

# twitter

why twitter?  
open interface  
no password needed  
brands pay attention to it

facebook groups can be used too  
instagram requires a login  
youtube can be used for links

Healthcare

Safety

Food

Clothing

Toys

Education

Electronics

Entertainment

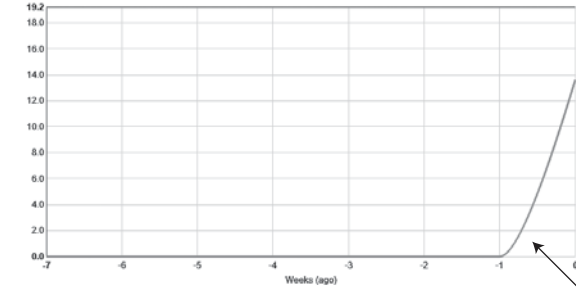
Voice of The Child

Professional Services



## Understanding The Market

### Hashtag Analysis



only being used by original poster (or) being picked up by commentators

what's their "staying power" of this hashtag over time?

peaked on keyword list

**Barbie** @Barbie · May 18  
Social media needs more empathy. And the world needs more empathy. Did you know playing with dolls can help us get there? #SpreadSomeEmpathy

does common term appear "much more" than normal?

stop words automatically detected and removed

time series analysis (day over day)

common terms

- favorite
- happy
- series
- collection
- summer
- #hasbropulsecon
- #scarletnexus
- #hasbropulse
- empathy
- lgbtq
- dreamworks
- legocon
- plastic
- arrives
- fashion
- ashton
- stylish
- punk
- athlete
- beach
- etc...

first time appearance?

new hashtag?

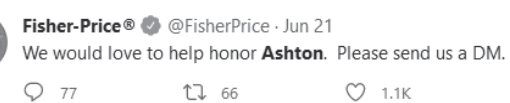
Social media needs more empathy. And the world needs more empathy. Did you know playing with dolls can help us get there?

first time appearance

investigate ashton mention

**Posts mentioning Brand**  
We took a herd of his beloved @FisherPrice seahorses to donate them to the @TexasChildrens hospital. Ashton is a sweet angel.

Someone @FisherPrice is an old school gamer. The Fisher Price controller even has a Konami Code Easter Egg.



Radio Flyer is proud to support Lil G's Wagons of Hope at hospitals.

are multiple terms rare? ashton + hospital

**Comments about a post**  
Yeah to Fisher Price! I am a grandmother and your toys will be on the top of my list and I will spread the word

Thank you, Fisher-Price! I knew you'd come through! Signed, a loyal customer for 50+ years

This warms my heart @FisherPrice! Thank you for helping @Ashtons\_Journey! We love @FisherPrice even more now!

**Posters who comment**  
andrew kaczynski @KFILE

Reporter at CNN. Francesca's Dad. Fighting childhood cancer for her legacy through @TeamBeansFund. Not giving up. Andrew.w.kaczynski@gmail.com

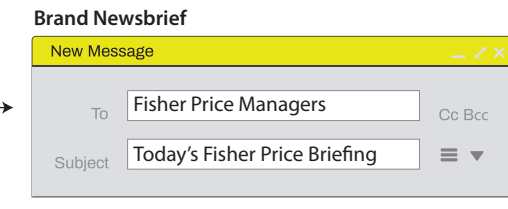
6,420 Following 433.9K Followers

Thank you to everyone who helped us sell 1000+ shirts and raise nearly \$30K for Dana Farber! I struggle everyday with Beanie's death from cancer, but y'all are helping me give her a legacy she should have built with her life. I will never forget it.

These are sent free to the top leaders/influencers

Build awareness  
Generate interest  
Sell custom briefings

Clients pay for custom version of daily briefing  
Can be billed monthly, by company, enterprise use  
Client can send daily email and provide editor



send to:  
chief marketing officers  
brand managers  
product leaders  
regulatory executives  
industry insiders  
journalists



**Machine Models**

- Decision Makers
- Daily Toy Information Briefing
- Toy Industry News
- Brand/Company Highlights
- Significant Events
- Popular Hashtags/Themes

Send [Rich Text Icons]

Human editor can select top articles and even write a pithy for top of email

### Black Nerd Problems

Official Twitter of Black Nerd Problems website. 99 problems, diversity ain't one. Nerdy & Lit AF. EMAIL NOT DM! Contact: blacknerdproblems@gmail.com

674 Following 45.3K Followers

Scarlet Nexus' 'brain punk' setting imagines a future where advancement was dictated not by technology, but psychic ability https://blacknerdproblems.com/scarlet-nexus

**Scarlet Nexus** @scarlet\_nexus

Psonics. Welcome to the Official #ScarletNexus Twitter. SCARLET NEXUS is available now on Xbox, PlayStation, and PC.

8 Following 38K Followers

analyze 2-3 word phrases

- very common
- collectible figure
- star wars
- iron man
- just revealed
- play with
- brain punk
- scarlet nexus
- etc...

peaked on phrase list

investigate "ashton" mention

- significant number of likes and retweets
- company actually responded
- company used "DM" in their reply
- mentions multiple rare terms

picked up by user with 400K+ followers

- significant tweet term: T-shirt
- significant tweet term: Dana Farber

significant number of exclamation points in replies

investigate events

event = collection of rare tokens or spiking tokens

If you already played #ScarletNexus, what score would you give it and why?

investigate influencers

lists that track toy influencers

UK's No.1 Designer Toy Blog! Bringing you the best news from worldwide artists! @TheToyChronicle @TheToyInsider @ToyBook @toy\_wizards @jordanhembrough etc...

investigate keyword searches

tracking the phrase "sesame street" versus @sesamestreet account

There's a Cookie Monster based Pac-Man clone on the [Sesame Street] website. And yes, it works on mobile.

investigate commentators

should we be tracking non-toy accounts?

The Importance of seeing #diversity & yourself in #Comics, #Princesses, & #Toys

investigate themes

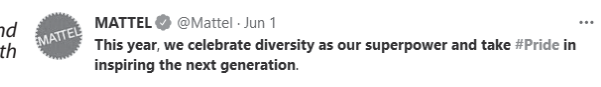
are there spikes in word taxonomies?

- empathy
- affinity
- appreciation
- compassion
- insight

should we be tracking main events?

- covid? mental health? child cancer?
- diversity? blm? equity? race?

don't be the only brand to forget it's Pride Month



investigate brand posts

did a brand have some unusually popular posts?

- Our first ever #LEGOCON is ON! RIGHT NOW! Head over to http://LEGO.com/LEGOCON to join us!
- What are things that fly in the air? Airplanes! Check out this LEGO Systems set from 1961 (311) that was the first to feature an airplane.
- Police cars revolving light THROWBACK ALERT Police cars revolving light Check out these early LEGO Technic cars!

Toy brands will be interested in any related trademark

The Cartoon Network, Inc., ranked #40 with 35 trademarks, applied for a Fena: Pirate Princess trademark. Mattel, Inc., ranked #2 with 212 trademarks, applied for a Tiny Taste Adventures trademark.

Is this a new type of doll? Or just a new name?

investigate articles

industry news that is popular

Check out The Genius of Play's latest list of cool toys that encourage kids to give their growing bodies a workout this summer

News API

News Articles (API)

Public Company Information

Industry Sites (e.g. Recalls)

Best Selling Children Books

Brand Trademarks

Brand Website Changes

amazon

Product Reviews

## Non Social Media Information