

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.

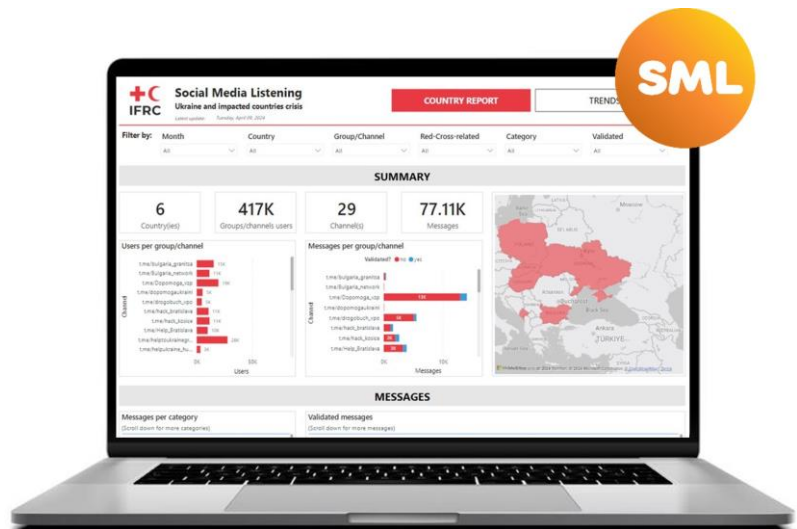


www.510.global/SML

'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 instant messaging platforms
- ✓ A data model automatically scrapes, translates and categorizes messages shared by people affected. CEA focal points validate and search for new trends
- ✓ Helps the IFRC and NS define and improve programs, CEA activities and information campaigns.



Ask us for a demo: jlifftogt@redcross.nl



Visit our website: www.510.global/SML

 The Netherlands Red Cross

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