NARRATIVE AND SENTIMENT ANALYSIS REPORT

Social Sentiment

Social Media Sentiment Analysis

ISSUE	REPORTING WEEK 00
CADENCE	WEEKLY
HANDLING	CLIENT CONFIDENTIAL

BOTTOM LINE UP FRONT

Negative sentiment toward the client's brand rose sharply after a viral video alleged unsafe working conditions at a supplier. The narrative is spreading fastest on short-video platforms. A small network of coordinated accounts is driving about a fifth of the total volume.

86K
POSTS ANALYZED

-38
NET SENTIMENT SCORE

21%
VOLUME FROM COORDINATED POSTS

NARRATIVE RISK LEVEL

4 / 5

HIGH

LOW — CRITICAL

Scored on TAM-C's 1 to 5 risk method. Up two levels on the supplier video narrative.

01 Key narratives

LABOR — HIGH

Supplier video drives brand backlash

A video filmed at a [redacted] supplier plant drew 4.1M views in two days and tagged the client's brand. Replies call for a boycott. Sentiment on the brand handle fell from neutral to strongly negative.

SOURCE · SHORT-VIDEO

AMPLIFICATION — ELEVATED

Small network boosts the narrative

About 140 accounts created in the past month reposted the video in tight bursts using identical captions. Several share profile images with a [redacted] page that has pushed earlier campaigns against peers.

SOURCE · NETWORK ANALYSIS

RESPONSE — MODERATE

Employee posts soften some threads

Posts by client employees describing supplier audits drew positive engagement and slowed the narrative in professional networks. The effect has not reached short-video platforms, where volume continues to grow.

SOURCE · MAINSTREAM SOCIAL

02 Narrative watch

NARRATIVE	TREND	EXPOSURE
Unsafe supplier conditions and boycotts	▲ Rising	HIGH
Coordinated reposting by new accounts	▲ Rising	ELEVATED
Product quality complaints	■ Steady	MODERATE
Executive pay criticism	▼ Easing	MODERATE

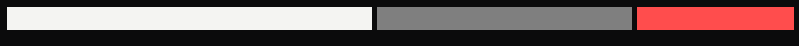
03 Analyst recommendations

01 Publish a factual statement on supplier audits within 24 hours on short-video channels.

02 Report the coordinated accounts to platforms with the network evidence provided.

03 Brief customer service and staff on approved responses to boycott messages.

PLATFORM MIX THIS WEEK



Short-video 47% · Microblogs 33% · Forums 20%

WHAT THE CLIENT RECEIVES

→ AI analytics with analyst review
→ Narrative and sentiment tracking
→ Coordinated activity detection
→ Real-time alerts on new narratives

ILLUSTRATIVE SAMPLE. ORGANIZATIONS, ACCOUNTS AND FIGURES ARE ANONYMIZED OR REDACTED. FULL REPORTS ARE DELIVERED TO CLIENTS ONLY.

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