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Dear sirs!

The science park "Kyiv Polytechnics", on the base of the NTUU "KPI" has the honour to offer you **the automatized software package for gathering and analyzing data flows in the social media named «NetMonitor».**

«NetMonitor» is intended for the heads of national and regional government bodies, local self-government, law enforcement etc:

- This is the instrument for the effective analysis of social media for **the resonant problems and risks detection** on the area or the department under your responsibility and, as a result, **timely reaction to them**;
- It provides an instant monitoring and effective analysis of the expressions and people's attitude to the issues and problems in question; it detects the problem on the stage of its origin;
- It processes messages of the main social networks, attunes to the analysis of any regional media (forums and comments of the local government and other governmental bodies portals, local news portals etc);
- **Detects the most active citizens** with both positive and negative attitude towards the issue, problem, head etc.

YOU OPPORTUNITIES WITH «NETMONITOR»:

Reputation management

- **«NetMonitor»** analyses the blogosphere's interest in certain problems and warns about possible reputational risks for the certain head or party;
- **«NetMonitor»** gives an opportunity to assess the social media's reaction to the major events and the initiatives of the department, region, head or party.

Struggle against corruption

«NetMonitor» helps track the corruption practices in the area or department under your responsibility and react to them instantly.

Social tension analysis

«NetMonitor» tracks any activity in social media that leads to the social tension increase: initiation of disorders, protests, extremism; it detects the instigators and active adherents of such actions;

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«NetMonitor» informs effectively about any critical social issues: the debates about the price levels, salaries, pensions; problems of housing and public utilities, infrastructure, medicine, other socially relevant spheres of the area under your responsibility.

The political mood analysis

«NetMonitor» allows to track efficiently the electoral mood in the social media towards the major political parties and their leaders (both on the national and regional levels), to keep the political situation under control, to detect the active adherents and antagonists of any party or leader.

KEY FEATURES

• Twenty-four-hours analysis of the mood in the social media and detection of the excessive interest in particular topics;
• Possibility to detect activists (with both positive and negative attitude) and, as a result, to take measures timely;
• Social media trends tracking before entering the official media.
• Monitoring effectiveness- in the online mode;
• Analysis effectiveness, which is inaccessible while using other instruments.
Reports can be given in any form.

Adjusts to particular tasks of the department and leader.