

APO to supply social media analytics for press releases in Africa

African press release newswire, APO, has announced that it will now be including a full social media analysis reporting as a complimentary service to answer clients needs to measuring the social media response to their press releases throughout Africa.



A useful tool to visualise geographical break down of Africa's demographic conversations about a press release – all on a map of Africa to give a snapshot.

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The comprehensive report will offer figures on social media volume on the continent, geographic location, major influencers, sentiment and other data, giving clients factors to analyse specifically within social conversations, virality, and sharing volume.

"The social media analytics reports will enable our clients issuing press releases to measure their social media in Africa. With that information they can gather sentiment analysis, and identify major influencers and geographical hotspots. This added service enables clients to identify and engage with influencers in Africa and to interact with their followers," said Nicolas Pompigne-Mognard Founder and CEO of APO.

Valuable analytics, not just raw data

The conversation generated on social media in response to a press release gives a unique perspective, which is what APO's social media analytic report monitors. It is composed of Twitter, Facebook, YouTube, Google+, Delicious, Reddit, Vimeo, Flickr and more than three million RSS feeds. These valuable analytic not just raw data, measure the success of a press release which then reflects on volume, the matrixes posted about the press release, when they happened and Who read/posted them.

The report includes the reach and spread of the potential primary and secondary audience of posts about the release as well as the degree to which the press release influenced the intended audience based on a [Klout score](#). The report indicates the key words and phrases that appear most often in conjunction with the press release. It provides a useful tool to visualise geographical break down of Africa's demographic conversations about the press release - all on a map of Africa to give a snapshot.

