



S6

SAMSUNG mobile

SOCIAL MEDIA MONITORING
3 DAY REPORT AND ANALYSIS

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Samsung & the S6

- ▶ South Korean based electronics company Samsung has been the leader in the Android market since 2010 when the Galaxy S line was first introduced.
- ▶ The launch of the Samsung Galaxy S6 and Galaxy S6 Edge is the most talked about story from the Mobile World Congress held in Spain on March 2-5.
- ▶ If Samsung gets the launch, promotion and sales right, the company could remain at the top of the Android market.
- ▶ Competition is greater than ever in the Smartphones industry, first impressions count and collecting them on social media has become all the more important.
- ▶ Early buzz is developing since the MWC and users are already deciding if an upgrade is worthy.
- ▶ First reviews are already available leading to public availability on April 10th and Samsung should focus on managing the story of this lunch by boosting the good aspects and minimizing the impact of negative comments and reports.



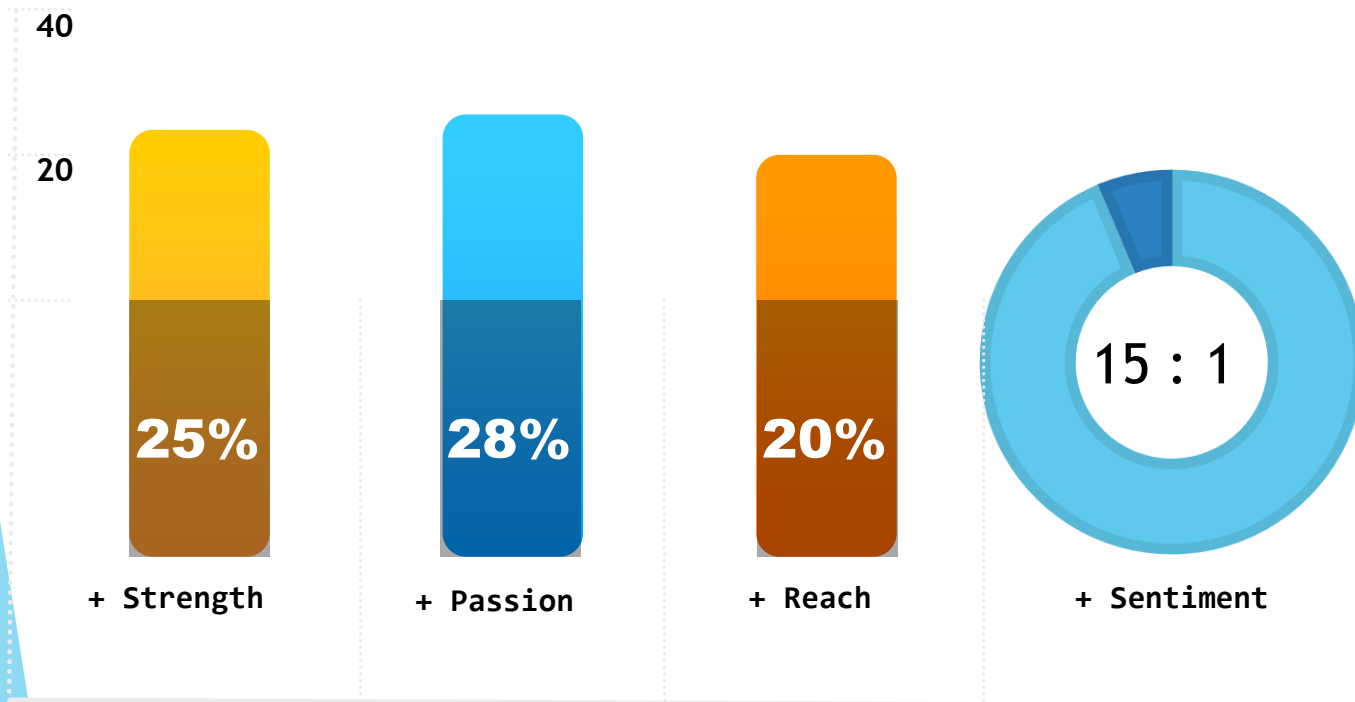
Methodology

- ▶ Data was collected following the launch of the S6 at the Mobile World Congress to best capture first impressions.
- ▶ Monitoring took place March 8, 9 & 10 between 21:00 - 21:30 hours.
- ▶ Social Mention (www.socialmention.com) was used as the tool for monitoring the main factors this study focuses on, which are:
 - Strength: The percentile likelihood that people are talking about the S6 in that particular moment.
 - Sentiment: Refers to the ratio of positive to negative discussions and comments about the S6.
 - Passion: Measures how often the same authors are mentioning the S6.
 - Reach: A calculation of the number of unique mentions divided by the number of total keyword mentions. The higher this number is, the more people are talking about the Smartphone.



March 8th 2015 Results

- A 25% chance was found that the S6 was being talked about in social media
- The average time between mentions was 19 seconds
- 79 unique authors were counted
- Within those mentions 28% were passionate advocates of the S6
- 20% of the discussions happening were about the S6
- Sentiment ratio at 15:1 showed the majority of discussions being positive



Top Keywords associated with S6:

- Galaxy
- Samsung
- Edge
- Link
- Saved

Top sites where S6 appeared on:

- Photobucket
- YouTube
- Delicious
- Reddit
- Topix

March 8th 2015 Examination

Looking particularly at Blogs, most of the postings were about the non-removable battery of the S6. People are not happy and it shows on the Sentiment ratio found of 2:1

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Removing The Galaxy S6's Battery Is A Chore

By Adnan Farooqui on 03/08/2015




 Microsoft Will Reportedly Allow More Apps On Xbox One This Summer

 Samsung Portable SSD T1: A New Design For Portable Drives

 Apple Might Have Quietly Fixed The iPhone 6 Plus' Bending Problem

 iPhone 6 Plus Meets Its Grisly End In Liquid Nitrogen "Test"

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[Home](#) » [News](#) » The Galaxy S6 has a removable non-removable battery






By Gareth Myles | March 8, 2015




The Galaxy S6 has a removable non-removable battery



There has been a little bit of criticism of Samsung and their decision to drop the removable battery from the Galaxy S6 and enclose the device. However, following instructions provided by Samsung themselves users can have a go at replacing the battery down the line if they require it. Whilst it is certainly far from being as simple as swapping the battery on previous Galaxy S devices and most other Samsung phones over the years, there is still technically a removable under the cover and the directions are not exactly rocket science. Attempting this on your own is doing so at your own risk, it will possibly invalidate the warranty. If you are not a qualified Samsung engineer you should probably not try this, or perhaps you should enrol to become a Samsung engineer and then attempt it. In the Galaxy S6 manual linked above see page page 138.



Remove the SIM card and tray from the device before starting battery removal.
Remove the back cover.
Lift out the battery from the device as shown in the image below.

Share this:  Twitter 7  Facebook 8  Google  Reddit  StumbleUpon

 Digg  Pinterest  Email

Google+  Gareth Myles  Follow 202

March 8th 2015 Examination

Microblogs, where most user conversations happen, showed a different perspective

- 100% of the people were discussing the S6
- Sentiment was highly positive at 10:1
- 168% in reach and 3% in passion

Almost all these mentions came from the International Giveaway organized and promoted by the website Android Authority, where 1 tweet gets you a chance to win.

● [If you want to win Samsung Galaxy s6 edge please visit Android authority . Good luck](#)

twitter.com/arajib83/status/574740643851719168

5 minutes ago - by  @arajib83 on [twitter](#)

● [Want to win Samsung Galaxy S6 Edge? I just entered to win and you can too. http://t.co/xxkOQ8Tuyr](#)

twitter.com/millien_warren/status/574740645408976896

5 minutes ago - by  @millien_warren on [twitter](#)



Samsung Galaxy S6 Edge international giveaway!

BY DEREK SCOTT | MARCH 8, 2015 | 141

14.5K
SHARES



6255



7332



918

Welcome to the [Sunday Giveaway](#), the place where we giveaway a new Android device each and every Sunday.

A big congratulations to last week's winner of the [Samsung Galaxy S6](#) [Vojtech K.](#) from the Czech Republic.



This week we are giving away the device that caught everyone's eye: Samsung Galaxy S6 Edge!

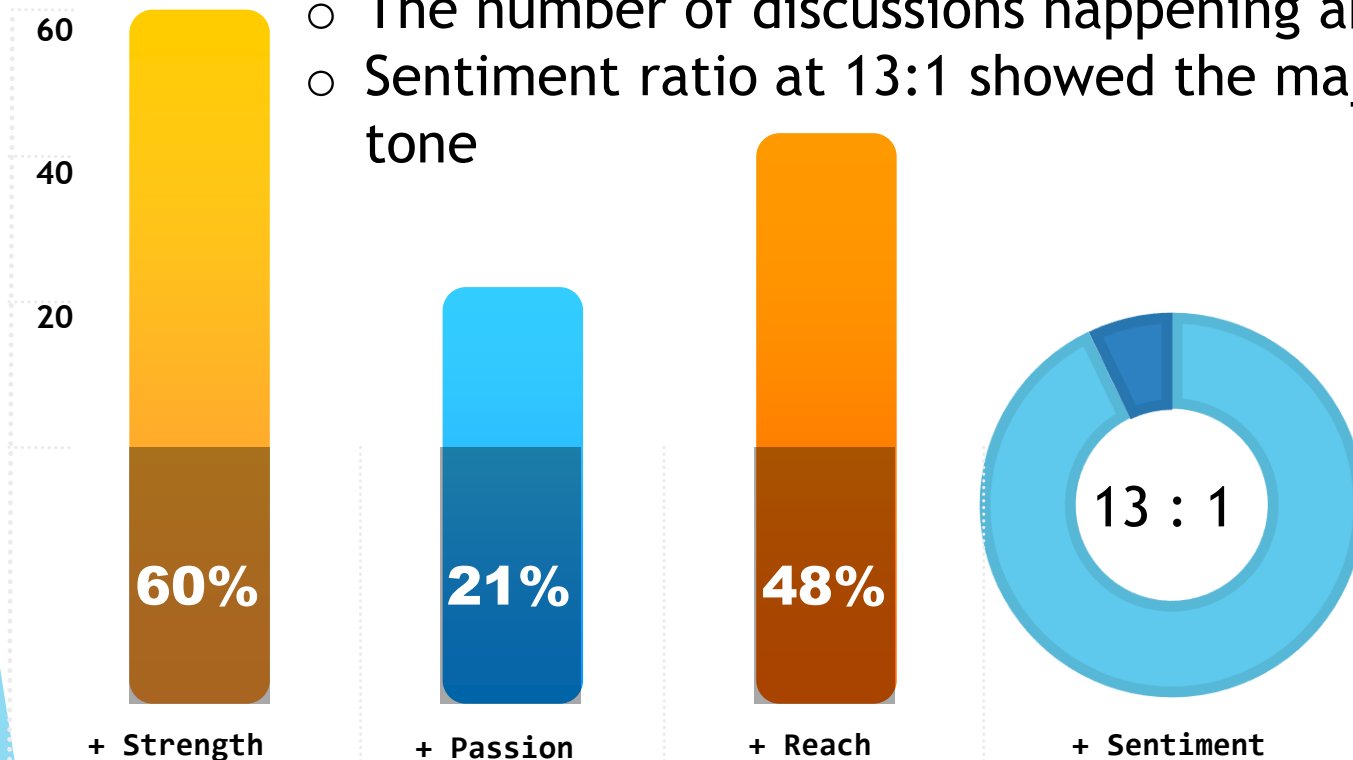
The [Samsung Galaxy S6 edge](#) is the phone to have if you want to stand out from a crowd of nondescript slabs. Featuring a sleek aluminum

Related articles

- [Pre-orders for the Samsung Galaxy S6, S6](#)

March 9th 2015 Results

- An increment was found with a 60% chance that the S6 was being talked about in social media
- The average time between mentions decreased to 14 seconds
- A considerable increment in unique authors was encountered at 215
- Within those mentions, 21% were passionate advocates of the S6
- The number of discussions happening about the S6 grew to 48%
- Sentiment ratio at 13:1 showed the majority of discussions kept a positive tone



Top Keywords associated with S6:

- Galaxy
- Samsung
- Edge
- Link
- Delicious

Top sites where S6 appeared on:

- Friendfeed
- Twitter
- Photobucket
- YouTube
- Delicious

March 9th 2015 Examination

NEWS, TECH

GALAXY S6 BATTERY IS REMOVABLE, IF YOU DON'T MIND GETTING A LITTLE SCREWY

MARCH 9, 2015 NJSTOKES LEAVE A COMMENT



The [Samsung Galaxy S6](#) is powered by a non-removable battery, and anecdotally speaking some people are very unhappy about that.

Customization has always been one of Android's strengths, and only those suckers with iPhones should be stuck with a non-swappable battery. Right?

In Blogs the tone and intention remained as the day before with more entries about the S6's non-removable battery, understandable especially considering that this feature represents one of Samsung's main competitive advantages



March 9th 2015 Examination



Carl Anthony Lucas
@kokasses



+ Seguir

Reasons not to buy the Galaxy S6 - CNET
fb.me/3DTwCGml8

Ver traducción



CNET



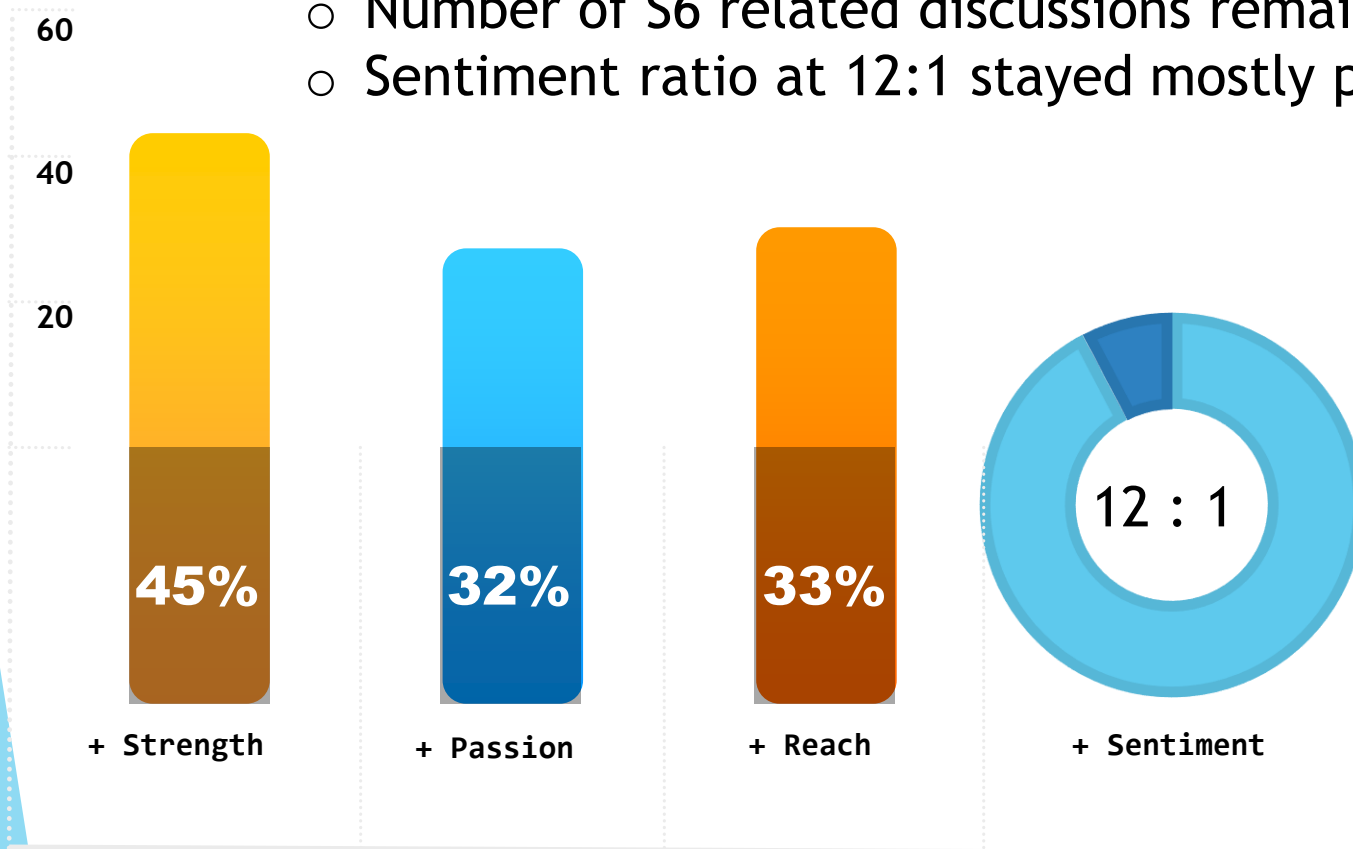
Microblogs, once again, showed a different scenario. The Android Authority giveaway kept dominating Twitter (the lack of a brand hashtag or mention on those is something to note)

- 100% of the people were discussing the S6
- A 139% was detected in reach and an increment in passion with 20%
- Sentiment declined to 3:1

The reason for this detriment being a video story posted on CNET that got many retweets titled “Top 5 reasons NOT to buy the Galaxy S6”

March 10th 2015 Results

- A good 45% chance was found that the S6 was being talked about in social media
- Average time between mentions was 21 seconds
- Unique authors remained high at 165
- An increase in passion was found at 32%
- Number of S6 related discussions remained consistent with 45%
- Sentiment ratio at 12:1 stayed mostly positive



Top Keywords associated with S6:

- Galaxy
- Samsung
- Edge
- Link
- Display

Top sites where S6 appeared on:

- Friendfeed
- Delicious
- YouTube
- Photobucket
- Facebook

March 10th 2015 Examination

Ewan Spence, contributor at Forbes.com, is of particular interest. He's posting daily articles about the S6 and they get referenced on Social Media repeatedly

Forbes ▾ New Posts Most Popular Lists Video 15 Stocks to Buy for 2015 Search

TECH 3/10/2015 7:00PM | 779 views

Samsung Rescued By Twenty Million Galaxy S6 Orders

+ Comment Now + Follow Comments

Ewan Spence
Contributor

FOLLOW

I look at the impact of mobile technology and online media.
full bio —

Opinions expressed by Forbes Contributors are their own.

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Samsung Galaxy S6 (image: Samsung PR)

Samsung's Chief of Mobile, Shin Jong-Kyun, has reported that the South Korean company has taken a substantial number of pre-orders for the latest Android/TouchWiz powered handsets. "...Pre-orders of the two Galaxy variants from our major clients are really huge," Jong-Kyun told reporters.

CONFERENCES AND MORE

- [Samsung Rescued By Twenty Million Galaxy S6 Orders -](http://www.forbes.com/sites...)
<http://www.forbes.com/sites...>
friendfeed.com/mangihutasianti/af7bd7f4/samsung-rescued-by-twenty-million-galaxy-s6
2 hours ago - by  Mangihut Asianti on friendfeed
- [Samsung Galaxy S6 and S6 Edge -](http://www.forbes.com/picture...)
<http://www.forbes.com/picture...>
friendfeed.com/mangihutasianti/2c4e8241/samsung-galaxy-s6-and-edge
2 hours ago - by  Mangihut Asianti on friendfeed
- [Samsung Rescued By Twenty Million Galaxy S6 Orders -](http://www.forbes.com/sites...)
<http://www.forbes.com/sites...>
friendfeed.com/duanearitonang/e6d1791a/samsung-rescued-by-twenty-million-galaxy-s6
2 hours ago - by  Duane Aritonang on friendfeed
- [Samsung Galaxy S6 and S6 Edge -](http://www.forbes.com/picture...)
<http://www.forbes.com/picture...>
friendfeed.com/duanearitonang/bcc47a37/samsung-galaxy-s6-and-edge
2 hours ago - by  Duane Aritonang on friendfeed

March 10th 2015 Examination

Both the Android Authority Giveaway and the articles at Forbes.com got repeat mentions at Microblogs during the day. But the number one subject discussed during measurements was the price of the S6 in different countries.

- Again, 100% of the people were discussing the S6
- 108% was detected in reach and an increment in passion raised to 43%
- Sentiment improved to a 5:1 ratio

Facebook [Samsung Galaxy S6 Price And Availability: How Much Will The 2015 Flagship Cost In Your Country? -](http://www.ibtimes.com/samsung-galaxy-s6-price-and-availability-how-much-will-the-2015-flagship-cost-in-your-country/)
[http://www.ibtimes.com/samsung...](http://www.ibtimes.com/samsung-galaxy-s6-price-and-availability-how-much-will-the-2015-flagship-cost-in-your-country/)

friendfeed.com/ibtimes24/3cd03994/samsung-galaxy-s6-price-and-availability-how

2 hours ago - by  [ibTimes24](#) on [friendfeed](#)

Facebook [Samsung Galaxy S6 Price And Availability: How Much Will The 2015 Flagship Cost In Your Country? -](http://www.ibtimes.com/samsung-galaxy-s6-price-and-availability-how-much-will-the-2015-flagship-cost-in-your-country/)
[http://www.ibtimes.com/samsung...](http://www.ibtimes.com/samsung-galaxy-s6-price-and-availability-how-much-will-the-2015-flagship-cost-in-your-country/)

friendfeed.com/ibtimes1/98ca1bac/samsung-galaxy-s6-price-and-availability-how

2 hours ago - by  [ibTimes1](#) on [friendfeed](#)

INTERNATIONAL BUSINESS TIMES

TUESDAY, MARCH 10, 2015 AS OF 9:12 PM EDT

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TECHNOLOGY

Samsung Galaxy S6 Price And Availability: How Much Will The 2015 Flagship Cost In Your Country?

By Fionna Agomuah [@FionnaBT](#) f.agomuah@ibtimes.com on March 10 2015 6:51 PM EDT



Samsung Galaxy S6 Edge and Samsung Galaxy S6 Reuters

Conclusion

- ▶ The Android Authority giveaway is an amazing opportunity to trend in Social Media and gain followers, the lack of a proper hashtag (e.g. #GalaxyS6edge, #GalaxyS6) and account mention (@SamsungMobile) takes a big toll from the benefits it could have produced, but even without that and thanks to it being worldwide, the amount of buzz it has created is critical.
- ▶ Although the non-removal battery issue has already been addressed, it would be very beneficial if the good aspects are boosted throughout Social Media.



Conclusion

- ▶ Influencers like Forbes' Ewan Spence, should be identified and if possible turned into advocates.



- ▶ More content should be created to pinpoint and increase awareness of the differentiations between the S5 and S6 to address the CNET video posting but more importantly to encourage users to upgrade.



SAMSUNG
Galaxy S6 | S6 edge
NEXT IS NOW

