

Meltwater Social Listening 2017 Chicago Country Lake Shake

[Event Overview]

Chicago first launched the three-day country music festival, Lake Shake, back in the summer of 2015. This marked the beginning of an annual event that would take place within the Huntington Bank Pavilion at Northerly Island. The festival typically runs on a weekend within June, Friday through Sunday. The reason for Lake Shake's rapid popularity and successful start-up was the artists that they got to perform at their venue. Big time stars such as Brad Paisley, Thomas Rhett, and Rascal Flatts to name just a few. Country fans could buy one ticket to see multiple favorite artists perform within one day, better yet... one weekend. Aside from the main stage performers, Country Lake Shake features carnival rides, an array of delicious food/drink vendors, smaller music tents, interactive displays, merchandise, and walk-up bars [2].

[Meltwater Overview]

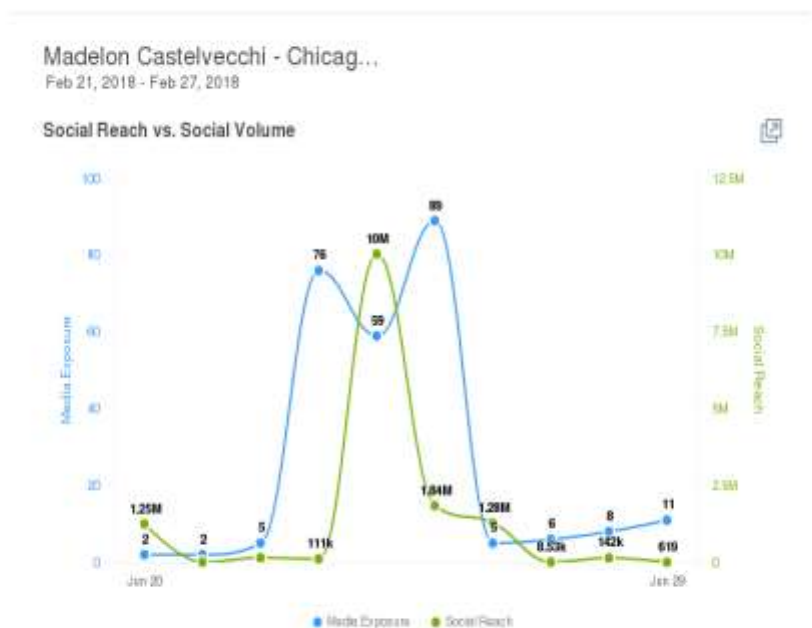
I chose the 2017 Country Lake Shake event to research and analyze on *Meltwater* because it was an event that I had attended over the summer. I also felt as if this event would be a great choice because I have attended the festival two summers out of the three that it has been around. With the personal experience and knowledge of the local event, I thought it would be intriguing to look further into how others perceived the festival, being that it is still so new to Chicago. When conducting my social search on *Meltwater*, I chose to use keywords that were relative to the title of the festival, location, and genre of music. An example of some of the keywords I used were; Lake Shake, country music, Chicago, Windy City, etc. I also included some names of the current artists that had just recently performed in the 2017 show to analyze people's opinions on their performances and get an idea of those performers fan bases compared to others. In general, I focused more so on the keywords that needed to all be included in the results, such as Country, Lake Shake and Chicago, to ensure that I was filtering through the right results. After narrowing down my social search results, I then created an "analyze" dashboard rather than a "monitor" option considering the event only happened one weekend out of the 2017 year. Before I report further on each widget analysis within my dashboard, I have modified my date range from June 21st through 28th of 2017 (to also capture pre-concert and post-concert results).

[Social Reach vs. Media Exposure]

As defined by *Meltwater*, social reach is defined as, "With social media reach metrics you are able to see the maximum potential viewership of a document and sort your content stream by that value. Reach numbers are available for Facebook, Twitter, YouTube and Instagram" [4]. In terms of the two concepts (social reach and media exposure), it is comparing the possible viewers of the source or account to the possible exposure of the exact post. When analyzing the graphic, the volume of media exposure was the highest on the actual weekend the festival took

place (Friday-Sunday). Because there was nothing to post about except maybe pre-concert excitement from fans or information/promotions given out by the organization and their affiliates, the media exposure was low prior to Friday, the 23rd. The peak hit on the last day of the festival, Sunday the 26th with a total of 89 viewers being exposed to the content that involved Lake Shake. Some reasons for this peak could be because Sunday was a more popular day due to the headlining artists that performed, such as Miranda Lambert who is a well-known country music artist with multiple hit albums/songs. Another reason for the peak being on Sunday, could be that fans that had went the previous two days were just then posting their pictures or feedback from the concert.

When comparing the social reach and media exposure, I noticed how on Saturday, the 25th, the results were opposite. The media exposure decreases substantially between Friday and Sunday, whereas the social reach peaked on Saturday. The social reach escalated to a peak of 10M users on Saturday, and this could be due to the media coverage, or again, the artists that had performed that day. It could be that certain artists have media teams that cover and post more of their content versus others, causing the reach numbers to spark [4].



[Top Posters]

Meltwater's top poster widget captures the idea of what public users are posting the most among an event, brand, or company within a given point in time. More specifically, *Meltwater* describes this widget as follows, "The widget displays a ranking of the top 10 posters by their usernames who share the most content in a topic in any social channel" [4]. As for Country Lake Shake in 2017, it was reported that the top poster on Facebook had been US99/Chicago's Hottest Country which is the leading country music radio station in the Chicagoland area. As the leading top poster out of ten total recorded sources, US99 uploaded 28.5% of the content regarding Lake Shake. This verified page posted content on Facebook ranging from status updates, live/posted videos, and photos of the artists, fans, media, and action involving the festival. *Alcala's Western Wear*, (retail store) located in Chicago was the second top poster according to *Meltwater* posting

at a rate of 14.29%. The reasoning for this was because the company's Facebook is a verified, public page and they utilized the festival for advertising their country apparel in hopes to get foot traffic from concert goers. The company exposed their brand name by attending the festival and bringing in an interactive mechanical horse for people to ride, post about, and get the chance to win free giveaways from their store. Lastly, the third top poster was *On Stage Review*. *On Stage Review* describes their company as follows, "On Stage Review is a collaboration of passionate and enthusiastic music lovers giving you an inside look at some of today's top artists" [1].

[Sentiment]

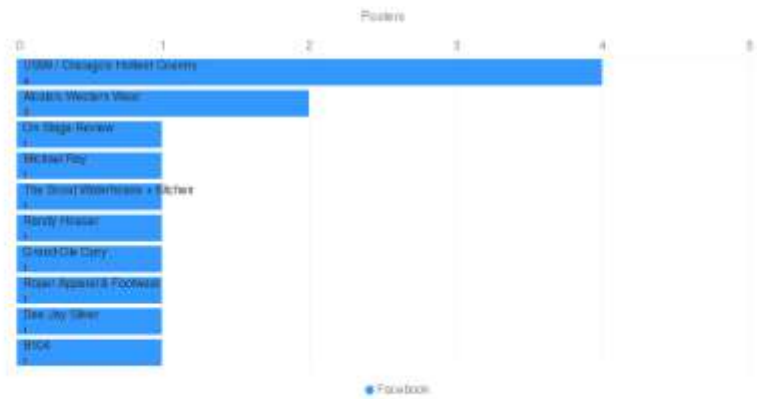
Sentiment is a widget *Meltwater* designed to attempt to determine positive, negative, or neutral reactions to a subject based on key words within the post. "Many clients use this Widget to easily identify spikes in negative or positive sentiment and subsequently access

content of interest with a simple click of a button" [4]. The sources of content derived from Facebook, Twitter, and Instagram social media platforms. Based off the results, *Meltwater* suggested that 17.24% of the content posted regarding Lake Shake from June 21st through June



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Top Posters



Alcala's Western Wear
@Alcalaschicago

- Home
- About
- Photos
- Reviews
- Videos
- Events
- Contest
- Posts
- Community

Like Follow Recommend ...

Alcala's Western Wear added 137 new photos to the album: The Hardest Working Horse in Chicago. June 26, 2017 · 📷

Alcala's Western Wear took one of our mechanical horses to the Country LakeShake Festival this year and took a picture of every single person who rode it! We gave out a lot of free hats and had a lot of fun. Enjoy the pics and feel free to tag yourself. #lakeshake2017 #lakeshake #chicago #charliehorse #alcalas



Kelleigh Bannen Jun 25, 2017 · 1:38 pm

Yesterday in CHICAGO! Thank you Country LakeShake Festival! Xx

Reach 25k

Keywords: CHICAGO, Country, LakeShake, Festival

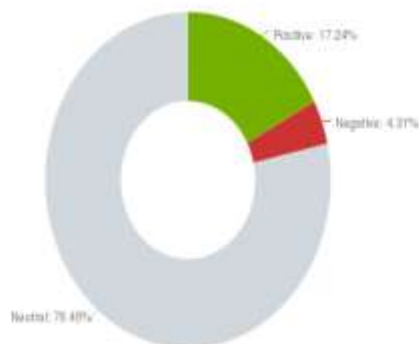
Positive ○

28th was positive. 78.45% of the content was reported as neutral and 4.31% seemed to be negative [4].



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Sentiment



Based off the results listed, it is clear to see that the computer can only pick up on certain dialogue and tone within each post. Because of this, most posts were detected as neutral when they were objectively positive from fans sharing their experiences at the festival.

[Top Sources]

sources. Top Sources is a widget designed for displaying social media platforms that have the highest ranking for uploaded content relating to the event specified. In this case, 60.46% of Country Lake Shake media was uploaded via YouTube with a recorded amount of 159 posts exactly. I believe it is safe to assume this is because of fans uploading videos of them recording

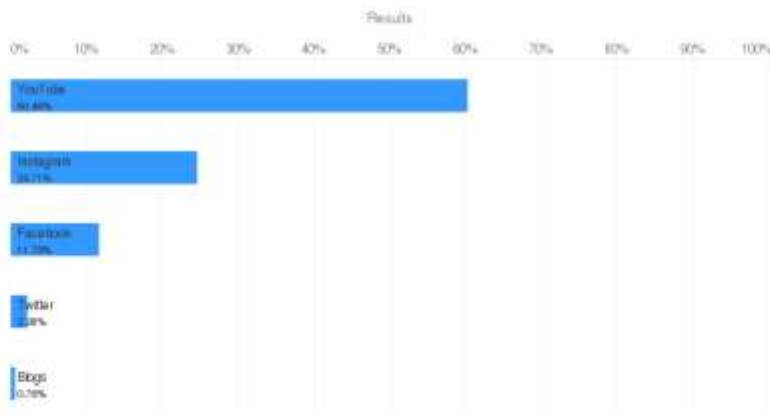
Another widget I found useful in analyzing was top

artists performing on stage or the verified accounts uploading recaps of the event. Instagram came in second place with a 24.71% (65 posts) recorded amount. When filtering through these results in *Meltwater*, the pictures posted to Instagram were hashtagged “Lake Shake” and typically involved pictures of the stage, artists, and selfies of the concert



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Feb 21, 2018 - Feb 27, 2018

Top Sources



goers involved within the experience of the festival. Lastly, 11.79% (31 posts) were found on Facebook with Lake Shake content [4].

[Conclusion]

In terms of social media research and exploring what your audience has to say, *Meltwater* can be a very applicable tool. As discussed, there are limitations to the available results due to privacy restrictions and content sensitivity, but *Meltwater* can most certainly capture some raw material that can give researchers/companies valuable insight. I personally found this platform easy to navigate and use as a new beginner and the tips available in the help section assisted me in furthering my research and understanding of each tool available on it. Not only was it convenient in terms of difficulty, but it taught me what researchers' and analysts' criteria may consist of when they are looking for answers from their market.

As for Country Lake Shake itself, based off *Meltwater* widgets and content available with each social search, it seems as if most of the posts were positive and involved sharing of pictures, videos, and statuses from happy event goers. Being that the festival is so new to Chicago, it continues to get a successful turnout each summer. The 2018 festival is scheduled to return to Chicago this June 22nd through June 24th. If Lake Shake can proceed in scheduling popular country hit performers, and continue to advertise the event, then the festival is bound to wrangle in more fans to buy tickets within the upcoming years.

References

- [1] “Alcala's Western Wear.” *Alcala's Western Wear took one of our... - Alcala's Western Wear*, Facebook, 26 June 2017, www.facebook.com/57091839843/posts/10155412873029844
- [2] “Country LakeShake - Chicago's 3 Day Country Music Festival.” *Country Lake Shake*, www.lakeshakefestival.com/
- [3] “Kelleigh Bannen.” *Kelleigh Bannen - Yesterday in CHICAGO! Thank you Country...*, Facebook, 25 June 2017, www.facebook.com/21113350402/posts/10158827260740403
- [4] *Meltwater*, app.meltwater.com/analyze/dashboard/viewer/5a8f0fec35617c9fc56532a6