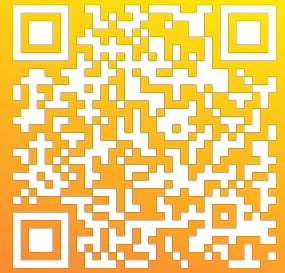


# SML

## Social Media Listening:

With the Social Media Listening tool (SML), we can see what people affected by a disaster or crisis think and say about their situation, what they need and how they interact with humanitarian organizations.

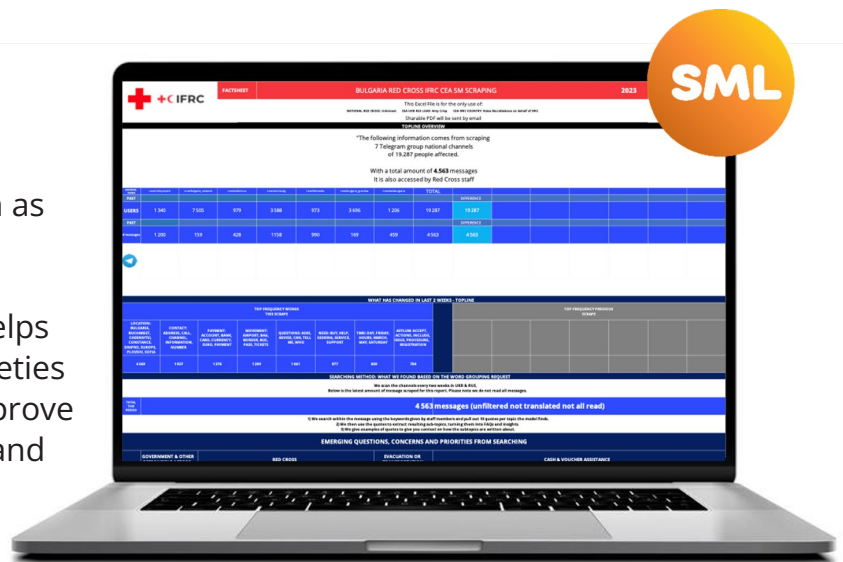


[www.510.global/SML](http://www.510.global/SML)

**'I use the Social Media Listening report in my daily work to adjust and improve the communication of our CVA programs. Having thousands of messages summarized in actionable points, it's magic.'**

Güneş Alpan, IFRC CEA for CVA Delegate

- ✓ Identifies key insights and trends from social media
- ✓ Uses data from instant messaging platforms (such as Telegram or Twitter)
- ✓ Helps mitigate risks and helps the IFRC and National Societies define, implement and improve (CEA) activities, programs and information campaigns.



Ask us for a demo: [jlifftogt@redcross.nl](mailto:jlifftogt@redcross.nl)

# 510



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