Press Release on Social Media monitoring

The TN CEO's office, realizing the significance of social media and its impact on elections, has put in place a specialized software to monitor poll-related posts on various platforms such as Facebook, Twitter and other social media channels. An IT Company called Bahwan CyberTec has offered its technical guidance as Corporate Social Responsibility activity.   The software "Cuecent PULSE" is a social media listening, monitoring and analytics solution, which will be used to monitor posts on Tamil Nadu elections on social media sites. Currently, the TN CEO Office has initiated the campaign & marketing on the date of the election, 100% voting, and complaint registration through social media(Twitter, Facebook and Whatsapp), for which they have created hashtags, handles, pages, and dedicated numbers. Cuecent Pulse will listen to the comments/post that are posted by people about the election and sends the data to the respective offices for immediate action.

The incidents that are monitored are listed below:

1. General Posts about the Election – Comments, Pictures,
2. Complaints on breach of Election rules: Money Distribution, Liquor Distribution, Coupons and any other items.
3. Complaints about Voter ID, Voters list, changes on Voter ID, etc.

1.   Process Flow: - Listening and Monitoring – Social Media and News Media

The System is configured with around 24 social media sites to pull data related to the TN Election 2016. Data in the form of Text/ Images/ Pictures/ Videos are monitored. The search will be configured with the appropriate keywords and the system will continuously listen to the posts related to the searched topic and keywords; all relevant comments and posts will be pulled into the system along with other details through the APIs provided by the respective social media sites.
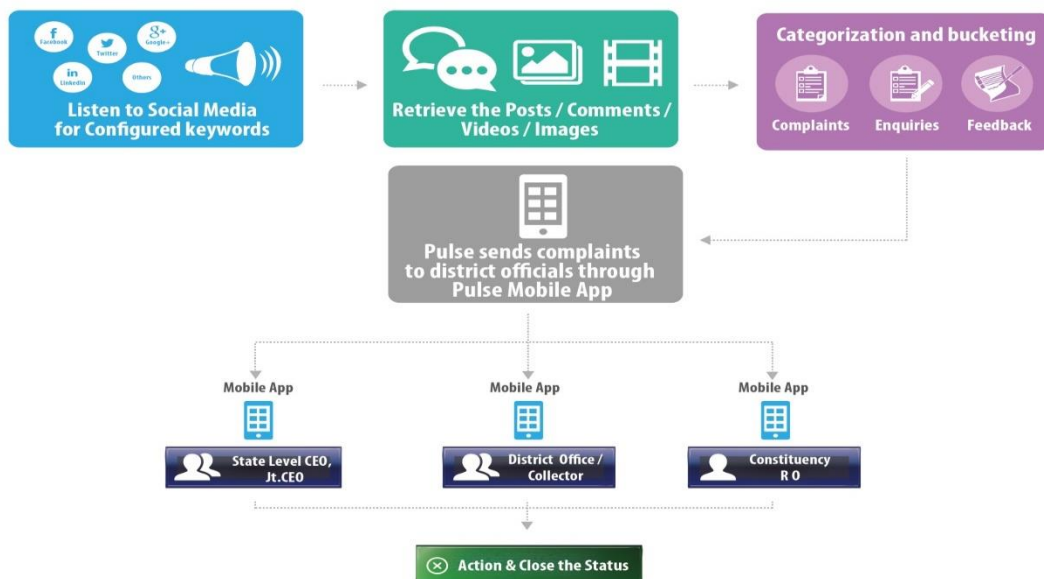
1. **Categorization of Post**

Once the system aggregates the election related posts/ comments from different social media and news media sites, the system does sentiment analysis on the content of the posts. The posts will be categorized under different buckets such as Very Positive, Positive, Neutral, Negative and Very negative by an in-built NLP (Natural language Processing) engine.

After which, the posts will be categorized as below:

- Complaints
- Enquiry
- Feedback
- Comments

..along with the type under each category, like Violation of election rules, complaints on bribe, defacement, code of conduct, enquiry on Voter ID, etc.

Based on the category and type the system will send the complaints/enquiries to the appropriate officials to take action. At the state level, the posts will be sent to the CEO and the JCEO; at district level, the posts will be sent to District Officers; and at the constituency level, the posts will be sent to the RO. The officers will take an appropriate action based on the type of the post.

The system will provide a comprehensive dashboard on the posts, with category, social media details, etc., to get the complete view of the data.

2. **Mobile App**

A Mobile App will also be provided for all the officers to immediately check the complaints/enquiries and send it for immediate action.

3. **Implementation process**

All the social media data is aggregated & categorized and the same will be displayed in a mobile app to get a consolidated view of all the complaints/ enquiries and comments.

Once the posts are categorized, with the category/type/location, the data will be routed to the CEO, JCEO, District Officer, and RO accordingly. The status of all the posts will be tracked up to the point of closure.

9 steps to a cleaner TN elections 2016

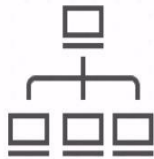**1** Spot Violation

2 Post Violation on social media

3 Cuecent Pulse spots the post and pulls it

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pulse

4 Pulse buckets posts into complaint / comment / enquiry
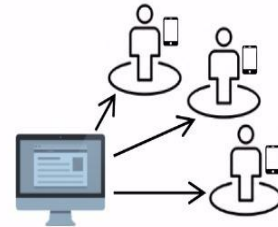
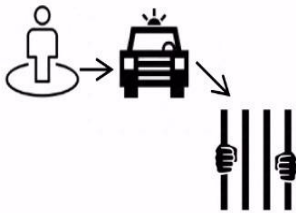**5** Complaints bucketed in Dashboard

6 Pulse sends complaints to district officials through Pulse Mobile App

7 District official visits spot and takes action

8 District Official updates status in Pulse Mobile App as closed

CASE CLOSED

9 Pulse Dashboard Complaint Status updated, and Monitored by CEO

Powered by Cuecent PULSE

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