



How Smart Communities Leverage Social Media Insights Combined With GIS



Host from Snap Trends



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Social Media Today (Twitter Flight Conference – 2015)

Public Twitter Data is the largest searchable collection of human thought to ever exist. 500 million Tweets are posted each day.

Public Social Media Data is growing at an accelerating rate and has Unlimited Value and Near Limitless Application.

Actionable Insights are embedded in Social Media and can positively impact all organizations worldwide.

Software Systems that extract Actionable Insights will enable organizations to better execute mission sets.



A Common Operating Picture

Snaprends the leader in location-based social media insights, and

Esri the pioneer and leader in mapping / content visualization

Deliver a new Common Operating Picture Solution

Key Benefits of the comprehensive integrated solution:

- Social media content and analytics now visualized on Esri map
- Esri multiple displays, automate tasks and workflows, and advanced analysis now interact with social media
- Access Esri's 1,000's of mapping layers and apps to enhance threat assessment and response



Live Demo



Q & A



Thank you