

Gain insight into how clients, prospects, and the public view your organization with comprehensive analysis of traditional and social media conversations



Media Monitoring Services

Knowing the details of public discussion about your organization — what's being said, along with when, where, by whom, and how others may react — is increasingly vital to doing business. Having a clear view of your organization's reputation and public sentiment enables you to make informed decisions, be proactive, and choose the best path to protect and enhance your reputation, understand your market, and create competitive advantage.

Ready to gain valuable insights? Guidehouse has the tools and expertise.

Our Media Monitoring service provides comprehensive insight and analysis of traditional and social media conversations about your organization, so you can understand how clients, prospects, and the public view your organization on issues that are critical and pressing to you — and, just as importantly, to them. Our service delivers vital information:

- Informing leadership on what is being written, said, and posted about the organization and key related subjects across the digital ecosystem.
- 2. Highlighting specific **topics of interest** to stakeholders that often transcend the organization and include items related to personal brand, public perceptions, industry developments and partnerships, and more.
- 3. Synthesizing media coverage of the organization (e.g., overall sentiment, estimated earned media value, overarching themes), with recommendations on how to shape these elements into a broader media strategy.

What Is Media Monitoring?

Media Monitoring boosts knowledge and empowers action by providing a holistic look at reporting, conversations, and perceptions across an array of platforms.

- Blogs & Forums
- News Aggregators
- Social Networks
- RSS Feeds
- Photo-Sharing Sites
- Archives
- Video-Sharing Sites

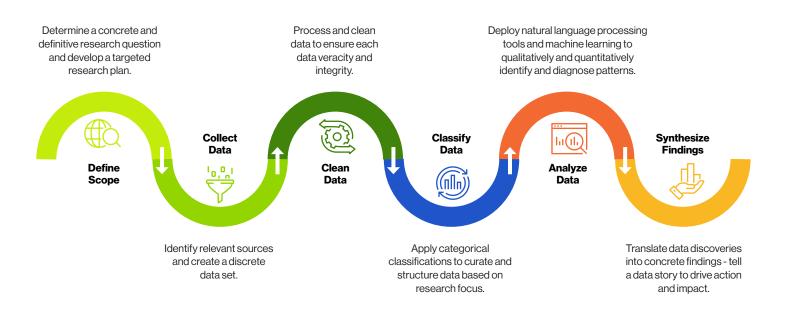
Why is Media Monitoring Important?

Together, media monitoring services and strategies enable you to:

- Be informed about what is being said about your organization
- Manage your organization's reputation
- Track sentiment around your organization and its key leaders
- · Respond to and manage crisis situations
- Understand what is happening in your industry
- Monitor competitors in your industry
- Identify key influencers
- Find new business opportunities
- Stay abreast of important people and developments

Guidehouse's Unique Approach to Media Monitoring

Our media monitoring team works in close collaboration with you to capture and analyze information across an array of media platforms to bring value and understanding to you and your business. Our team integrates and deploys state-of-the-art technologies and tools across a six-step process to collect, analyze, and present the data in the most meaningful and actionable way.



- **Define.** Conduct initial research to identify and understand what is currently being said about your organization, and the reoccurring themes associated with it, across news sources to develop a baseline understanding and an operational plan that is detailed and actionable for you.
- Apply search queries to **collect** media mentions centralized around your organization and the topics of interest and consolidate those mentions into comprehensive organizational groupings.
- Process and **clean** the media mentions to filter out irrelevant content with the support of technology-enabled process efficiencies to ensure each organizational grouping has integrity and is providing you with actionable insight.
- Classify the information into categories in a way that is meaningful for analysis and visualization. This includes the assignment of sentiment and identification of key topics, themes, and issues.
- Quantitatively and qualitatively analyze the data to determine, understand, and evaluate patterns and trends.
- Synthesize findings and provide recommendations to drive action, impact, and value for your organization.



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Gain a View on What Matters

Leaders of companies and government agencies must understand and appraise what is being said about them and their organizations. Our Media Monitoring service encompasses not just traditional news but the digital environment as a whole, and allows you to:

- Measure effectiveness of your campaigns
- Quantify the value of your media efforts
- Identify strategic and public relations opportunities
- Understand emerging challenges and crises
- Influence a broad spectrum of communications channels

If you're looking to gain enhanced, systematic, and proactive situational awareness and a productive understanding of public perceptions and sentiment around your key initiatives, programs, and large-scale changes, Guidehouse can help.

Guidehouse Technology Solutions

Twitter

http://www.twitter.com/GHTechSolutions

LinkedIn

https://www.linkedin.com/showcase/ guidehouse-technology-solutions/

About Guidehouse

Guidehouse is a leading global provider of consulting services to the public sector and commercial markets, with broad capabilities in management, technology, and risk consulting. By combining our public and private sector expertise, we help clients address their most complex challenges and navigate significant regulatory pressures focusing on transformational change, business resiliency, and technology-driven innovation. Across a range of advisory, consulting, outsourcing, and digital services, we create scalable, innovative solutions that help our clients outwit complexity and position them for future growth and success. The company has more than 12,000 professionals in over 50 locations globally. Guidehouse is a Veritas Capital portfolio company, led by seasoned professionals with proven and diverse expertise in traditional and emerging technologies, markets, and agenda-setting issues driving national and global economies. For more information, please visit www.guidehouse.com.