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Response to Social Media Report

YouTube

A simple analysis of the NPCPP YouTube account will confirm that all content is current.

We note a statement of opinion in this report rather than a comparative analysis of the views on NPCPP content. NPCPP YouTube views are in line with comparative Educational accounts. i.e. The Department of Education's YouTube channel, which by its nature has a broader demographic and larger number of subscribers, has a similar distribution of views per video as NPCPP. The likes on NPCPP content is arguably greater also.

Furthermore, in contrast to the Dept of Education's YouTube content which is primarily promotional and outreach for example, a simple overview of NPCPP YouTube content would reveal is that the NPCPP content is a back up resource of content previously viewed, and oversubscribed, webinars.

In conclusion the distribution in comparison of views vs the outreach and demographic of NPCPP content vs the Dept of Education example would show any analyst that the NPCPP content has significantly greater comparative engagement and relevance.

YouTube is not the only NPCPP video distribution hub.

Any thorough analysis of social media will reveal that outreach video content, e.g. NPCPP Leaving Cert Helpline videos, have reached hundred of thousands of views across multiple social media platforms via many different advocate and influencer accounts.

In response to the questions raised

- Is the information current



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As stated above a simple analysis of any NPCPP content is clearly date stamped or titled with relevant time periods as required. It is clearly visible that the content is maintained and up to date.

- When was it last reviewed / updated

As stated above.

- Communication Governance policy , (who signs off these postings)

If a review was conducted an analyst would see that all posts are information only from a broad range of accredited, department approved, non commercial bodies. NPCPP does not share or engage in opinion.

All content is approved by the NPCPP Director of Communications.

- How often is the information accessed (detailed website analysis) In summary,

Daily

- the Information presented on the NPCPP website would appear to be useful, relevant and accessible.

This analysis answers question 1 above

- The social media links don't work from the site and there is a need to update content.

As of 3/2/23 all links are working. Answered in the question above.

- The NPCPP does not appear to be a proactive Twitter user or to be using that forum for anything other than the odd event announcement. It is a similar situation on Facebook, there is minimal interaction, (views or likes) to posted content on either site.

Content on these channels is purely for event announcements. NPCPP does not share or engage in opinion.

Interaction is in line with similar social media. Clearly a comparative analysis has not been conducted and is again a matter of personal opinion.



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Assessment of perceived negative sentiment

The following statements would leave our team with many questions about the analyst's influences and connections. It is a statement of opinion not an analysis of the data.

Firstly, there is not a "cacophony" of criticism. Monitoring over the last two years reveals that the only negative posts come from a very small group of 7 agitators in total who are all inter connected. (See Twitter accounts relationship diagram below). These accounts criticise with "fake news" posts. NPCPP constantly monitor these posts and accounts. The [REDACTED] account, in this group, has no links whatsoever with the international human rights movement of the same name. NPCPP only deal with factual information.

Considering that fake disruptive content should diffuse across social media 10 times faster¹ these posts *are not gaining any traction at all*. Our outreach through many channels to our broad audience from all schools nationally significantly dissipates the ongoing attempts by these agitators to disrupt the work done by NPCPP. Also, interesting to note that these agitator accounts also tweet about their anger at the Depts attempts to merge parents voices into NPC.

NPCPP are also tagged and commented on in numerous positive information, webinar, survey invitations and posts on positive engagements between people and organisations and NPCPP that have been ignored in this report.

¹ "False news diffused significantly farther, faster, broader, deeper in every category of information," study co-author [Sinan Aral](#), a management professor at MIT

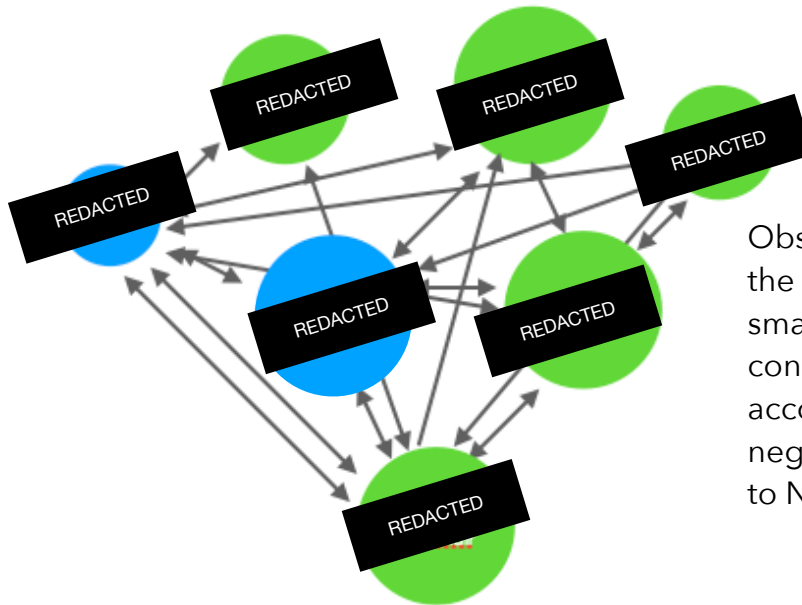


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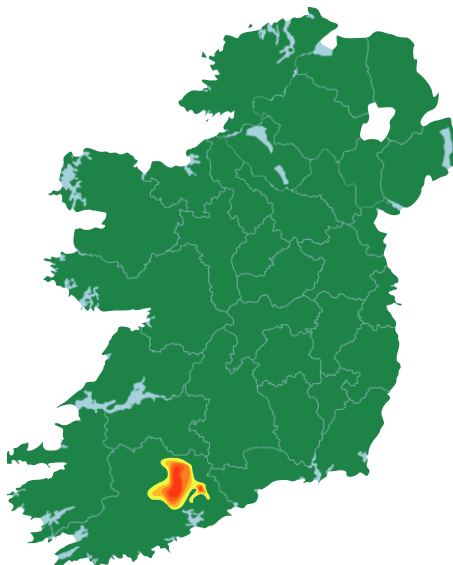
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Observation/Analysis over the past two years indicate a small group of 7 inter connected tweeters who account for 100% of any negative comment relating to NPCPP.

TWITTER ACCOUNTS RELATIONSHIPS



Analyses of all negative tweets over the past two years indicate related accounts emanating from a small geographical area

TWEET HOT SPOT