

Web Reputation: Likes, Engagement & Sentiment



What Are We Talking About Today?



1. Web Presence. A Recall
2. Reputation
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4. Free Tools
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Web Presence



We already clarified that the web presence of, say, a destination includes

- 1. the official website run by the destination**
- 2. the accounts officially run by the destination on TripAdvisor, Facebook, etc.**
- 3. what other people write about the destination on the communities and the social networks.**

As we will see, web reputation mostly deals with this third form of web presence.

What We Control



The web presence of, say, a destination includes

1. the official website run by the destination
2. the accounts officially run by the destination on TripAdvisor, Facebook, etc.
3. what other people write about the destination on the communities and the social networks.

What We Partially Control



The web presence of, say, a destination includes

1. the official website run by the destination
2. the accounts officially run by the destination on TripAdvisor, Facebook, etc.
3. what other people write about the destination on the communities and the social networks

What We Don't Control



The web presence of, say, a destination includes

1. the official website run by the destination
2. the accounts officially run by the destination on TripAdvisor, Facebook, etc.
3. what other people write about the destination on the communities and the social networks.

Beyond Our Control!



Quite obviously, social networks are beyond our control, as their web servers only belong to them.

We can completely control our website.

We can partially control our TripAdvisor accounts, and our Facebook pages.

We CAN'T control at all what other people write on TripAdvisor, Facebook, or Twitter or Instagram about us.

If we want to improve, or at least defend, our reputation, we must know what other people write about us on the communities and the social networks.

But what is reputation about?

What Is Reputation About?



1. Generally speaking, reputation is **how something** (or someone, or a website, or a destination...) is **perceived**.

For instance, Blackberry was the leading mobile phone system before the iPhone was introduced.

The iPhone made the Blackberry to be perceived as something stiff, and too business-related (a tool for businessmen).

2. Reputation **changes in time**.

3. Reputation **implies a comparison**.



Web Reputation



According to scholars and marketers, web reputation is **how something** (or someone, or a website, or **a destination...**) is currently **perceived** in the world of the **social networks**.

This is because, as we previously observed, the web **presence** of a destination doesn't include only

1. the **official website** run by the destination, and
2. the **accounts officially run** by the destination **on Facebook, Twitter, Instagram** etc., but also
3. what **other people** write on the destination on the communities and the social networks.

We should perhaps say – **what the world thinks** of our destination...

Engagement



To evaluate our destination's reputation, it is important to measure **how many** posts, tweets, pictures or comments **have been published** about it.

However, the **impact** of these posts, tweets etc. should be considered, **too**.

For instance, a very basic approach to begin this sort of measure is to look at our destination's **Facebook pages** – both the official one, and other pages that clearly deal with our destination – and count **how many likes** they've gathered.

But this is really a very basic approach. More questions should be asked!

Are most posts, tweets etc. posted by the page managers? Or are they mostly posted by other people who are **engaged** to participate?

Do posts, tweets etc. **start discussions** among people, or remain unfollowed?

Free Tools

There are several tools – even **free** (or temporarily free) **tools** – to know what **people share** about our destination on the Web, the communities and the social networks.

Beware! It is **particularly important** to ask these tools the proper questions – basically, choosing which **keywords** adopt to interrogate those tools.

Suppose you want to **keep track** of posts, pictures or comments about Bergamo as a destination...

You'll ask to keep track of keywords like Bergamo + **tourism** and/or + **visit** + **attraction** + **hotel** + **museum** + etc.



boardreader®

HowSociable 

twazzup

Google Alerts



A **free** tool providing social media monitoring for beginners is **Google Alerts**.

Google Alerts is easy to set up, and allows monitoring the Web for any new content, and mentions of what we're interested in, our brand and/or our competitors.

By creating a Google Alert, we'll receive **email notifications** every time Google finds new results on a topic that interests us across blogs, forums and news sites.

The screenshot shows a mobile interface for a Google Alert. At the top, a blue header contains the word 'Alerts' and the subtitle 'Monitor the web for interesting new content'. Below this, a navigation bar shows a back arrow, the search term 'Andalucia visit', and the date 'November 5, 2017' with navigation arrows. The main content area is white and lists search results under the heading 'WEB'. The first result is from 'Ecija' on 'Andalucia.com', with a snippet: 'Écija is known as "la sartén de Andalucía" (the frying-pan of Andalucía) which is no exaggeration; therefore it is advised to not visit the town in the ...'. A separator line indicates the result is from '1 day ago'. The second result is from 'Andalucia Tours' on 'TripAdvisor', with a snippet: 'Answered: Hi I and my friend will visit the Spain in last week of November. We will have 5 days to visit the Andalucía. Is it possible to see all the major ...'. The third result is from 'PinTours.com' for a '10-Day Portugal and Andalucía Guided Tour from Madrid', with a snippet: '10-Day Portugal and Andalucía Guided Tour from Madrid | Spain, Community of Madrid, Madrid | #Travel #Tours #Hotels #Flights #CarRental ...'. The fourth result is another from 'Andalucia Tours' on 'TripAdvisor', with a snippet: 'We will have 5 days to visit the Andalucía. Is it possible to see all the major historic places in Andalucía? I also need a suggestion about my main hub ...'.

Professional Tools



There are, however, also professional tools (on payment) to know what other people write about you on the social networks.

TrustYou is perhaps the most reliable among these professional tools.

Travel Appeal is a more recent Italian option of the kind.

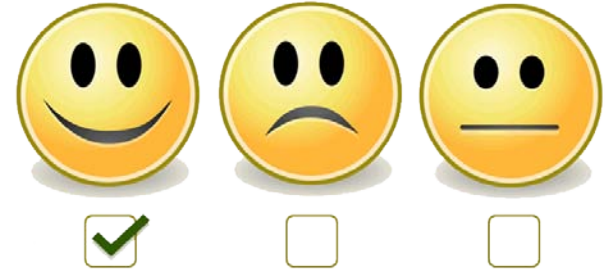
The web reputation of an hotel, a restaurant or a **destination** is obviously very important to protect, or possibly improve.



Sentiment

Once you have – or tools like Google Alerts or TrustYou or TravelAppeal has – collected what the world says about your destination (posts, tweets, comments, etc.) in public on the social networks, you may individuate what **sentiment** the world has expressed about your destination.

The easiest way to do so is reading in person these posts, comments etc., and determine yourself whether their sentiment is **positive**, **negative** or simply **neutral**.



Semantic Analysis



Very often, however, posts, comments etc. are too many. There's **no time enough** to read them all in person.

Natural language interpretation may be used. But cultural factors, linguistic nuances and differing contexts make it extremely **difficult** to turn a string of written text into a clear pro or con sentiment.

Let's provide some examples...



3 unanswered complaints



Sentiment
84.1%



Roberto has been a great host, welcoming, attentiv...

Wed. June 1st 2016



Sentiment
89.8%

Roberto was a fantastic host, providing us with di...

Wed. June 1st 2016



Sentiment
84.0%

The best host you can ever ask for! Great location...

Wed. June 1st 2016

[Show all](#)

Sentiment can be difficult to identify



▲ 3 Compared to Sun. April 3rd 2016

▲ 95.8% Compared to Sun. April 3rd 2016

Negative trends

Subject	Mentions
Face	+1
Restaurants	+1

Topics most frequently discussed b



Posted by Stefanie

Everything is clearly ok, here...



We felt right at home, directions were great. Very nice neighborhood. Great place to stay.

Sentiment
100%

This content talks about 9 Donatello



Unanswered complaints

3

3 Compared to Sun. April 3rd 2016

Overall sentiment

95.8%

95.8% Compared to Sun. April 3rd 2016

Negative trends

Topics most frequently discussed by you



Posted by Vivian

... but here a mistake is made!



Sentiment
84.0%

The **best host** you can ever ask for! Great **location**, **clean place** & the entire home to yourself! Roberto and Orietta was always there for us when we needed anything and they are willing to provide us infos on things to do in and out of Milan!! You **don't want to** **miss this place** when you visit Milan :)

This content talks about **9 Donatello**



Unanswered complaints ⓘ

3

▲ 3 Compared to Sun. April 3rd 2016

Overall sentiment ⓘ

95.8%

▲ 95.8% Compared to Sun. April 3rd 2016

Negative trends ⓘ

Topics most frequently discussed by you



Sentiment
100%

Posted by Shachi

Sometimes why “100%” is clear...



Roberto's home is exactly as shown in the pictures and as described. The listing and Roberto's communication with us later was very clear. We felt very much at home and relaxed in Roberto's clean and well decorated home. There are precise and detailed instructions and information in the house. The house is well arranged and well equipped. Roberto's home was **easy to find**. He had given very **precise directions**. Roberto is very nice. Our train to Milan got delayed and he was concerned for us. He checked with us and ensured that we would find his place. He even offered to meet us somewhere. Roberto's home is located in an area where there are a lot of eateries and shops around. Commuting to and fro the house is easy as it is well connected. Although we stayed only two nights, we had a great **time and nice** conversations with Roberto a couple of times. Thank you for a nice home to stay in, Roberto :-)

This content talks about **9 Donatello**



Negative trends ⓘ

Topics most frequently discussed by you



Sentiment
89.8%

Posted by David

... but why not “100%” here, too?



Roberto was a **fantastic host** providing us with directions from the station and advice about Milan even before we arrived. He was willing to stay up for us when we arrived late, and showed us round the lovely apartment with a **gorgeous balcony** view over a classical-style Italian street. For the rest of the stay we were left to ourselves, with supplies of ice, **fresh coffee** and some drinks/snacks left for us. The flat is clean, comfortable and close to the town centre, perfect for a city break for a couple. It was comforting to know that Roberto would be there to offer any help if needed, and we were free to **enjoy the rest** of our stay. On leaving Roberto was very flexible about when to check-out, which was very **convenient** for us. We would thoroughly recommend this flat for anyone seeking a break in Milan - we only wish we could have stayed longer!

This content talks about **9 Donatello**



▲ 3 Compared to Sun. April 3rd 2016

▲ 95.8% Compared to Sun. April 3rd 2016

Negative trends ⓘ

Topics most frequently discussed by you

Industry vs. Destinations Reputation Measurement



The examples above are taken from Travel Appeal, and refer to a family accommodation.

The wider market for web reputation tools is in fact the industry: hotels, B&Bs, restaurants and the like.

Destinations' web reputation is a more complicated subject, in fact.

