

The Social Media Habits of **AT&T, Verizon, T-Mobile,**
and hundreds of other brands active on **Facebook & Twitter...**

...analyzed by **unmetric**

Some screenshots from the **unmetric** web application...

With **winmetric**

Pick and choose brands to analyse on **facebook.**

Select brands you compete with or just about any brand you'd like to study in depth (even if they're not in your sector)





Add a Facebook Page to Analyze

Select a Sector

- FMCG-Personal Care
- Insurance
- Media
- Mobiles & Handhelds
- Pharma & Health
- Publishing
- Restaurant & Cafe
- Retail
- Technology
- Telecom**
- Travel

Choose from these 32 Facebook Pages in Telecom

Search...

	AT&T Likes:1,701,376 - Geo Focus:USA	Add
	AT&T Jobs: College Connection Likes:3,918 - Geo Focus:USA	Add
	AT&T Small Business Likes:3,567 - Geo Focus:USA	Add
	AT&T U-verse Likes:339,880 - Geo Focus:USA	Add

Suggest a sector

We're always looking for new sectors to cover. So go ahead, and tell us what we should include.

Looking for a Facebook page not listed here?

Let us know what's missing and we'll add it to our 'crunch this' list ASAP. Please enter the name of the page or better still, their Facebook page address (URL).

With **unmetric**

Get a bird's eye view and alerts on brands that matter to you

unmetric

[Summary](#) of [Facebook Pages I sometimes monitor](#) for the [last 7 days](#)

Brand	Logo	Likes	New Likes (last 7 days)	Geo Focus	Sector	Action
Virgin Mobile USA		67,550	660	USA	Telecom	→ Detailed Analytics
Windstream Communications		5,661	41	USA	Telecom	→ Detailed Analytics
Qwest		8,885	0	USA	Telecom	→ Detailed Analytics

ALERTS for your Facebook brands and the "Financial Services" sector in the last 7 days

- 19,839.** That's the number of fans these 7 brands added to their fan-base.
- With a growth rate of **1.3%**, **Fairpoint Communications** enjoyed the highest fan growth rate amongst the 7 brands you are monitoring. [See how they grew.](#)
- Among the 7 brands you are monitoring, **Windstream** was engaging best with their fans. [Learn more.](#)

- 2,028** new posts were written across these 7 'brand walls'. That's an average of **48.3** posts per day – per wall!
- 3,614,055** is the total number of fans across these 7 pages. **AT&T** leads the pack with **1,701,376**. [Learn more.](#)
- A post** by **Windstream** struck a chord – with the best engagement amongst 3 posts by the 7 brands you are monitoring.

With **unmetric**

Dive deep into any brand

The screenshot displays the unmetric dashboard for a Facebook page analysis. At the top, the unmetric logo is on the left, and social media icons for Facebook and Twitter are in the center. A user profile icon is on the right. Below the navigation bar, the main heading reads "Analysis of **FairPoint Communications** for the **last 7 days**". A secondary navigation bar includes a back arrow and tabs for "Overview", "Fans", "Engagement", and "Content".

About this Facebook page

FairPoint Communications
USA | Telecom
832 TOTAL LIKES | **11** NEW LIKES (last 7 days)

Company Overview (from Facebook Page)
FairPoint Communications delivers modern communications technology with respect, commitment, and a can-do spirit. Headquartered in Charlotte, North Carolina, FairPoint Communications, Inc. is a lea...

[Visit the FairPoint Communications facebook page](#)

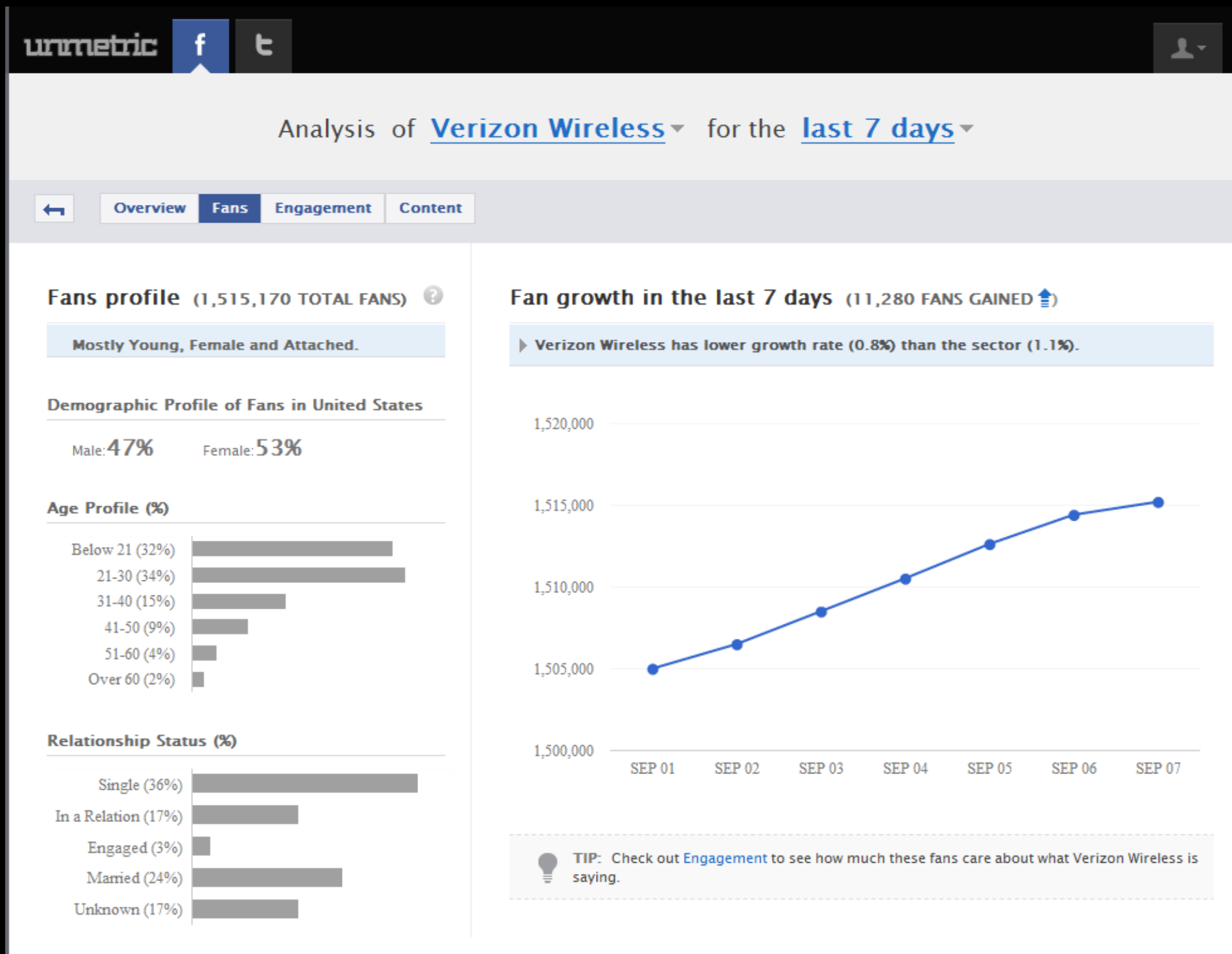
Activity in the last 7 days

- 11 New Fans**
→ Fan base grew faster than the average Telecom Facebook page
- 16 Posts**
→ The engagement (with fans) for these posts was below average
- 8 Tags**
→ This gives you an idea of the diversity of content the page admin posted

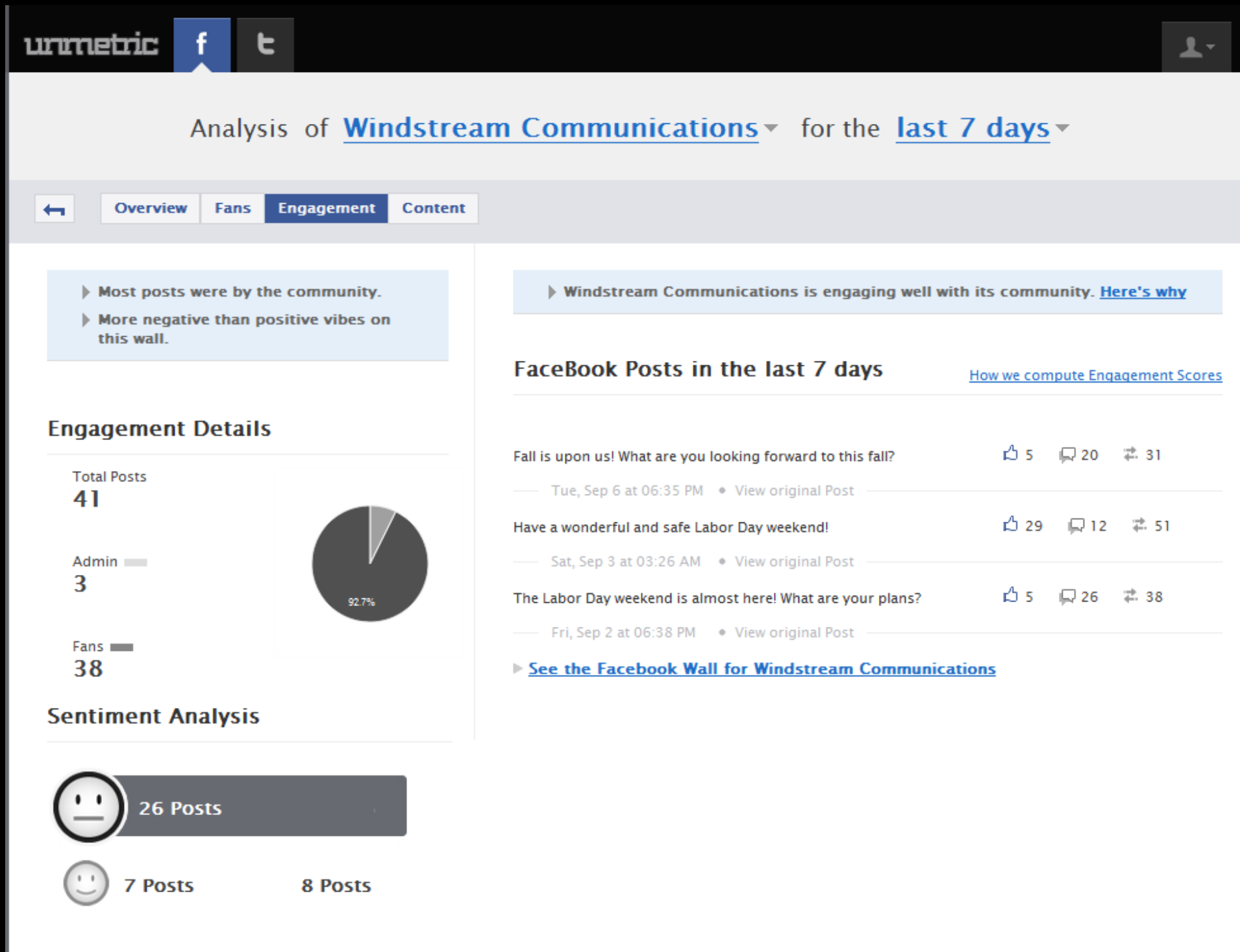
Notes & Alerts (What's this?)

- On an average, **12%** of content posted by admins was "brand related"

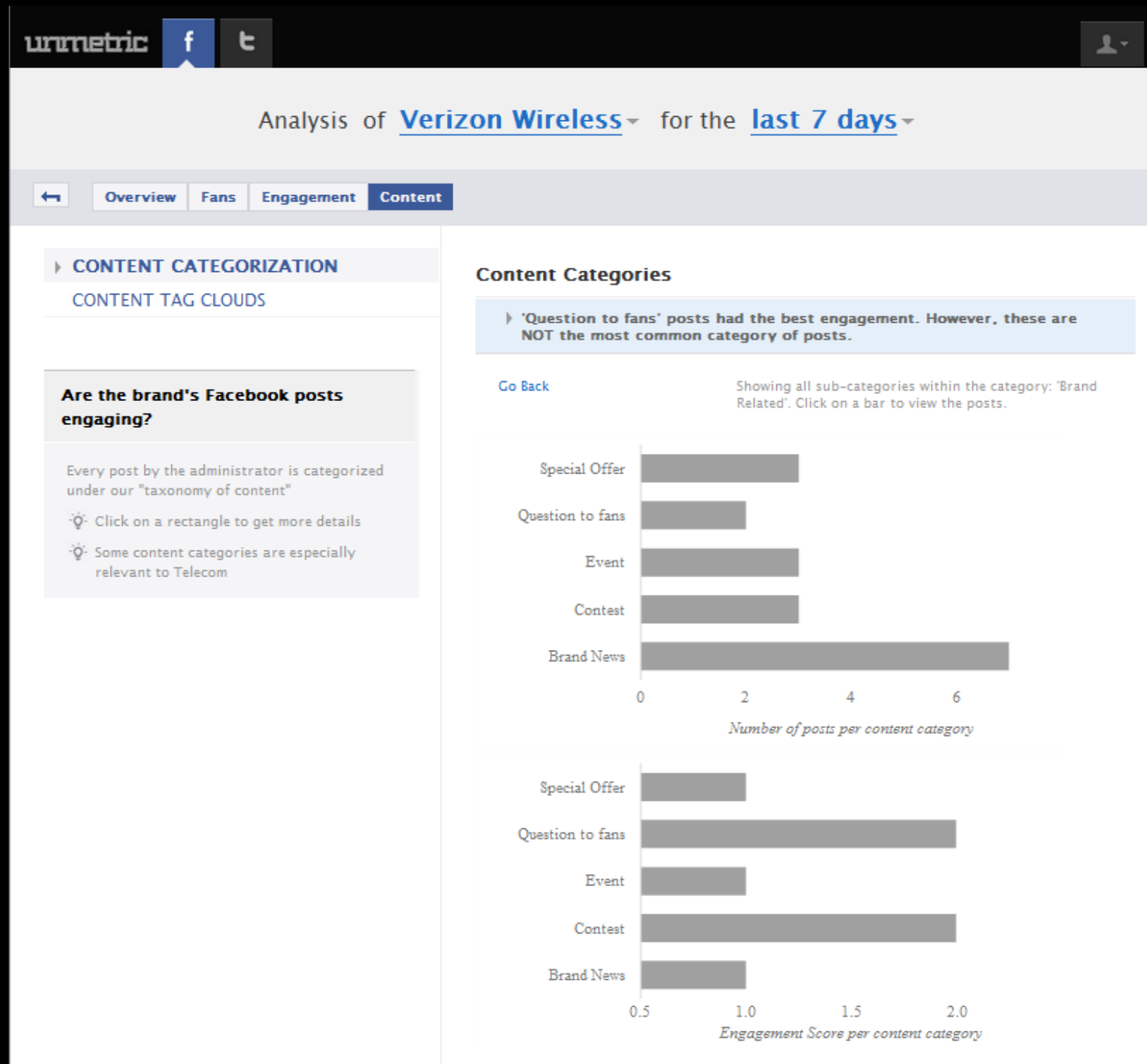
Study their Fan Growth and Fan Profile...



...and their Rules of Engagement



Dissect their Content Strategy like never before



With unmetric

Dissect their Content Strategy like never before

The screenshot displays the Unmetric dashboard for Verizon Wireless. At the top, there are navigation tabs for 'Overview', 'Fans', 'Engagement', and 'Content', with 'Content' being the active tab. The main header reads 'Analysis of Verizon Wireless for the last month'. Below this, there's a 'CONTENT CATEGORIZATION' section with a 'CONTENT TAG CLOUDS' sub-section. A sidebar on the left contains a box titled 'Not just another word in the wall' which explains the NLP algorithm used for content analysis. The main content area features a word cloud of terms related to Verizon Wireless, with 'Verizon Wireless' being the most prominent. Other notable terms include 'Wireless - Workshop', 'pub.vitrue.com', 'DROID', '4G LTE', 'Android', 'Bionic', 'Mobile', 'ShopTips', 'Street Team', 'VMA', 'Verizon', 'app', 'data package', 'friends', 'tablet', 'sale', 'question', 'p.m. ET', 'offer', 'limited time today', 'required', 'day', 'device', 'event', 'favorite', 'chance to win', 'back-to-school', 'attend our Free', 'Wireless welcomes you to attend', 'Workshop Registration', 'Someecard from our Smartphone Glossary', 'Q&A chat session', 'Live Q&A chat', 'Challenge', 'Check out', 'NFL', 'New 2 year', 'Power', and '2 year activation and data'. A checkbox for 'Ignore Fan Posts' is also visible.

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Analysis of Verizon Wireless for the last month

← Overview Fans Engagement **Content**

CONTENT CATEGORIZATION

▶ CONTENT TAG CLOUDS

Not just another word in the wall

All posts are run through an NLP algorithm to break it up into parts of speech. Then, with the help of a lexical database, Unmetric extracts important nouns and adjectives, and presents them here based on our proprietary assessment of relevance.

- Select/Unselect 'Ignore Fan posts' to get more insights
- Select a larger time period to get more relevant insights.

Ignore Fan Posts

2 year activation and data
Challenge
NFL

Check out
New 2 year

4G LTE
Power

DROID

Android
Q&A chat session

Bionic
Live Q&A chat

Mobile
ShopTips

Someecard from our Smartphone Glossary

Source:
pub.vitrue.com

Street Team
VMA
Verizon

Video
Verizon Wireless
Wireless - Workshop

Wireless welcomes you to attend
attend our Free
required

back-to-school
day
device

Workshop Registration
chance to win
event

app
data package
friends
tablet

limited time today
offer
p.m. ET

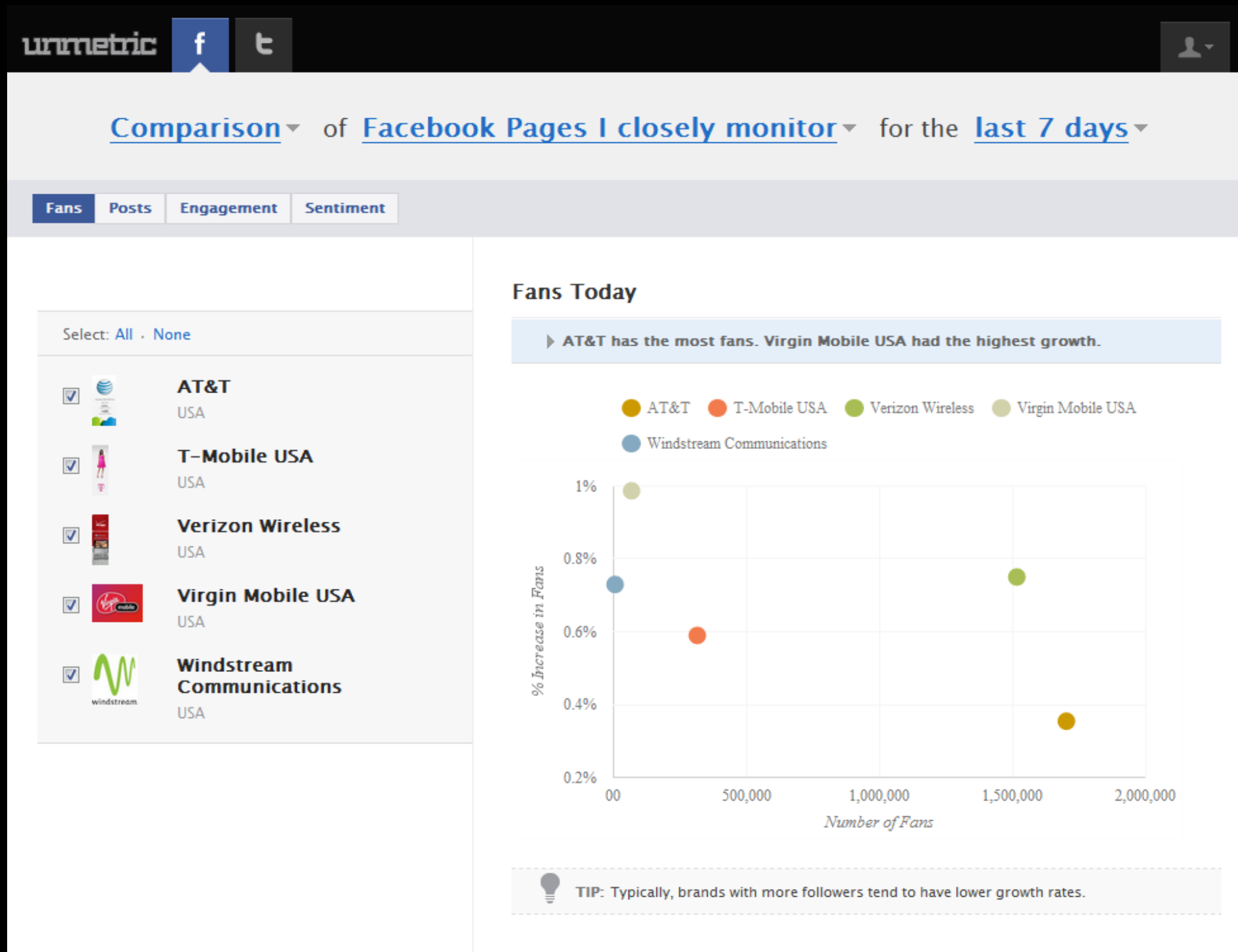
question
sale

With unmetric

Compare what matters on

facebook.

Compare Facebook fans and...



Compare Facebook fans and... engagement and more



twitter  is similar

with some unique features of its own...

We have...

unmetric

twitter summary of a brand


The screenshot shows the unmetric dashboard for the Twitter account @MyFairPoint. The interface includes a navigation bar with social media icons and a main header indicating the analysis is for the last 7 days. Below this, there are four tabs: Overview (selected), Follower & Followee, Frequency & Timing, and Analysis of Replies. The main content is split into two columns. The left column, titled 'About this Twitter ID', provides profile information for @MyFairPoint, including its location (USA), industry (Telecom), total followers (685), and new followers in the last 7 days (8). It also includes the account's bio and a link to visit the account. The right column, titled 'Activity in the last 7 days', lists key metrics: 8 new followers (noting that the follower base grew faster than the average Telecom Twitter account), 10 tweets (noting that most are proactive), and a 12hr, 7min average reply time (noting that this is the average for the account). At the bottom of the right column, it displays the KLOUT Score and provides a link to see the analysis on klout.com.

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Analysis of [@MyFairPoint](#) for the [last 7 days](#)

Overview Follower & Followee Frequency & Timing Analysis of Replies

About this Twitter ID

 **@MyFairPoint**
USA Telecom

685 TOTAL FOLLOWERS
8 NEW FOLLOWERS (last 7 days)

Bio (from twitter.com)
The official Twitter account for FairPoint Communications.
Active since: Jan 30, 2009


[Visit the @MyFairPoint twitter account](#)

Activity in the last 7 days

8 New Followers
→ Follower base grew faster than the average Telecom Twitter account

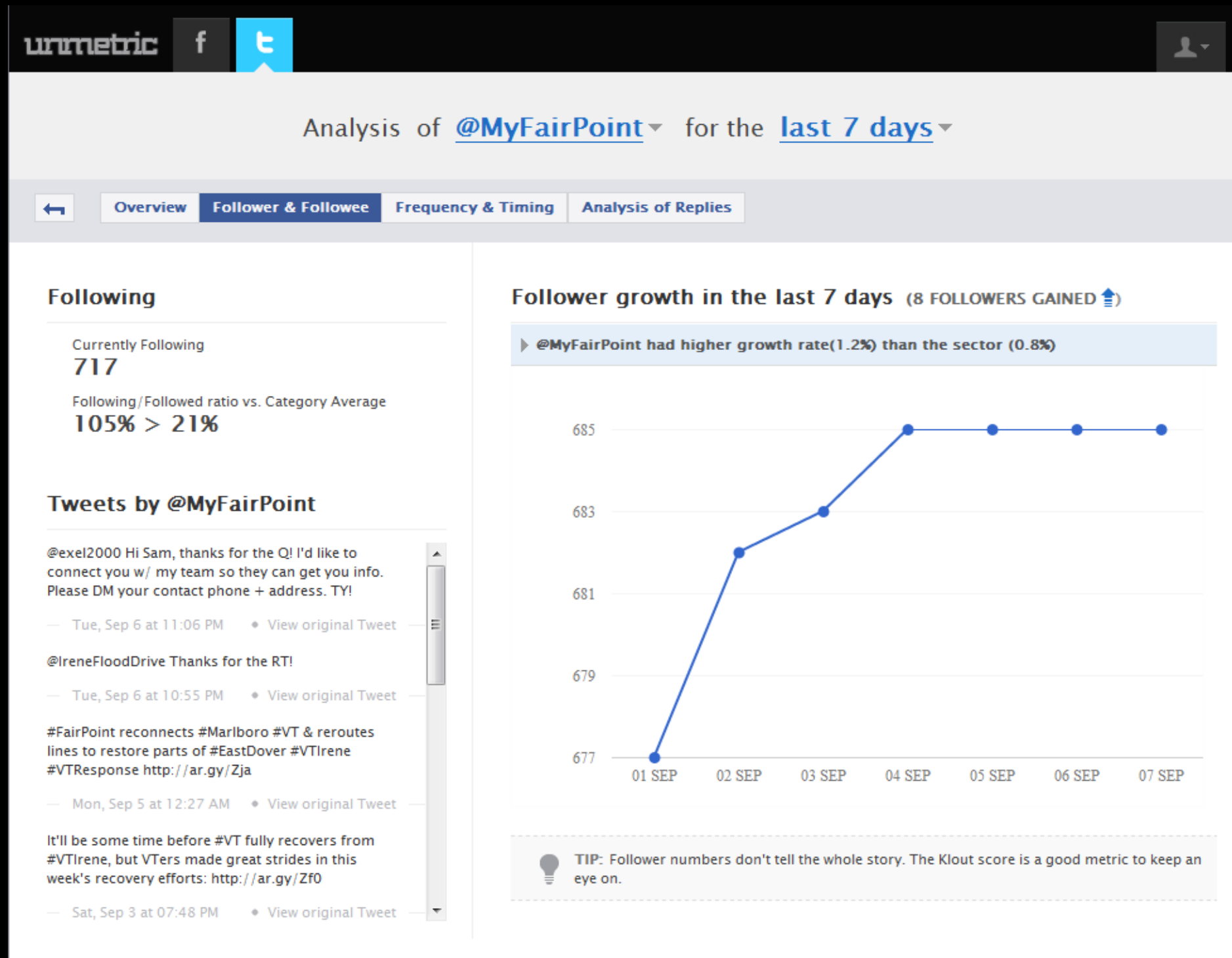
10 Tweets
→ Most of their tweets are proactive

12hr, 7min
→ That's the Average Reply Time (ART) for @MyFairPoint

 **KLOUT Score** (What's this?)
[See analysis of @MyFairPoint at klout.com](#)

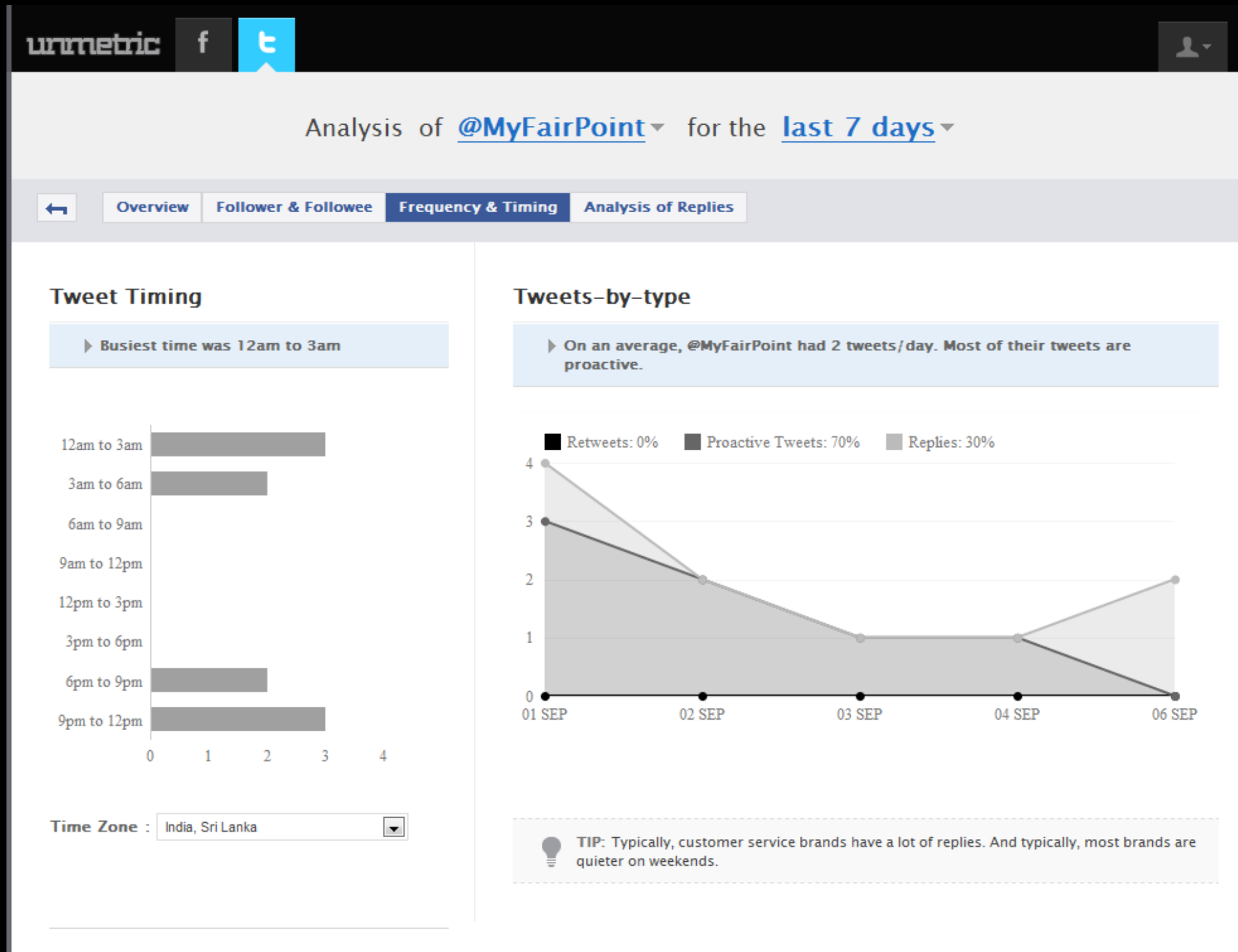
We have...

follower growth & followee ratio



We have...

tweet timing (in various ways)



and lots more, including...

@reply metrics: in depth

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Analysis of [@MyFairPoint](#) for the [last 7 days](#)

Overview Follower & Followee Frequency & Timing **Analysis of Replies**

Sentiment of Queries

What were the replies by @MyFairPoint in response to: customer's criticism, praise or some other sentiment?

33% of the queries were neutral

66% positive 0% negative

Sample Queries & Replies

Response Time: 1 day, 9min

@exel2000 at 10:56 PM on 09/05/2011
@MyFairPoint currently have 3mbs dsl. Are there any options for higher speeds in Keene, nh?

@MyFairPoint at 11:06 PM on 09/06/2011
@exel2000 Hi Sam, thanks for the Q! I'd like to connect you w/ my team so they can get you info. Please DM your contact phone + address. TY!

[<< Previous Tweet](#) [Next Tweet >>](#)

ART (Average Reply Time)

As more brands embrace Twitter as a customer service channel, the ART will become an increasingly important metric - to benchmark for oneself and against the competition

► On an average, @MyFairPoint replied in 12hr, 7min

Reply Time Category	Percentage
Within 15 mins	~0.15
15 mins to 1 hour	~0.15
1 hour to 24 hours	~0.15
More than 24 hours	~0.55

REMEMBER: Reply does NOT necessarily mean resolution. Nevertheless, acknowledging someone's tweet is the first step to engaging with them.

Compare Followers

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Comparison of Twitter IDs I closely monitor for the last 7 days

Followers Followees Frequency Timing Replies Sentiment Klout

Select: All . None

- windstream**
@windstream
- AT&T**
@ATT
- FairPoint**
@MyFairPoint
- Virgin Mobile USA**
@virginmobileus

Total Followers

► @ATT has the most followers. @MyFairPoint had the highest growth.

Legend: ● @windstream ● @ATT ● @MyFairPoint ● @virginmobileus

Account	Number of Followers (approx.)	% Increase in Followers (approx.)
@windstream	10,000	0.55%
@ATT	100,000	0.75%
@MyFairPoint	5,000	1.15%
@virginmobileus	15,000	0.3%

TIP: Typically, brands with more followers tend to have lower growth rates.

And comparisons too...

Compare Followers... and a lot more

The screenshot displays the Unmetric interface for comparing Twitter accounts. The top navigation bar includes the Unmetric logo, Facebook and Twitter icons, and a user profile icon. The main header shows a comparison of 'Twitter IDs I closely monitor' for the 'last 7 days'. Below this, a menu allows switching between various metrics: Followers, Followees, Frequency, Timing (selected), Replies, Sentiment, and Klout.

On the left, a list of selected accounts is shown with checkboxes and their respective logos and handles:

- windstream (@windstream)
- AT&T (@ATT)
- FairPoint (@MyFairPoint)
- Virgin Mobile USA (@virginmobileus)

The right side features a 'Timing of Tweets (%) in the last 7 days' section. A key insight states: 'Most tweets happened between Midnight and 6AM.' Below this is a horizontal stacked bar chart showing the percentage of tweets for each brand across four time periods: 12AM-6AM (black), 6AM-12PM (light gray), 12PM-6PM (medium gray), and 6PM-12AM (dark gray). The x-axis represents the percentage of tweets from 0% to 100%.

Brand	12AM-6AM	6AM-12PM	12PM-6PM	6PM-12AM
@windstream	25%	10%	45%	20%
@ATT	65%	0%	35%	0%
@MyFairPoint	50%	0%	50%	0%
@virginmobileus	100%	0%	0%	0%

Below the chart, the 'Current Time Zone' is set to 'India, Sri Lanka'. A note at the bottom states: 'The time zone shown above will apply to all brands you are analyzing.'

Today, most brands are “flying blind” on Social Media !

unmetric helps you navigate better – with objective metrics & benchmarks



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Competitive Social Media Intelligence

SECTORS WE COVER

Airlines
Automotive
Banks & Financial Institutions
Consumer Packaged Goods
Insurance
Pharma
Publishing
Restaurant Chains
Retail Chains
Technology
Telecom
Travel Portals

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