity of Google, predictive search has emerged as a valuable addition to the media mining and monitoring mix. Services like Nexis Newsdesk® have begun to incorporate this functionality into media monitoring tools, making it possible to anticipate search terms, make search suggestions, and preview results based on user habits.

These results provide an entry point to actively observe and track what’s being said about a brand, organization, or campaign and its competitors.

## CUSTOMIZED SEARCHES LEAD TO DEEPER DATA

Taking one step further, customized searches allow for deeper insights to emerge from media monitoring through data transformation. You could say customized searches are the shortcut to getting exactly what you want out of the data. Here are some approaches:

- Monitoring metadata (data about the data), for example: region, language, audience size/reach, word count, and publication type.
- Advanced metadata monitoring by using subject and industry indexes, source-level ranking, advanced custom tagging, and entity recognition and linking.
- Curating complex source lists of journalists, influencers, and analysts specializing in your industry.
- Translating searches from other languages.
- Benchmarking to determine performance or influence based on overall coverage, key messages, share of voice, and favorable versus unfavorable coverage.

## ● CONSIDER THE SOURCE

In media monitoring, the source refers to:

- the media type (broadcast, digital, social media, print, etc.);
- where it appears (network TV, Tier 1 publications, Facebook, blog, TikTok, etc.);
- the name of the original journalist, influencer, or content creator who published the work;
- the name of the media outlet the story is published in.

In addition to monitoring the “usual suspects,” your media monitoring service provider should also consider how User-Generated Content (UGC)—that is, content generated by a person not affiliated with a news or media organization—impacts the positioning of your brand within the media landscape. It’s still a news or media organization’s job to vet these sources before using them as part of their own content.

## LET THE EXPERTS HELP

Many media mining and monitoring tools also offer expert support to supplement automated ongoing searches. If you need to go even deeper into your search, or if you just need another set of hands to get the work done, experts can help you track, make sense of, and even transform your data into actionable insights.

# HOT TIP

The award-winning Customer Success team from LexisNexis supports customers with onboarding, tech support, personalized training, collaboration, and guidance.

[LEARN MORE](#)

# 7

## TIPS FOR MEDIA INTELLIGENCE SUCCESS

Collecting, mining, measuring, and analyzing the media data required to deliver compelling media intelligence—in other words, incorporating media intelligence best practices into your communications practices and processes—can be a daunting task. But we've got you covered. Think of these seven tips from Nexis® Media Intelligence as a blueprint to follow as you unlock the power of media intelligence for your brand, organization, or campaign. For a more in-depth look at each, flip to our tip sheet on page 25 of this ebook.

**1 Cast a wide net for data collection**  
Don't limit what media sources and channels you include as you mine and monitor for coverage.

**2 Track the digital footprint**  
Recognize that the Internet is a big place, and focus on the channels where your brand and industry have the biggest presence.

**3 Keep up with social media**  
Again: don't limit what you include as you mine and monitor social media for mentions of and engagements with your brand, organization, or campaign.

**4 Collaborate across departments**  
Marketing research and data should complement media intelligence and vice versa.

**5 Use active media monitoring**  
Look to daily newsletters, on-demand breaking news alerts, and mobile apps to keep tabs on media mentions.

**6 Get creative with keyword queries**  
Keyword creativity opens your search to find mentions you weren't expecting, which can have a big impact on your brand's reputation.

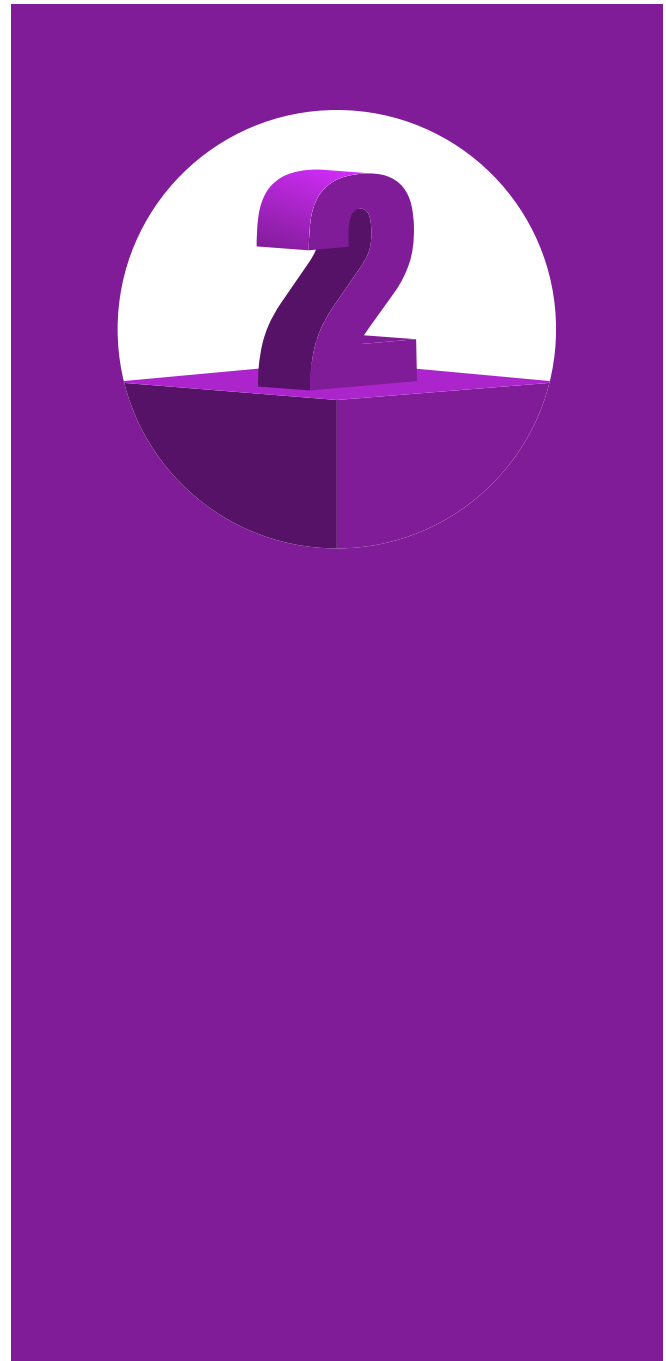
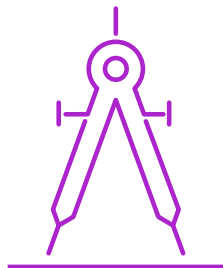
**7 Document all findings**  
Come up with a tracking system beyond what your dashboards provide.

# PILLAR 2

## MEASURING AND ANALYZING MEDIA DATA

Once you have a strategy in place to mine for and monitor media mentions, you're ready to start measuring and analyzing the data being collected.

The most common metrics associated with public relations success include media coverage, influence, location, and sentiment. But that's just the tip of the iceberg. As public relations have earned a more strategic seat at the table, more advanced measurements have emerged, such as tracking how key messages are communicated, quote prominence, industries covered by your mentions, story subject, stock symbols and performance, companies and organizations mentioned alongside yours, and people and personalities associated with the results. All these metrics can be tracked by AI—if your search foundation is strong.





Even the most powerful AI can struggle to assign the correct meaning to metrics. That's where human discernment comes in. Nexis® Media Intelligence Research & Analytics experts—experienced media intelligence pros who provide concierge media intelligence services—are often asked by our customers to supplement their automated analyses with the following assessments:

- **Granular tone:** This measurement goes beyond the overall sentiment an automated analysis might uncover, revealing how specific messages within the piece are framed and allowing for more accurate sentiment analysis. For example, an automated search might tag an article's overall sentiment as negative, but a human assessment of the story could reveal a positive spin to the portion of the story in which your company is specifically mentioned. In this instance, the story would be reclassified as positive instead of negative.

- **Strategic corporate messaging:** In a perfect PR world, the media picks up your carefully, thoughtfully written key messages verbatim, in every story... but, sadly, that's almost never the case. Just because media coverage doesn't include the exact strategic corporate messaging your brand, organization or campaign prefers, however, doesn't mean this content should be ignored in analysis. This is where humans come in. Analysts can read the

article and interpret its meaning, more specifically determining if a story should “get credit” for including the overall message of your brand.

- **Noise:** Eliminating articles that are fundamentally ambiguous is necessary to accurately understand the true prominence/performance of your brand, organization, or campaign. Tools like Nexis Newsdesk® provide filters to remove noise based on your preferences. Humans can assess nuance in content that a search engine simply cannot, and then eliminate results that muddy the waters.

Another approach is to provide statistical correlations that link media performance metrics to business outcomes over time—think company KPIs, ROIs, goals, sales, and/or performance expectations. These kinds of statistical correlations are easy to calculate using the CORREL function in your favorite spreadsheet app. Check out a worksheet template our Media Intelligence Research & Analytics team has created in the Appendix.

We asked our Media Intelligence Research & Analytics experts to share their thoughts about the most under-utilized, underestimated media monitoring metrics that can truly prove ROI. Check out what they said here: [MIRA blog](#)



# PILLAR 3

## EVALUATING AND FORMULATING INSIGHTS

If you've made it through collecting media data about how your brand, organization, or campaign is faring in the media landscape, and you've measured and objectively analyzed it, it's time to start digging in and making sense of it. This is when powerful insights usually emerge about your brand's reputation. Here are three common analyses to use, as well as the kinds of insights these metrics can reveal:



## ANALYSIS TYPE

## BRAND HEALTH

## COMPETITIVE LANDSCAPE

## INDUSTRY PULSE

### WHAT YOU'RE ANALYZING

Measures overall performance across the media landscape of a brand, organization, or campaign.

Measures competitors' trends, strengths and weaknesses, and communications strategies.

Measures attractiveness and performance of a business sector, trade, or profession.

### HOW IT'S DONE

Common measurements include evaluating total articles, article sentiment, share of voice, reach over time, sentiment over time, media type, unique online visitors, and social media lift.

Common measurements include share of voice, article sentiment, media coverage by journalist, media coverage by source, and coverage over time.

Common measurements used include companies and stock symbols mentioned, article sentiment, MozRank, media coverage by journalist, location, and media coverage by source.

### WHY IT'S IMPORTANT

Understanding your brand's performance within the media landscape helps determine when to stay the course, or pivot and change approach. This is the ground-level, up-close view of your brand.

Understanding how competitors stack up to your brand reveals threats to your brand and reputation. It sets the course to take proactive measures to protect a brand's reputation and/or build/maintain an advantage over the competition. This is the 10,000-foot view of where your brand fits in the media landscape.

Understanding your brand, organization or campaign's place within an industry or business sector provides context to how and where your brand is positioned not only among competitors, but against aspirational organizations. This is the 30,000-foot view of where your brand fits into the media landscape.

## WHERE DOES SOCIAL MEDIA ANALYSIS FIT IN?

Understanding how your brand, organization, or campaign performs across social media platforms is table stakes for modern communicators. Luckily, AI solutions allow communications pros to go deeper than coverage over time, sentiment, hashtags, followers, and engagements and interactions. Increasingly sophisticated tools analyze social media data in real-time with advanced text analytics; measure and compare your brand, organization, or campaign performance against industry peers; demonstrate direct business impact by combining PR data with Google Analytics, Facebook Insights, or other custom metrics; and more.

**SEE HOW**

Media mining and monitoring tools allow you to cut through the clutter, streamlining information to meet your brand's needs and putting the right data at your fingertips. But to make the most of your media monitoring results, you need to have the data delivered how you want it.

A dashboard that tracks and clearly presents results and performance, in ways that are highly tailored to your company's needs, brings your data to life. Data visualizations and easy-to-digest charts and graphs are, of course, the industry standard. After all, a picture is worth 1,000 words! Most media monitoring and measurement tools will allow you to download embeddable, presentation-ready visuals to help illustrate your results and prove ROI.

You could also have results delivered as full, raw data sets that must be manipulated and interpreted on the back end. This is ideal for communications teams that have built their own data visualization tools or leverage data scientists to report results.

Finally, it's important to share monitoring results across your organization and with relevant stakeholders so everyone understands the big picture. This is best accomplished through branded newsletters or RSS feeds that can be easily distributed internally.

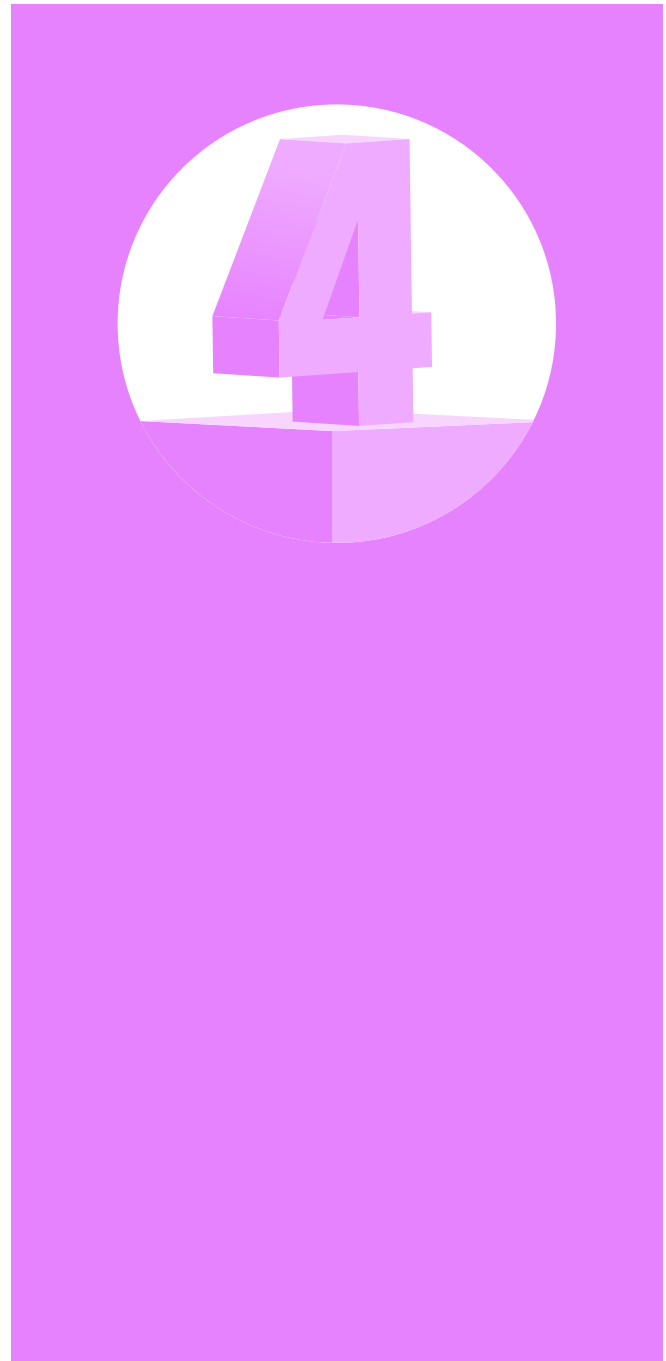
Meanwhile, mobile apps have improved significantly in recent years, enabling real-time media monitoring across platforms, seamless collaboration, and greater synergy with desktop applications so teams can better understand and share in-the-moment coverage while on the go.

# PILLAR 4

## USING INSIGHTS TO INFORM NEXT STEPS

Media intelligence can be used for both planning and finetuning strategy and to defend or recalibrate your efforts. Evaluating your brand health, competitive insights, and industry position helps PR and communications pros in four ways:

- Verifies that PR efforts were effective
- Demonstrates ROI
- Provides opportunities to assess and refine
- Often, becomes the Research phase of your next campaign



Therefore, the final pillar in the media intelligence equation helps you understand not only where your brand, organization, or campaign is mentioned, but how it's talked about, who is talking about it, if your target audience is consuming it, how they are engaging with it, and how your brand compares to its competition within

the industry in terms of consumer behavior. If “content is king” when it comes to improving brand recognition, then context is king when it comes to obtaining a deep understanding of your brand and its place in the media landscape. The key to the context kingdom is using media intelligence to conduct a media audit.

## Questions for Your Brand's Media Audit

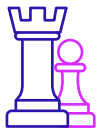


Start with a media audit informed by the media intelligence you've gathered. Once you've nailed down the details, you can use the results to refine, pivot, or simply inform future iterations of your PR plan. For instance, consider how media intelligence might impact the following portions of your communications strategy:



## OBJECTIVES

Use brand health, competitive, and industry analyses to determine if messages about your brand, organization, or campaign align with organizational and communications objectives. In other words, are they effectively contributing to **SMART** objectives: **S**pecific, **M**easurable, **A**greed Upon, **R**ealistic, and **T**ime-Based parameters that allow you to measure whether your communications activities are tracking toward success?



## STRATEGY AND PLANNING

In today's communications efforts, every channel—paid, earned, owned, and shared—must consider, complement, and amplify one another. In-depth evaluations of leading coverage drivers, key messaging, nuanced coverage sentiment, competitive intelligence, and industry insights also provide valuable context that ties business outcomes to PR efforts. These are tangible ways to link your strategy to your brand, organization, or campaign objectives. If your media audit reveals that your brand is not reaching its target audiences or communicating the right key messages, you may need to pivot your communications strategy.



## IMPLEMENTATION

The impact of individual messages, tactics, and content should not just be tracked in real time but adapted to account for how they play out in the real world. Comparing your brand, organization, or campaign media coverage to similar efforts within your industry will demonstrate whether your tactics are landing.



## OUTCOMES AND IMPACTS

This is where you use media coverage analysis of your brand, organization, or campaign to determine the effectiveness of communications efforts against your objectives and offer actionable recommendations to improve for the future. From this point, you can use the insights gained through the analysis to adjust tactics, and, if necessary, try a new approach.

# HOT TIP

When organizing your next Media Intelligence-backed campaign, remember that Nexis® solutions are designed to work well with one another—and with others. Take the Nexis® Hub Chrome extension, for instance. It allows you to find and save information from a variety of Nexis products and the open web, along with corresponding links, important metadata, and any personal annotations you want to add. You can even organize your findings into your custom collections, so using your saved “snippets” of insight is quick and easy. From there, you can quickly access and add your findings within Microsoft Word for fast and simple report creation.

[LEARN MORE](#)



# Three Opportunities to Deliver Deeper Media Intelligence

Our Nexis® Media Intelligence Research & Analytics team—award-winning analysts who deliver bespoke media intelligence to their clients—are experts when it comes to evaluating media coverage through an array of comprehensive measurements. They suggest three potential lenses through which you could view your brand, competitors, and/or industry media positioning to deliver deep, meaningful media intelligence with layers of context that also reveal trends and opportunities for your brand.

## REPUTATION DRIVERS

Warren Buffett nailed it when he said, “It takes 20 years to build a reputation and five minutes to ruin it.” Beyond negative sentiments found in mainstream media coverage, one misguided post, reshare or like on social media can spell disaster. Considering your brand, organization, or campaign’s reputation drivers—such as ethical and ESG priorities, corporate innovation, leadership, workplace and employee culture, company leadership, financial performance, and more—therefore offers a powerful form of media intelligence that can reveal both risks and growth opportunities.

Take Apple, for instance. The company’s hold on the tech industry and status as an innovation leader has long made it one to watch (and for many to imitate).

Consumer, mainstream and social media fascination with Apple extends beyond its latest product releases, though; they were early in their category to set a lofty goal of establishing a closed-loop supply chain for manufacturing products. But without an immediate and detailed plan in place to execute this goal, the effort was met with some media skepticism.

Since then, Apple set concrete goals and has used its position of industry leadership to release accelerated plans to achieve them, as well as progress updates.

The proactive transparency around its plans, coupled with its success against them, changed the trajectory of its media coverage; by more accurately walking the walk instead of just talking the talk when it comes to sustainability, Apple remains a trendsetter.

Companies outside of the tech industry are now following Apple’s lead, too. Unilever, for example, was once a standard bearer when it came to ESG goals, but the company’s new CEO acknowledges failures in achieving those goals due to “long-term commitments” that didn’t make any “short-term impact.” Now, as the company faces scrutiny of its past environmental claims, Unilever is making its focus on sustainability a key performance indicator (and media talking point). If Apple’s experience holds true—and if the efforts are successful—media coverage should move back from negative to positive as this shift occurs.

## FAKE NEWS

Keeping tabs on mis- and disinformation efforts is now crucial to understanding audience perceptions of your brand, organization, or campaign. Simply put, “fake,” “false”, or “inaccurate” information can destroy brand reputation. The [World Economic Forum](#) considers disinformation, like fake customer reviews, as a significant economic risk because of how it can influence customer behavior on everything from simple daily purchases to major healthcare decisions.

Given the public’s easy access to tools for creating, distributing and/or reproducing this type of content, it’s vital to understand mis- and disinformation trends that could harm your brand. This could also reveal opportunities for your brand to offer correct, reputable information to users. If you suspect mentions of your brand are caught up in a tide of “fake news” or disinformation, there are some questions you can ask to verify if you have a crisis on your hands that needs attention. We’re providing a checklist to help you navigate what can sometimes be a challenging endeavor.

## CHECKLIST

### How to navigate the fake news phenomenon

#### ✔ VET SOURCES

- Are you able to find a mission statement for the media outlet where the potential disinformation is located?
- Is the information attributed to a real person or to a reputable, trustworthy source?
- Can you contact the media outlet or are you left searching for contact information?

#### ✔ FACT-CHECK THE CLAIMS

- Is the potential disinformation being repeated elsewhere, and without attribution?
- What are other reputable, trustworthy sources saying about the potential disinformation?
- What information can you independently find from reputable sources to either confirm or refute the potential disinformation?

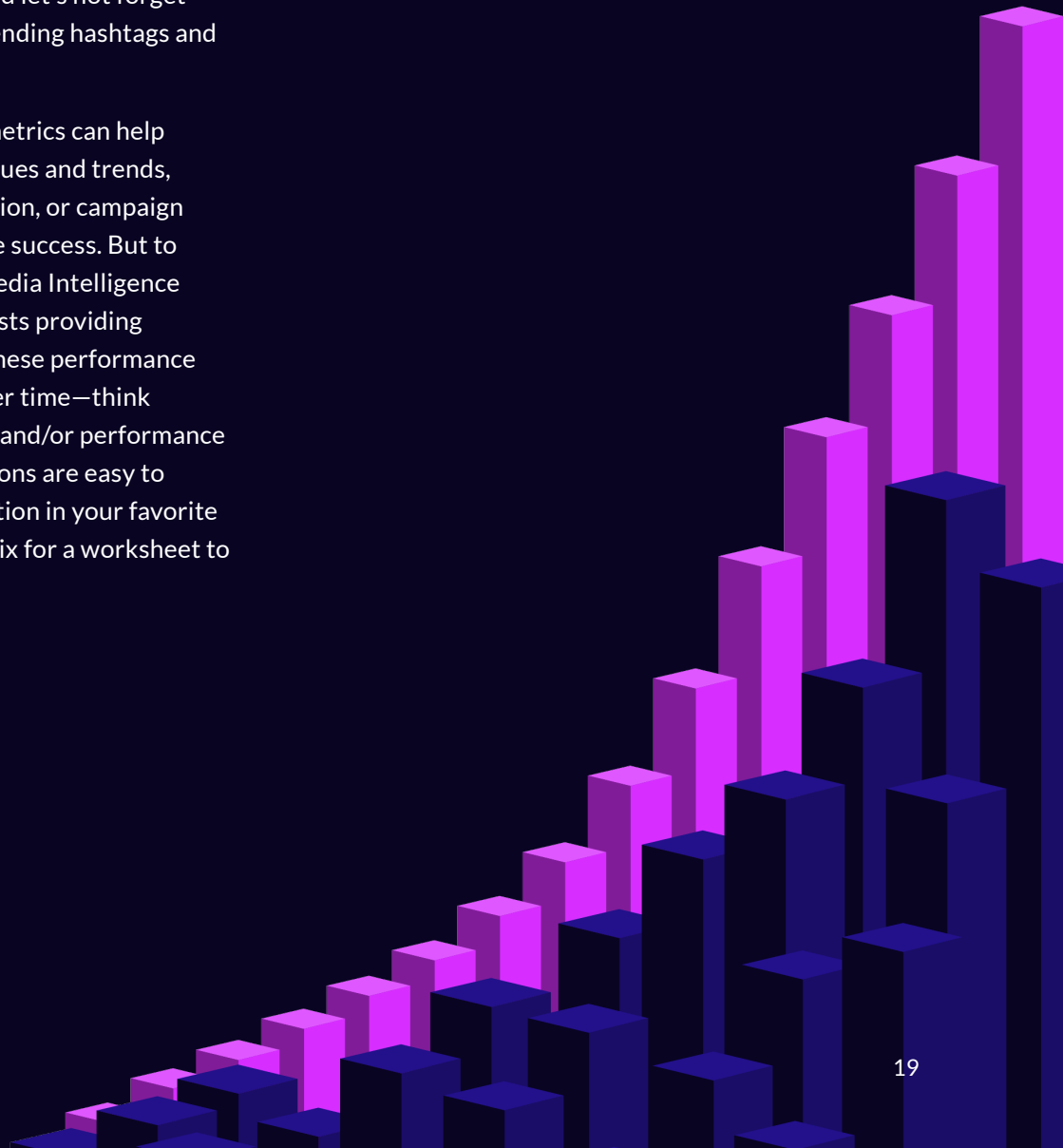
#### ✔ BACKGROUND-CHECK JOURNALISTS/CONTENT CREATORS

- What previous content can you find from the author or producer of the content that contains potential disinformation, and does the other content also contain disinformation?
- What does their social media, and social media from others, reveal about them?
- Are you able to contact them or the media outlet where they work?

## ALTERNATIVE DATA

When it comes to reporting success, many in PR and communications focus on whether they have maximized media coverage, audience reach or size, engagement, or sentiment/tone of voice. Other data points may include media coverage over time, share of voice, key messages communicated, and top media outlets and influencers. And let's not forget social media analytics, such as trending hashtags and audience engagement.

As we've laid out here, all these metrics can help your team proactively identify issues and trends, benchmark your brand, organization, or campaign against competitors, and measure success. But to master media intelligence, our Media Intelligence Research & Analytics team suggests providing statistical correlations that link these performance metrics to business outcomes over time—think company KPIs, ROIs, goals, sales, and/or performance expectations. Statistical correlations are easy to calculate using the CORREL function in your favorite spreadsheet app; see the Appendix for a worksheet to get your team started.



# Trends, Opportunities and Threats: The Future of Data-Driven Media Intelligence in 2024 and Beyond

We know media intelligence will open the doors of opportunity for your brand, organization, or campaign. But what about the future of the media intelligence approach itself? As the media landscape and the insights it yields continue to evolve, so will the opportunities to refine how media intelligence is achieved and applied.

## THE METAVERSE

Virtual worlds are already here and are [quietly but consistently growing](#). As a result, it is ripe with possibilities to forge virtual social and economic connections as extensions of the real world. Staying on top of how your brand, organization, or campaign is represented in the metaverse helps identify the influence that computer-generated content has, or could have, on perception and reputation. It allows you to develop an understanding of when your brand, organization, or campaign may enter these new frontiers, how your brand will interact with the users that inhabit virtual and augmented realities, when your competitors may do the same, and what it all means for your industry.

[Some brands are already using the metaverse](#) to reach new target audiences, and plenty of others are preparing to enter this space.

For example, retail companies can now [create virtual shopping events and stores](#). There's even a church developing a [hybrid URL-IRL experience](#) based in the metaverse. But like with anything new, there are also some risks to consider. Understanding, for example, how false information is impacting your brand's existence in the metaverse, is a piece of the media intelligence mosaic.

## GENERATIVE AI

Most marketing teams believe AI is the future frontier when it comes to tapping into consumers, with generative AI playing a larger-than-ever role across the board but there's work to be done to go beyond the hype. This creates new opportunities for copyright infringement or [spreading disinformation](#)—important considerations if your brand, organization, or campaign is among the [76% of teams that are using generative AI in content marketing efforts](#)—which could impact your brand's reputation and its bottom line. Yet there are also opportunities to take advantage, especially as more and more people rely on digital platforms and social media for their news and information needs.

For instance, understanding how your advocates and fans are using generative AI to create their own original content can help with consumer engagement, customer interactions, your next UGC campaign, promotions, and even sales. So, it's time for comms teams to start considering how to monitor content created by AI. PR practitioners should stop and consider what new questions to ask about how to identify, parse, and quantify this content, in addition to monitoring how it could impact their communications efforts.

## AI, AGAIN

It bears repeating: AI is remaking the world—and making its presence felt in every aspect of our lives. Thanks to heavy investment, rapid adoption, and near-constant expansion, [the global AI market is now valued at over \\$136 billion](#). There are several ways we see AI playing a role in the future of data-driven media intelligence:

- Tools will become more accurate and more likely to ascertain exactly what you're trying to discover and learn—while predictive analytics and natural language processing will help guide you there.
- Plagiarism detection software already exists—as do AI-based tools to help writers avoid it. These tools will become even more critical as communications practitioners turn to AI solutions like ChatGPT, Copy.ai, Microsoft 365 Copilot, and others to produce and polish their copy and content.
- The rise of ChatGPT and other forms of generative AI also raises questions about copyright and trademark compliance, source identification and citation, and data privacy that extend beyond the reach of existing protections. For example, [according to research by the browser security firm LayerX](#), 15% of employees

have pasted data into generative AI tools; 43% of all those inputs included sensitive internal business data that shouldn't be exposed. And of the groups that use generative AI extensively, nearly 24% of users were from marketing and sales.

## SOCIAL LISTENING

An estimated 4.9 billion people—about half the world's population—use social media worldwide. And they aren't limiting their activity to a single platform. [Forbes reports](#) the average user maintains a digital footprint on six to seven platforms. But, while difficult to monitor, the real-time feedback on your efforts, directly from your target audiences, is well worth it.

We predict an even greater integration of social listening tools to help brands and organizations ascertain how key messages are resonating, as well as which individual tactics are making the most impact.

And if you're not already using social listening to add color commentary and context to broader trends, industry perceptions and market research efforts... you should be! This more sophisticated level of social listening is where on-demand, real-time AI mining meets human-empowered monitoring, as it means going beyond the numerical data and finding real examples that demonstrate what the data says. It represents a shift away from quantifying results—something AI is extremely efficient at delivering—to qualifying results and leveraging them in your strategic communications approach.

# HOT TIP

Nexis® Social Analytics, powered by Talkwalker, offers real-time monitoring of more than 150 million websites and social platforms in 187 languages across 196 countries. Using visual and text analytics on a single platform, you can quickly and easily listen to what's being said about your brand, organization, or campaign on Facebook, Twitter, YouTube, Snapchat, TikTok, Instagram, Vimeo, LinkedIn, Pinterest and more.

[SEE HOW](#)

## DATA DEMOCRATIZATION

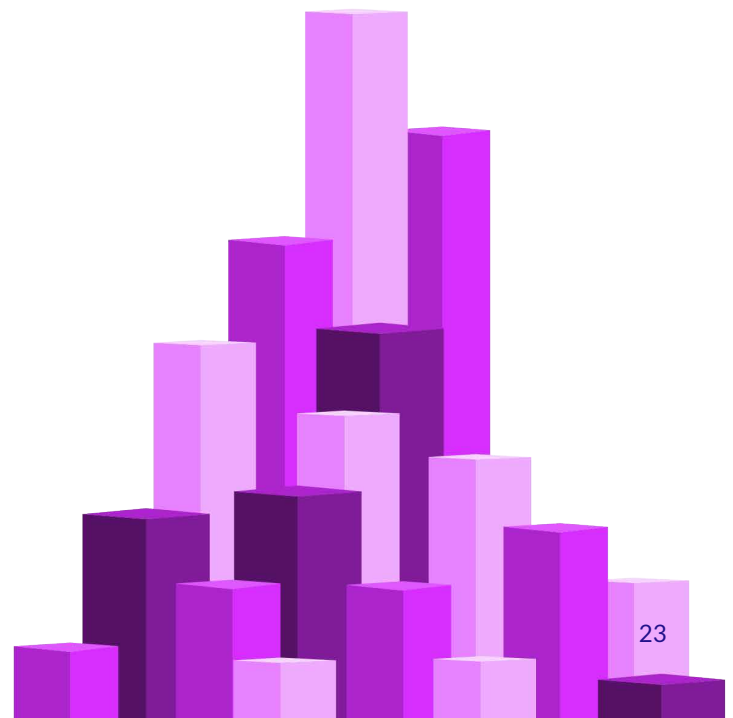
We are in an age where transparency is key. It builds trust. So, while it may sound radical to some, there is a real opportunity for media intelligence to empower collaboration between departments by making data, insights, and action plans accessible and usable for everyone within your company.

In fact, it's likely other departments are already turning to the kind of media monitoring data PR and communications teams already deliver. As data visualization and dashboard tools become even more public and prolific, we anticipate that even those who don't know the ins and outs of your communications strategy will still be able to quickly get a sense of your customer, competitor, and industry media landscape—just without the benefit of the expertise your team provides.

For instance, in its [2023 State of Competitive Intelligence](#) benchmarking report, the Strategic Consortium of Intelligence Professionals reported that 88% of business stakeholders want regular updates on their competitive landscapes. If you're not producing these assessments, who is? What data are they using? How does that data impact their decision-making? And how can their strategies converge with yours to paint a bigger picture?

Data democratization is the first step to creating a strong culture of media intelligence. The next step is to develop a robust process for data analytics that is regularly refined and incorporates new trends, technologies, and opportunities as they emerge. It's important to convey that part of the process is adapting to where media and its users are.

Finally, beyond democratizing data and preparing your team to pivot quickly when the opportunity arises, make media intelligence part of daily discussions across workgroups across companies, campaigns, or organizations. Everyone, from the top down, must be on the same page with how media intelligence is achieved, why it's important, and how your brand, organization, or campaign uses it.



The evolution of the media landscape shows no signs of slowing down. This is, in part, due to advances in technology like AI; the growing number of—and pressure to create and share content for—digital, social, mainstream media and streaming channels; and the access and opportunities for citizen journalists, bad actors, and brand ambassadors and detractors alike to generate original content. Mastering media intelligence requires that brands, organizations, or campaigns consider the media landscape and its evolution as part of a robust public relations plan.

**For an in-depth look at how your brand, organization, or campaign can leverage the media intelligence solutions offered by LexisNexis**

LexisNexis.com/[Newsdesk](#) | [1-888-466-3947](#)



# APPENDIX

## Seven Tips for Media Intelligence Success

Using media intelligence, communications professionals can access—and apply—a wealth of data and insights to their brand, organization, or campaign’s strategic public relations efforts. Whether it’s identifying key trends and topics, measuring brand perception, identifying and engaging with influencers and stakeholders, detecting and mitigating a crisis, or performing competitor analysis, media intelligence can lead to the informed communications decision-making that is crucial for maximizing impact and maintaining a competitive edge.

Collecting, mining, measuring, and analyzing the media data required to deliver compelling media intelligence—in other words, incorporating media intelligence best practices into your communications practices and processes—can be a daunting task. But we’ve got you covered. Think of these seven tips from Nexis® Media Intelligence as a blueprint to follow as you unlock the power of media intelligence for your brand, organization, or campaign.

### 1. Cast a wide net for data collection

Don’t limit what media you include as you mine it and monitor it. Depending on the topic, a personal blog post that mentions your brand can go viral quickly in today’s media landscape. News organizations may take notice and could decide to feature the UGC as a lead story. So, for example, if you include blogs as part of your media monitoring, either through a simple web search or through using a media monitoring tool, you can catch mentions with potential and head them off.

### 2. Track the digital footprint

Recognize that the Internet is a big, wide-open space. Research the types of websites where mentions of your brand appear beyond mainstream news. Follow linked content in stories where your brand is mentioned to understand more context about the mention. Read user comments when they are available to understand more about reach and perception. And pay attention to who is sharing content about your brand and determine their target audiences and what their intentions are for sharing the content.

### **3. Keep up with social media**

Take the same approach we outlined above for tracking a brand's digital footprint and apply it specifically to social media content. Start with your brand's strategy and target audience. Then follow the posts, replies, and engagements to learn as much as you can about how your brand appears on social media, user perceptions of it, and levels of engagement.

### **4. Collaborate across departments**

Marketing research and data should complement media intelligence and vice versa. It should offer communications professionals additional layers of context about current customer behavior and reveal opportunities to work together to bring new customers to the table.

### **5. Use active media monitoring**

Media monitoring tools often have an option to deliver daily or on-demand compilations of your media mentions to your inbox—and that's a great place to start. But savvy PR and communications pros know it's wise to separately run a quick web search to ensure your daily results are as comprehensive as possible. If your media monitoring service doesn't offer a human-powered daily newsletter with headlines, article snippets, key takeaways, or other data points that matter to your organization, consider using your automated daily alerts as a starting point, not a finish line, to determine if other mentions exist.

### **6. Get creative with keyword queries**

When mining for media mentions of your brand, organization, or campaign, don't stop at its name. For example, if your company has a love-hate following—think Meta, Tesla, or Amazon—it's helpful to also include searches that include your competitors, cities where you have a major retail presence, and even negative words you know have been used in the past. Keyword creativity opens your search to find mentions you weren't expecting, and those mentions can sometimes have a big impact on your brand's reputation.

### **7. Document all findings**

Come up with a tracking system beyond what your dashboards provide. This could be a spreadsheet to track every mention, every day. It could be a document you keep with monthly analysis results, insights, and actions. And make sure more than one person has access to this information and keeps it up to date. Ultimately, you're creating a history of media coverage of your brand, organization, or campaign that will prove valuable to other employees when you're long gone. Past media intelligence findings offer another level of context and a way to compare progress and growth.

# How to Integrate Alternative Data Into Your Media Intelligence

Statistical correlations are easy to calculate in your favorite spreadsheet app. The Nexis® Media Intelligence Research & Analytic team has created a template worksheet to help get your team started measuring alternative data.

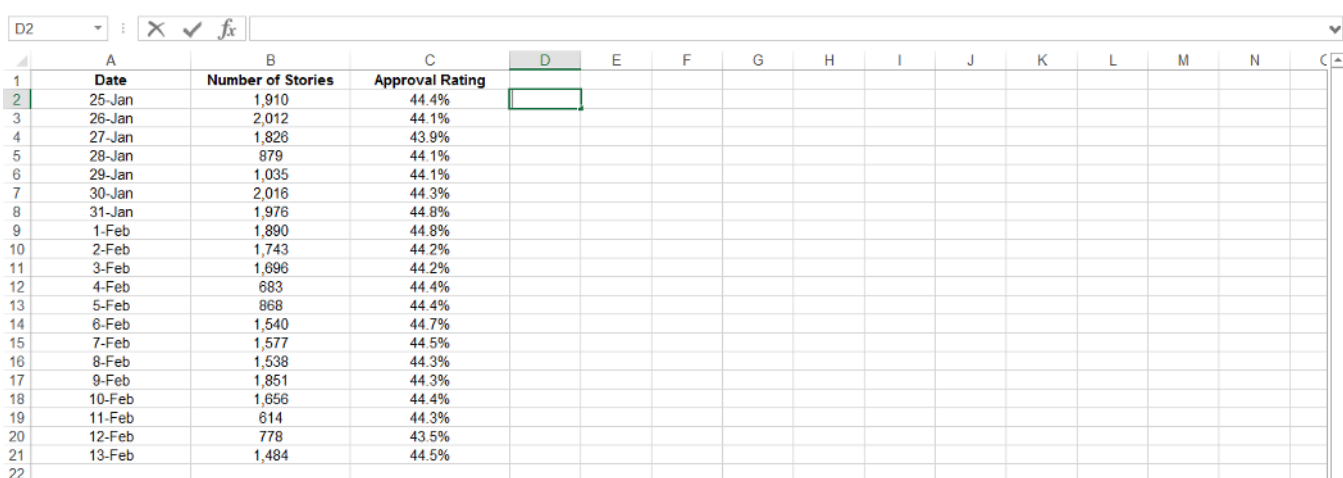
## STEP 1

Any media performance metric—for instance, volume, reach, share of voice, sentiment, impact score, etc.—may be used, as can any organizational results, if the data is longitudinal. Common correlations between media coverage and business outcomes include:

- Sales or donations
- Customer satisfaction
- Web traffic
- Brand awareness

## STEP 2

Organize your two data sets in separate columns, aligning the data by the date of the metric.

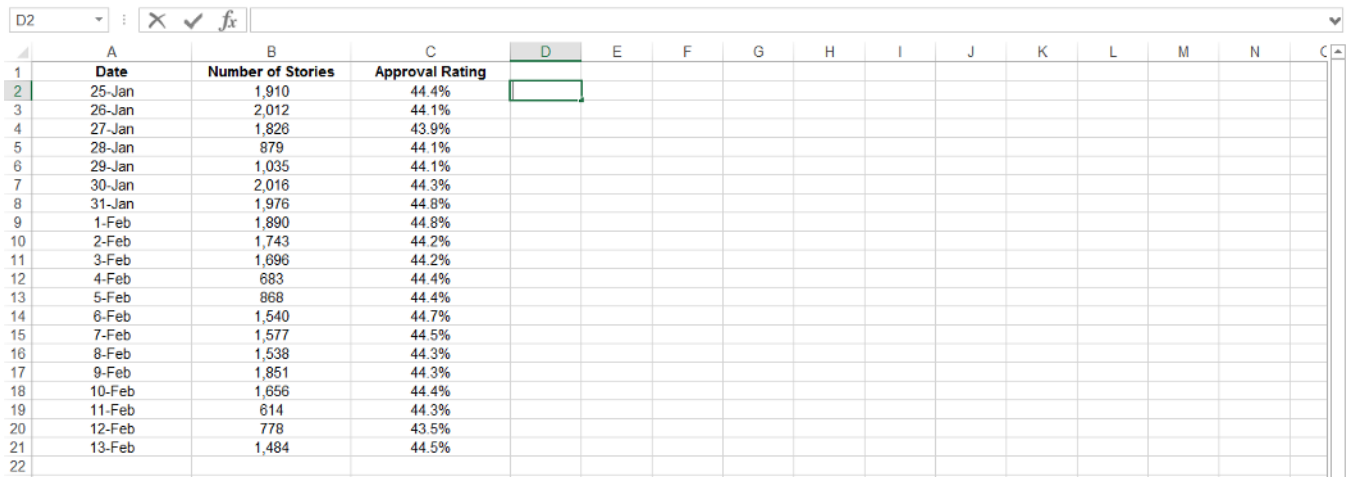


	A	B	C	D	E	F	G	H	I	J	K	L	M	N	C
1	<b>Date</b>	<b>Number of Stories</b>	<b>Approval Rating</b>												
2	25-Jan	1,910	44.4%												
3	26-Jan	2,012	44.1%												
4	27-Jan	1,826	43.9%												
5	28-Jan	879	44.1%												
6	29-Jan	1,035	44.1%												
7	30-Jan	2,016	44.3%												
8	31-Jan	1,976	44.8%												
9	1-Feb	1,890	44.8%												
10	2-Feb	1,743	44.2%												
11	3-Feb	1,696	44.2%												
12	4-Feb	883	44.4%												
13	5-Feb	868	44.4%												
14	6-Feb	1,540	44.7%												
15	7-Feb	1,577	44.5%												
16	8-Feb	1,538	44.3%												
17	9-Feb	1,851	44.3%												
18	10-Feb	1,656	44.4%												
19	11-Feb	814	44.3%												
20	12-Feb	778	43.5%												
21	13-Feb	1,484	44.5%												
22															

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## STEP 3

Use the “CORREL” function (found under Statistical Formulas) to run correlations for your data. Under Array1, select one set of data; under Array2, select the other.



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	C
1	Date	Number of Stories	Approval Rating												
2	25-Jan	1,910	44.4%												
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21	13-Feb	1,484	44.5%												
22															

Run correlations in a variety of time frame increments—one month, one quarter and so on. This will help you identify “lead-lag time.” The more significant the action in question, the longer the lead-lag time is likely to be. The more whimsical the action, the shorter the lead-lag time is likely to be. For instance, a lift in quarterly sales is likely to have a longer lead-lag time than a spike in website traffic.

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## STEP 4

Determine if any strong statistical correlations exist between your media performance and organizational goals. And remember: a strong correlation does not necessarily mean a cause-and-effect relationship.