Boards are highly customized, interactive dashboards that uberVU via Hootsuite users can personalize to fit a specific task, job function or use case like competitive intelligence. Every day there are millions of conversations happening on social, with many revolving around your industry and top competitors. You need to understand how you measure up by monitoring not only the social chatter, but the data behind it. That’s where Boards come in. Customizing a Board for competitive intelligence will enable you to:

- Monitor social conversations around all of your top competitors and compare important metrics side by side in real time, from one place.
- Gain insight into the positioning of your brand, company, product or service against top players in the industry to help inform your strategy.
- Easily report on your industry standing by turning competitive listening Boards into reports.

How to Set up a Board

Find Boards in the left hand column. Click Create New in the top menu.

Add widgets by using the + button on the bottom right or by pinning them directly from your streams.

Choose widgets to display metrics and timelines (mentions, spikes & bursts, top stories, etc).
Customize Your Board

There are several metrics that are vital to successful monitoring and measurement of your competition on social. For some metrics, it will be helpful to visualize your data against the competition’s side-by-side. That’s why several Board widgets allow for multiple data sources (you can add up to nine per widget).

We’ll now detail those metrics and how to add them to your new competitive intelligence Board.

Mentions

Mentions represent the size of a conversation about your product or brand versus your competitors. Mentions are simply the number of times your search phrase was used across social media, helping you understand just how much (or little) attention it’s receiving on social. Set up mention widgets to contain both your data and the competition’s to see where you stack up.

Widgets to Add:
- Mentions Trendline
- Donut Chart or Line Graph
- Number of Mentions

Exposure

Exposure represents the potential audience by measuring the total possible impressions or views the mentions of each product or brand could receive, which is based on the total number of Twitter followers that are in the networks of the authors that generated the mentions. Compare your exposure side by side with each of your competitors to see how it fluctuates.

Widgets to Add:
- Number for Exposure
- Line Graph, Bar Chart or Stacked Area Chart

Setting Your Home Board

If a large portion of your job revolves around gathering competitive intelligence, set your new Board as your HOME BOARD so you can start each day in the right place, with the right information to quickly evaluate your competition.
Sentiment
Sentiment refers to the emotion behind a social media mention. It’s a way to measure the tone of the conversation, which adds important context to the social mentions you’re tracking. To see the breakdown of your sentiment compared to the competition over time, set up a widget with each brand, product or company name as a data source.

Widgets to Add:
- Line Graph or Stacked Area Chart

Along with side-by-side metric widgets, we recommend setting up additional widgets that feature metrics and mentions specific to each company, brand, product or service to better drill down on the data.

Add the following widgets for your specific search phrase and for each competitor’s to aid research into positioning and industry standing.

Spikes & Bursts
A Spikes & Burst signal will alert you to any significant increase in mentions, sentiment, volume of mentions in a specific language or from a certain platform.

Widgets to Add:
- Timeline: Signals (Spikes)

Top Stories
Blog posts, news articles or any link about a product, service or company that’s gaining traction on social, highlighting where and why competitors are generating publicity.

Widgets to Add:
- Timeline: Signals (Top Stories)

Influencers
Highlights people who are driving the conversation about a brand, company or product in real time.

Widgets to Add:
- Timeline: Signals (Influencers)

Conversation Map
This map will highlight the most common keywords used in reference to a search term, giving you a quick overview of conversations happening in real time.

Demographic Distribution
These metric widgets break down the locations where mentions are generated from and the gender of the people producing the mentions. Add these widgets for each competitor to see a breakdown of their audience.

Widgets to Add:
- Gender Distribution
- Geographical Distribution

Platform Breakdown
This mentions widget displays which social networks mentions are coming from, aiding your competitive intelligence by showing where you and your competition are getting the most attention.

Widgets to Add:
- Donut Chart (platform)
Take Action

Now that you’ve customized your Board you’re ready to compare your data with the competition’s to find your strengths and weaknesses. Creating a Board for competitive intelligence will help you calculate your Share of Voice and help you better position your brand, company, product or service within your industry.

- If you find your mentions to be significantly lower than the competition, use Top Stories and Conversation Maps to find the reasons for why they’re gaining more traction. Use their success as inspiration when formulating ways to increase your awareness.

- Use Spikes and Top Stories to prepare competitive positioning or to find an opportunity for real-time marketing.

- Keep an eye on the overall sentiment level of competitors and find opportunities (positive and negative) that you can use to shape your positioning against theirs.

- Identify which networks your competitors are generating the most mentions and investigate how you can increase your presence on those platforms.

- Pay attention to the gender and location of mentions to see how your audience breakdown compares to the competition. Research their strategy if you’re lacking in hitting the right demographics.

- Use the Influencers signal to find people who are promoting your top competitors. If they vouch for a similar brand or company already, they could be potential partners for you to target and poach from the competition.

Report Results

Easily update your team on your industry standing by turning your competitive intelligence Board into a report. This conversion allows you to showcase important metrics and highlights of your competitive analysis.

Customize Your Report:

- Drag and drop the widgets to customize the layout of the report to successfully tell the story of your data in comparison to the competition.

- Add additional widgets to your new report by using the + button on the bottom right or by pinning supporting metrics or timelines directly from your streams into the report.

- Use the Text/HTML widget to add a cover page or to explain the data in certain widgets. Highlight important data points that will shape your competitive strategy.

- Use the layout options on the top right to help guide a print-ready, beautiful visualization of your report.

Convert Your Board to a Report

Simply click Convert to a Report in the top menu. Click Convert to a Board to change it back to an interactive dashboard.
Social data can empower everyone. With our intuitive, easy-to-use social analytics platform, you don't have to be a data scientist to see the value of social media analytics. uberVU via Hootsuite's exclusive technology synthesizes results from across the social web (not just your owned channels!) into a user-friendly dashboard offering the broadest possible overview of the social conversations that matter most, in real time.

Hootsuite and uberVU via Hootsuite were built for business. Featuring the most advanced tools and services available for security, collaboration, engagement, and social media analytics, we’re the trusted solution for 744 of the Fortune 1000, and for more than 1300 enterprise clients worldwide.

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Trusted by 744 of the Fortune 1000

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