

IRIS SOCIAL MEDIA LIVE DASHBOARD - GUIDE

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1 Purpose of the dashboard

The **IRIS Social Media Live Dashboard** provides a centralized overview of all relevant social media activities related to your organization, events, campaigns, teams, athletes, and commercial partners.

It combines data from:

- **Owned media** (official social media channels of your organization and its properties)
- **Earned media** (external posts mentioning your organization, events, campaigns, teams, athletes, partners, etc.)

Main Objectives

- Monitor social media activity across all relevant sources in one place
- Track performance through key KPIs
- Identify high-performing content, partners, and channels
- Enable data-driven decision-making

The dashboard is updated automatically every 6 hours, ensuring up-to-date insights at all times.

2 Dashboard structure

2.1 Performance

1. What is visible on the page

The Performance page provides a **consolidated view of overall social media performance through key metrics and trend analysis.**

KPI Overview (Top Section):

At the top of the page, a set of key performance indicators (KPIs) is displayed, including:

- Number of posts
- Impressions
- Reach
- Media contacts
- Engagement
- Engagement rate
- Video views
- Media value
- Follower count and follower growth
- ROI
- Sponsoring value

These KPIs give a quick, quantitative summary of overall performance across all tracked content.

Interactive Controls:

Below the KPI section, users can refine the data using:

- A KPI selector (e.g., switching to engagement, reach, etc.) to steer the performance chart
- A date range filter
- Toggle options such as:
 - Moving average vs. absolute values
 - Total vs. owned vs. earned media

Performance Chart (Main Section):

Another central element of the page is a time-series chart, showing the development of the selected KPI over time.

- The chart visualizes trends and peaks in performance
- Multiple lines allow comparison (e.g., different content types or data views)
- A timeline at the bottom enables navigation across longer time periods

2. Goal of the page

The goal of the Performance page is to provide a **top-level overview of the social media performance and how it evolves over time.**

It enables users to:

- Get an instant snapshot of the overall performance across all key KPIs
- Steer the analysis through KPI selection and channel type filters (total, owned, earned)
- Detect high-impact periods, peaks, and anomalies
- Link performance spikes to campaigns, events, or specific content

2.2 Details

1. What is visible on the page

The Details page provides a **highly granular, table-based view of social media performance, allowing users to break down data across multiple dimensions.**

Category Selection (Top Left):

Users can select how the data is grouped. Available options include:

Country, Platform, Account, Competition, Post type, Panel, Owned/Earned Channels

The selected category is always displayed in the first column of the table, defining how the data is structured.

Filters & Display Options:

Next to the category selector, users can refine and expand the dataset using:

- Date range filter
- Options to:
 - Show/hide platform
 - Show/hide accounts
 - Show/hide posts
 - Activating these options adds additional columns to the table and increases the level of detail.

- Channel type toggle:
 - Total (combined view)
 - Owned media only
 - Earned media only

Performance Table (Main Section):

The core of the page is a detailed table containing:

- Selected category (e.g., country, platform, etc.)
- Optional additional breakdowns (platform, account, post)
- Key KPIs:
 - Posts
 - Impressions
 - Reach
 - Media contacts
 - Engagement
 - Engagement rate
 - Video views
 - Media value
 - Sponsoring value

Post-Level Drill-Down (Detailed View):

When the post-level view is activated:

- Individual posts appear directly in the table
- Each post includes:
 - Date
 - Caption text (“Content column“)
 - Direct link to the original post

This allows users to navigate from aggregated performance down to single content pieces.

2. Goal of the page

The goal of the Details page is to enable **in-depth analysis and flexible data exploration** across all relevant dimensions.

It allows users to:

- Analyze performance by specific categories (e.g., markets, platforms, content types)
- Compare results across different segments
- Identify performance drivers at a granular level
- Drill down from aggregated data to individual posts

2.3 Campaigns

The Campaigns section consists of two parts:

1. **Campaign Performance**
2. **Campaign Calculator (Planning Tool)**

2.31 Campaign Performance

1. What is visible on the page

The Campaign Tracking page provides a **structured, table-based overview of campaign performance**, similar to the Details Page but focused specifically on campaigns.

Campaign Selection & Filters (Top Section):

Users can define and analyze campaigns using:

- Campaign selection (predefined campaigns)
 - Campaigns are created based on specific hashtags and/or keywords
 - Each campaign is assigned a unique name
- Manual search filters:
 - Hashtag filter
 - Keyword filter
- Date range filter
- Display options:
 - Show/hide platform
 - Show/hide accounts
 - Show/hide posts
- Channel type toggle:
 - Total
 - Owned
 - Earned

Performance Table (Main Section):

The table displays campaign performance with:

- Campaign name (first column)
- Optional breakdowns (platform, account, post)
- Key KPIs, including:
 - Posts
 - Impressions
 - Reach
 - Media contacts
 - Engagement
 - Engagement rate
 - Video views
 - Media value
 - Sponsoring value

Post-Level View:

When activated:

- Individual posts are visible within the table
 - Posts include:
 - Date
 - Caption
 - Direct link to the original content
-

2. Goal of the page

The Campaign Tracking page enables users to **monitor and analyze campaign performance in a flexible and customizable way**.

It supports three main use cases:

1. Tracking predefined campaigns

- Monitor campaigns based on predefined hashtags and keywords
- Evaluate overall campaign performance over time

2. Manual campaign analysis

- Search for specific hashtags or keywords
- Analyze ad-hoc topics, trends, or activations

3. Creating custom campaigns

- Combine multiple hashtags and keywords
- Track all posts containing at least one of these elements
- Build tailored campaign views for specific reporting needs
(*can be supported via bookmarking, see page 15*)

2.32 Campaign Calculator (Planning Tool)

1. What is visible on the page

The Campaign Calculator is an **interactive planning tool designed to estimate campaign performance** based on historical data.

The page is divided into **two functional areas**:

Left Side – Goal-Based Planning

Users define target KPIs using slider controls:

- Engagement
- Video views
- Media value

Based on the selected targets:

- The tool calculates how many posts are required
- Results are broken down by platform (e.g., Instagram, Facebook, etc.)

This calculation is based on historical average performance of the organization's owned channels.

Right Side – Input-Based Forecasting

Users define:

- The expected number of posts per platform

Based on this input:

- The tool calculates the expected total performance, including:
 - Engagement
 - Video views
 - Media value

Again, calculations are based on past average performance.

2. Goal of the page

The Campaign Calculator supports **campaign planning and forecasting**.

It allows users to:

- Define realistic campaign targets
- Estimate required content output to reach specific goals
- Forecast expected results based on planned activity
- Align internal expectations with data-driven benchmarks

2.4 Geographics

The Geographics page provides a geographic breakdown of social media performance based on the **origin country of the publishing accounts**.

Filters & Controls (Top Section):

Users can refine the data using:

- KPI selector (e.g., engagement, reach, impressions, etc.)
- Date range filter
- Channel type toggle:
 - Total
 - Owned
 - Earned

Country Ranking Table (Left Side):

A table displays performance by country, including:

- List of countries (based on account origin)
- Selected KPI values per country
- Ranking of countries based on performance

This allows users to quickly identify top-performing markets.

World Map Visualization (Right Side):

A global map visualizes the geographic distribution of performance:

- Highlighted regions show relative contribution by continent or region
- Percentage values indicate the share of the selected KPI

2. Goal of the page

The goal of the Geographics page is to provide insights into **where social media activity and performance originate geographically**.

It enables users to:

- Identify key markets generating social media impact
- Understand regional distribution of performance
- Compare performance across countries and continents
- Evaluate international reach and relevance

2.5 Sponsors

The Sponsors page provides a structured overview of **sponsor and partner visibility within social media content**, focusing on branded exposure across relevant posts.

Filters & Controls (Top Section):

Users can refine and structure the data using:

- Date range filter
- Display options:
 - Show/hide tools (e.g., type of branding or placement)
 - Show/hide competitions
 - Show/hide events
- Channel type toggle:
 - Total
 - Owned
 - Earned

Activating these options adds further breakdowns to the table, enabling deeper analysis.

Performance Table (Main Section):

The table is structured around sponsors/partners as the primary dimension.

For each sponsor, the following metrics are displayed:

- Number of mentions (appearances in posts)
- Sponsoring value
- Share of visibility

Additional breakdowns (if activated) may include:

- Specific tools (e.g., logo placement types)
- Competitions
- Events

2. Goal of the page

The goal of the Sponsors Page is to evaluate the **visibility and value generated for partners and sponsors** through social media exposure.

It enables users to:

- Measure how often sponsors appear in content
- Quantify the value delivered to partners
- Compare sponsor performance across events or competitions
- Analyze which activations generate the highest visibility

Important Note on Data Scope

The sponsor analysis is based on:

Events and activations explicitly defined (“briefed”) by the organization

Additionally:

- The page is not updated in real time, instead, data is updated after events are completed
- This delay ensures:
 - Accurate sponsor detection
 - Quality control and validation of results

2.6 Analysis

1. What is visible on the page

The Analysis page enables **direct comparison between two selected datasets**, allowing users to evaluate performance differences across various dimensions.

Comparison Setup (Left vs. Right):

The page is divided into two sides:

- Left side: First selection
- Right side: Second selection

On each side, users can define what they want to analyze by selecting:

- Platform (e.g., Facebook, Instagram, etc.)
- Property / account
- Competition or event
- Time period (via date range filter)
- Etc.

This setup allows for highly flexible comparisons, including combined filters (e.g., specific platforms within a defined time period).

KPI Display (Central Section):

In the center, key KPIs are displayed for both selections, including:

- Posts
- Engagement
- Reach
- Video views
- Media value
- Sponsoring value

Each KPI is shown as:

- Total value
- Average per post

This enables both volume-based and efficiency-based comparisons.

2. Goal of the page

The goal of the Analysis page is to enable **direct performance comparison and benchmarking** across different dimensions.

It allows users to:

- Compare performance between platforms, campaigns, time periods, etc.
- Evaluate which channels or strategies perform better
- Identify strengths and weaknesses across different setups
- Support data-driven decision-making

2.7 Followers

1. What is visible on the page

The Followers page provides an **overview of the follower base and its development over time** across the organization's owned social media channels.

KPI Summary (Top Section):

- Total number of followers (current)
- Previous follower count (based on selected date range)
- Growth rate (%)

This section gives a quick snapshot of overall follower development.

Follower Table (Top Left):

A table showing:

- Platforms (e.g., Facebook, Instagram, TikTok, YouTube)
- Follower count at different points in time
- Growth per platform (%)

This allows for a structured comparison across platforms.

Platform Share Chart (Top Right):

A pie chart visualizing:

- Distribution of followers across platforms
- Relative share of each platform within the total follower base

Follower Development Over Time (Bottom Section):

A time-series chart showing:

- Follower growth over time
- Separate lines for each platform

This enables tracking of long-term trends and platform-specific development.

2. Goal of the page

The goal of the Followers page is to provide a clear understanding of **audience growth and platform distribution**.

It enables users to:

- Monitor overall follower growth
- Compare growth across platforms
- Identify which channels are gaining or losing relevance
- Track long-term audience development

2.8 Benchmarks

1. What is visible on the page

The Benchmarks page provides a **comparative overview of social media performance between the organization’s own channels and selected peer or benchmark entities.**

Filters & Controls (Top Section):

Users can refine the comparison using:

- Date range filter
- Display option - Platform:
 - Option to show/hide specific platforms (e.g., Instagram, Facebook, TikTok, etc.)

This allows for flexible and fair comparisons across selected datasets.

Benchmark Table (Main Section):

The table displays performance data for:

- The organization’s own properties
- Selected benchmark peers

Each row represents a property/entity and includes key KPIs:

- Posts
- Reach
- Media contacts
- Engagement
- Engagement rate
- Video views
- Media value

The table enables direct comparison across all included entities.

2. Goal of the page

The goal of the Benchmarks page is to provide **contextual performance evaluation** by comparing results against relevant peers.

It enables users to:

- Assess how their performance compares to competitors or similar organizations
- Identify strengths and weaknesses relative to the market
- Understand performance gaps and opportunities
- Support strategic decision-making

2.9 Demographics

1. What is visible on the page

The Demographics page provides insights into the characteristics of the relevant target audience, based on external market research data.

Filters & Controls (Top Section):

- Time period filter

- Platform selection:
 - View data across all social media platforms (aggregated view)
 - Select individual platforms to analyze platform-specific demographics
 - Compare one platform to another to identify differences in audience structure

Demographic Breakdown (Main Section):

The page includes demographic insights such as:

- Gender split
- Age distribution
- Education distribution
- Income distribution
- Geographic distribution
- Additional attributes (depending on data availability), such as:
 - Interests
 - Affinities
 - Behavioral characteristics

Data is visualized through charts (e.g., bar charts, pie charts) and/or summary tables.

2. Goal of the page

The goal of the Demographics page is to provide a deeper understanding of the **target audience behind the social media activity**.

It enables users to:

- Understand who the relevant audience is
- Identify key audience segments
- Compare audience structures across platforms
- Detect differences between platform-specific audiences
- Align content and campaigns with audience characteristics

Target Group Definition

The demographic data is based on a **defined target group**, which depends on the organization's context:

- **For sports federations or rights holders:**
 - Fans of the sport who follow related social media content
- **For brands:**
 - Audiences interested in the sport or environment the brand is active in who follow related social media content
- **For specific properties (e.g., teams):**
 - Fans of the team and the broader ecosystem (e.g., league or competition) who follow related social media content

2.10 Glossary

1. What is accessible

The Glossary section (accessible via the menu) provides detailed information on:

- **Methodology**
 - How social media data is collected and processed
- **KPI Definitions**
 - Clear explanations of all key metrics used in the dashboard, such as:
 - Impressions
 - Reach
 - Engagement
 - Engagement rate
 - Video views
 - Media value
 - Sponsoring value

2. Goal of the section

The goal of the Glossary is to ensure **full transparency and clarity** regarding the data presented in the dashboard.

It enables users to:

- Understand how data is collected and calculated
- Interpret KPIs correctly
- Ensure consistency in reporting and communication
- Build confidence in the data and methodology

3 Key functionalities

3.1 Filtering

1. Overview

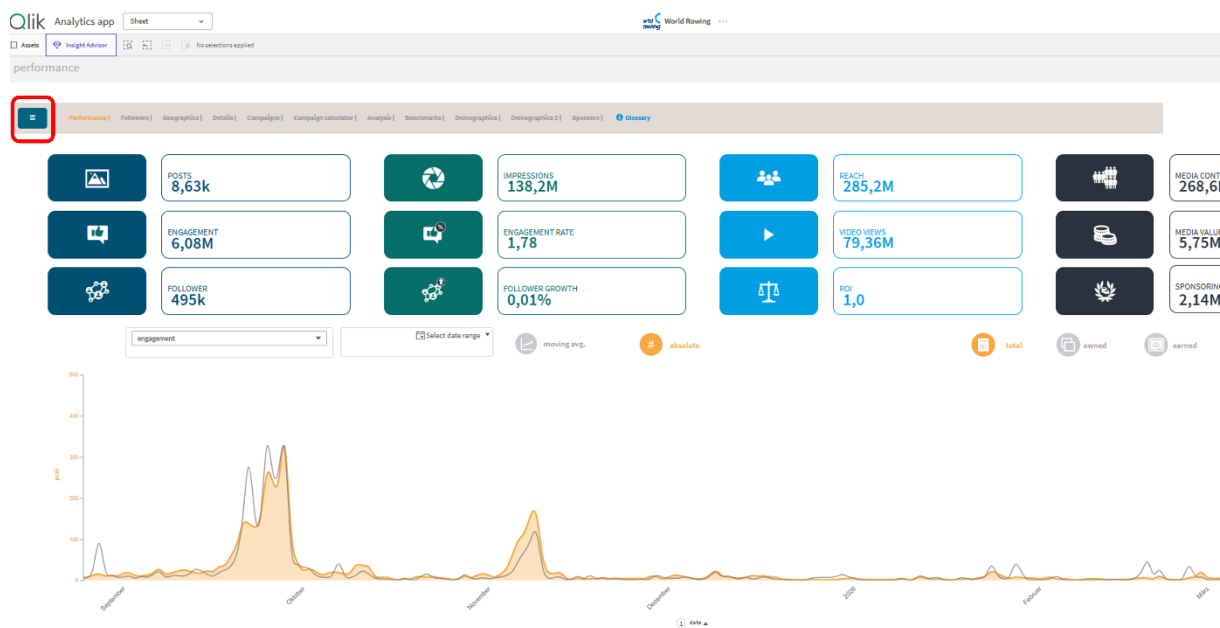
The dashboard provides a **global filtering functionality** that allows users to refine all data across pages based on multiple dimensions.

This enables a fully customized analysis tailored to specific needs (e.g., platforms, competitions, events, sponsors, campaigns, etc.).

2. How to open the filter menu

To access the global filter:

- Click on the blue button with the three lines in the top left corner of the dashboard (see screenshot below, red box)



- This will open the full filter menu

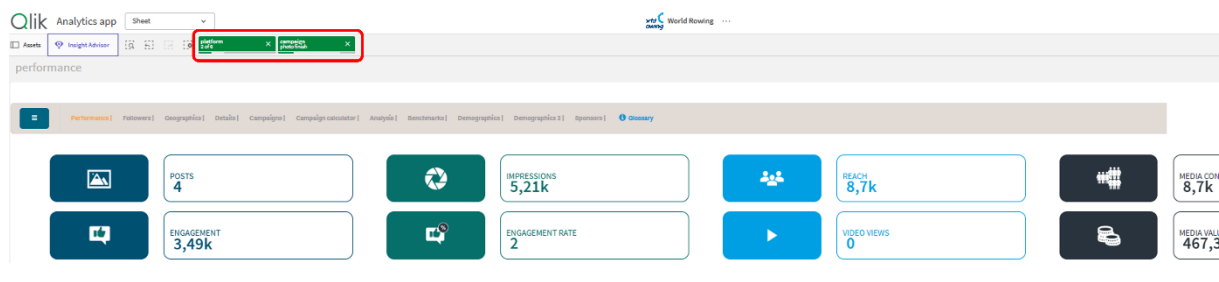
Within this menu, users can select from multiple filter categories, such as:

- Region
- Platform
- Competition
- Event
- Discipline
- Sponsor
- Campaign

3. Applying filters

- Select one or multiple filter options within the menu
- Once selected, the filters are applied across the dashboard

Active filters are displayed at the top of the screen as green boxes. Each green box represents one active filter.



4. Managing active filters

Removing individual filters:

- Click on the white “X” icon on the right side of a green filter box
- This removes only the selected filter

Removing all filters at once:

- Click on the **reset/clear icon** located to the left of the first green filter box
- This clears all active filters simultaneously

5. Key Benefit

The global filtering system allows users to:

- Focus on specific segments or datasets
- Combine multiple criteria for detailed analysis
- Maintain a consistent filtered view across all pages

Best Practice

Use global filters in combination with page-specific filters (e.g., date range, owned/earned) to create highly targeted analyses.

3.2 Bookmarking

1. Overview

The bookmarking functionality allows users to **save specific filter configurations** for quick and repeated access.

This is especially useful for analyses that are performed regularly and combine several filters, such as:

- Platform-specific performance (e.g., TikTok performance) within a certain time frame
- Specific accounts or properties on specific platforms
- Campaign tracking based on hashtags or keywords across a certain time frame

2. How bookmarking works

A bookmark stores:

- All selected global filters
- Page-specific settings (e.g., selected view)

- The exact page where the bookmark was created

When opening a bookmark:

- All filters are automatically applied
- The dashboard navigates directly to the relevant page
- No manual setup is required

3. How to create a bookmark

To create a new bookmark:

1. Apply all relevant filters and navigate to the desired page
2. Click on the “Bookmarks” button (located near the filter display area)
3. In the menu, select “Create new bookmark” on the top right of the pop-up screen
4. Enter:
 - Title (required)
 - Description (optional)
5. Click “Create” (bottom right)

The bookmark is now stored under your personal bookmarks.

4. Managing bookmarks

- All saved bookmarks are accessible via the Bookmarks menu
- Selecting a bookmark will:
 - Apply all saved filters
 - Open the corresponding page

5. Sharing bookmarks

Users have the option to publish bookmarks:

- Published bookmarks are visible to all users of the dashboard
- This is especially useful for:
 - Standardized reporting views
 - Frequently used team analyses
 - Cross-team collaboration

6. Key Benefit

Bookmarking allows users to:

- Save time by avoiding repetitive filter setup
- Standardize recurring analyses
- Ensure consistency across teams and reports

Best Practice

Use bookmarks for all recurring analyses to create a consistent and efficient workflow across users and teams.

3.3 Sorting tables

1. Overview

The dashboard allows users to **sort all tables dynamically** based on any column, enabling quick identification of top or low-performing elements.

2. How sorting works

Users can sort the table by clicking on any column header, including:

- KPIs (e.g., engagement, reach, impressions, etc.)
- Categories (e.g., property, country, platform, etc.)

3. Sorting by KPIs

When selecting a numeric KPI (e.g., engagement):

- First click:
 - Sorts the table from highest to lowest values
- Second click:
 - Sorts the table from lowest to highest values

This helps to quickly identify:

- Top-performing entries
- Underperforming entries

4. Sorting by categories

When selecting a categorical column (e.g., property, country):

- First click:
 - Sorts the table in alphabetical order (A → Z)
- Second click:
 - Sorts the table in reverse alphabetical order (Z → A)

5. Key Benefit

Sorting allows users to:

- Quickly identify top and bottom performers
- Structure data for easier analysis
- Support fast, insight-driven decision-making

3.4 Mouse-over definitions

1. Overview

The dashboard includes **mouse-over definitions (tooltips)** to help users quickly understand KPIs and selection options directly within the interface.

2. How it works

- Move your mouse cursor over specific elements, such as:
 - KPIs (e.g., engagement, reach, impressions)
 - View options (e.g., moving average, absolute values)
 - Media type selections (total, owned, earned)
- A definition or explanation will automatically appear

3. Where it is available

This functionality is primarily available on the Performance page, especially in:

- The KPI overview section
- Chart settings and toggle options

4. Goal of the functionality

Mouse-over definitions help users to:

- Quickly understand metrics and options
- Avoid misinterpretation of KPIs
- Access explanations without leaving the dashboard