

# This new app will help you stay on top of your online reputation

*PR agency JIN has just launched Jervis. Its mission is to enable senior management to keep track of anything relevant to their company happening in the media.*

Temps de lecture : minute

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Keeping up to date with the news is incredibly important for founders, but these same founders often find themselves navigating a haze of information trying to find what really matters – to their business, and in general. Jervis aims to cut out the pointless stuff and curate the good stuff, across publications and social networks, so leadership teams can stay up to date in the most efficient way possible. I asked the team at JIN a few questions following the launch of their news review app.

## Why is it important for a business owner to keep up to date with the news?

News is increasingly scattered and it is really complex for business owners to keep up to date. Most of the time, news is flowing in multiple directions and nothing has been built for business leaders specifically to gather all the news and get insights from it.

News is a very valuable asset to better know the environment your business operates in, in terms of the market of course, but also regulations. It also helps to keep an eye on the trends of your sector to know if you are on the right path. Another interesting aspect of the news is inspiration. Whether it's traditional or social media, corporate leaders

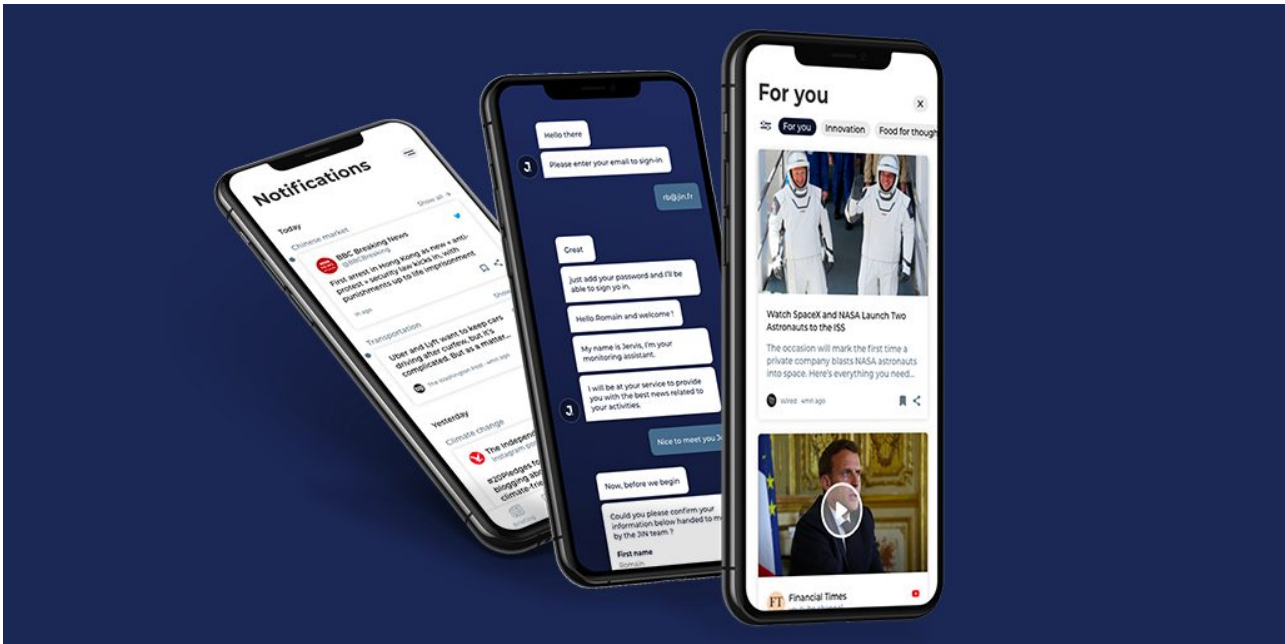
are really keen to know what other leaders around the world are saying and doing, especially during difficult times (COVID is a prime example!).

**Do you consider social media to be an important source of information alongside traditional media? And if so, how do you account for this within Jervis?**

Traditional media are known as the trusted source of information, so it is essential to keep an eye on them. But they are facing two major issues: lack of speed and lack of flexibility. Most of the journalists and key opinion leaders are on social media and especially on Twitter, expressing themselves freely and in real time.

When you set up a professional and personalised monitoring strategy, following the right people in your industry on social media, you are ensuring that speed and flexibility which traditional media cannot keep up with.

At JIN, we are prioritising quality over quantity. So Jervis is able to monitor the main social media channels which are important for corporate leaders. Twitter is the main one – as we retrieve 100% of the tweets in real time worldwide.



## How could Jervis help someone predict and manage a PR crisis?

Jervis helps identify a crisis in real time. Based on the abnormal volume of news coming in on a particular subject, our clients can spot a situation really easily and react accordingly. In those kinds of circumstances, dedicated monitoring experts at JIN operate to adjust the listening strategy and provide a dedicated summary of the situation at various stages.

In addition, if the crisis is significant, as an agency we propose tailor made offers to help manage the crisis situation. What is important here is the mix between tech and human to best handle the situation.

## Could you give an example of another situation where Jervis would really come in

# handy?

Some of our clients are also interested in the capacity of Jervis to monitor deliverables, for example, number of times a hashtag is used, number of brand mentions on social media, number of press mentions etc. Our consultants at JIN then create tailor made reports based on this information and the KPIs the client wants to track.

Most of the online monitoring tools on the market are complex to operate because of the numerous features that nobody uses, therefore clients spend lots of money on these tools, but end up still using Google Alerts and scrolling Twitter manually for hours.

Our monitoring reports are made in collaboration with our clients in order to fit their needs. On a regular basis, our monitoring experts, using the capacity of the Jervis Platform, are able to produce these reports that analyse the news and provide insights. In that sense, news is transformed into real valuable assets and it saves a lot of time of news scrolling for our clients.

## Could this personalisation result in bias or missing out on vital information?

Our algorithm selects the most important news that a corporate leader should be aware of. It takes into consideration variables such as the popularity of the source, the relevance of it based on the key words and expressions, and how much engagement a piece of content has received. Alongside this selection, users still have the possibility to consult the rest of the news about their business directly in the application.

In order to always be focused on vital information and not missing any key information, our clients have the ability to manage the filtered criteria based on the advice from JIN's communication experts.

Article by David Johnson