

Social media has evolved from a once exclusive marketing tool used for promotion and engagement to now being essential for market research, business strategy and efficient operations. This evolution brings unique opportunities, challenges, and risks, including issues with the intricacies of various social platforms and complexities with social data collection, interpretation, and execution.

WHO SHOULD ATTEND

- This program is designed for middle managers or higher who are responsible for making business decisions based on data insights. Participants should have an interest in understanding and using social data to develop strategies and actionable recommendations.
- The course develops leaders who can solve problems through a high-level, advanced understanding of data — how to recognize and prioritize business use cases for data analytics, how to lead teams empowered to use data, how to interpret and translate the findings into business decisions, and how to communicate the associated business value.
- Individuals interested in pursuing their Certificate in Executive Leadership + AI.

PARTICIPANT INSIGHTS

"The insights shared by the exceptional faculty and the opportunity to collaborate with my amazing cohort have been truly transformative. The program's comprehensive curriculum and interactive sessions have equipped me with practical strategies that I can immediately apply in my professional endeavors."

— Chief of Staff, UPMC



TEPPER EXECUTIVE EDUCATION

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SOCIAL INTELLIGENCE: TURNING ONLINE DATA INTO INSIGHT AND ACTION

Interpreting, integrating, and operationalizing social data for real-time insight and impact.

2 DAYS | PITTSBURGH, PA | 2 TEUs | \$3,200

Historically relegated to measuring customer impressions on paid social campaigns, social media analytics is now in demand by different business functions including product management, public relations, and research and development. For this reason, many organizations are aiming to integrate and operationalize social data to provide real-time benefits to specific business areas including brand health and reputation, market intelligence, customer engagement and loyalty, trend mapping and topic modeling, audience assessment and classification, risk management, and organizational alignment.

In this 2-day session, participants will assess and compare the social media landscape, understanding differences between platforms as well as the challenges and implications for corporate use. Participants will develop a deeper appreciation of the cultural phenomena, technology development and regulatory concerns across social media, including the challenges presented by misinformation, echo chambers, deepfakes, cancel culture, doxing, and LLM/GenAI. The program features hands-on learning by using Boolean search string construction, engaging in NLP analysis, and interpreting social insights with AI.

WHY TEPPER EXECUTIVE EDUCATION

Great business decisions balance data-centered insights with human-driven leadership, which is why Tepper Executive Education programs blend cutting-edge research with real-work application, ensuring leaders don't just understand theory, but are prepared to put it into action. The Tepper Executive Education approach is hands-on, dynamic and results-driven, equipping participants to leverage data, technology, and collaboration that propels meaningful change.

WHAT YOU WILL ACHIEVE

- Develop the skills to assess social data using various advanced methods, such as trend mapping and audience assessment.
- Assess social networks and influence patterns to differentiate between engagement and connectedness, and to evaluate the value of key opinion leaders and subject matter experts.
- Develop and apply social intelligence, including identifying its purpose and the key metrics needed to assess its impact.
- Effectively communicate the strategic value and inherent risks of social intelligence to stakeholders across the organization including key metrics that prove its impact on business goals.
- Engage in crisis insight and intelligence analysis to assess all dangers, from threats to negative customer sentiment.

FORWARD THINKING FUTURE READY

Executive Education



FACULTY LEAD: Ari Lightman

Ari Lightman is a Professor, Digital Media and Marketing at Carnegie Mellon University's Heinz College of Information Systems and Public Policy. Ari is also the Co-PI for the Institute for Patient Safety Research (IPSR), A Commercialization Advisor for the Center for Machine Learning and Health (CMLH), housed within Computer Science (CS) and the founder of the Chief Information Security Officer Program and the Chief Digital Officer Program at CMU.

Ari teaches experiential learning classes across CMU including Digital Transformation (DT), Data Science for Product Management (DSPM), Applied Strategic Marketing (ASM) and Measuring Social (MS). MS is a fully immersive class where teams of graduate students across CMU work with brands to help them collect, assess and develop recommendations around social data including developing machine learning models and agentic AI implementations. Companies who have participated in the class include Netflix, Nvidia, PayPal, The New York Times, Marriott, Honeywell, Honda, The NFL, Google, EA, L'Oreal, Sony Pictures, Pfizer, and Microsoft. Ari has also founded and developed three executive education programs at CMU. He is the Author of *Monster Transformation: Conquer Your Digital Fears*, *Be AI Ready*, and *Focus on What Matters to Your Organization* and is currently developing his second book about AI and Fandom. Prior to joining CMU, Ari's experience spans across management consulting, venture capital and commercializing emerging technologies for several start-ups.

EARN YOUR CERTIFICATE

This program helps you earn the **Certificate in Executive Leadership** by successfully completing a minimum of 10 Tepper Education Units (TEUs) within a three year period. You can earn the **Certificate in Executive Leadership + AI**, when 5 of the minimum 10 TEUs are in AI programs.

SAMPLE SCHEDULE*

DAY ONE

SOCIAL MEDIA - UTILIZATION AND PLATFORMS

Examination of the evolution of social media platforms and how organizations use social media to inform, engage, and reach different online stakeholders.

SOCIAL USERS - AUDIENCE ASSESSMENT AND SEGMENTATION

Exploration of the dynamics of platforms, audiences, and digital conversations, including identification of what can be measured and a discussion of best practices when developing social listening/intelligence programs across different industries.

PROJECT PART I: BOOLEAN SEARCH AND QUERY SETUP

Participants will use a commercially available social listening and intelligence platform to develop dashboards on generalized searches. This session will enable participants to get started with performing searches and conducting data analysis with confidence.

ORGANIZATIONAL USE

Participants will move beyond vanity metrics toward meaningful indicators by assessing how organizations are using social insight and intelligence to understand consumer needs and consumer perception with the goal of predicting customer shifts in expectations.

PANEL - SOCIAL INTELLIGENCE ENTREPRENEURS

DAY TWO

SOCIAL DATA IN THE ORGANIZATION

Participants will explore who benefits from social intelligence, address the common reluctance and bias of senior leaders toward using this real-time, unstructured data, and learn how to overcome these challenges. A guided exercise will be completed where participants develop an insight-to-recommendation strategy and a framework for prioritizing these insights by balancing stakeholder value against risk.

REDUCING HURDLES/BARRIERS TO USING SOCIAL DATA AND INSIGHTS

This segment tackles resistance to social data, teaching participants how to reduce barriers through identifying early warning signals, applying skills learned in previous sessions and building trust through quick, experimental models. Participants will engage in a scenario designed to understand share of voice (SOV) and monitoring campaign effectiveness.

PROJECT PART 2: DEVELOPING INSIGHTS, HYPOTHESIS AND EXPERIMENTAL MODELS

Participants will analyze the data from Project Part 1, developing dashboards and hypotheses using the platform. Participants will then articulate insights, develop recommendations and map strategies and tactics to specific audience segments.

SOCIAL DATA USE CASES

PANEL-MANAGING SOCIAL INTELLIGENCE

* Subject to change



ENROLL