GUIDE

Risk Management and Analytics Solution Overview

Unleash the power of the data in your archive with monitoring, alerts, and reports.

redmansolutions

ArchiveSocial social media archiving
POWERED BY CIVICPLUS

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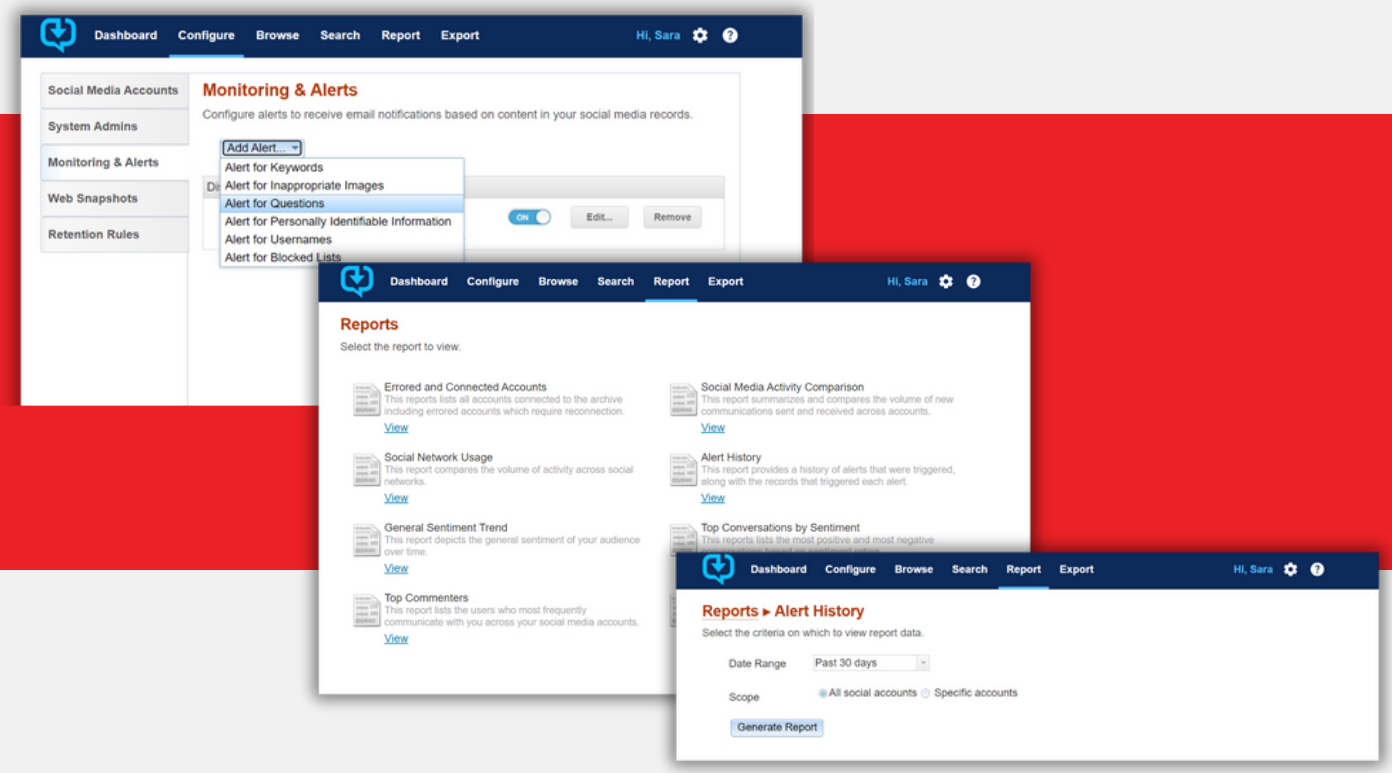
The Risk Management and Analytics Suite

Archiving social media for legal compliance is essential for today's businesses, government agencies, and educational organisations, but smart communicators don't stop there.

The captured data from your social media is rich with valuable insights, if you have the tools to extract them.



Social Media Archiving solution's Risk Management and Analytics (RMA) suite does precisely that, turning your archived data into a set of powerful tools to enhance the control and visibility of your social media.

The RMA module pairs customisable monitoring and alerting functionality with robust reporting so you can enforce your policy, make swift decisions, rapidly solve problems, and leverage visible, actionable data for continuous improvement and to gain internal support.

Gain Meaningful Insights

Gain an advanced understanding of...

- Commenter sentiment
- Engagement levels
- Platform usage over time

Create Custom Alerts

Get notified when...

- Innappropriate images are detected
- Keywords are used that violate policy
- Questions are asked
- Personally Identifiable Information (PII) is shared
- Specific usernames comment on your page
- An employee blocks someone from one of your represented pages

Receive Alerts on Your Time

You can customise how you receive your alerts and the rate at which you receive them – whether immediate, daily, weekly, or just inside your archive.

Enforce Your Policy

A good social media policy should be the foundation of any social media strategy, but a policy that's not enforced might as well not exist at all.

Our RMA module makes it easy to uphold your organisation's reputation by ensuring you are responding to questions in time, moderating content that violates your terms of use, such as violent or obscene comments, and ensuring your policy is properly followed.

Accurate and Consistent Moderation

Our RMA module monitors your social media and sends alerts when certain words, phrases, patterns, or actions are found.

Pre-populated dictionaries make it easy to get started, and customisable keyword alerts allow you to get notified about the topics that matter most to your agency.

Keyword Alerts

Get notified when a keyword or phrase appears on one of your social media pages.

- Leverage standard and custom-built keyword dictionaries for public safety and emergency management.
- Eliminate surprises with pattern matching
- Protect yourself and your agency from trolls with username alerts.
- Get notified immediately when someone in your organisation blocks a user.
- Improve staff morale with praise and positive alerts.

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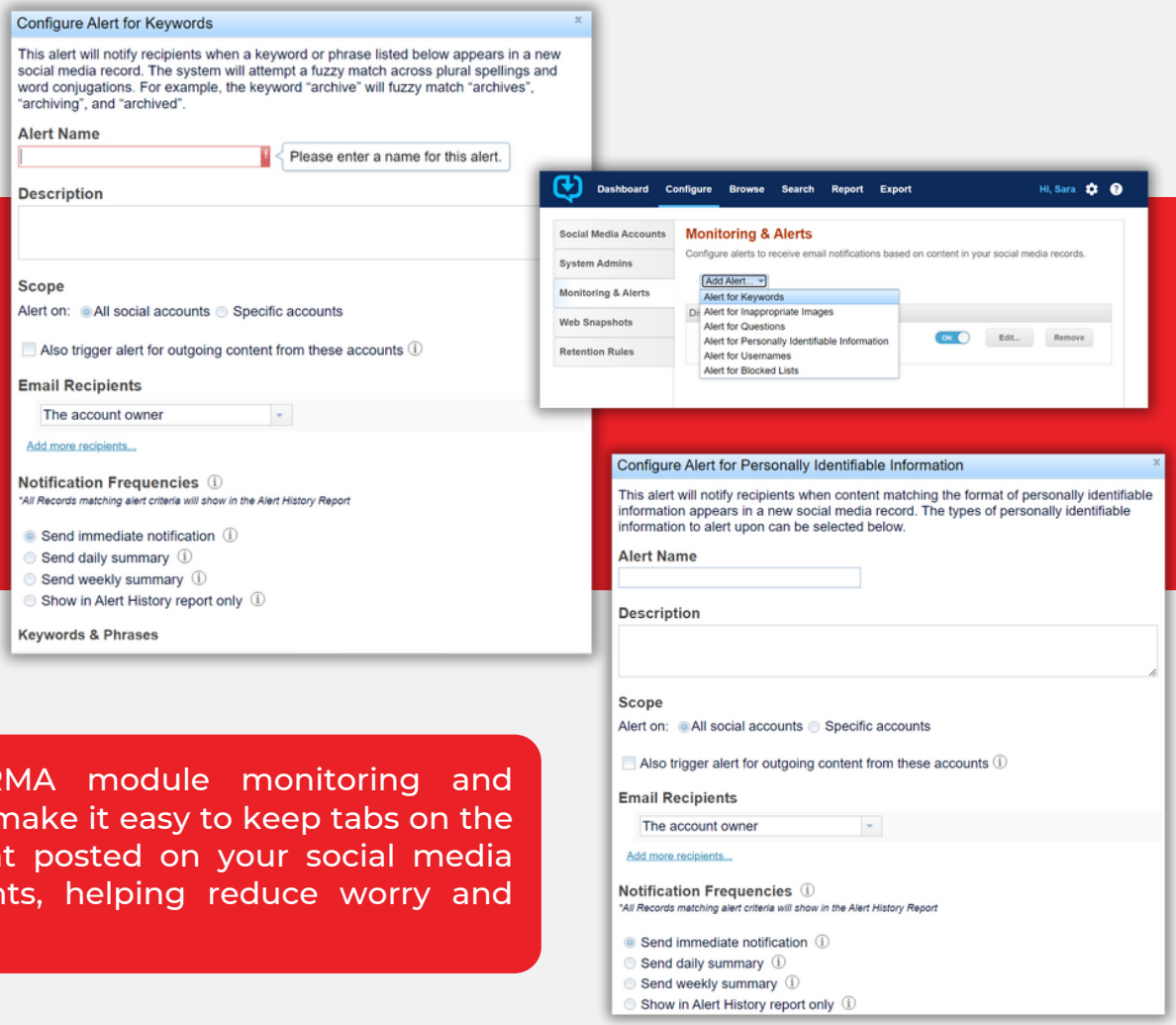


The RMA module monitoring and alerts make it easy to keep tabs on the content posted on your social media accounts, helping reduce worry and risk.

Predefined Dictionaries

The RMA module sends alerts on what matters most to you, whether PII, profanity, questions, praise, or keywords and phrases that you define.

However, to help save you time with other common areas of risk, we've created prepopulated dictionaries.

These predefined dictionaries include keywords relating to:

- COVID-19
- Praise and positivity
- Profane, offensive, and inappropriate content
- Public safety and emergency management

Image Alerts

Get immediate alerts about inappropriate images that need reviewing for efficient and effective moderation.

There are four different content categories you can set up:

- Explicit images of nudity or sexual activity
- Suggestive images of swimwear, underwear, partial nudity, or revealing clothes
- Violence in images, whether physical, weapon, self-injury, or gore
- Visually disturbing images of emaciated bodies, corpses.

Increase Your Focus

Social media is a necessary part of public sector communication, but if you don't understand the effectiveness of your content and sentiment behind your audience's interactions, you can't effectively leverage these platforms to engage your community.

With our RMA module, you'll gain insight into what is working in your social media and uncover opportunities for improvement with built-in reports that track activity volume, sentiment, social network usage, top commenters, and top conversations.

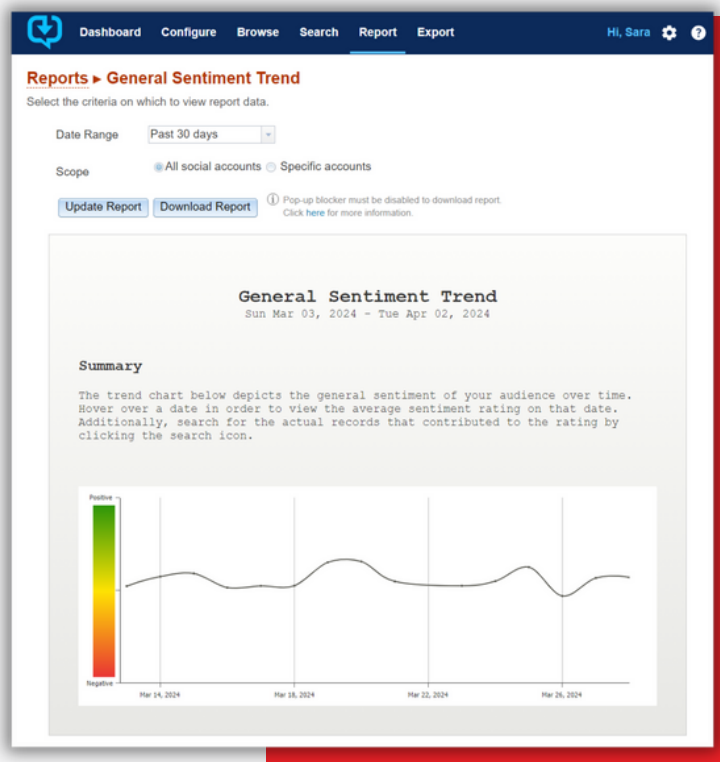
The RMA module lets you keep a pulse on how your audience is feeling and track sentiment trends over time or scope to a specific topic or event.

Built-in Reports

The RMA module gives you quick insight into activity metrics, audience insights, and sentiment analysis.

There are six different types of built-in reports and two base reports:

- Social Network Usage
- General Sentiment Trend
- Top Commenters
- Social Media Activity Comparison
- Alert History
- Top Conversations by Sentiment



Improve Your Response Time

With so many people actively searching and sharing information online, the ability to respond quickly has become critical. How you respond can define your agency – for better or worse.

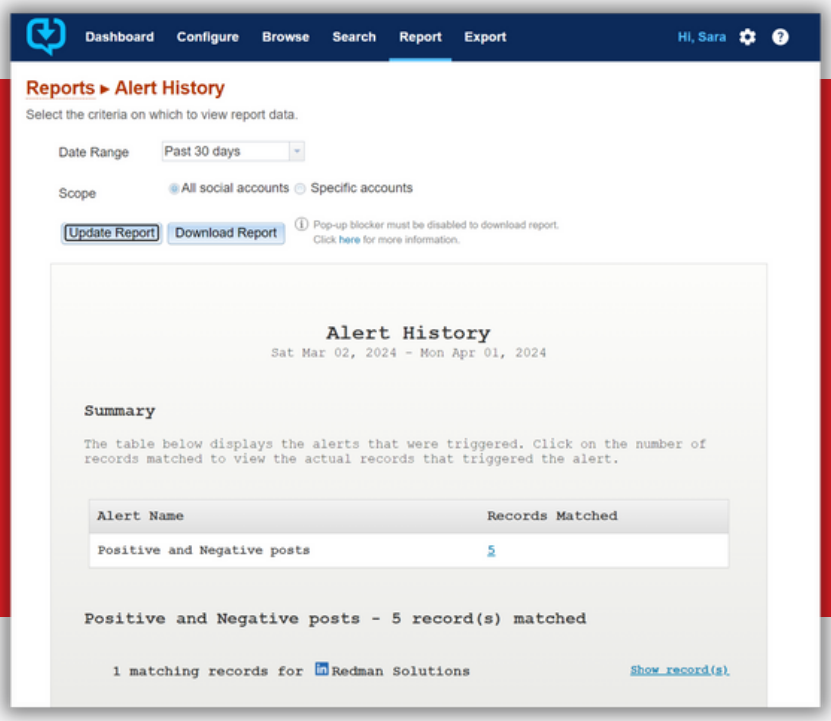
It can be overwhelming for social media managers to moderate all comments across all pages, and it can be easy to miss when questions are posted. Now, you can increase your responsiveness and respond quickly to questions and comments, ensuring accurate information is conveyed on time.

Question Alerts

The RMA module monitors your accounts and sends an alert whenever a question is posted to your social media feed, allowing you to respond promptly.

The Alert History report will enable you to investigate what sorts of questions are being asked and can be used to gauge the responsiveness of the team.

With the Risk Management and Analytics module's question alerts, you can deliver superior customer service to all of your social media followers.



Reduce Your Risk

Get serious security for your social media pages with automated alerts for emerging risks and shield your public entity from explicit themes, threatening dialog, and more. Our software monitors your social media pages for high-impact events and critical breaking information to identify risks in real-time and limit your liability.

Blocked List Alerts

While social media has tremendous benefits, it also brings an avalanche of misinformation, opposing viewpoints, and extremist speech, which makes it tempting to block users.

Public entities are responsible for identifying any hidden or deleted records, as well as any blocked users and when. Our Blocked Lists feature lets you see who you've blocked, when it happened, and the records associated with these users.

As well as who everyone else in your organisation is blocking, even for accounts that you may not usually have access to. And with live alerts, you can ensure your internal policy is followed correctly and even help avoid legal risk.

Blocked Lists Alerts notifies you when a block occurs and lets you know who the block came from, to help prevent legal risk. Blocked Lists maintains a single list of blocked users and pages, for all your managed accounts, with clear timelines and supporting evidence to defend your actions.

Protect Privacy and Limit Spam

The RMA module monitors connected social media accounts for patterns of personally identifiable information PII and send alerts to remove sensitive data quickly. PII alerts can also be used to catch commercial
spam, such as business listings that include phone numbers and addresses.

Pll Alert Match

- Social Security number
- Credit card number
- Phone number
- Email address
- Physical street address
- Generic identification number

The RMA module monitors your accounts for information that shouldn't be posted publicly and sends alerts to facilitate rapid removal.

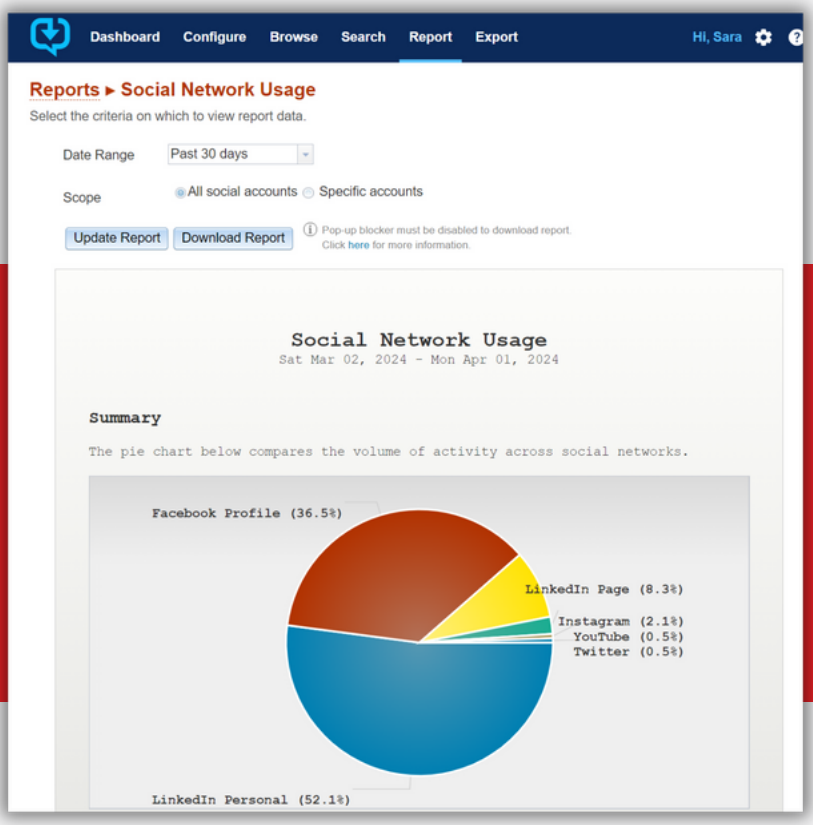
Prove Your Effectiveness

One-dimensional metrics such as “likes,” “shares,” and “retweets” offer little insight into the actual performance of your social media. So, it can be challenging to demonstrate the value of social media to internal stakeholders and decision-makers, and build the internal support you need.

Our software turns your data into visually dynamic reports that demonstrate the impact of your campaigns and the overall value of social media for your agency. Now, you can communicate to stakeholders, improve the impact of your campaigns, and follow up on decisions faster with meaningful insights into commenter sentiment, engagement levels, and platform usage.

Gain Insight Into:

- How much and what type of content posted on each platform
- Content drives the activity
- The increased audience created by that activity
- Trends over time
- Top commenters
- What works for your specific audience
- Which accounts are active and which accounts could be doing more



Start Capturing Every Record

A Social Media Archiving solution that ensures precision and dependability in adhering to public records laws while effectively managing social media accounts in real time.

There's never been an easier way to Capture and Preserve Content. Social Media Archiving delivers benefits that will give you complete peace of mind.

01
Comprehensive Archiving

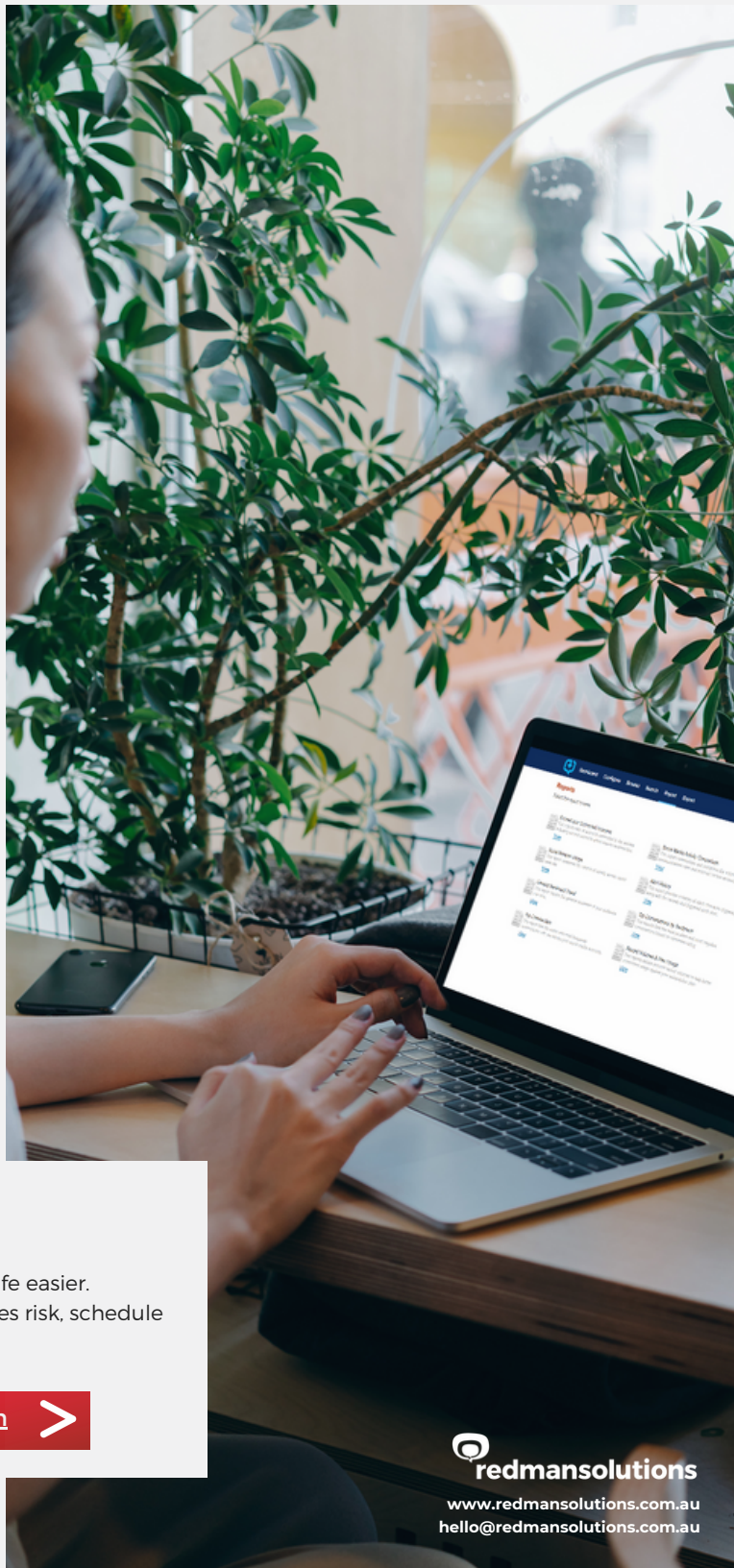
Capture and preserve all the content you share and interact with, including deleted, edited, and hidden posts and comments.

02
Accurate Preservation

Replay any of your records in their original context and ensure their authenticity with digital signatures, time stamps and unmodified metadata.

03
Easy and Intuitive Interface

Find records, add notes, or export content in its required format with advanced search, annotations, intuitive filtering, and one-click export features.



Discover More.

We're committed to leading the sector with technology .that makes life easier.
To understand how Social Media Archiving supports teams and reduces risk, schedule a discovery session with one of our client success executives.

Book a Discovery Session >

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