



The journey to discovering external views of your business

Speeki Social uses social media listening techniques to capture data that can add value to your whistleblowing programme



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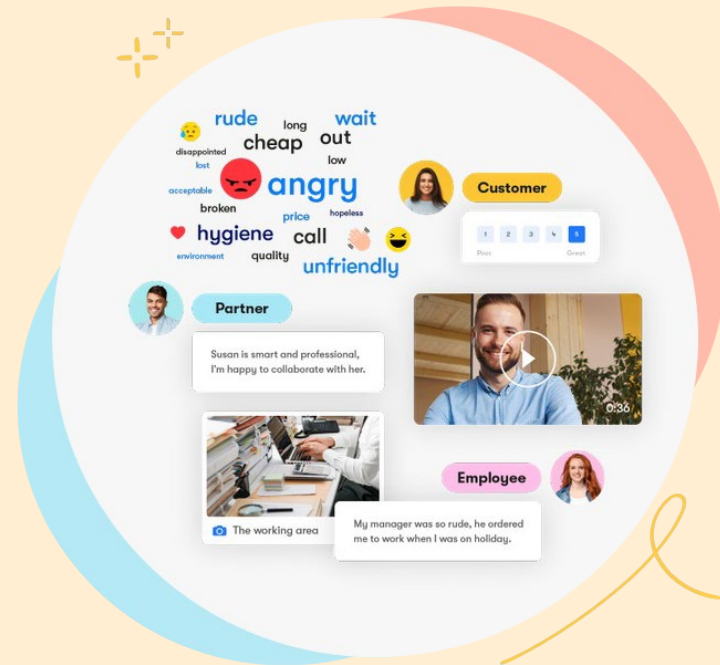
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Maximise the potential of your whistleblowing programme and create additional value through social media listening

Speeki Social is a service that brings together social listening and ESG expertise to provide you with actionable insights that can supplement your whistleblowing programme and drive your key ESG initiatives.

Actively listen to your employees, customers, partners, suppliers and other stakeholders to find out what is happening with your brand's ESG.



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Understand how stakeholders feel about your business and analyse key trends around your brand and in your industry using social listening techniques

Take action based on insights, find new business opportunities, and connect the dots to grow your business

Never miss a critical mention and take charge of risks when a potential crisis emerges – every conversation matters!

Receive periodic reports as well as guidance on how to modify your keyword selection

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Stakeholder impact

Compliance and ESG teams

will benefit from the information and insights this service will provide to them without getting in the way of their day-to-day tasks

Management and leadership teams

will benefit from actionable insights that can feed into their strategies for organisational growth

Other stakeholders

will benefit from being able to speak up without inhibitions and having their concerns addressed

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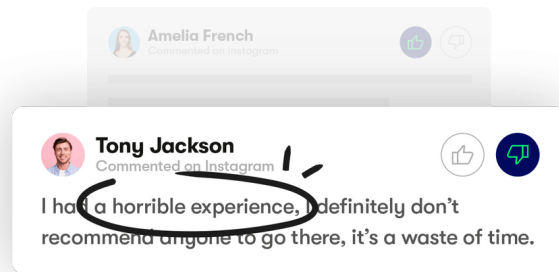
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What you don't know can damage your reputation, your brand and your ESG performance

- Many companies will monitor their social media for issues around quality or sales, but few will use this resource for broader governance or ESG issues
- Including social listening in your whistleblowing programme adds an additional layer of input that might not otherwise be reported
- Social listening is more than just 'turning a few keywords on' in a media monitoring system – it involves careful listening, filtering and interpretation
- The system gives you guidance and input on where to focus your attention



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From data to insights

Analyse key trends around your industry and stakeholders. The significant amount of data collected is reviewed by Speeki and our content partner, cleaned to eliminate – irrelevant or trivial content, and validated where possible.

With Speeki Social, you are able to enrich and validate insights derived from other signals, giving you the vision and control to manage your social media reputation.



Data



Knowledge

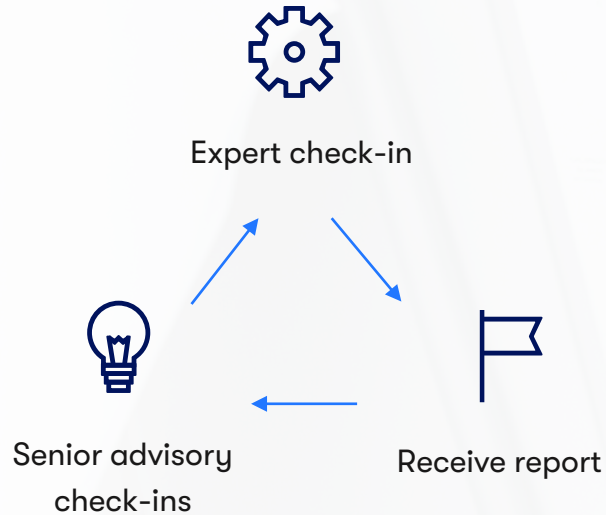


Information



Insights

The Speeki Social model



- 1 What happened?
- 2 What did it look like?
- 3 Why is this relevant?
- 4 What are the potential next steps?

**Four-step storytelling
in reports**

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information
contact us at

info@speeki.com

**Protect your ESG reputation
by listening to social media.**

Start social listening today!

speeki.com