WEBINAR

Mastering Results Reporting:
Unlock Insights from Your Engagement Data

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Meet Your Hosts

Stephan, Marti, and Woo-Ree

Stephan Nakamura
Implementation Manager

Martina Battistone
Practice Lead

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Senior Customer Success Manager

Housekeeping

- **Event timing:** Today's webinar is scheduled for 60 minutes.

- **Technical issues:** If you experience any issues during the live event, please contact us at **events@socialpinpoint.com**.

- **Recording and slides:** You'll receive a follow-up email in the coming days with access to the on-demand recording and a copy of the presentation slides.

- **Questions:** Feel free to drop any questions into the Q&A box at any time. We'll address as many as we can during the webinar.

Agenda

1. **Common reporting challenges:** Identifying the pitfalls that limit effective engagement reporting.

2. **Results reports deep dive:** Exploring the Summary, Overview, Data, and Analysis repots.
   - Form tool: Different question type data and new features.
   - Social Map tool: Automatic analysis and tagging

3. **How to make decisions around question types:** Choosing the right questions to gather clear, usable data.

4. **Q&A**

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Live Training

How to Make Decisions Around Question Types

1. **Start with your end goal**

   - Need quantifiable data? Use rating, multiple choice, or ranking questions

   - Want rich stories? Use open-ended text responses and comment boxes

2. **Match type to analysis needs**

   - Comparative analysis: Use consistent rating scales across topics (Use Matrix Question Type)

   - Exploratory Research: Leverage open-ended questions for discovery

3. **Balance structure and flexibility**

   - Closed questions provide easy-to-analyze data and clear metrics

   - Open Questions capture nuanced feedback and unexpected insights

4. **Plan for reporting**

   - Executive summaries need quantifiable results (charts, percentage)

   - Choose question types that support your final deliverable format

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What We've Covered

1. **Common reporting challenges:** Identifying the pitfalls that limit effective engagement reporting.

2. **Results reports deep dive:** Exploring the Summary, Overview, Data, and Analysis repots.
    *   Form tool
    *   Social Map tool

3. **How to make decisions around question types:** Choosing the right questions to gather clear, usable data.

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Q&A

Unlocking the Power of Social Pinpoint: Creating Projects & Maximizing Content Tools

Basic Training 4

Wednesday, September 17

11am PST | 2pm EST (45-minute Duration)

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THANK YOU

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