



Social Intelligence Report Topical Analysis

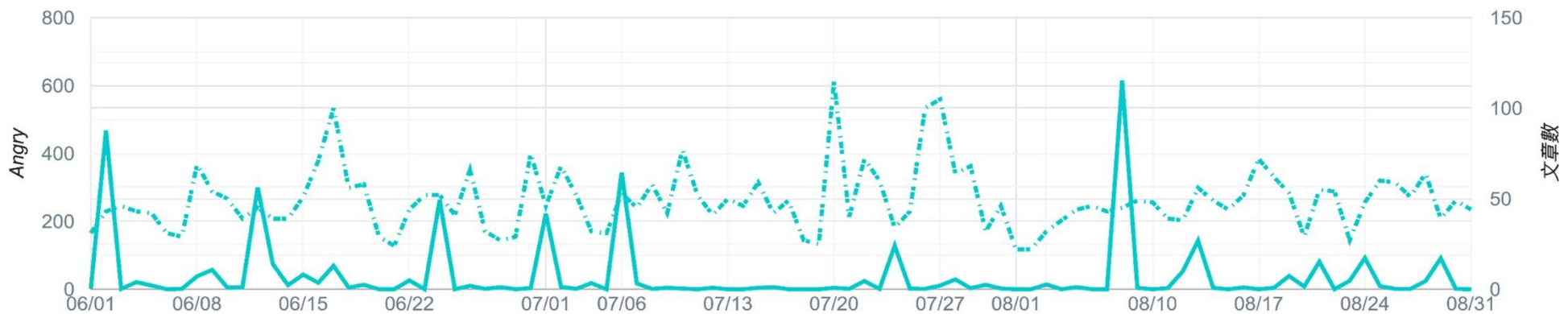
Small business/maliit na negosyo

**Blueprint.PH
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Overview

Small business/maliit na negosyo

Select Keywords: [{"Small business" or "maliit na negosyo"}]
Select Reaction Type: Angry
Select Metric: Amount
Add more data: Fill in 1 auxiliary lines



The decreasing anger level suggests the small business have found a way to operate and survive, despite media.

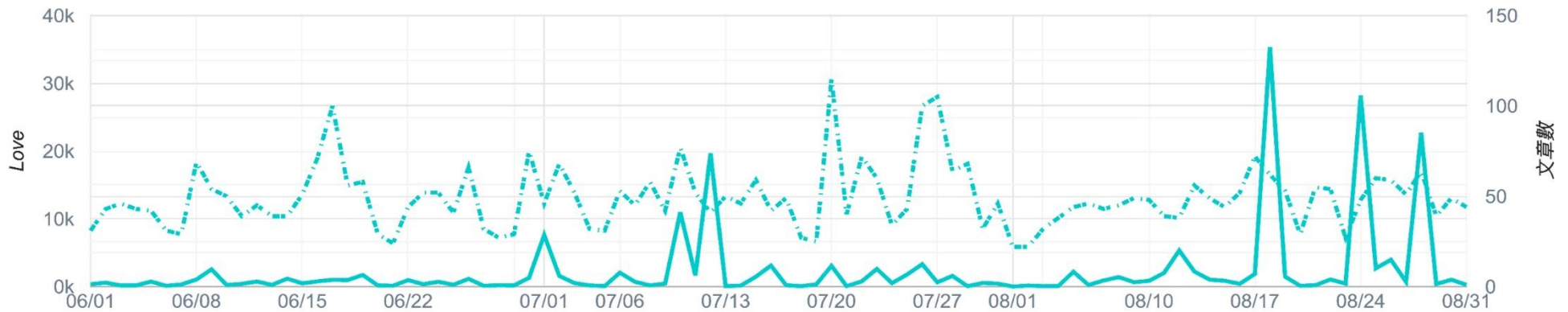
The diagram visualises the relationship between social media content and communal reaction. The solid line represents the amount of emotive reaction on a given day and the scale is on the left-hand side. The dashed line represents the number of posts for the day and the scale is on the right-hand side.

Select Keywords: [{"Small business" or "maliit na negosyo"}] ■

Select Reaction Type: Love

Select Metric: Amount

Add more data: Fill in 1 auxiliary lines

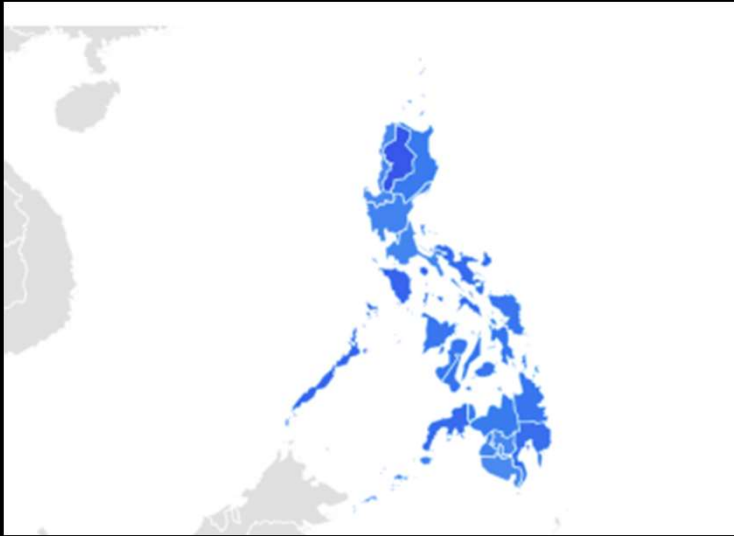


There is a surging positivity in what the public sees as small business survival and adoption to the pandemic and lockdown, as a response to an improvement in the post-lockdown daily life, even as media exposure holds steady.

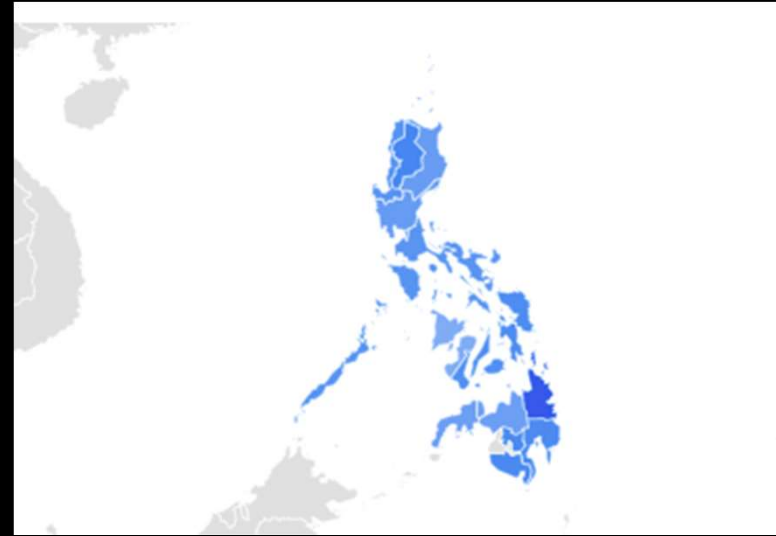
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Geographic Analysis

Small business/maliit na negosyo



90 Days
























30 Days

The issue is stable, persistent, and affects the nation equally.

Top Media Channel as Influence channel











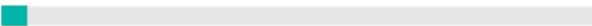


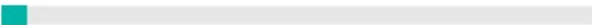





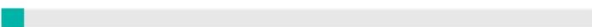


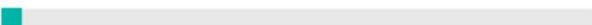





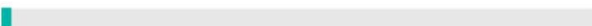

Small business/maliit na negosyo

<input type="checkbox"/>	#	Page Name	Post Count	Engagement Score	Connect Influencer
<input type="checkbox"/>	1	 GMA News	18	 6,160.6	
<input type="checkbox"/>	2	 GO Cavite	4	 3,128.1	
<input type="checkbox"/>	3	 GMA Brand Talk	3	 1,818.0	
<input type="checkbox"/>	4	 PTV	7	 1,222.5	
<input type="checkbox"/>	5	 Brigada News Davao	1	 892.9	
<input type="checkbox"/>	6	 SunStar Cebu	11	 891.4	
<input type="checkbox"/>	7	 ABS-CBN News	10	 694.3	
<input type="checkbox"/>	8	 GMA Public Affairs	3	 538.3	
<input type="checkbox"/>	9	 Philippine Star	2	 537.9	
<input type="checkbox"/>	10	 Flyhigh Manila	4	 474.7	

Engagement Score is a calculation of the reader's engagement with the post by modeling lasting effect based on Likes, Shares, and complexity of Comments.

Top Social Influencers

Small business/maliit na negosyo

<input type="checkbox"/>	1	 The Hungry Syrian Wanderer	3		35,206.4	
<input type="checkbox"/>	2	 Bong Go	3		2,228.1	
<input type="checkbox"/>	3	 Hugot Sundalo	1		1,778.5	
<input type="checkbox"/>	4	 Mika M. Reyes	4		1,531.1	
<input type="checkbox"/>	5	 Kim Molina	1		1,521.8	
<input type="checkbox"/>	6	 Charisse Marie Abalos-Vargas	1		1,364.7	
<input type="checkbox"/>	7	 Angel Locsin	2		1,341.3	
<input type="checkbox"/>	8	 Yasmien Kurdi	1		1,212.6	
<input type="checkbox"/>	9	 DJ Chacha (Ang Nag-iisang Dyosa sa Balat ng Radyo)	2		709.1	
<input type="checkbox"/>	10	 Aileen Arriola-Montalbo	4		593.1	

Engagement Score is a calculation of the reader's engagement with the post by modeling lasting effect based on Likes, Shares, and complexity of Comments.

Timeline Analysis Overview

Small business/maliit na negosyo

This is an issue with no clear champions, scattered public response.

(See Subsequent Diagram)

Timeline visualisation. Each dot represents when a fan page creates a post. The size of the dot represents the degree of influence (as measured by reaction) of the fan page's follower and helps measure each fan page's relative influence to another fanpage.

06/01 06/11 06/21 07/01 07/11 07/21 07/31 08/10 08/20 08/30



- The Hungry Syrian ...
- Brigada News FM 92...
- Philippine Social ...
- Erwin Tulfo
- Jonvic Remulla
- Presidential Commu...
- GMA News
- Vico Sotto
- Huenicorn Hair Dye
- Department of Soci...
- VP Leni Robredo
- City Information O...
- GO Cavite
- Bong Go
- CFO PESO SENSE
- Eat Bulaga
- GMA Brand Talk
- Hugot Sundalo
- Kim Molina
- Mika M. Reyes
- Charisse Marie Aba...
- M Lhuillier Financ...
- Angel Locsin
- Yasmien Kurdi
- PTV

Timeline Analysis of Media Channels

Small business/maliit na negosyo

The media's focus can best be described sporadic and scattered, without any editorial interest or public response to justify it.

(See Subsequent Diagram)

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- SunStar Cebu
- ABS-CBN News
- GMA Public Affairs
- Philippine Star
- Flyhigh Manila
- Radyo Pilipinas
- Pop Updates
- RMN News
- MANILA BULLETIN
- SunStar Bacolod Ne...
- News5
- Kami.com.ph
- Rappler
- Pilipino Sa Kuwait
- Aksyon Radyo Iloilo
- GMA Network
- UNTV News and Resc...
- Aksyon Radyo Bacol...
- pep.ph
- ABS-CBN

Timeline Analysis of Influencers

Small business/maliit na negosyo

No public figures or influencers are actively investing their social capital into this issue. It seems the issue is far off on people's minds.

(See Subsequent Diagram)

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- The Hungry Syrian ...
- Bong Go
- Hugot Sundalo
- Kim Molina
- Mika M. Reyes
- Charisse Marie Aba...
- Angel Locsin
- Yasmien Kurdi
- DJ Chacha (Ang Nag...)
- Aileen Arriola-Mon...
- Bataan Weather Page
- Luminous by Trixie...
- Gabbi Garcia
- Gharawi
- Korina Sanchez - R...
- ByaheNiEdward
- Jocell Vistan
- Relationship Matte...
- MotherBee
- Your Millennial Ps...
- Kiray Celis
- Crazymix
- Winston "Winnie" C...
- BTS - Worldwide 방...
- Thinking Minds

Top Web Content Reposted

Small business/maliit na negosyo

Link Title	Engagement Score	Source
Photos from The Hungry Syrian Wanderer's post	10,489.8	The Hungry Syrian Wanderer
Photos from Philippine Social Security System's post	9,731.7	
Photos from Vico Sotto's post	5,283.8	
Photos from Huenicorn Hair Dye's post	4,369.0	Huenicorn Hair Dye
Ulat at Mungkahi Ukol sa Pambansang Ekonomiya at Mensahe Para Sa Pamumuno at Pagkakaisa	3,561.6	VP Leni Robredo
Photos from City Information Office Angeles City's post	3,255.9	
0% Financing for Small Business	1,861.3	GMA Brand Talk
Photos from Kim Molina's post	1,521.8	
M Lhuillier distributes SSS aid to over 1M beneficiaries	1,470.4	M Lhuillier Financial Services, Inc.
Janus del Prado thanks Angel Locsin for supporting his small business.	1,341.3	Angel Locsin
Bernadette Reyes	1,232.6	
Presidential Communications (Government of the Philippines)	1,075.5	PRRD - the Greatest
Photos from Yaya Han's post	1,006.7	
Displaced Filipino workers turn to selling own kidneys to survive amid pandemic	971.2	GMA News

Top Native Facebook Content

Small business/maliit na negosyo

 <p>Brigada News FM 92.7</p> <p>SSS MEMBERS NA NAWALAN NG TRABAHO, MAKATATANGGAP NG HANGGANG 20,000 CASH BENEFITS Makatatanggap ng</p> <p>#1 Engagement Score: 23,163.3</p>	 <p>The Hungry Syrian Wanderer</p> <p>& Helping a "BASAHAN" Vendor KID Go Back To Studying 🎒 (Life of a Kid Vendor) vlog link: https://youtu.be/cEn3un_ReQ4</p> <p>#2 Engagement Score: 14,396.8</p>	 <p>The Hungry Syrian Wanderer</p> <p>Hungry Syrian Wanderer is feeling motivated. 📺 Putting a young boy selling rags out of the street to staying at home, giving him tablet for online class and</p> <p>#3 Engagement Score: 10,489.8</p>	 <p>The Hungry Syrian Wanderer</p> <p>Hungry Syrian Wanderer is feeling blessed. 📺 Helping a Father & Son Begging for FOOD Outside S&R Store 🥰 I gave him some puhunan to start a</p> <p>#4 Engagement Score: 10,319.8</p>
 <p>Philippine Social Security</p> <p>ADVISORY RETURN OF THE SMALL BUSINESS WAGE SUBSIDY The SBWS Program Task Force issued SPTF Resolution No. 2 outlining the</p> <p>#5 Engagement Score: 9,731.7</p>	 <p>Jonvic Remulla</p> <p>(B) GCQ S6 E3. "SURVIVAL" "Today everything comes under the laws of competition and survival of the fittest, where the powerful feed upon the</p> <p>#6 Engagement Score: 8,558.4</p>	 <p>Presidential Communications</p> <p>TINGNAN: Kung ikaw ay isang online seller na kumikita ng hindi hihigit sa P250,000 kada taon, hindi mo na kailangan magbayad ng buwis, ayon sa</p> <p>#7 Engagement Score: 6,889.6</p>	 <p>Philippine Social Security</p> <p>SBWS ADVISORY: For Employees: The deadline for claiming Small Business Wage Subsidy (SBWS) payouts through MLhuillier has been</p> <p>#8 Engagement Score: 6,079.1</p>
 <p>Vico Sotto</p> <p>TAPAT: Tulong At Pampuhunang Ayuda para sa Taga-pasig Pormal nang iniilunsad ang TAPAT, a Small Loans Program for Economic Recovery. May</p> <p>#9 Engagement Score: 5,283.8</p>	 <p>Erwin Tulfo</p> <p>LIMANG MAPAPALAD NA TEXTER ANG MABIBIGYAN NG AYUDA ARAW-ARAW SA TUTOK TULFO-COVID19 WATCH... From 5k up to 20k</p> <p>#10 Engagement Score: 4,786.0</p>		

Comment Analysis

Small business/maliit na negosyo

- There is a strong connection between small business and OFW that is not nearly present in the media content but shows up in the commenters' minds.
- Small business is also strongly connected to family, perhaps it should be seen as a family business issue, which has much stronger emotional triggers.

Data Source

Small business/maliit na negosyo

- Data Collection Date Range (2020/6/1 - 2020/8/31)
- Chart, List and Analysis based on 4,551,732 data points of publicly available information.
- Trend and commentary data are from the Facebook platform with geo-spatial summaries from third party aggregation.

Policy Potential

Small business/maliit na negosyo

- VP Leni is generally perceived as a credible voice on small business, despite not being very prominent or frequent in speaking out.
- OFW is seen as a critic link to Small business and is seen as against OFW being taxed under PhilHealth
- This issue is more strongly linked to PhilHealth, the comment would suggest than the content suggests.
- The issue is vulnerable to legislation if non-PhilHealth can be seen as a tradeoff.