



Brandwatch

Labels: Social Media Management

Work smarter with labels

What are labels?

Managing social media has its challenges. As a social media manager, there are many things to stay on top of; campaigns, content, audiences, and incoming messages.

Labels help you keep track of all of these in a more organized, strategic way. In our Social Media Management products, you can create, apply, manage labels and analyze their performance.

You can label **organic and boosted content, paid content, incoming messages and audiences** respectively within **Publish, Advertise, and Engage**. You can analyze **performance** of your labelled posts (from Publish) in **Measure**.

Labels bring a flexible approach to categorizing incoming and outgoing social activity, so it **aligns with your workflows, content strategy and business goals**.

What are the benefits of using labels?

- **Organize and categorize your content** (i.e., by region, market, industry, product, function etc.) so you can identify what aspects of your social strategy drive results
- **Save time when searching for content** (i.e., label filters in the content calendar & the content pool)
- **Triage incoming messages** (i.e., labelling comments, messages in Engage inbox) for collecting customer feedback or assigning messages to teams
- **Segment and filter for your customers** (i.e., label audience profile cards in Engage and filter audiences by labels in Audience)
- **Break down content performance by labels** in your Label Performance Widget in Measure

Let us go through how you can work smarter with labels in Publish and Measure.

Vandemay Premium

summer 2022 ·
summercampaign ·
Product Launch X

scheduled 11:15

Seasonal Campaign Performance					
6 LABELS (534 POSTS)	POSTS WITH LABEL ↓	IMPRESSIONS	REACH	REACTIONS	ENGAGEMENT RATE
summercampaign	272 (50,94%)	3,13K	3,17K	58	5,05%
spring 2022	127 (23,78%)	2,54K	2,48K	53	5,09%
SpringCampaign	88 (16,48%)	1,38K	1,1K	26	2,97%
FallCampaign	87 (16,29%)	1,23K	1,17K	23	4,14%
summer2022	33 (6,18%)	672	398	13	3,57%

How to use labels in Publish and Measure

Step 1: Create and manage labels in Publish

You can add labels to your posts in many stages of your content management:

- When **creating** and **scheduling Posts**
- When adding assets to the **Content Pool**
- When **creating a Campaign** and selecting **“apply labels to stocks”**

Additionally, you can **bulk manage labels** (*change, remove, apply to more posts*) in any stage of the **Approval Flow** (*draft, sent for approval, approved etc.*)

Step 2: Analyze label performance in Measure

You can break down post performance by labels through the **Label Performance Widget**.

- Compare labels in one view
- Analyze **labels in terms of key content metrics**: *impressions, reactions, reach, engagement, engagement rate, video views*
- **Filter for labels** (containing *all or any, w/o all or any*) to obtain more granular understanding of your content performance.
- Combine label filters with existing filters: *post type, placement, promotion etc.*
- Filter label performance **across networks and channels**.

* The Label Performance Widget can be found in Content Performance, Social Networks, and Label Performance Templates by default. It can be added to any dashboard as well.

Theme/Topic Performance						
4 LABELS (213 POSTS)	POSTS WITH LABEL	↓ REACTIONS	ENGAGEMENTS	ENGAGEMENT RATE	REACH	
coffee	100 (46,95%)	48	120	6,85%	1,71K	
sustainability	93 (43,66%)	40	89			
worldhearingday	48 (22,54%)	20	30			
climatechange	20 (9,39%)	8	17			

29 Jan 21:17		love these headphones! Vandemay HiFi Winter 2022 + 1 more
29 Jan 15:00		Cozy weekend ! Vandemay Premium Winter 2022 + 3 more
29 Jan 14:00		5 % rabat Vandemay HiFi Winter 2022 + 5 more
28 Jan 17:00		Test Vandemay HiFi Christmas 2021 + 7 more
26 Jan 23:25		Work day vibes 🎧 Vandemay HiFi Winter 2022 + 1 more
26 Jan 22:48		Hey! Vandemay Premium Winter 2022 + 1 more

Scenario 2: Identify content strategies that drive engagement

? **Pain point:** You are a **content marketer** responsible from social content strategy. You need to keep track of all things content and find out what **type of content drives customer engagement on social**.

📌 Labelling strategy:

Themes (Promotional, Educational, Evergreen)

Topics (Sustainability, Climate Change, Digitalization)

Visuals (Branded, infographics, Memes, Photos)

Promoted (Organic, Promoted)

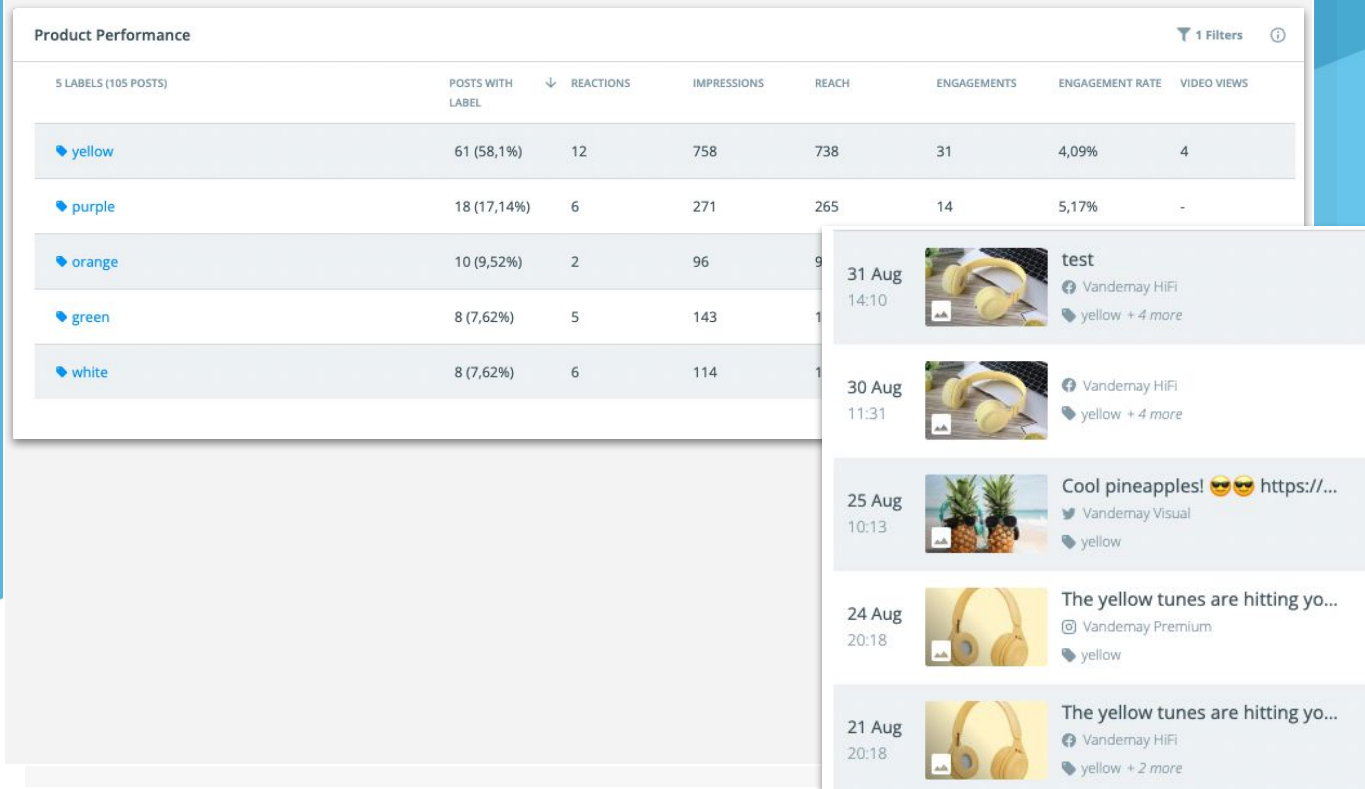
✓ How to use labels for this scenario?

PUBLISH:

- Create labels for each of your content strategies
- Apply the relevant labels for your content when scheduling posts, adding stocks to the Content Pool, or creating Campaigns

MEASURE:

- Identify which themes/topics drive most clicks with your audience
- Understand which content themes combined with which post types drive engagement
- Allocate resources to topics and post types that bring the highest ROI on social



Scenario 3: Understand your brand/ product performance

? **Pain point:** You are a marketing strategist at a company with a large number of offerings, and you need to see the breakdown of post performance by brands/products, so you know how best to invest your social media resources.

🏷️ Labelling strategy:

Brand (Garnier, Maybelline NY, Kerastase)

Category (Skincare, Haircare, Make-up)

Product Line (Garnier Respons, Garnier Fructis)

Product name (Garnier Respons Caring Shampoo)

✓ How to use labels for this scenario?

PUBLISH:

- Categorize labels in terms of brand/product/category
- Apply the relevant labels for your content when scheduling posts, adding stocks to the Content Pool, or creating Campaigns

MEASURE:

- Find out your most engaging brands/products in your portfolio
- Understand which aspects of your social strategy to improve for each product or brand
- Allocate your creative and paid resources to products and brands that bring the highest ROI on social