

# LibDems success cemented by social media strategy

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- Windfall Media's cutting-edge monitoring and analysis of digital communities used to audit Lib Dems election campaign online -

[London –6 May 2010] UK social media specialist Windfall Media has today announced it has been working with the Liberal Democrats in the run up to the general election. By identifying online opportunities and challenges the Liberal Democrats are able to understand exactly what the online audience is thinking and what they want.

Windfall Media offers a full online reputation management suite powered by iFeed, the only PRCA endorsed social media monitoring tool. Windfall's social media capabilities range from comprehensive brand audits to real-time Web surveillance via its unique online reputation dashboard. Its services blend proprietary technology with human analysis to extract key data such as trend reporting, online share of voice and competitor monitoring from across the social Web.

Andrew Orchard, Managing Director of Windfall Media, said: "The 2010 election will be seen as a turning point in political campaigning - the year that electioneering successfully went digital in this country. What the LibDems have rightly recognised is that by identifying supporters and engaging with them at a grassroots level they are able to extend their campaign into the digital sphere successfully and cost effectively."

Windfall Media monitors social media content that is delivered in real time from blogs, forums and other digital communities. Significant content is isolated from internet "noise" and logged with comments and advice via a dedicated online dashboard. This simple to use branded interface is modular so the user can add in applications to suit his or her particular needs and is accessible from any broadband connected computer.

The Liberal Democrats said: "Working with Windfall Media has helped us to get closer to the views of the British electorate as expressed through social media. Together with other analysis, this process has enabled us to listen to the needs of voters through blogs, forums and micro-communities like Twitter in a way that has simply not been possible in prior elections. This has helped us to reinforce some of the qualities of our campaign that have been so effective in conveying our message to voters."

Windfall Media was formed in 2008 as a sister company to online technology business Netemic. It services the needs of brand managers, public relations and media agencies whose digital requirements go beyond the remit of traditional PR. Windfall provides its suite of analysis and surveillance products to a range of public and private sector organisations including Sagem and Dell.

About Windfall Media

Windfall Media is an online reputation management company that provides a variety of social media services based on proprietary Web monitoring technology (iFeed) and an innovative suite of analytical products.

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