



Sample Monthly Social Listening Report
2016



TABLE OF CONTENTS

“ Oh you'll love it!! So gorgeous!!
Enjoy! (I've been a number of times,
my grandparents have a timeshare).
It's one happy island! 😊 ”

- @carlybird5/Twitter/July 19, 2016

- Summary Stats
 - Listening Profile Configuration
 - Buzz Words
 - Volume, Key Insights, Media Analysis, Conversation Categories
- Sentiment
 - Monthly Sentiment
 - Review Site Trends
 - Sales Table Influence
 - Industry Comparisons
- Social Engagement
 - Social Customer Service & Outreach
 - Review Site Responses
 - Conversation Highlights
- Next Steps
 - Next Steps Based on Current Engagement
 - Influencer Identification
 - Key Trends
 - Action Items & Recommendations
- Appendix
 - Definitions

Executive Summary

July at a glance...



- Total volume was 3,500 mentions. The highest we've seen to date.
- Twitter remained the top media channel (47% of total volume) with 1,650 mentions in July, a 28% increase from June (see slide 9).
- The brand responded to 19% of reviews on TripAdvisor (see slide 18).



- Sentiment was 90% positive when excluding neutral (see slide 12).
- 76% of reviews received a 4-star rating or higher.
- Review sentiment, represented by comments within reviews, was 85% positive when excluding neutral (see slide 13).



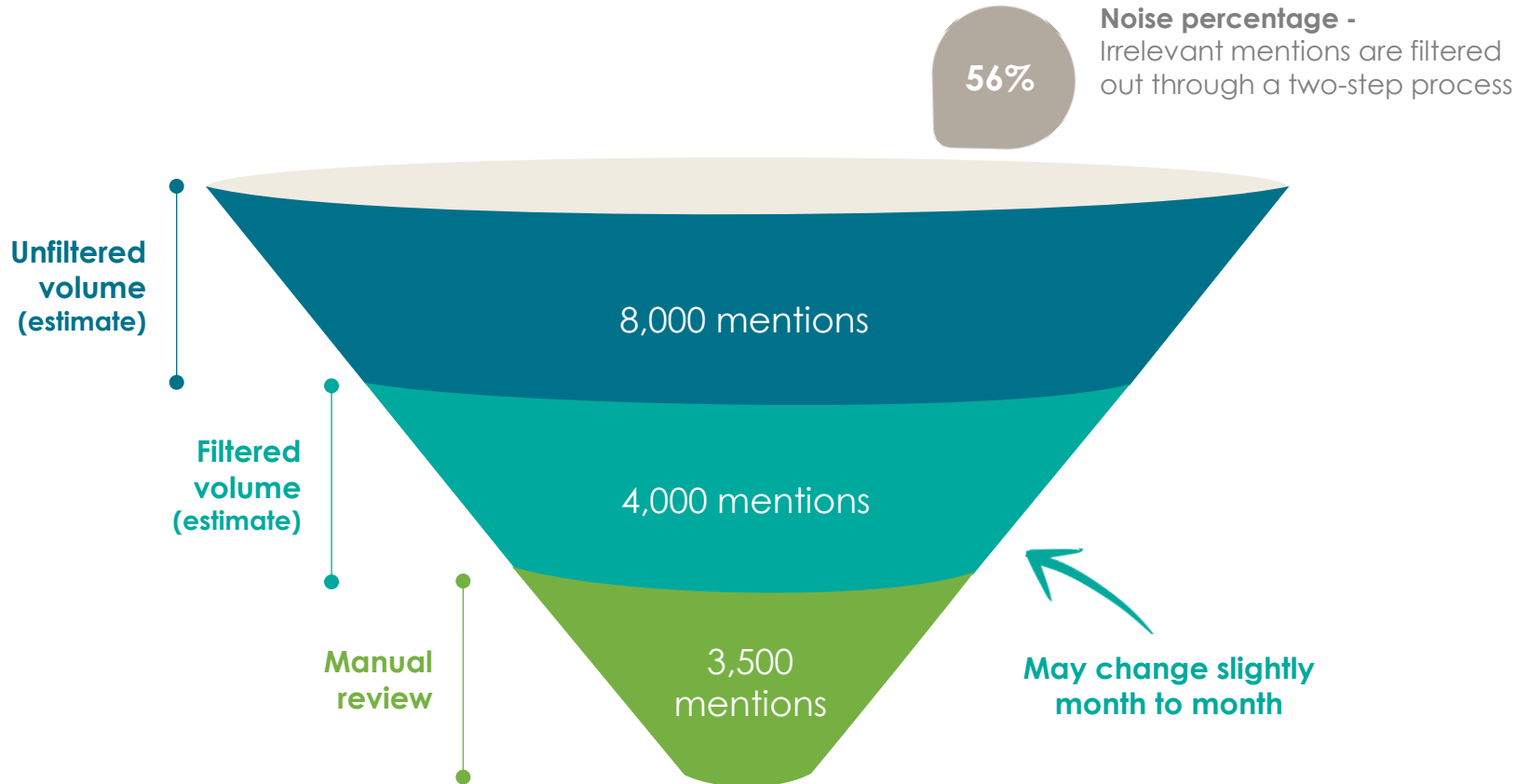
- Facebook represented a larger percentage of the conversation for the brand than it does across TOLC clients in a similar size category and phase of social adoption.
- Positive sentiment continued to be driven by response to brand posts on Twitter and Facebook.



SUMMARY STATS

Listening Profile Configuration

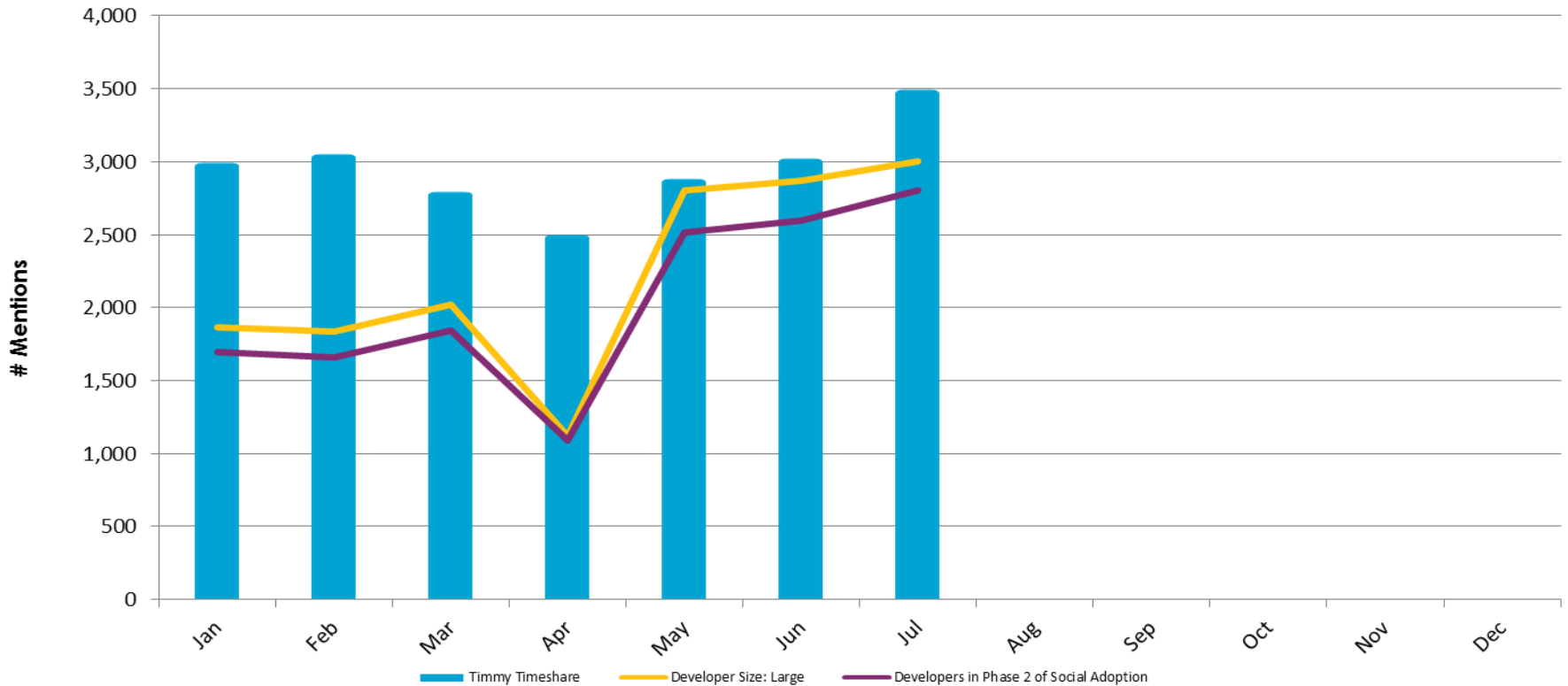
Filtering out the noise



Volume

How July volume compared with other developers

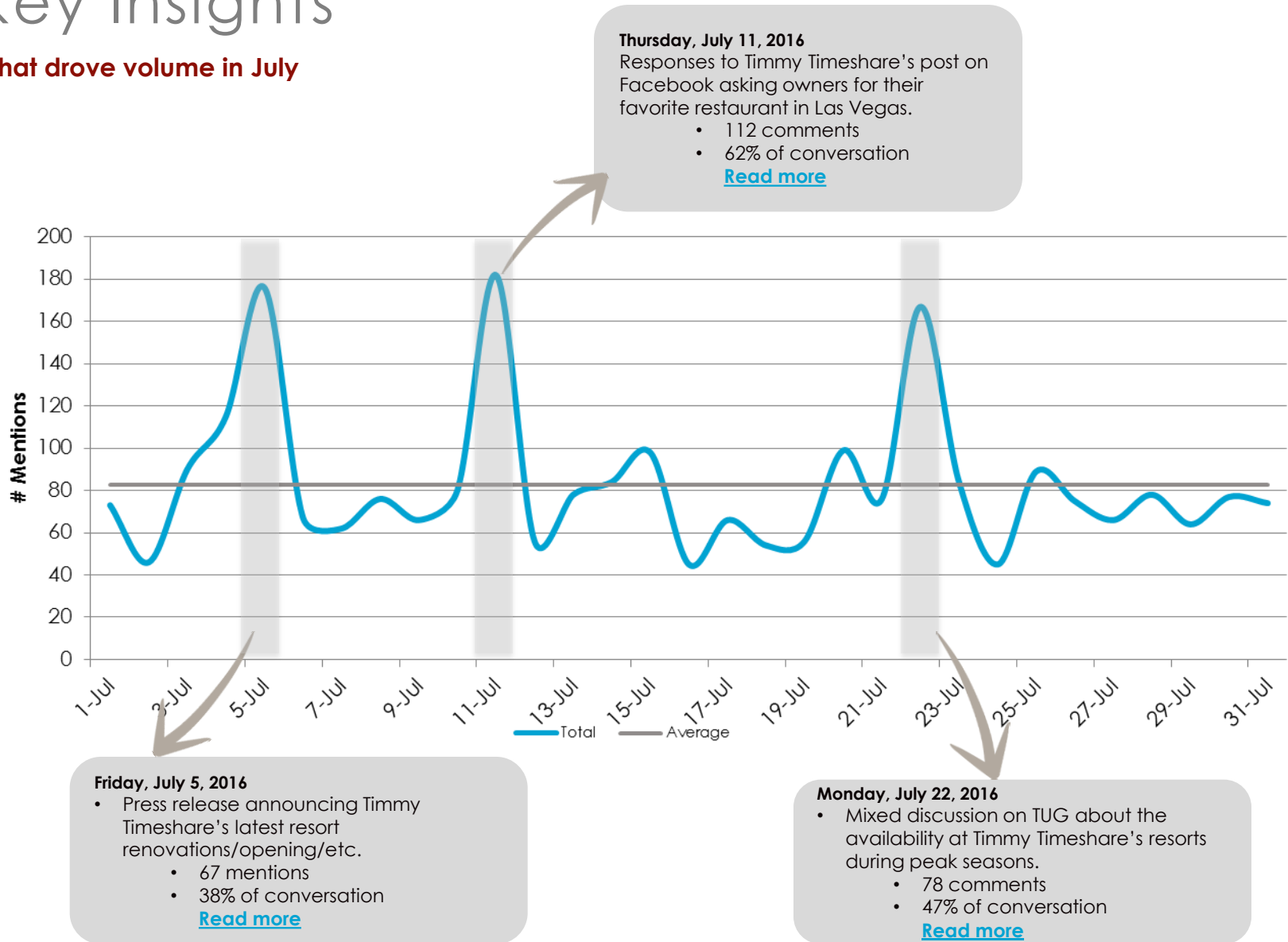
- 3,500 mentions in July, a 16% increase from June.
- Average 113 mentions per day.
- Timmy Timeshare's volume is above average when compared to TOLC developers of a similar size and social phase.



*See slide 29 in Appendix for definition categories.

Key Insights

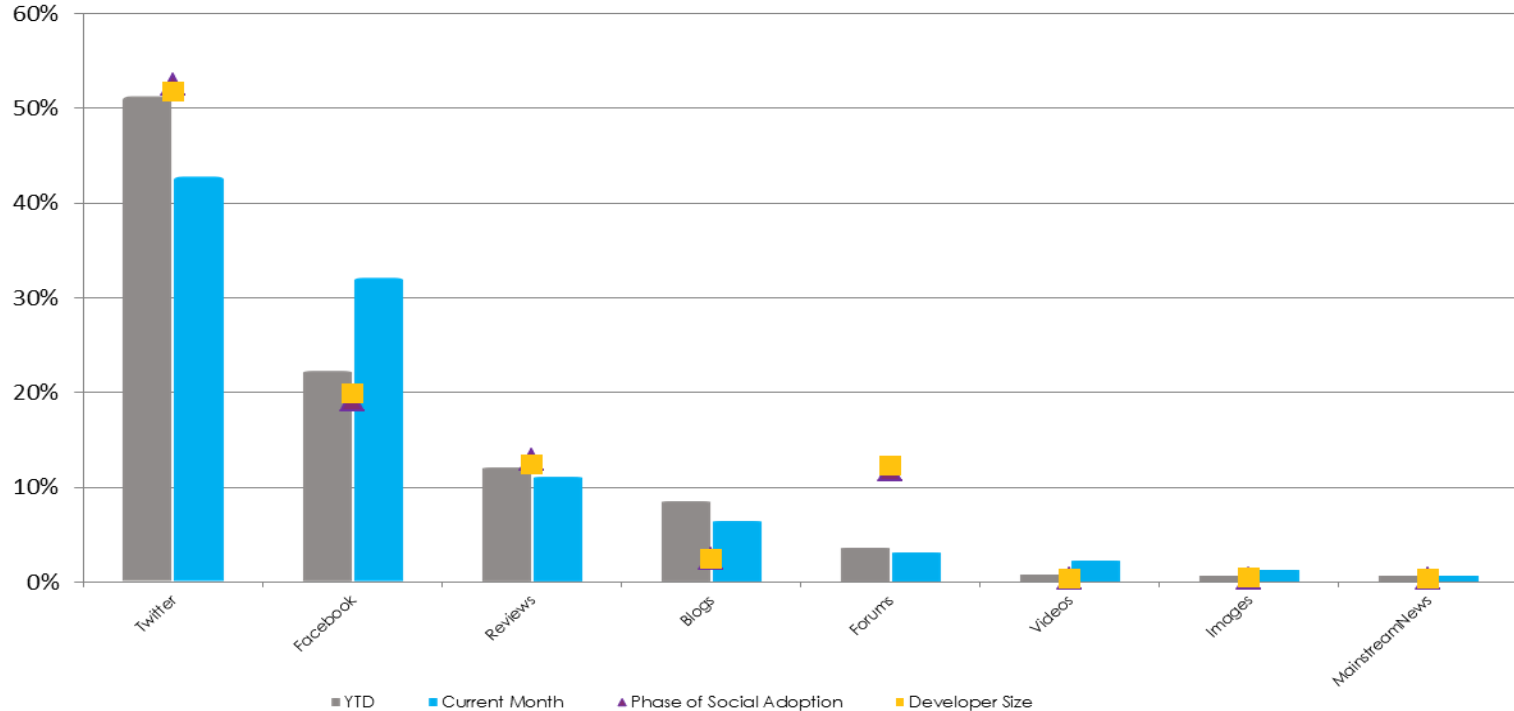
What drove volume in July



Media Analysis

Where the conversation occurred

- Twitter continued as top media channel (47% of the total conversation volume) with 1,650 mentions in July, an increase of 28% from June.
- Facebook represented a larger percentage of the conversation for the brand than it does across TOLC clients in a similar size category and phase of social adoption.
- The percentage of mentions on blogs was higher for Timmy Timeshare than for TOLC clients in a similar size or phase category. The opposite is the case for Forums due to less discussion of the brand's properties on these channels.

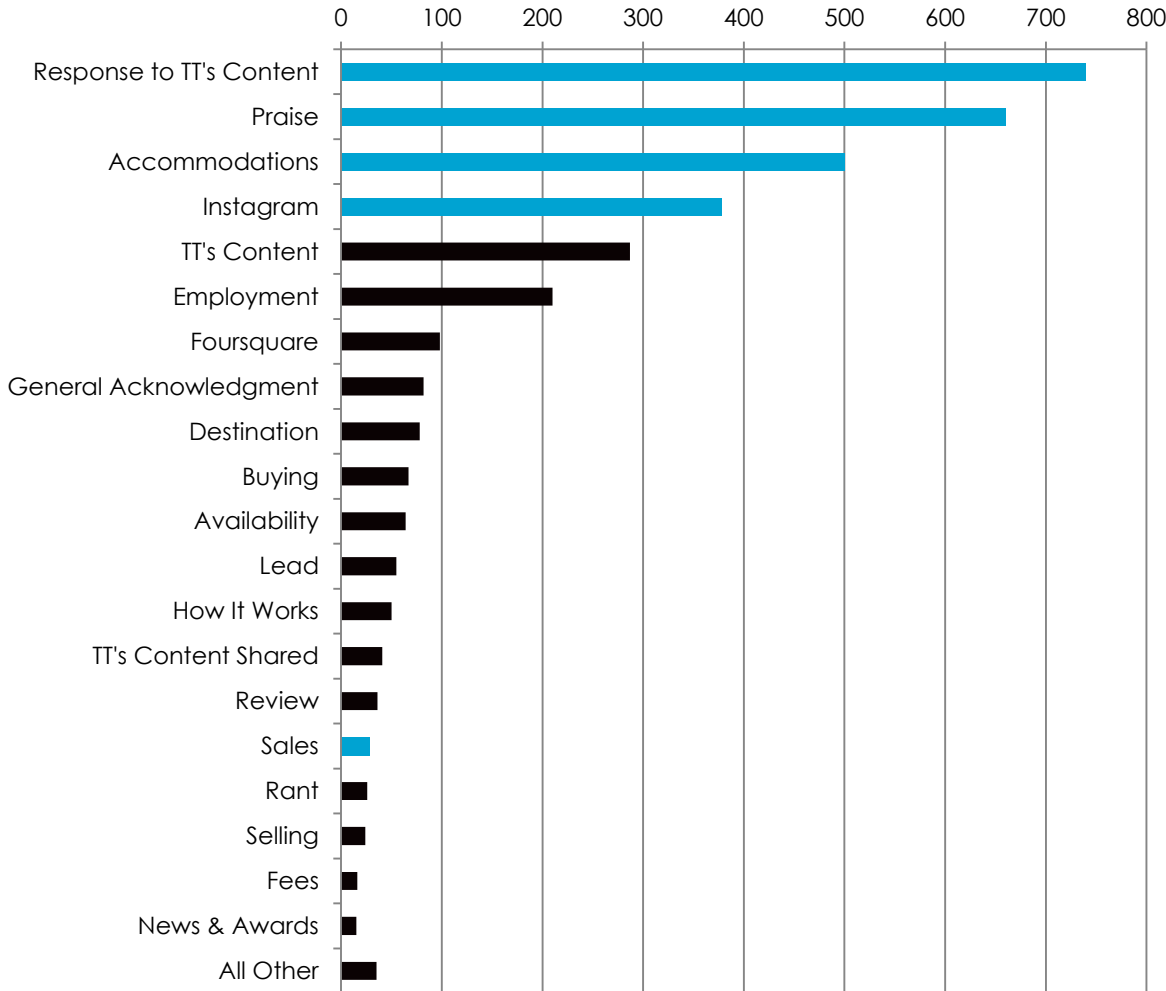


*See slide 29 in Appendix for definition categories.

Conversation Categories

What consumers talked about

Top 20 Categories



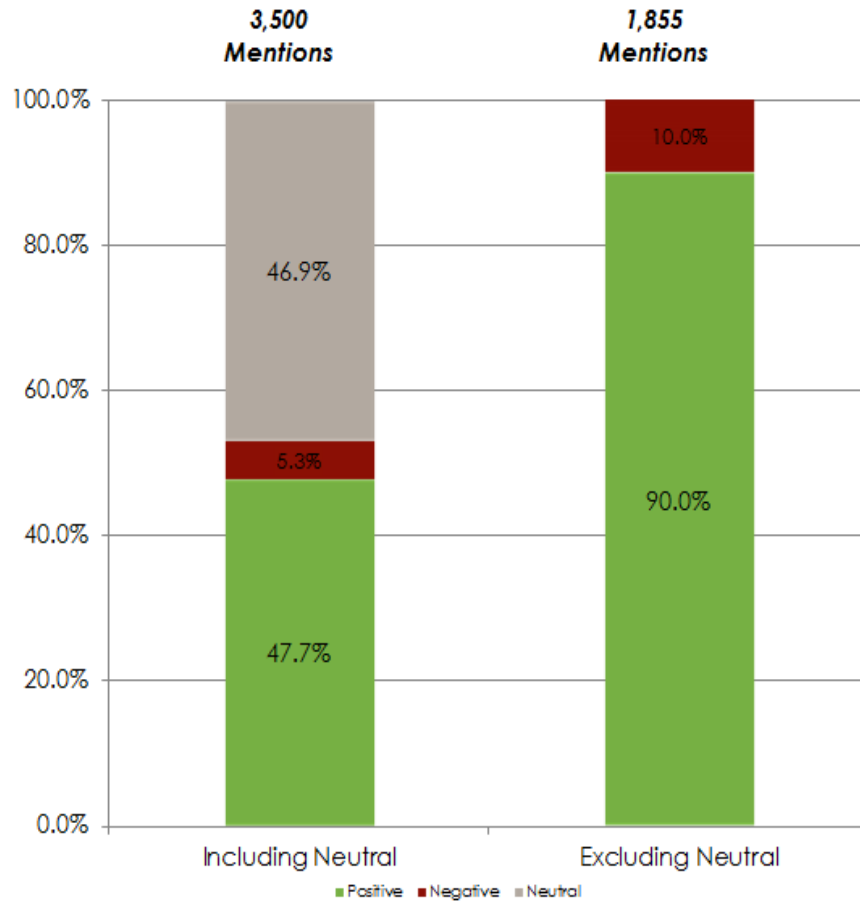
- **Response to TT's Content** includes responses to Timmy Timeshare's posts across all social channels. This category continued to lead in July with an increase of 25% from June.
 - 93% of responses were positive when excluding neutral.
- **Praise** has risen from the 5th category to the 2nd category in July, as owners are sharing positive comments mentioning Timmy Timeshare's resorts mainly on Facebook and Twitter.
- **Accommodations** continued to be a prominent conversation category as owners are discussing their summer vacation experiences.
- **Instagram** photos taken at Timmy Timeshare resorts has increased 15% from June. There is an opportunity to increase engagement, as the sharing of Instagram photos continues to grow. (See TOLC recommendations on slide 28.)
- **Sales**, which includes mentions related to sales practices at Timmy Timeshare resorts, has decreased 14% in July.



SENTIMENT

July Sentiment

How consumers felt about Timmy Timeshare



- Positive sentiment was 90.0% in July (when excluding neutral), an increase of 15 percentage points from June.
- This increase can be attributed to positive response to Timmy Timeshare's posts on Twitter and Facebook.

Review Site Trends

July Volume and Sentiment

- 265 reviews were posted in July, a 44% increase from June.
- 76% of reviews were given a star rating of 4 or higher, a 4% increase from June.
- 85% of comments within reviews were positive in July (when excluding neutral).
- Of the categories listed, general staff (77%) and room (61%) received the highest percentage of positive comments within reviews.

85%

Positive 85%
Negative 15%

*Comments within reviews

| | July 2016 | June 2016 | Comparison Change |
|--------------------------------|-----------|-----------|-------------------|
| OVERALL REVIEW RATING | 4.08 | 4.03 | 1% |
| POSITIVE REVIEW % | 76% | 73% | 4% |
| *REVIEW PACE | 2.1 | 1.4 | 49% |
| REVIEWS PER PROPERTY | 8.8 | 6.1 | 44% |
| TOTAL REVIEWS | 265 | 184 | 44% |
| TRIPADVISOR POPULARITY INDEX | 12% | 2% | 500% |
| TRIPADVISOR POPULARITY RANKING | 90% | 88% | 2% |

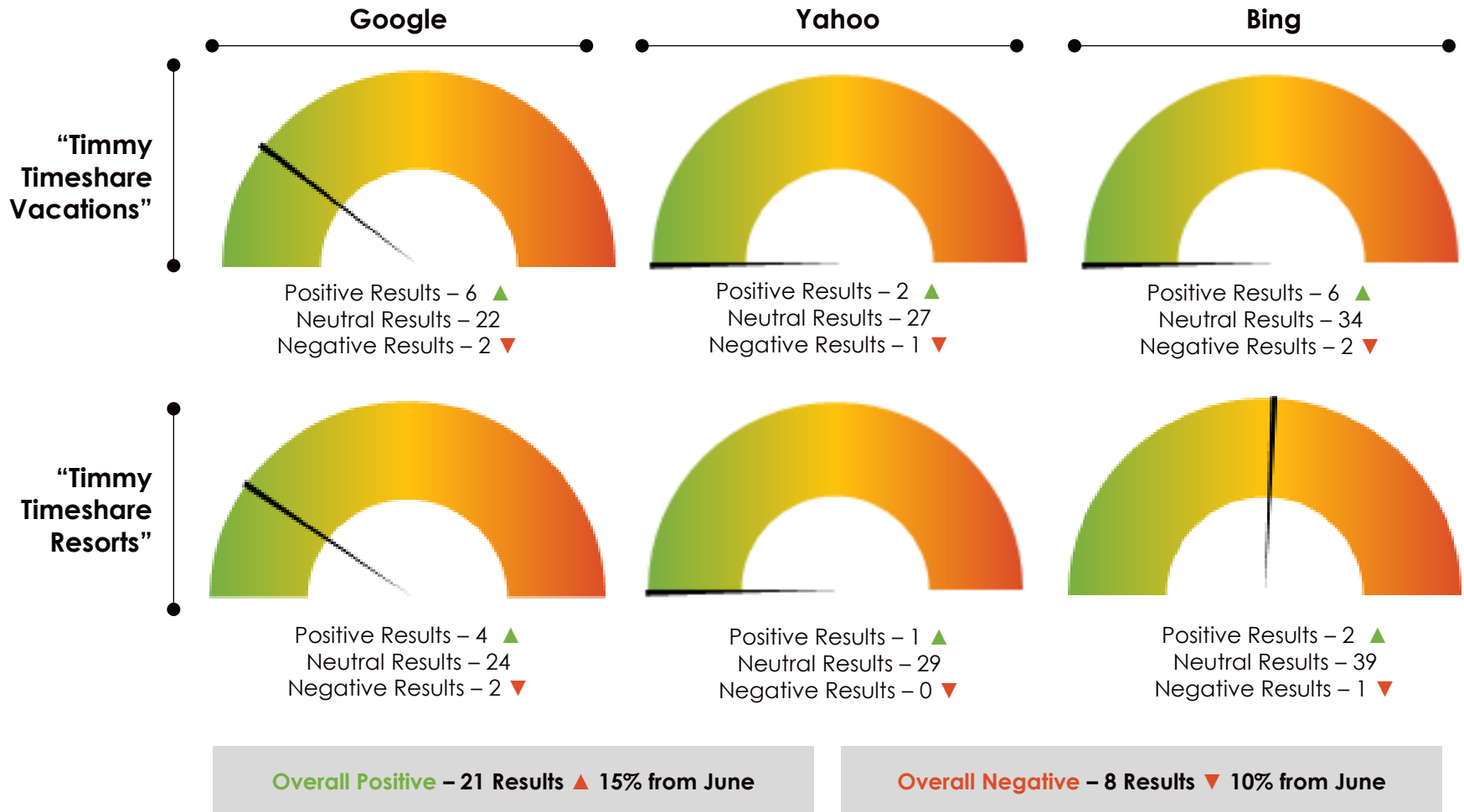
Sentiment Categories

| Category | Comments* | Sentiment |
|--------------------|-----------|-----------|
| All Topics | 7439 | 54% |
| Room | 1672 | 61% |
| General Staff | 928 | 77% |
| Recreation | 897 | 56% |
| Room Amenities | 591 | 48% |
| Location | 583 | 60% |
| Lodging Amenities | 580 | 53% |
| Price | 463 | 46% |
| Bathroom | 321 | 45% |
| Front Desk | 312 | 60% |
| Public Areas | 227 | 44% |
| Checkin / Checkout | 134 | 46% |
| Food / Beverage | 127 | 55% |
| Housecleaning | 116 | 51% |
| Breakfast | 65 | 42% |

*See slide 29 in Appendix for definition of Review Pace and Comments.

Sales Table Influence

Search Engine Results – First 3 pages

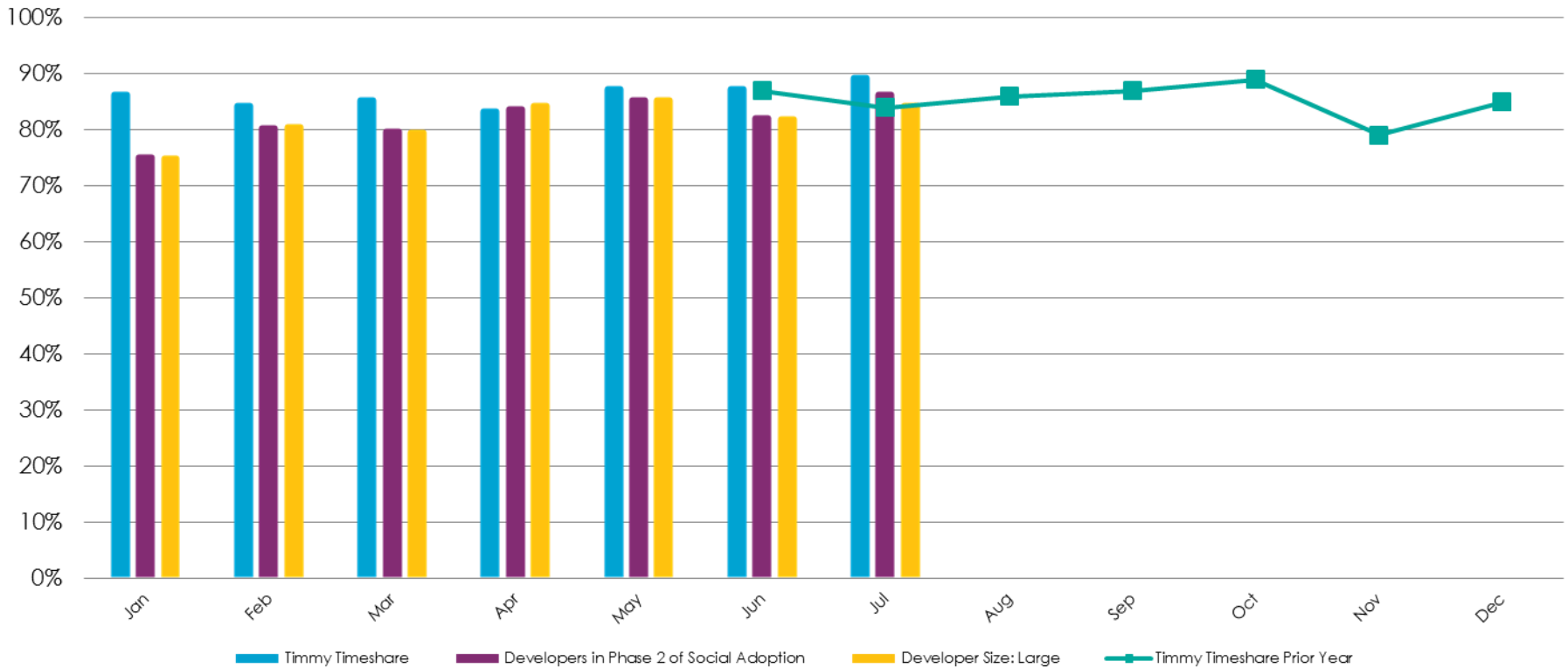


Industry Comparisons

Sentiment Comparison (Excluding Neutral)

- In July, Timmy Timeshare performed above the monthly average when compared to clients of a similar phase of social adoption and size.
- Positive sentiment for the brand is up 6 percentage points YOY.

Positive Sentiment by Month



*See slide 29 in Appendix for definition categories.



SOCIAL
ENGAGEMENT

Social Customer Service & Outreach

Emails sent semiweekly contain both positive and negative items that warrant attention from the brand.

TOLC manually filtered down to 450 mentions that either represent the opportunity to spark engagement or that require further attention.

300

Positive items sent on in July

=

9%

of total mentions

150

Negative items sent on in July

=

4%

of total mentions

Social Interaction:

- Posts from the brand have driven most general spikes in conversation.
- The brand was able to resolve several issues with guest services that occurred on Twitter via TOLC recommendations.

Opportunity:

- There is an opportunity to increase brand presence across major review sites such as TripAdvisor and Yelp.
- The brand can also work to increase its following on Facebook by leveraging the success of its Twitter presence.

Review Site Responses

Is Timmy Timeshare responding?

| | July 2016 | June 2016 | Comparison |
|-------------|-----------|-----------|------------|
| Expedia | 1% (1) | 14% (12) | -91% (11) |
| Google+ | 23% (3) | 25% (2) | -8% (1) |
| Hotels.com | 1% (1) | 8% (6) | -89% (5) |
| TripAdvisor | 19% (40) | 20% (54) | -3% (14) |
| Yelp | 28% (8) | 17% (4) | 66% (4) |

- The brand is responding across all review channels that allow for public management response, but not consistently.
- We recommend leveraging TOLC suggested responses to increase response rate.

Positive Highlights

Opportunities to engage

Praise on Twitter



Carly Marie @carlybird5

@nayshim Oh you'll **love** it!! So gorgeous!! Enjoy! (I've been a number of times, my grandparents have a **timeshare**.) It's one happy island! :)

[View conversation](#)

TripAdvisor Review



“Luxury”

Reviewed January 4, 2013

Stayed for 5 nights in November. Fantastic views off the balcony, was wonderful waking up to that every morning. Apartment was luxurious, loved the fireplace and full kitchen. Wanted to take the bed home with me, haven't slept that well in a long time. Quiet despite being on the main road in to Queenstown and a quick walk into town. Staff were incredibly friendly and helpful, booked a massage through them and it was fantastic. Plus received a free Prada perfume by booking direct. Would certainly recommend to one and all, one of the nicest places I've ever stayed in.

Yelp Review



11/10/2012



1 Check-in Here

This is a very nice property that is very comfortable! We stayed here and felt right at home! We had a 2 bedroom suite in Tower 2! We had a great view of the city! This room was very nice and we had the freedom to move around without too much confusion!!

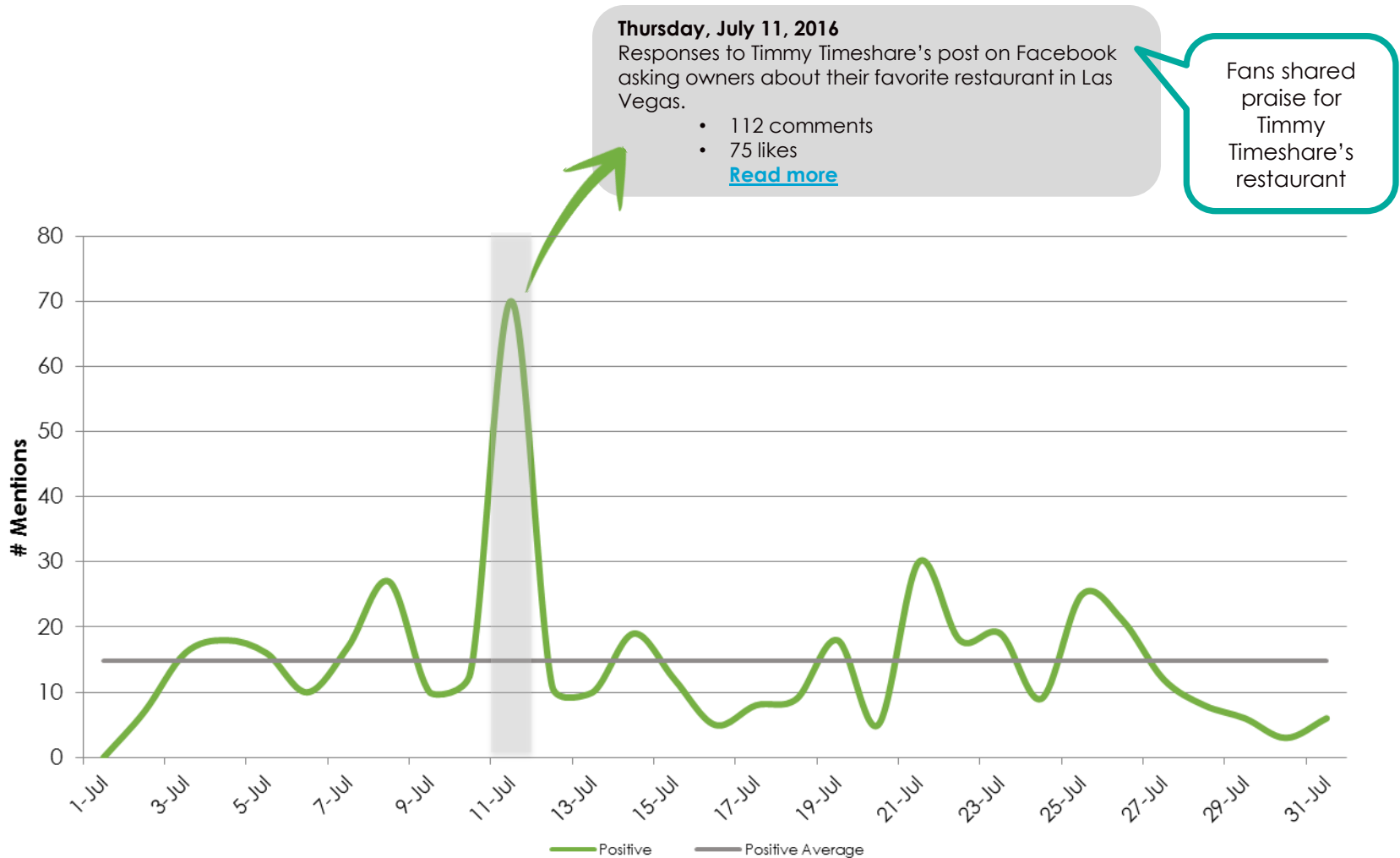
The property was nice too!! The market with food service was very nice, the exercise room, the game room and even the pool!!! The Valet and the Cab service out front of the property were nice and eager to assist! Loved staying here!

Was this review ...? [Useful](#) (1) [Funny](#) [Cool](#)

Comment Acknowledged | **No Action Taken Yet**

Positive Highlights

What's driving positive sentiment



Negative Highlights

Opportunities to correct misinformation and provide exceptional customer service

Sales Rant on Twitter



Cherry Davis @cherry_LA

So obviously a scam! I **hate timeshare** presentations! blech
Lessons from my free cruise [cbsnews.com/8301-505145_16...](https://www.cbsnews.com/8301-505145_16...) via
[@CBSNews](https://twitter.com/CBSNews)

TripAdvisor Review

✘ **“Disappointment”**



2 people found this review helpful

As soon as you enter the room it had a moldy smell. The smell came from the toilet that did not have a cover for the tank. You could see the water and brown mold in it. The smell was horrible.

The screen door to the balcony was broken and could barely open. You could not leave any drinks on the counter near the sink because the ants would soon find it. Then we had a room that smelled like mold and bug spray. Parking is limited. I will never return to this hotel nor will I recommend it to anyone. I intentionally spent as little time as possible in our hotel and could not wait to check out. The only thing good about our room was the view of the beach that I paid extra for.

Complaint on Pissed Consumer

✘ **Timeshare - Timeshare**

Does anyone know how to get out of timeshare?I purchased one timeshare in Las Vegas, Nevada this May and don't know how to get out of this contract.

I attended this free tour and ended up buying one without having no knowledge of it. Now I'm past the 5-day period to revoke my contract.

I called them and now the selling company tells me I'm past the 5-day period and there is no way they can revoke the contract.. I have contacted timeshare consultants claiming 100% money guarantee and some lawyers to!.

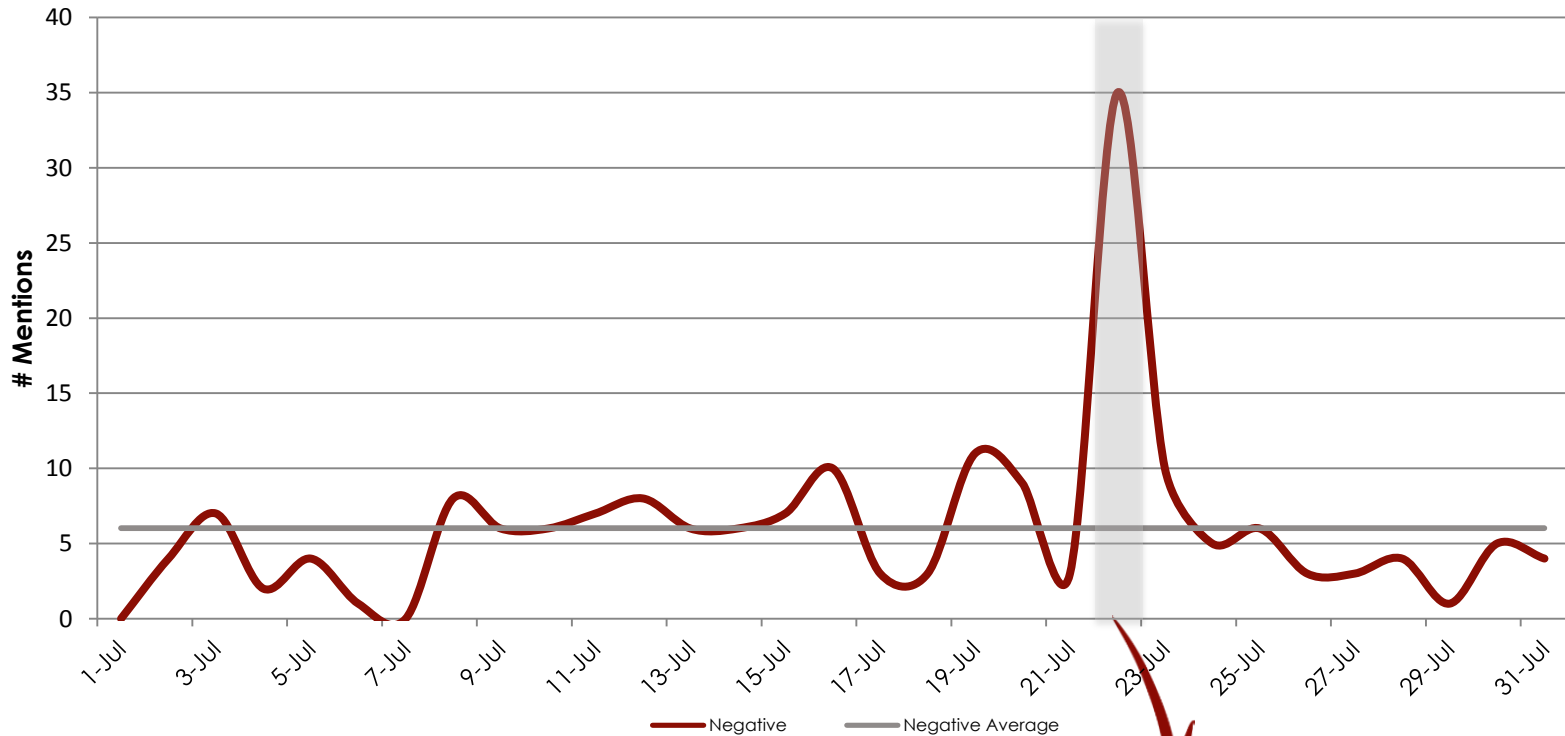
Anyone with experience to get out of this mess?Thanks. 1db2e45



Comment Acknowledged | ✘ No Action Taken Yet

Negative Highlights

What's driving negative commentary



Monday, July, 22, 2016

- Discussion on TUG about the availability at Timmy Timeshare's resorts during peak seasons.
 - 35 negative comments
 - See TOLC recommendations on slide 28

[Read more](#)



NEXT STEPS

Influencer Identification

Look who's talking now

Outreach opportunity
potential brand advocate

[Avid Vacationer Blog](#), which has an average of 54 visits per day, includes photos and praise for Timmy Timeshare resorts. We recommend responding to this post and sharing it across brand social channels.

Influential
Bloggers

[@TimmyTimeshareFan](#) tweeted several Instagram photos from her recent stay at a brand resort in Las Vegas. We recommend engaging with this handle, as she often acts as a brand advocate.

Twitter
Influencers

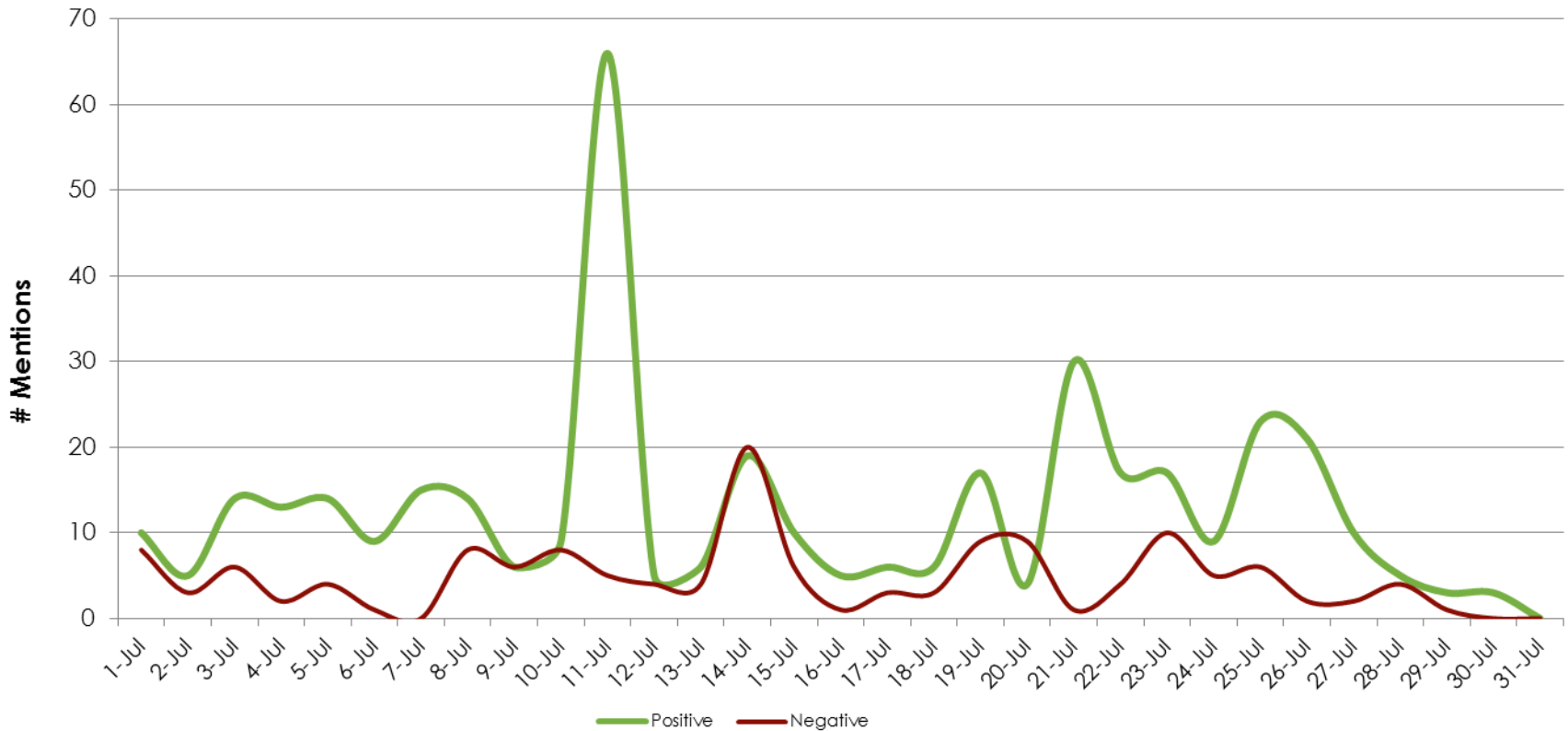
- **TUG: discussion about buying timeshare, destination information, and listings**
- **TripAdvisor Forums: discussion about accommodations at Timmy Timeshare properties.**

Influential
Forums

Key Trend: Facebook

Timmy Timeshare Daily Trend

- Sentiment on Facebook was 92% positive in July (when excluding neutral), a decrease of 2 percentage points from June.
- The positive spike on July 11th is attributed to response to the Timmy Timeshare Facebook post asking owners about their favorite restaurant in Las Vegas.



Action Items & Recommendations

Timmy Timeshare

Instagram photos taken at Timmy Timeshare resorts has increased 15% in July

- This increase in Instagram photos presents an opportunity for the brand to begin commenting and sharing relevant photos of Timmy Timeshare properties on Instagram. This action from the brand will potentially increase interaction and follower count, thus creating additional brand awareness for Timmy Timeshare.

TUG discussion about availability caused a major spike, with a total of 78 mentions on July 22nd.

- Since many owners are probably experiencing similar concerns or confusion, creating educational posts to address “best practices” and “tips” for using the reservation system will show that Timmy Timeshare is listening, and will also help to stem negativity.

SEO Recommendation:

- We recommend that the brand continue to propagate positive content that is shared by TOLC to increase traffic to these sites, which will help to improve their ranking within search engine results. Also, consistently posting keyword-rich content on the brand's blog, “Timmy Timeshare Times,” can be an effective tactic, as blogs tend to rank highly within results.



APPENDIX

Definitions

Timmy Timeshare

● **Review Pace**

- Reviews/Week/Property

● **Comments**

- Within each review there are usually multiple comments that refer to different aspects of the resort experience. In this particular analysis, each one of these comments is categorized and assigned a sentiment.

● **Developer size (No. of resorts)**

- Small 1-3 properties
- Medium 4-15 properties
- Large 15+ properties

● **Phase of social adoption**

- Phase 1: Developing social strategy, monitoring conversations, but not actively participating yet.
- Phase 2: Actively monitoring and participating in conversations regularly. Responding to some customer service issues.
- Phase 3: Branded social channels, well- established. Regularly addressing customer service issues.

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