

ROUND TABLE NAME: FORESIGHT OF THE FEED – USING SIGNALLING TO STAY AHEAD OF SOCIAL INSIGHTS’**ROUNDTABLE CHAIRS**

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ROUNDTABLE SUMMARY:

With audiences using multiple social media platforms, data and analytics are becoming more siloed. The need to provide a combined, comprehensive insights to brand teams at speed is becoming more challenging. In this Roundtable, we’re looking at the use of social signals to drive and predict consumer trends to stay ahead of the market and remain competitive.

ROUNDTABLE KEY TAKEAWAYS

- Understand the shift and utilisation of social media data and insights that are being used to make business decisions.
- Understand the pros and cons of social signalling.
- Gather some thought leadership on what social media signalling and insights can look like in the future with new platforms emerging.