



# PULSAR



Advanced audience intelligence  
for government

The ways people discuss politics are constantly evolving as technology creates an entirely new ecosystem for communication. You need a dynamic insight solution for responsive policy communications and insight.

The good news is: we can help. **Pulsar's** G-cloud certified social data research is uniquely positioned to deliver continuous insight, and help you make the best decisions to inform policy.



## Four simple ways to use insights for policy and communications



### Discovery and understanding: are there any audiences you aren't currently listening to?

Social segmentation persona development helps you understand how to prioritize and reach certain audience clusters. Track the development of the most discussed features over time, to inform key drivers of conversation about certain topics to develop policy.



### Understand the best strategy for campaign measurement, discover new opportunities

Through audience discovery, highlight opportunities which over-index with different audiences, and provide evidence of value to be used in a negotiation. Use digital insight to measure and improve your campaign strategy, and monitor trends.



### Digital growth and success: know that your policies are bullet-proof

Understand trends reshaping the digital landscape and the relevance of your department in the wider cultural and media context. Learn what works for you and what doesn't through user reaction, and examine other departments.



### New channels of participation: ensure your digital understanding is world class

Social data brings you to the heart of a community. Showing how audiences talk about your policies allows you engage authentically. Discover where your audience is to inform comms strategy and targeting.

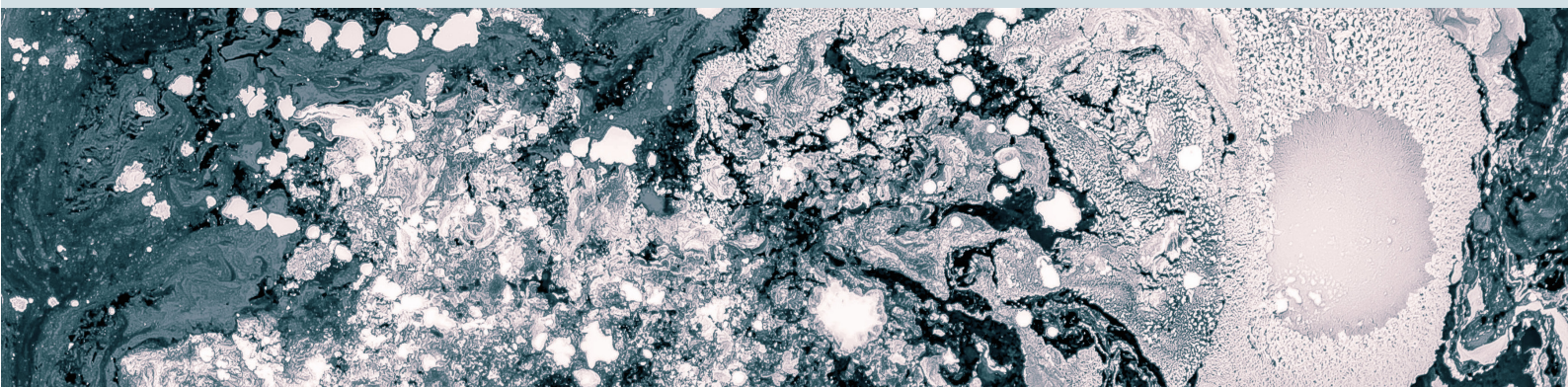


## Case study: FSA: using social data to predict norovirus

**Problem:** how can you wrangle data to help you predict, rather than just report, on outbreaks of diseases in order to inform the wider public?

**Solution:** The Food Standards Agency started looking into the true potential of different data streams around people's illnesses in 2014. Twitter was identified as a key platform for sharing spur-of-the-moment thoughts and feelings, like feeling unwell. Zooming in on the highly contagious (and equally notorious) norovirus, they could soon identify correlating words users shared to describe the disease, such as 'puke', 'vomit', the more scenic descriptions 'chunder' and 'vomcano' as well as other symptoms like 'diarrhoea'.

**Result:** Using tweets to communicate early warnings to the general public about the norovirus is now something the FSA can do, thanks to their approach to different types of data. Using social media data to help predict, rather than just report on diseases such as the norovirus is something the Food Standards Agency (FSA) can now do at an 70% accuracy level.



## About Pulsar

**Pulsar** is an advanced audience intelligence platform that helps you find the story in the data.

Pulsar is the only social media listening platform built by a research agency, with a full insight team that leads analysis. We lead the evolution of social listening by bringing all the digital signals of your audience into one place and leveraging the power of data visualization and AI.

We look at social media data as a source of qualitative and quantitative insights, not just analytics. We won't give you data. We'll give you a strategic point of view and clear guidance.

Our work in government is growing a portfolio of clients across ministries, governing bodies, government agencies and their partners.

**Contact Pulsar** —→

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