

# Social Media Solutions for the Public Sector

Accessing Unstructured Social Media Content

QL2 Social Media Solutions for the Public Sector moves beyond automated web-scraping and archiving tools. QL2's data-agnostic technology allows for real-time awareness and collection of any data residing on any public-facing website.

## QL2 enables government to:

- Monitor specified websites (hosted by government and non-government)
- Capture user defined data in real-time
- Extract information from structured and unstructured data
- Transform data to user specified formats
- Transport data to another data source (such as an internal database or archive) for later retrieval and analysis

"Social Media" and "Web 2.0" describe the various activities that integrate technology, social interaction, and content creation. Social media uses the "wisdom of crowds" to connect information in a collaborative manner online. Through social media, individuals or collaborations of individuals create web content, organize content, edit or comment on content, combine content, and share content. Social media and Web 2.0 use many technologies and forms, including RSS and other syndicated web feeds, blogs, wikis, photo-sharing, video-sharing, podcasts, social networking, social bookmarking, mashups, widgets, virtual worlds, micro-blogs, and more.

The uses of social media are boundless and whether it's to inform an audience or begin a conversation, the ability to reach such a vast audience is invaluable. The public sector is a relative newcomer to social media and while not broad in adoption, the reach and ability to influence and build brand or issue recognition through these mediums is high. The recent adoption of information control policies and the desire to have access to historical structured and unstructured data such as blogs, comments and feedback are key to the integrity of the information. The power that QL2 harnesses to monitor consumer and constituent sentiment over key issues is priceless.

QL2's technology platform is based on WebQL, a patented query language that extends ANSI-standard SQL to extract unstructured and semi-structured data. WebQL powers the entire QL2 On Demand Data Access Platform including the Social Media Solutions for the Public Sector.

## QL2 provides government agencies:

- Total control using agency specific criteria
- Real time awareness of dynamic website content
- Reduction in workflow personnel costs
- Greater transparency in government data
- Improved management of sensitive and non-sensitive data

▮▮ What's really important is that, on the back-end, the government is going to need to go through a transformation to ensure that we have the right resources to be able to respond to a new economy – to the digital economy. ▮▮

— Vivek Kundra,  
Federal CIO

### WebQL is designed for:

- **Unstructured, uncontrolled data:** WebQL is designed to collect and organize data from websites and other complex network environments where navigation and semi-structured content-tracking and real-time archiving are critical.
- **Efficiency:** WebQL operates within a small technical footprint and is unobtrusive to the data sources it accesses.
- **Simplicity:** WebQL streamlines the data access and gathering process and turns social media sites into a database than can be queried for key information.

### Achieving Transparency & Accountability

QL2 Social Media Solutions for the Public Sector provide powerful capabilities to pull together data from a variety of sources and formats into a single consistent viewing environment. The dashboard and map-based display capabilities provide easy access to key metrics, with easy drill-down into the detailed data, providing complete visibility into the information you need to make the best decisions.

QL2 is the world leader in reliable up-to-minute data and information. Our technology and services have been used many times to accomplish regulated requirements. For example, QL2 has been used to monitor comments on specific social networking sites to determine the popularity of the site's subject. Depending on the source and the content sensitive project requirements, QL2 can recommend the most efficient strategy for capturing and transferring this type of content.

### Partner Contact Information



Travis Kuykendall VP, IT Sales  
travis@gmpgov.com 703-349-5254  
GMP, a Service Disabled Veteran Owned Small Business  
GS-35F-0858N

### Contact Our Team

Our team of government specialists can help you choose a solution that's right for your environment. Contact the QL2 Government team to find out more.

[sales@QL2.com](mailto:sales@QL2.com) | [www.QL2.com](http://www.QL2.com)

QL2 is the leading on-demand data access platform provider that delivers the right data in the right format at the right time. Organizations that depend on market information as part of their strategy rely on QL2 to gain vital access to quantitative data on products and markets. QL2 lets customers quickly understand their market and make critical changes to stay aligned with their strategic objectives.

More than 250 clients in 40 countries depend on QL2 Data as a Service (DaaS) solutions for accurate and reusable data on channel, product and industry specific markets. The QL2 client-roster includes over 100 airlines, three of the top five global pharmaceuticals, and market leaders in retail, consumer products, government and life sciences. Founded in 2003, QL2 was named to the 2007 Inc. 500 and 2008 Inc. 5000 list of the fastest growing private companies, the 2008 Red Herring 100, and has been included in KMWorlds's 100 Companies That Matter for the past four years and Trend-Setting Products for the past three years.

