Category

Data & AI

Data Literacy for Corporate Communications & Reputation Management Playbook

Reading sentiment and media data well enough to know if a story is actually spreading or just loud

- Practitioner
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for building data literacy within corporate communications and reputation management teams — media and social sentiment data critical reading, volume-versus-reach distinction, and avoiding overreaction to statistically normal noise in coverage or sentiment tracking.

Communications teams already monitor media and social sentiment

closely — isn't that already data-driven practice? Close monitoring isn't the same as critical interpretation — many communications teams react to sentiment or coverage spikes without distinguishing genuine reach and spread from statistically normal noise or a small but vocal source, leading to overreaction or underreaction relative to genuine reputational risk.

What's the most common data literacy gap specifically in

reputation and sentiment monitoring? Conflating volume (number of mentions) with reach or influence — a large volume of mentions from a small, disconnected set of accounts is a very different signal than a smaller volume spreading through highly connected, influential channels.

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practice?\nClose monitoring isn't the same as critical interpretation — many\ncommunications teams react to sentiment or coverage spikes without\ndistinguishing genuine reach and spread from statistically normal noise\nor a small but vocal source, leading to overreaction or underreaction\nrelative to genuine reputational risk." } }, { "@type": "Question", "name": "What's the most common data literacy gap specifically in", "acceptedAnswer": { "@type": "Answer", "text": "reputation and sentiment monitoring?\nConflating volume (number of mentions) with reach or influence — a\nlarge volume of mentions from a small, disconnected set of accounts is\na very different signal than a smaller volume spreading through highly\nconnected, influential channels." } }] }

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