



RE-EVALUATE YOUR DE&I OBJECTIVES WITH POLLY™

Use AI for an unbiased view into your Diversity, Equity & Inclusion performance

THE PROBLEM

It is impossible to monitor your organization's reputation without access to properly curated social media data. With Polly, you are benefitting from the richness of social media with the balanced datasets found with more traditional methodologies.

AT A GLANCE

- Methodology
 - Polly™ – AI for unbiased perceptions online
- Target audiences
 - Your target employees – the degree to which they trust your DE&I promise
- Geographies
 - National as well as individual major cities

WHY YOU NEED CURATED DATA

1. Independence

- With Polly you are getting balanced data sets from different social bubbles

2. Large sample sizes

- Our datasets are regularly monitored and tested for signs of trolling, etc

3. Longitudinal

- The same population is monitored over months to understand the opinion

4. Representation

- The data sampled matches the census data and represents people from different ethnicities, incomes and other balanced demographics

MONITORING YOUR DE&I BRAND PROMISE

Competitive Analysis

Rank your outlets' reputations against one another or with other employers across cities, regions or countries with Polly's geographical breakdown capabilities. Find your weakest links and areas of improvement before they become a major concern for your target audience with topic discovery.

Audience Analysis

Reach the voices of underrepresented communities, like LGBTQIA2S+, BIPOC & neurodiverse groups, quicker and more affordably than ever before. Polly removes bias from activists and extreme groups so you can focus your engagement analysis on the audiences your DEI policies are targeting to support.

Reputation Management

Polly compares the current DEI policies with your audiences primary concerns and recommends the best wording for engaging with the community on these important issues. Polly will then monitor the impact of policy adjustments on your brand perception by looking at engagement over time.