

Social Media & News Media Monitoring & Management SaaS Platform

A community sentiment, insights and engagement platform powering the work of 400+ central/local government and police forces across UK and USA. Look beyond your official channels to understand resident-to-resident conversations, track sentiment and build trust. Evaluate performance of key initiatives, manage incidents, auto-generate and schedule posts across major media platforms.

The only digital platform designed for UK local government decision-makers to increase engagement, improve resident experience and build trust with communities.

Power Government Work With Community Voices



The Commonplace Vision

A world where strong trust between communities and the government agencies that serve them radically improves life in every community.

Commonplace is a Zencity company, and together we've worked with 500+ agencies across North America, UK and Europe. In the UK alone, we've worked with half of the local authorities and regional governments in addition to the Ministry of Housing Communities and Local Government. We also work with a combination of national and regional police forces and law enforcement agencies, including British Transport Police.

We've proactively reached **13 million people in the UK** and processed billions of UK data points across our data, insight and engagement portfolio.

13M

People reached in the UK



We start from the belief that local government keeps our world running. Our job is to power local decision-makers to understand the full communities they serve. To understand the whole community, you need insight from everyone, not just the loudest voices.

We believe that a better connection and understanding of communities helps local decision-makers:

- Build trust with the citizens they serve
- Improve the well-being of the communities they serve
- Enhance the quality of life in the neighbourhoods they serve

We are a registered B Corp and measure our social impact on an ongoing basis. We pride ourselves on delivering social value through the direct impact of our platform and also through developing global capability around community data, insights and engagement in the government, police and VCSE workforce. Read our [B Corp Impact Report](#). Our award-winning platform is powered by state-of-the-art technology and we were recently awarded by Fast Company as one of the top innovators in 2025.

The Pineapples

Winners in 2021, 2022 and 2025 with Leeds City Council, London Borough of Wandsworth & more

FAST COMPANY



Most Innovative Companies 2025

Certified

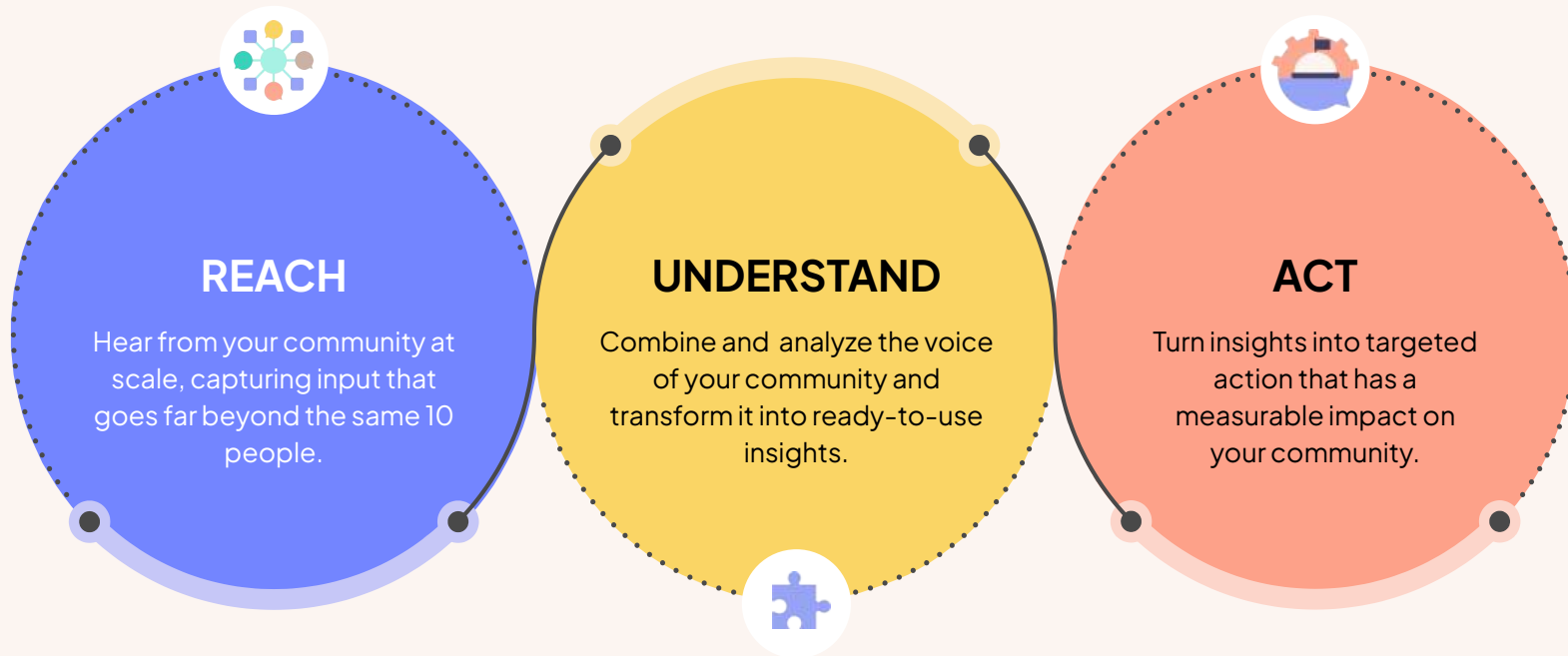


Corporation

We refer to Commonplace as a 360 Community Voice Platform.
This service definition document refers to our Social Media Listening & Publishing SaaS Platform.

Our Service Framework

We deliver our Social Media & News Media Listening & Publishing Service through 3 pillars that make up everything our product and team does for you.



Commonplace is the AI-native community voice platform that converts insight into action and powers government workflows.



Reach

using our Social Media & News Media Listening & Publishing SaaS Platform you will...

Hear from your community at scale – capturing input that goes far beyond the loudest voices, bringing every perspective into one unified view



Plug in



Let us do the heavy lifting, we'll set up your social media listening suite for you

Our platform only serves local decision-makers, pre-tuned to highlight what's relevant and ignore what isn't

Real-time



Stay on top of news and emerging issues in real time

Instant search results, no delays to backfill historical data

Listen everywhere



An ever-expanding feed including social media, news media tracking, blogs, forums

Plug in your own data feeds, such as contact centre or review data

Layer on the unofficial channels



Look beyond your owned social pages to uncover resident-to-resident conversations



Social Media & News Media Monitoring & Management **in Action**

Your Profiles

Profiles make it easier for you to organize and manage your accounts when publishing a post.

The 'Your Profiles' interface displays a list of accounts for 'Greensboro Police'. The accounts are organized into columns for different platforms: X, Facebook, and Instagram. Each account entry includes a profile picture, a name, and a status indicator (green dot for active, grey dot for inactive). The accounts listed are: Police Department, Police Department, Police Department, PD, Police Dept., and Police Department.

Topic Summary

System Generated - Based on top 100 items from the selected period - Oct 14, 2025, 7:00 AM

Between October 7 and October 14, 2025, discussions centered heavily on river flooding, with a total of 10 social media threads generating 51 interactions. Most conversations focused on government flood management and emergency response efforts, reflecting a mix of neutral and positive sentiments. Community members actively engaged with weather updates, safety advisor...

[Read More](#)

Was this helpful?

Leading posts

The top performing posts during the report period.

Impressions: 1,711,472 | Interactions: 14,740

Greensboro Police Department
Jan 24, 2026

We are receiving reports that people are trying to head out of town (Charlotte, Raleigh, etc.) to ride out the storm with family and/or friends.

We need to be perfectly clear. The time has come and gone for that and you should not be on the roads....

8073 1428 766

Channel breakdown



Highlights from your data

A post mentioning **City leadership** is gaining attention

Omar Fateh says his top priority as mayor of **MI...**

Discourse in **Police** is trending following a post from **Minneapolis Police Department**



Today, **Sophia** stopped by to visit us on her way **HOME** after a month of rehab at **Gillette Children's**. She was...

analytics.impressions

4,792,477 ± 188%

Date: 1/16/2026 - 1/24/2026

Listen

Last 28 days

Total interactions

25K

↑ 72%

Positive

62%

↓ 12%

Negative

18%

↓ 34%

25K

20K

15K

MAY 20

MAY 27

Followers

102,741

Followers

Date: 1/16/2026 - 1/24/2026

1,753

Net New Followers

Most popular topics

Political Affairs (10%)

Interactions: 626,688 · ± 27.5%

12% 3%

Public Safety (11%)

Interactions: 98,256 · ± 2.3%

20% 16%

Human Relations and Services (10%)

Interactions: 92,800 · ± 10.8%

34% 3%

Education (1%)

Interactions: 28,824 · ± 79.9%

48% 10%

Understand

using our Social Media & News Media Listening & Publishing SaaS Platform you will...

Combine and analyse the voice of your community and transform it into ready-to-use insights



Day to day monitoring

- No more manual thumbing through accounts and feeds
- Quickly identify the biggest influencers in different policy or deployment domains
- Scheduled reports and alerts in your inbox, summarising coverage on key accounts, people or topics
- Route relevant data to specific teams, reducing information overload

Trend analysis & signal detection

- Real-time dashboard aggregated by department, geography of sets of keywords
- Instant identification of evolving themes and sentiment, a dashboard for each department
- Extract key opinions and summarise sentiment from key influencers
- Signal detection and alerts that notify you of a changing trend, fastest rising or falling topics
- AI-powered summaries, with key highlights, trending stories and deep dives

Incident & crisis management

- Set up signal alerts for emerging trends or unfolding emergencies
- Build out new keywords or identify allied influencers in an instant
- Auto-generate incident summaries and briefing notes on specific events and issues



Act

using our Representative Community / Resident Survey & Insights SaaS Platform you will...

Turn insights into targeted action that has a measurable impact on your community



Ready built tools for decision makers and action-takers

- Auto-generate deep-dive reports to power executive decisions and build action plans
- Schedule digests and insights for specific departments that align with their work rhythm

Publish community insights and close the loop

- Automatically produce high-quality media-ready content, appropriately crafted for each channel
- Generate posts that directly address public sentiment and refer back to their opinions and interactions
- Manage and respond to public posts in a central social media inbox

Multi-channel publishing and analytics

- Schedule posts across Facebook, Instagram, Threads, Youtube, X, BlueSky, Nextdoor, LinkedIn
- Identify and target influencers to support your communication strategy
- Publishing analytics to understand views, interactions and track performance
- Real-time evaluation of social media marketing performance, engagement and impact.

Incident communications & operations

- Deal with incidents and emergencies through instant communications
- Identify and prioritise deployments to neighbourhoods and unfolding hotspots most in need of support
- Adjust your communication style based on live feedback or escalations from the public



Support & Implementation

Technical Requirements

Commonplace is a web application reached via any modern browser (Chrome, Edge, Safari, Firefox, Opera) with no installation or network setup required. All settings and configurations are carried out in the web application, including:

- Invite client admin users with role-based access permissions
- Social media source and news media source set up
- Follow social media influencer accounts and pages
- Connection to native 'direct' data sources and channels such as contact centre data
- Localised aggregation rules, topics and keyword configuration
- Social media account set up for deploying and scheduling posts, inbox management
- Filter, cross-tab and manipulate data in dashboards
- Customise and share reports with scheduling
- Set up and save analytical queries and broad match based topic searches



Onboarding

1

Kick Off

Kick off meeting hosted by your dedicated Engagement Expert and dedicated Account Manager

Introductions to the team and platform

Account and onboarding goals and metrics agreed

Roles & responsibilities defined and assigned

Settings and configurations discussed and agreed, admin user invites sent

2

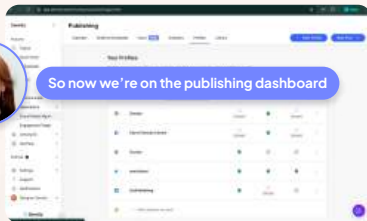


Engagement strategy defined and documented

3



So now we're on the publishing dashboard



Training sessions (2 or 3 one hour sessions or self-paced learning) with hands-on in-app learning, no limits on users or number of people trained

5

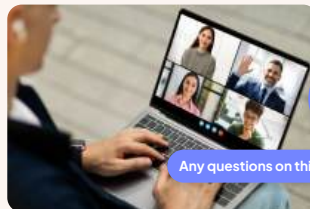
Training refresher on analytics, insights and reporting as data starts to flow



4



First implementation set up, quality assured and live



Any questions on this section?



6



No limits on Engagement Expert or Account Manager time during onboarding, including face-to-face meetings



Commonplace

powered by Zensity

Dedicated Expertise On Tap



A dedicated Engagement Expert with either Central Government, Local Government or Police Force Specialism, assigned to your account

- Experience working with similar clients in your region (our team has over 200 years experience in public sector data, insights & engagement)
- Unlimited support, no charges for extra days or hours
- Works with you to identify and refine your goals
- Leads the initial implementation and training
- Tunes dashboards and keywords, according to your organisation needs
- Provides ongoing advice and guidance, scheduled reports summarising your platform adoption, meets with you on a regular basis
- Delivers training to new client team members
- Offers professional development sessions for colleagues
- Shares upcoming product roadmap improvements

Access to our Specialist Teams

- Research Analysts compile deep dive reports upon request
- Head of Research Methodology ensures our research approach stays at the forefront of academic research and commercial best practice
- Product Manager responsible for innovation and evolving the product and the platform
- Technology Team responsible information security, data protection and quality assurance
- Dedicated Account Manager ensures you are gaining maximum value and manages the commercial relationship

Total Service Assurance



Support & Service Level

- 24x7 searchable knowledge base
- In app tutorials and self-paced learning modules
- Email support answered within 4 working hours during UK office hours 8–6 M-F, with urgent escalation if required outside office hours
- No additional charges for support hours / days

Exit Strategy

- Disconnection of all social media accounts
- Disconnection to native 'direct' data sources and channels such as contact centre data
- Deletion of client admin users and associated personal information
- Deprecation of the dashboard

Technology, Information Security & Data Protection

- ISO27001 and Cyberessentials certified since 2021 and 2020 respectively, fully GDPR compliant and registered with the UK ICO, regular penetration tests
- All data is hosted by AWS in a virtual private cloud in UK or Ireland regions, data encrypted at rest, all connections use HTTPS at minimum TLS v1.2
- Backup and disaster recovery plan documented, tested quarterly to ensure recovery point and recovery time objectives are achievable
- Client owns all response data collected, we act as a data processor and independent controller for our own purposes, our [privacy policy](#)
- 50 strong product & engineering team means the platform is always evolving and innovating
- No charge for release of version upgrades
- >99.99% uptime performance for last 12 months with zero planned downtime, uptime SLA target of 99.95%



Critical, immediate insights for incident management

LNER Train Stabbing

Case Study



Overview

In November 2025 a mass stabbing occurred on an LNER train. Within 24 hours, the Commonplace team created an 'Incident Response Social Media Monitoring' for British Transport Police and Huntingdon Council, which provided a critical tool in their response to public concern.



Analysis

Our analysis of hundreds of thousands of data points quickly identified that the public's overwhelming concerns centred around speculation of the attacker's identity and their motive, rather than concerns about safety or political leadership.



Insights

Our insights helped provide clarity in a fast moving situation that saw a frustrated public questioning the definition of terrorism, after police stated that it was not a terrorist incident.



Result

Commonplace combination of close client partnership and extraordinary data analysis supported both the operational response, and the communications strategy, in a rapidly unfolding event with the potential for spiralling misinformation in the community.



Terrorism	172K
Attackers' Identity	168K
Government and Leadership	45.6K
British Transport Police Mentions	44.6K
Public Safety and Security	38.8K

Huntingdon Train Stabbing Attack:

Rapid social media analysis revealed that speculation about the attacker's identity and motivations dominated the online narrative over topics such as public safety and political leadership.

Local Gov Reorg High Peak District Council



Overview

Ability to quickly understand spikes in online responses to proposed council reorganisations allowed High Peak District Council to unpick public responses to two different proposals.



Analysis

Between December 2024 and March 2025, almost 2% of online conversations in the High Peak borough were about government reorganisation. Timeline analysis revealed two distinct conversations relating to two proposals.



Insights

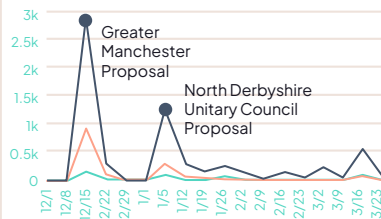
The first and largest spike (accounting for 50% of interactions) illustrated strong pushback against the proposal to merge High Peak with Greater Manchester Combined Authority, citing strong regional pride, perceived lack of consultation and concerns on the impact to local services and urban sprawl.



Result

The second conversation, responding to the proposal to create a North Derbyshire unitary authority, had mixed reactions. Many preferred retaining the High Peak alignment to Derbyshire to merging with Manchester, whilst others rejected the proposal, calling for greater transparency and public involvement.

Volume Trend Over Time



A timeline of online conversations shows two distinct peaks relating to proposals to merge the borough with Manchester and North Derbyshire.

Popular Words



The Commonplace Difference

Built for government



The only social media listening & publishing platform designed and built solely for central government, local government and law enforcement

Tuned to your workflows



Our experience with 500+ agencies gives us a unique advantage in making platform intelligence relevant to the way you already work

Dedicated expert



Unlimited access to your dedicated Engagement Expert, who is invested in your success and brings hyper-relevant experience

SaaS thru and thru



As a technology platform, you'll benefit from our 50 strong product and engineering team to keep innovating and evolving on your behalf

Trust in AI



Generating with AI-powered topics, sentiment and insights, alerts and report writing since 2018, long before Chat GPT and others came on the scene



Commonplace

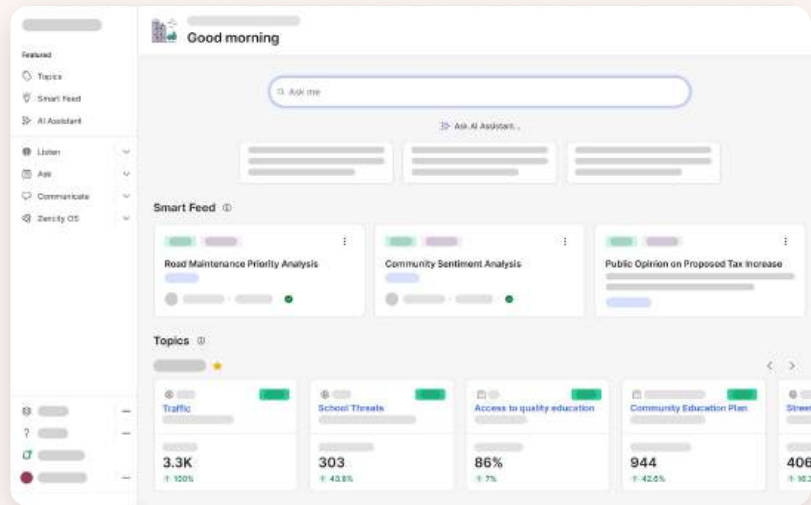
powered by  Zensity

The Commonplace Difference

Part of the bigger picture

Build a 360 degree understanding layering on Representative Surveys & Community Engagement & Consultation software

- Combine all of your data sources to build a 360 Community Voice
- Bring together social media and news data with representative survey data, post-interaction survey results and community consultation & engagement responses
- Our AI-powered dashboard picks out emerging trends and noteworthy correlations in real-time across a mixture of quantitative and qualitative data sources
- The Commonplace platform is not only your analytics and insights companion, but now also guides you towards the next best action and executive report



Arrange a demo with our Engagement Specialists



Benjy Meyer
Managing Director
benjy@commonplace.is



Dorrian O'Neill
Strategic Accounts Lead
dorrian@commonplace.is

Power Government Work With Community Voices | commonplace.is



FASTCOMPANY



Most Innovative
Companies 2025

Certified



Corporation
bcorporation.net