

Hey, in this article we will walk you through on how to use a metrics created by Synthesio called Social Reputation Score.

What Is the SRS?

Social Reputation Score (SRS) is a Synthesio metric that scores your brand/product (topics) over time based on either volume, sentiment, or influence. On a scale of 0-100, a high SRS indicates a large share of positive mentions around your brand, while a low SRS indicates a large share of negative mentions.

The Social Reputation Score allows organizations to understand how they compare to their competitors within their markets, and against other markets, by analyzing customer satisfaction in real-time.

Brands use SRS as a business metric for Customer Satisfaction, as well as for industry benchmarking, competitive analysis, campaign measurement and crisis monitoring.

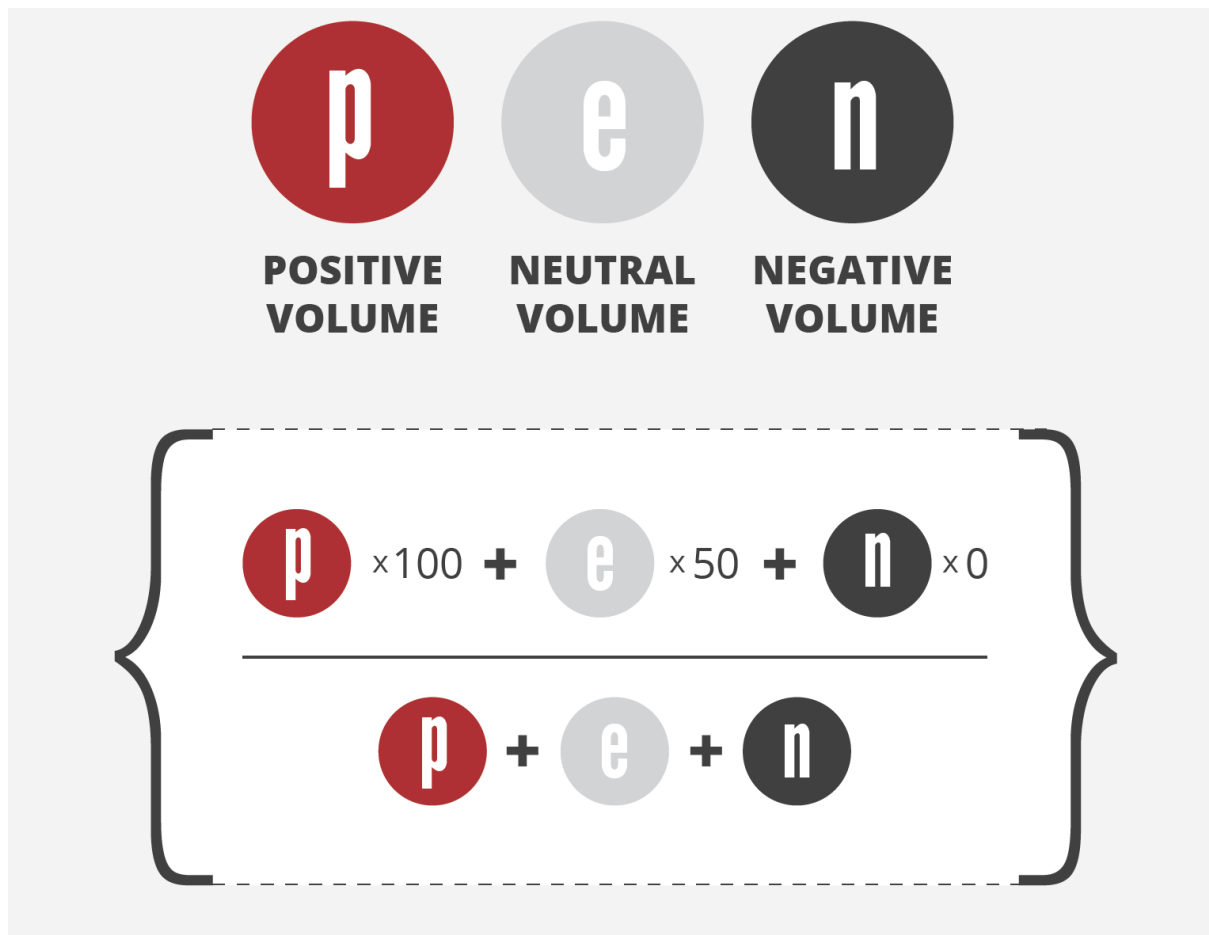
In your dashboard(s), SRS is displayed as 3 different metrics:

- SRS by Volume
 - SRS by Sentiment
 - SRS by Influence / Synthesio Rank
-

How is it calculated?

There are 3 different ways, thus 3 different formulas to calculate Social Reputation Score.

By Volume (Default): The volume rating formula factors volume and sentiment of posts to give a holistic picture of the overall feeling toward a brand as expressed via online channels. It's calculated on the total volume of mentions. The formula used to calculate this metric is:



By Sentiment: The Net sentiment rating formula factors volume and sentiments of posts with a focus on only positive and negative posts. It's calculated by the difference between positive and negative mentions. The formula used to calculate the SRS metric with a focus on sentiment is:

$$50(P - N / P + N) + 50$$

By Influence: The Influence rating formula factors volume, influence ([SynthesioRank](#)) and sentiment of posts to give a holistic picture of the overall feeling toward a brand as expressed via online channels. The formula used to calculate the SRS metric with a focus on influence is:

$$\frac{\text{SynthesioRank} * (100)P + (50)E + (0)N}{\text{SynthesioRank} * (P) + \text{SynthesioRank} * E + \text{SynthesioRank} * N}$$

Warning:

Please note that **we recommend using only SRS by Volume and SRS by Sentiment**.

Indeed, SRS by Influence is based on a metric called Synthesio Rank that is not up-to-date and will soon be deprecated.

Using SRS by Synthesio Rank could lead you to incorrect results and conclusions.

Should you want to know more about workarounds to assess your brand/product's influence without using the Synthesio Rank, please look at the Influencer Ranking or contact your dedicated Account Manager or Client Success Manager.

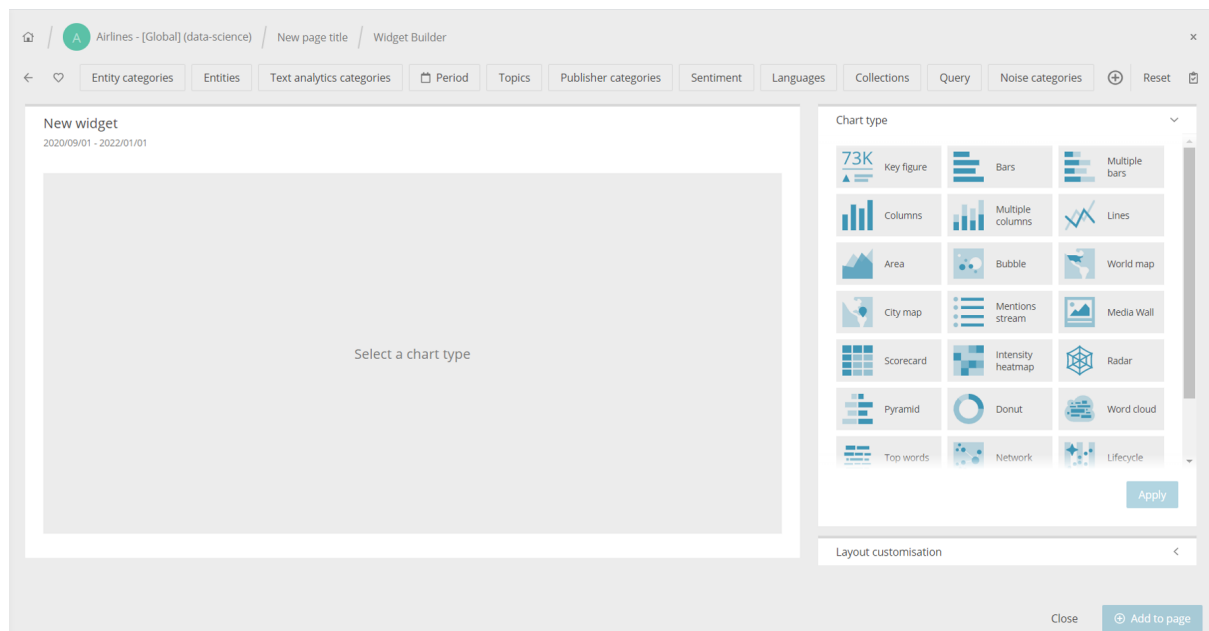
Using SRS in your Dashboard(s)

As said above, SRS by Volume and SRS by Sentiment are two dimensions that can be used when building any widget in Reports.

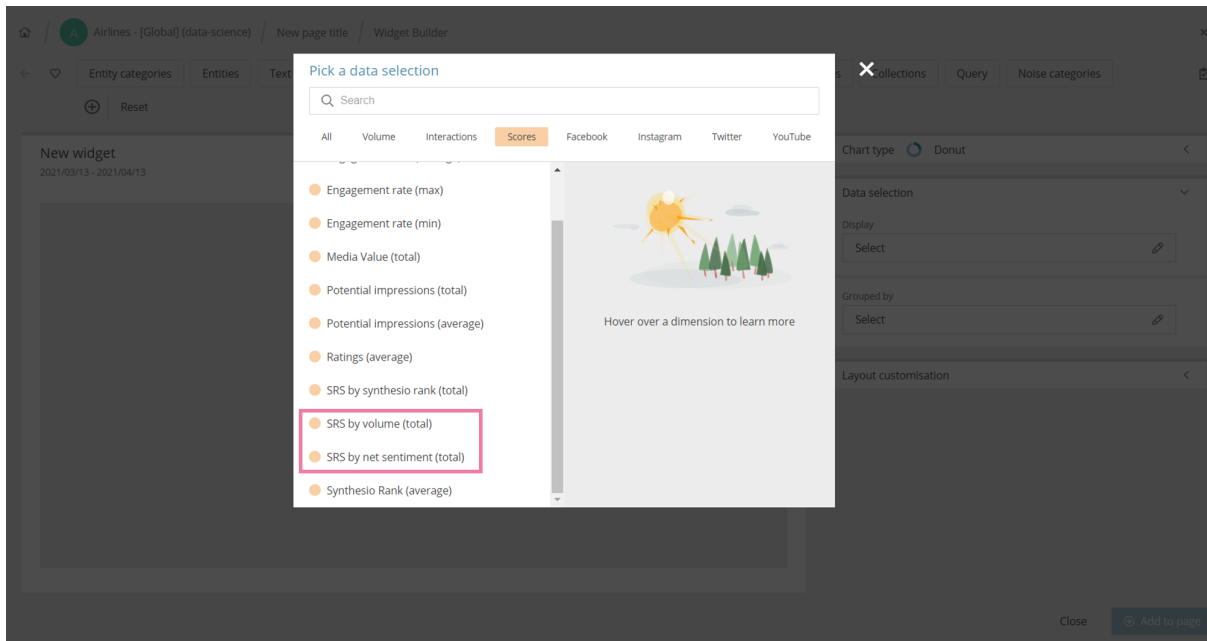
Should you want to know more about Reports, [please take a look at this article](#).

Building a widget with SRS

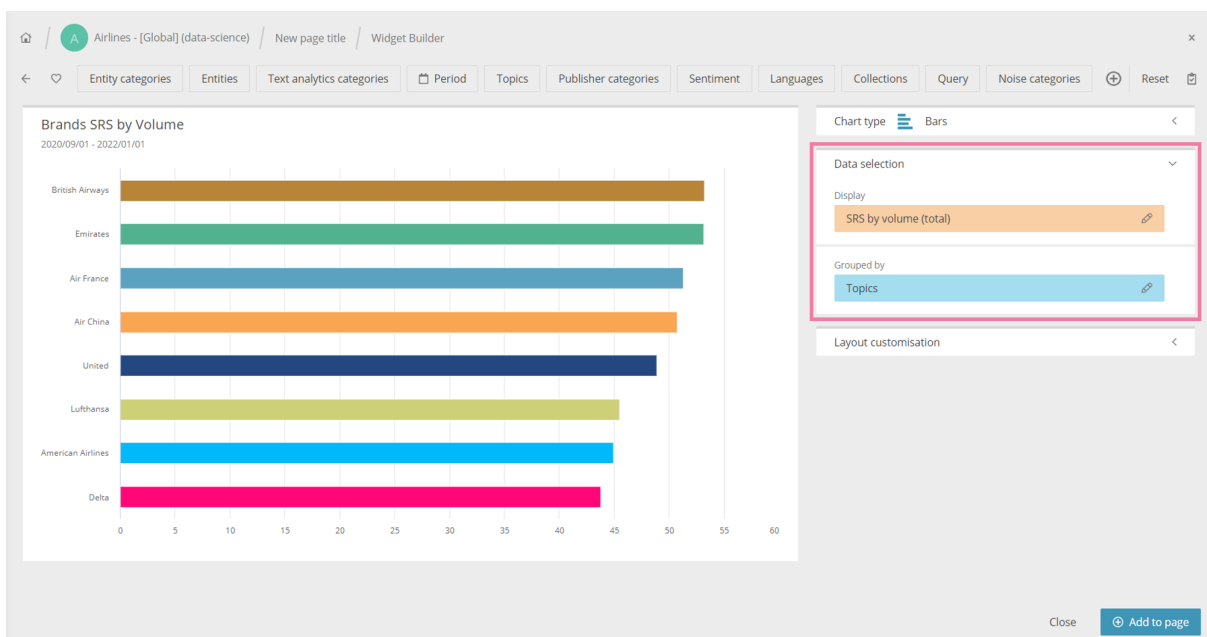
First, you need to go to the widget builder.



You can choose the widget of your choice and then when you need to “pick a data selection”, either choose SRS by Volume or SRS by Sentiment.



Then, you can for example have a brand ranking by SRS.



In the above example, we chose a bar chart, but we could also have chosen the following types of widget:

- Bubbles
- Scorecards
- Key figures
- Word clouds
- Donut charts
- ...

Below are a few examples:

Social Reputation Score by Sentiment

2019/01/27 - 2021/04/01

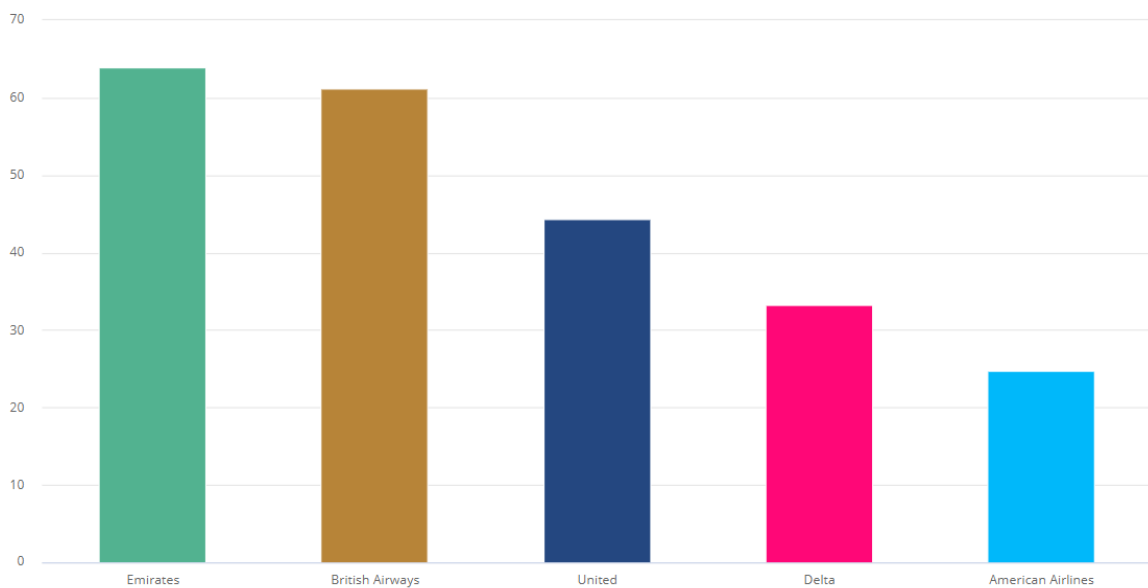
ENTITIES ▼

SRS BY NET SENTIMENT (TOTAL) ▼

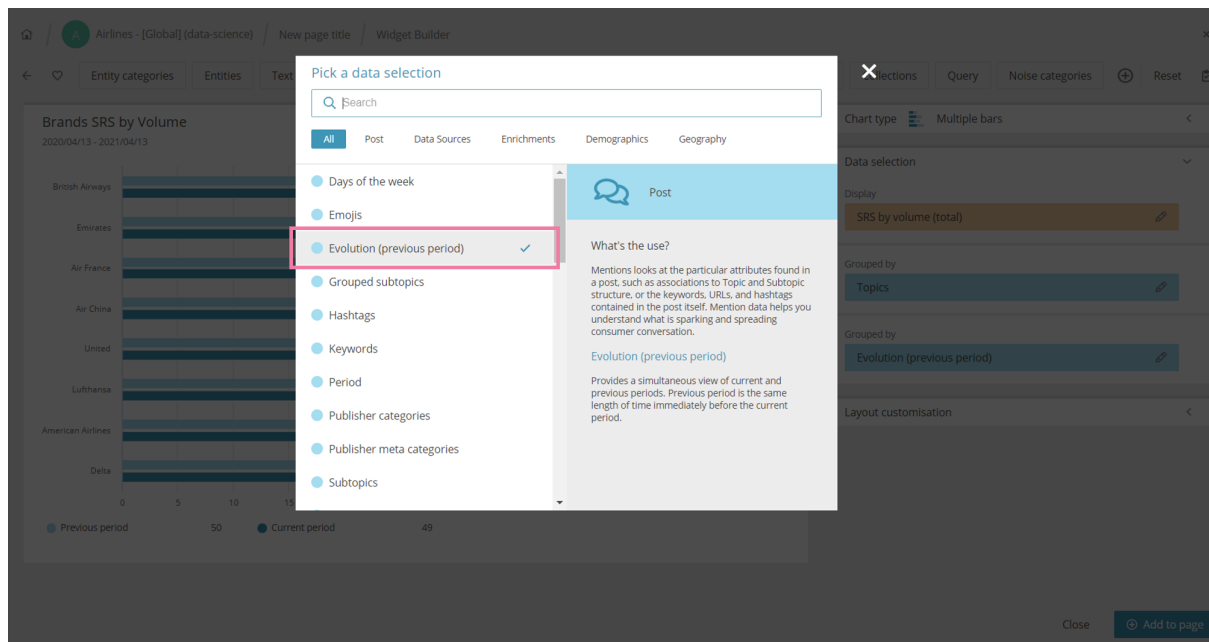
Instagram	96.7
Sephora	94.7
Publix	88.9
Apple	84.2
Starbucks	80
farmers' market	79.2
Walmart	74.1
Costco	72.3
Netflix	71.4
TikTok	68.8
The Coca-Cola Company	66.7
Amazon.com	66.2
Google	65.5
Whole Foods Market	55.6
The New York Times	50
World Health Organization	50
Target	46.2
McDonald's	43.8

Brands - SRS by Net Sentiment

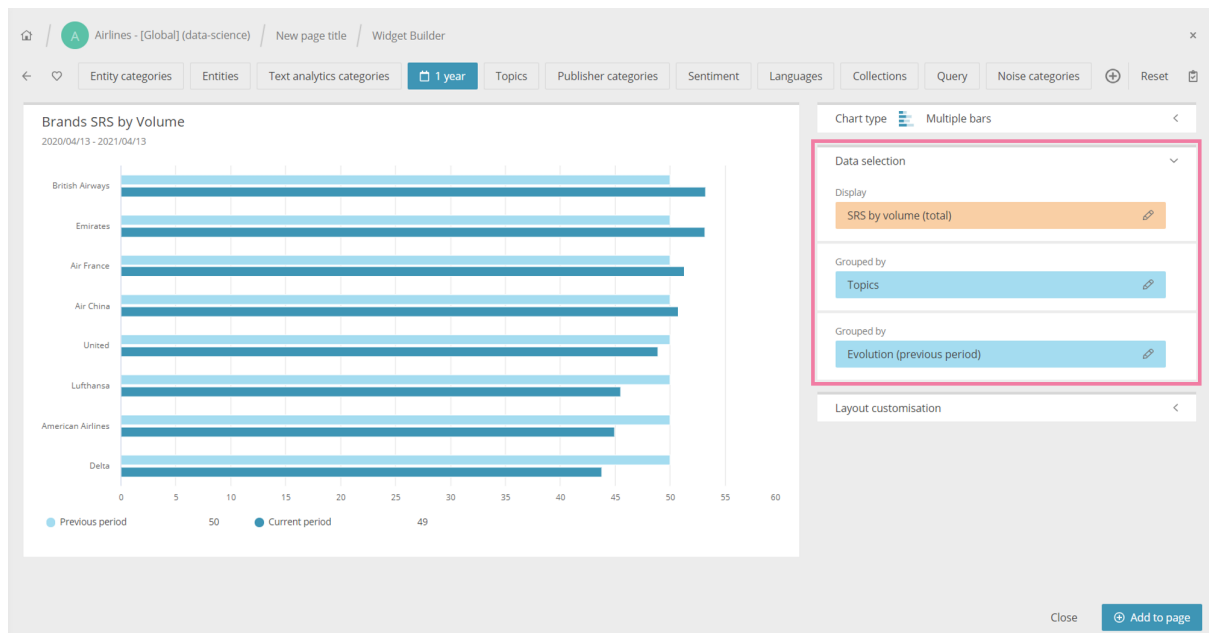
2020/04/13 - 2021/04/13



If you choose a “multiple bars” chart, you can activate the evolution feature, to compare the SRS score with the previous period.



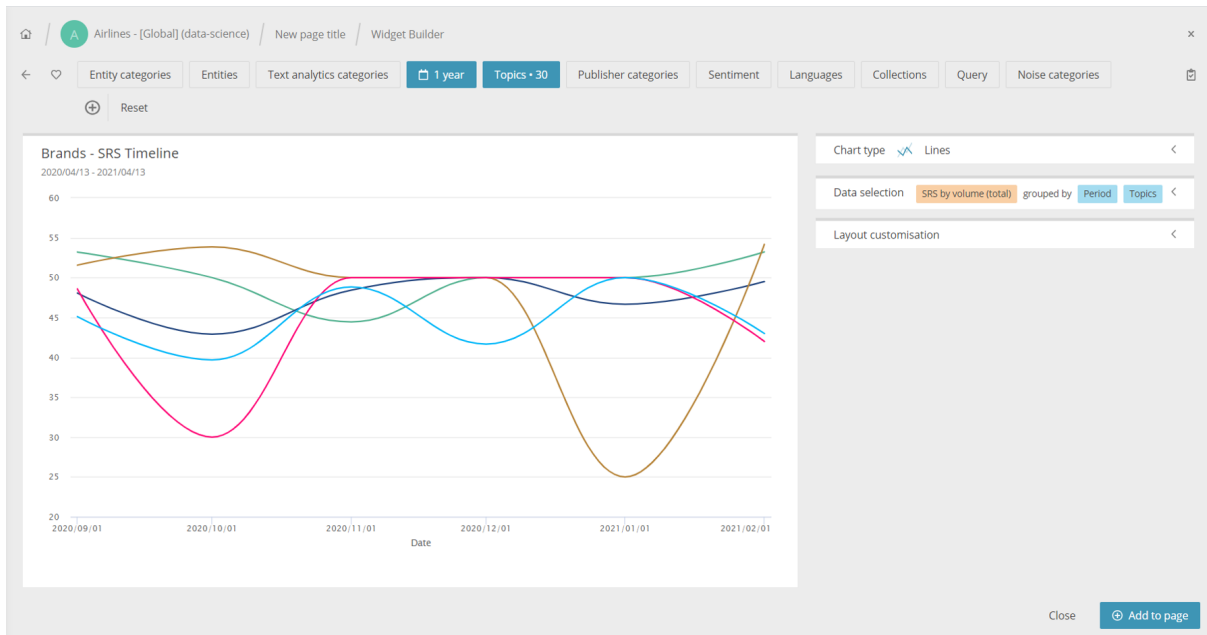
For example, we can have the same example as above with Airlines companies, and see how their SRS by Volume score is evolving over the last year compared to the previous period (ie the year before).



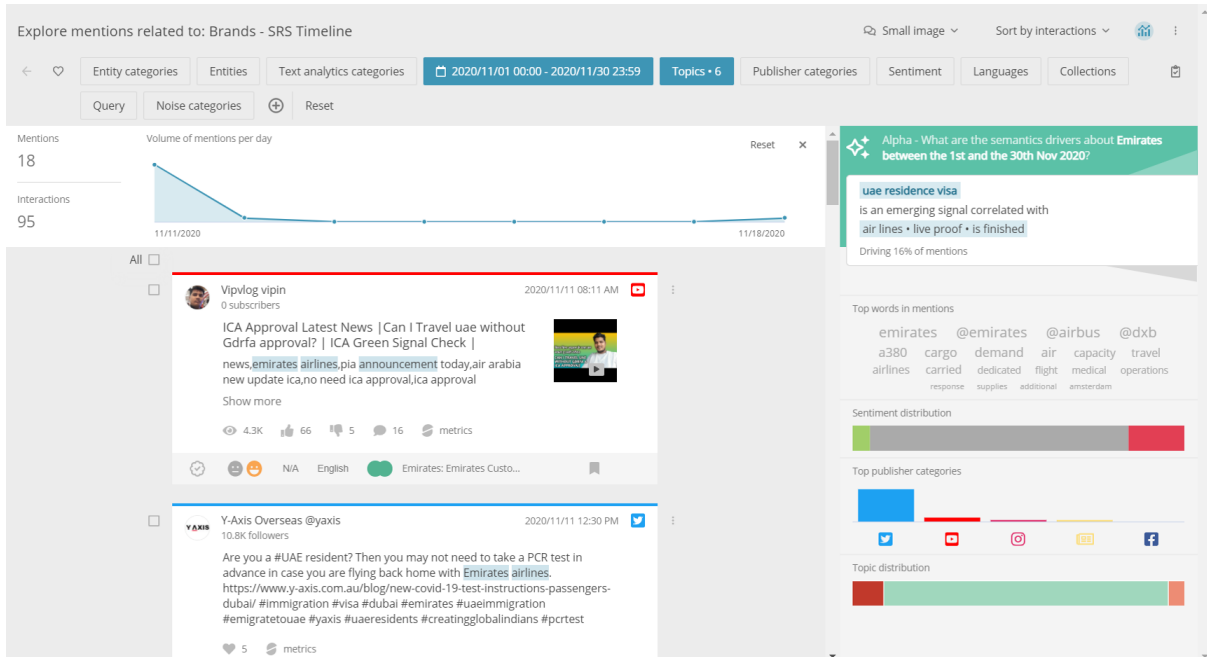
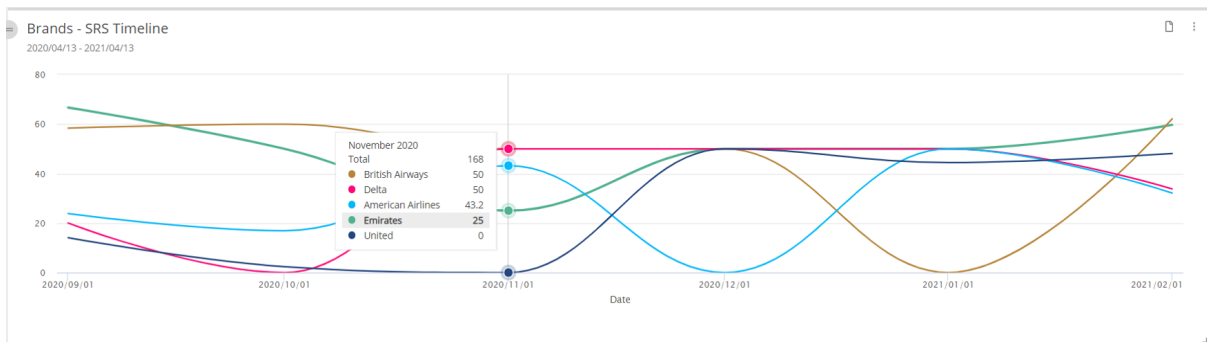
Timeline widget

Another great example of using SRS is a Timeline to view performance over time.

Let's stick to our Airlines example.



Should you want to know more about why the SRS has increased or decreased, you can click on a spike or a decrease and look at the mentions that explain this score.



How Do Brands Use It?

The SRS allows organizations to understand how they compare to their competitors within their markets, and against other markets, by analyzing customer satisfaction in real time.

Brands use the SRS as a business metric for Customer Satisfaction, as well as for industry benchmarking, competitive analysis, campaign measurement, and crisis monitoring.

Case Study:

Nissan uses Synthesio's SRS to dive deeper into key business areas, including benchmarking the consumer response to the new Nissan Leaf (an Electric Vehicle) by tracking performance of their vehicles and unique selling propositions over time. SRS helped provide Nissan with the intelligence they needed to take action and shift consumer perceptions around the key barriers to purchase of Electric Vehicles - resulting in more than 1 Million people 'turned on' to EVs during the campaign, and the Nissan Leaf is now the world's top selling electric vehicle.

SRS is also a factor in assessing performance of different internal teams. These assessments then inform bonus compensation for Nissan employees.

Brands use SRS as a business metric for Customer Satisfaction, as well as for industry benchmarking, competitive analysis, campaign measurement and crisis monitoring.



Importance

Similar to the Net Promoter Score (NPS), the Social Reputation Score will allow you to see if you and your competitors are trending positively or negatively. You can configure the time to be day over day, week over week, month over month, and more.

Using the three different SRS metrics you can get a better understanding overtime of how well your brands, products and campaigns are doing. How do they score compared to competitors? If you're scoring lower than expected, we can start to relate this to either volume or sentiment.