

# Social Media Sentiment Analysis and Monitoring

## AI-driven citizen sentiment and reputation monitoring for UK public sector

Real-time social media insights for compliant, accessible public engagement

### Stronger public trust

Builds transparency by surfacing clear Social Media Monitoring insights into citizen sentiment and

### Faster incident detection

Accelerates awareness of emerging issues using continuous Social Media Analysis and Monitoring.

### Operational efficiency

Reduces costs through automation and streamlined workload management for monitoring and reporting.

## Transform Public Services

- Purpose-built for UK public sector, including GDPR, UK security, and accessibility compliance.
- Delivers real-time alerts and dashboards for rapid response to reputation and crisis risks.
- Scales to large, multi-source public datasets and integrates via REST API with existing systems.
- Offers flexible multi-cloud deployment and UK/EEA data residency control.

# Service Overview

This service enables UK public sector organisations to extract real-time insight from citizen feedback, social media, and open data, supporting proactive reputation management and public engagement. It automates outreach and decision support while aligning with UK accessibility and security standards.

## Core Capabilities

- Real-time analysis and monitoring of social media and related public data sources for sentiment and issues.
- Automated dashboards and alerts tailored to UK government and wider public sector priorities.
- Secure, UK-compliant cloud platform with multi-cloud deployment across public, private, community and hybrid environments.

# Key Features

Real-time Social Media Analysis and Monitoring across multiple sources.

Secure, UK-compliant cloud platform with rigorous data security controls.

Integrated situational awareness from social media and open data feeds.

Automated dashboards prioritised for UK government and public sector use cases.

Instant alerts for emerging reputation or crisis risks detected in social media signals.

Scalable processing for very large public datasets and intelligence feeds.

Accessible web interface meeting WCAG 2.2 AA for UK accessibility standards.

Multi-cloud deployment options to support government flexibility across environments.

# Service Benefits

**Stronger public trust**

Builds transparency by surfacing clear Social Media Monitoring insights into citizen sentiment and concerns.

**Faster incident detection**

Accelerates awareness of emerging issues using continuous Social Media Analysis and Monitoring.

**Operational efficiency**

Reduces costs through automation and streamlined workload management for monitoring and reporting.

**Better policy decisions**

Drives improved UK policy and service decisions using automated, actionable analysis of citizen feedback.

**Lower manual burden**

Minimises manual effort for intelligence gathering and sentiment monitoring while supporting crisis response with live notifications.

# Summary & Key Advantages

## Why Choose This Service

- Purpose-built for UK public sector, including GDPR, UK security, and accessibility compliance.
- Delivers real-time alerts and dashboards for rapid response to reputation and crisis risks.
- Scales to large, multi-source public datasets and integrates via REST API with existing systems.
- Offers flexible multi-cloud deployment and UK/EEA data residency control.
- Provides accessible, user-friendly web interface and structured onboarding, documentation, and support tiers.
- Supports automation of outreach, monitoring, and decision support to free teams for higher-value work.

# DATASUMI

Email: [sales@datasumi.com](mailto:sales@datasumi.com)

Web: [www.datasumi.com](http://www.datasumi.com)