

Social Listening Report

This weekly report was created to keep the C-team informed on weekly brand news, perceptions, reputation, and social media/PR conversations.

LZ WEEKLY SOCIAL SENTIMENT REPORT

6/8-6/15

Weekly Summary: We are pacing on par with our baseline from Q1. This is due to positive commentary around our involvement in the Pride parade as well as a reduction in overall social media complaints.

SENTIMENT METRICS

Overall	Twitter	Facebook
Positive: 37.9%	Positive: 46.4%	Positive: 32.1%
Neutral: 43.7%	Neutral: 33.9%	Neutral: 50.9%
Negative: 18.4%	Negative: 19.7%	Negative: 17%

Instagram	LinkedIn
Positive: 61.9%	Positive: 100%
Neutral: 23.8%	Neutral: 0%
Negative: 14.3%	Negative: 0%

60-day trend

WEEKLY INSIGHTS

Brand

- Participation in LA Pride parade = positive mentions for LZ from tech media sources
- Fast Break ambassador posts from May are still getting retweeted, even though the FB4SB program has ended
 - This is creating a small volume of positive mentions
- There were 2 separate mentions of service levels of Earth Class Mail declining after acquisition from LZ (pictured below)
- Complaints and confusion around RA subscription charges still surfaced on social media

Customer Care

- California's filing TAT saw another WOW decrease of 8%
 - The state is almost caught up on backlogged orders
- RA subscription renewal and collections saw a spike in customer comments with a 42% increase

BBB

- Customer Review Rating - 4.53/5 (Avg of 5,270)
- # of complaints for the week: 12
- Number of Positive Reviews: 16
- Number of Negative Reviews: 0

What we learned:

- Ambassador/Influencer posts have a longer "shelf life" for retweets than our standard content (ongoing influencer programming kick-off in July)
- Positive mentions from media sources supports our sentiment

What we'll do next:

- Continue to moderate and message around our RA service to help educate our audience
- Decouple complaint responses from our main account
- Work with ECM to co-create content that directly addresses customer complaints in social

Digital LA (@DigitalLA) tweet dated June 12, 2022. The tweet celebrates LA Pride Parade participation, mentioning support from @riotgames, @LegalZoom, @grindr, and @GumGum.