

Kenyan company launches social media monitor

By [Carole Kimutai](#)

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Globetrack International (GTI), a Kenyan media monitoring company, has launched a social media monitoring service. Social media platforms, including Facebook, Twitter, LinkedIn, YouTube, MySpace and others, have become very popular in Kenya.

The service plans to cover 150,000,000 blogs, 25,000 user forums/message boards and review sites, 95% of video content and more than 450 video sites, 25,000 online mainstream media, micromedia, Facebook, and LinkedIn.

Analysing direct feedback

"Even though it is often regarded as a waste of time in many companies, social media is the single most powerful source for direct feedback on how the public perceives a brand, organisation or person," says GTI MD, Esther Kagiri.

Social media tracking will be the core objective of GTI; helping clients make sense of the information in the public domain.

"Access to information is no longer enough, getting this information in condensed, timely, accurate and palatable portions is a must for every corporation that has future plans," said Kagiri.

Facebook has 500 million users globally with a million users in Kenya which is currently ranked the eight largest user-base in Africa.

Plans to track and monitor

GTI will employ fingerprinting and content matching technology that automatically tracks and monitors advertisements, news clips and mentions in realtime whilst eliminating manual reviews and errors. GTI has also employed an off-air broadcast monitoring solution for off-air asset monitoring. Deployed in thousands of channels worldwide, it incorporates realtime, multi-channel monitoring, streaming, search, retrieval, publishing and archiving.

Since it also targets the players in the music industry, GTI says it is able to track royalty apportioning, accuracy and timing that have taunted music and filmmakers as well as regulators in the region.

ABOUT CAROLE KIMUTAI

Carole Kimutai is a writer and editor based in Nairobi, Kenya. She is currently an MA student in New Media at the University of Leicester, UK. Follow her on Twitter at [@CaroleKimutai](#).

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