

# COVID-19

## Social Media Intelligence Report

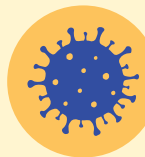
**Keep up to date with the emerging topics of conversation regarding COVID-19 in Singapore with the Ipsos COVID-19 social media monitor.**

The escalation of the Coronavirus (COVID-19) has left Singaporeans and many around the world searching for minute by minute news and information on the impact of the disease. With that in mind Ipsos has developed a companion monitor to track the developments, using Synthesio to capture social conversations across all forms of publicly available data sources.

A customised report can be developed from a range of topics already developed including its economic impact to the actions being taken by people as they seek advice on how best to protect themselves. Details of the topics which are available are outlined below.

\*Monitoring of other regions available upon request

### CUSTOM REPORT COVERING:



#### CORONAVIRUS

- Deaths
- Symptoms
- Quarantines
- New cases



#### ACTIONS

- Wearing masks
- Vaccination
- Personal hygiene
- Working from home



#### TRAVEL

- Airports & Aircraft
- Travel restrictions
- Public transport
- Taxis
- Travel Insurance



#### AUTHORITIES

- Local Govt.
- Healthcare
- WHO



#### PEOPLE

- Healthcare Professionals
- Family
- Friends



#### ECONOMIC

- Economic outlook
- Trading
- Share prices

**GAME CHANGERS**



## Track topics of conversation, their volumes, velocity and sentiment collected from the social space and receive tailored reporting delivered on a daily, weekly or monthly basis.

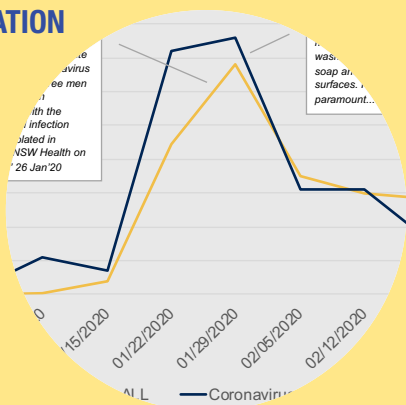
The Synthesio Social Listening Platform, an Ipsos owned company, provides ready access to monitoring online COVID-19 dialogue, with its extensive collection of consumer data and AI based reporting and analysis tools. This means less time searching, and more time looking at the issues of the day, the people driving conversations and the velocity at which they are emerging.

Our solutions enable you to design a monitoring program fit for purpose including: -

- Access to the dashboard in real time
- Data usage and report based on specific business requirements
- Multi country access including Singapore and other countries around the world
- Multi metric data points including volume, sentiment and COVID-19 related topics
- Bespoke key word or topic search/filters

\* Access to the dashboard for a 12-month period is at an additional cost

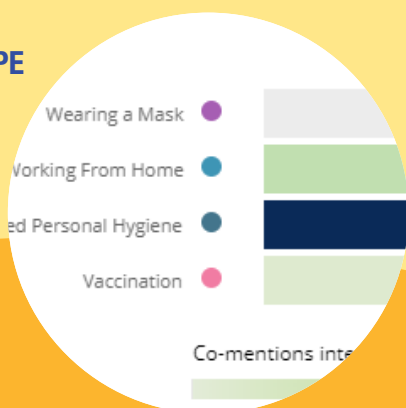
### CONVERSATION VOLUME TREND



### CONVERSATIONS

"Some tips on protecting yourself & others from the flu and #CoronavirusOutbreak: -Wash your hands a lot. -Avoid touching your eyes, nose & mouth. -Get a flu shot. -Stay home if you are sick."

### TRENDS LANDSCAPE



### INFLUENCERS – TWITTER



## FOR MORE INFORMATION CONTACT

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YOU ACT BETTER WHEN YOU ARE SURE

**GAME CHANGERS**

