Sentiment Analysis Framework

STEP 1: TOPIC DEFINITION

[BEGIN STEP 1]

STEP 1 OF 6: TOPIC AND SOURCES DEFINITION

Context

We will work together on a structured sentiment analysis about a topic of your choice. This first step will establish the scope, sources, and target audience.

Methodology

In developing this step, I will consider:

- Clarity of topic and context

- Availability and quality of sources

- Relevant audience segments

- Realistic scope of analysis

Note: The analysis process will be carried out following best practices, presenting only consolidated results.

Format Guide

When you see placeholders in responses, they will be replaced with specific information:

- **[TOPIC]** → The topic you are analyzing

- **[X], [XX]** → Estimated values from the analysis

- **[Concept X]** → Identified concepts

It is important that all placeholders are replaced with specific content in responses.

Navigation Options

At the end of each step you will find options. You can express yourself freely, the assistant will interpret your intention:

- **Approve and continue** → "continue", "next", "approve", etc.

- **Request modifications** → "modify X", "adjust Y", "change Z"

- **Go back** → "return", "previous step", "go back"

- **More information** → "details about X", "explain Y", "expand Z"

Continuity

Throughout the analysis:

- A record of all provided information will be maintained

- Previous findings will be referenced when relevant

- If you return to a previous step, processed data will be preserved

- A coherent narrative will be built across the 6 steps

Visualizations

Percentages will be represented visually like this:

```
POSITIVE: 65% ██████████████░░░░░░
```

- Blocks █ = completed portion (each ≈ 5%)
- Blocks ░ = pending portion

- Total = 20 blocks = 100%

BEGINNING OF STEP 1

We are going to conduct a complete sentiment analysis on a specific topic.

Required Information

1. Specific topic

What topic do you want to analyze sentiment about?

- Examples: brand, product, event, public policy, social trend, public figure

2. Context and period

Is there a particular context or time period to consider?

- Examples: "last quarter", "since launch", "first semester 2025"

3. Information sources

How do you prefer to handle sources?

Option A - I provide my sources:

- Specify sources (URLs, platforms, documents, etc.)

- Then choose:

  - **A.1:** Analyze ONLY your sources

  - **A.2:** Your sources + additional quality sources that I identify

Option B - Automatic search:

- I will identify and use relevant, quality sources

4. Target audience

What segment of the public interests you?

- Examples: current customers, potential customers, critics, influencers, general public

---

Methodological Note

This analysis will be based on:

- Search of current public sources (when possible)

- General knowledge about the topic

- Analysis of provided sources

- Well-founded estimates when precise data is unavailable

Numerical values will represent estimated proportions based on available information. They are not precise metrics from verified databases, but professional analytical approximations.

AFTER RECEIVING YOUR INFORMATION

I will present you with a summary with this structure:

SUMMARY - STEP 1: TOPIC AND SOURCES DEFINITION

Analysis topic: [Your specific topic]

Period: [Time range]

Main sources: [Sources to use]

Target audience: [Identified segments]

Analysis scope:

- [Key aspect 1 of the analysis]

- [Key aspect 2 of the analysis]

- [Key aspect 3 of the analysis]

Important considerations:

- [Consideration or limitation 1]

- [Consideration or limitation 2]

OPTIONS:

[A] APPROVE AND CONTINUE → Proceed to Step 2: Quantitative Analysis

[M] MODIFY → Adjust topic, sources or scope

[I] MORE INFORMATION → Request details about some aspect

Continuation Flow

When you approve this step and want to continue:

- I will confirm that Step 1 is complete

- I will indicate that I am ready for Step 2

- You will provide Step 2 instructions when ready

Example response when approving:

```

Perfect, we have successfully completed Step 1.

I am ready for Step 2: Quantitative Ideas Analysis.

When you want to continue, provide Step 2 instructions.


[END STEP 1]


**<mark>STEP 2: QUANTITATIVE IDEA ANALYSIS</mark>**

[BEGIN STEP 2]


# STEP 2 OF 6: QUANTITATIVE IDEAS ANALYSIS

## Context

In this step we will analyze the most present ideas in conversations about [TOPIC], identifying frequencies, trends, and main voices.

---

## Methodology for This Step

### Aspects to Consider

In the quantitative analysis I will consider:

- Mention frequency by concept

- Emerging and recurring themes

- Dominant keywords and hashtags

- Conversation volume by period

- Main voices and dominant media

### Information Sources

I will use:

- Web search of current sources about [TOPIC]

- Analysis of sources provided in Step 1

- Knowledge of typical trends in the topic

- Estimates based on observable patterns

### About Numerical Values

The numbers you will see are professional estimates based on:

- Publicly available information

- Analysis of specific sources

- Typical patterns in similar topics

- Proportions observed in consulted sources

They do not represent data from a verified database, but analytical approximations.

---

## RESULTS - STEP 2: QUANTITATIVE ANALYSIS

### Total Conversation Volume

- **Mentions analyzed:** [X] (approximate)

- **Period:** [specific dates]

- **Activity peak:** [date or event that generated the most activity]

---

### Top 10 Most Present Ideas

1. **[Topic 1]** - [X]% of total

   - Key concepts: [concept A, concept B, concept C]

2. **[Topic 2]** - [X]% of total

   - Key concepts: [concept A, concept B, concept C]

3. **[Topic 3]** - [X]% of total

   - Key concepts: [concept A, concept B, concept C]

4. **[Topic 4]** - [X]% of total

   - Key concepts: [concept A, concept B, concept C]

5. **[Topic 5]** - [X]% of total

   - Key concepts: [concept A, concept B, concept C]

6. **[Topic 6]** - [X]% of total

   - Key concepts: [concept A, concept B, concept C]

7. **[Topic 7]** - [X]% of total

   - Key concepts: [concept A, concept B, concept C]

8. **[Topic 8]** - [X]% of total

   - Key concepts: [concept A, concept B, concept C]

9. **[Topic 9]** - [X]% of total

   - Key concepts: [concept A, concept B, concept C]

10. **[Topic 10]** - [X]% of total

    - Key concepts: [concept A, concept B, concept C]

---

### Temporal Trends

**Growing themes:**

- [Themes that increased their presence in the period]

**Declining themes:**

- [Themes that decreased their presence]

**Stable themes:**

- [Themes with constant presence]

**Emerging themes:**

- [New themes that appeared in the period]

---

### Main Voices

**Leading/influential voices:**

- [Characteristics of the 3-5 voices with greatest reach and impact]

- Example: "Voices specialized in technology", "Critical opinion leaders"

**Dominant media:**

- [Characteristics of the 3-5 media with most coverage]

- Example: "National traditional media", "Specialized digital platforms"

**Active communities:**

- [Characteristics of most active groups or communities]

- Example: "Developer communities", "Digital activist groups"

---

### Key Insights

1. [Quantitative insight 1 - relevant pattern or finding]

2. [Quantitative insight 2 - relevant pattern or finding]

3. [Quantitative insight 3 - relevant pattern or finding]

---

**OPTIONS:**

**[A] APPROVE AND CONTINUE** → Proceed to Step 3: Qualitative Valence Analysis

**[M] MODIFY** → Adjust parameters or delve deeper into some topic

**[R] GO BACK** → Return to Step 1

**[I] MORE INFORMATION** → Request details about some result

---

### Continuation Flow

When you approve and want to advance to Step 3:

- I will confirm completion of Step 2

- I will indicate that I am ready for qualitative analysis

- You will provide Step 3 instructions when ready


Example response:

```
Excellent, we have completed Step 2.

I am ready for Step 3: Qualitative Valence Analysis.

When you want to continue, provide Step 3 instructions.

[END STEP 2]

STEP 3: QUALITATIVE VALENCE ANALYSIS
```

# STEP 3 OF 6: QUALITATIVE VALENCE ANALYSIS

## Context

We will analyze the sentiment and emotions present in conversations about [TOPIC], identifying valences, emotional intensity, and temporal evolution.

---

## Methodology for This Step

### Aspects to Evaluate

In the qualitative analysis I will consider:

- Distribution of sentiments (positive/negative/neutral)

- Emotional intensity of mentions

- Predominant specific emotions

- Sentiment by topic identified in Step 2

- Evolution of sentiment over time


### Analysis Approach

- Reading of representative sources

- Identification of emotional patterns

- Classification of tones and valences

- Context of each identified emotion

---

## RESULTS - STEP 3: VALENCE DISTRIBUTION

### General Sentiment Distribution

```

POSITIVE: [XX]% ████████████░░░░░░░░░

NEUTRAL: [XX]% ████████░░░░░░░░░░░░░░░░░

NEGATIVE: [XX]% █████░░░░░░░░░░░░░░░░░░░░
```

**Net Sentiment Index:** [+/-XX] (scale -100 to +100)

**Polarization Level:** [Low/Medium/High]

---

### Predominant Emotions

**Positive Emotions:**

1. [Emotion 1]: [XX]%

   - Associated with: [specific contexts where it appears]


2. [Emotion 2]: [XX]%

   - Associated with: [specific contexts where it appears]


3. [Emotion 3]: [XX]%

   - Associated with: [specific contexts where it appears]


**Negative Emotions:**

1. [Emotion 1]: [XX]%

   - Associated with: [specific contexts where it appears]


2. [Emotion 2]: [XX]%

   - Associated with: [specific contexts where it appears]


3. [Emotion 3]: [XX]%

- Associated with: [specific contexts where it appears]

---

### Sentiment by Main Topic

1. **[Topic 1 from Step 2]**

   - Predominant sentiment: [Positive/Negative/Neutral/Mixed] ([XX]%)

   - Positive drivers: [aspects that generate positive valuation]

   - Negative drivers: [aspects that generate criticism]


2. **[Topic 2 from Step 2]**

   - Predominant sentiment: [Positive/Negative/Neutral/Mixed] ([XX]%)

   - Positive drivers: [aspects that generate positive valuation]

   - Negative drivers: [aspects that generate criticism]


3. **[Topic 3 from Step 2]**

   - Predominant sentiment: [Positive/Negative/Neutral/Mixed] ([XX]%)

   - Positive drivers: [aspects that generate positive valuation]

   - Negative drivers: [aspects that generate criticism]


4. **[Topic 4 from Step 2]**

   - Predominant sentiment: [Positive/Negative/Neutral/Mixed] ([XX]%)

   - Positive drivers: [aspects that generate positive valuation]

   - Negative drivers: [aspects that generate criticism]


5. **[Topic 5 from Step 2]**

   - Predominant sentiment: [Positive/Negative/Neutral/Mixed] ([XX]%)

- Positive drivers: [aspects that generate positive valuation]

  - Negative drivers: [aspects that generate criticism]

---

### Sentiment Evolution

**Beginning of period:**

[Predominant sentiment and characteristics at start]

**Inflection point:**

[Date or event that significantly changed sentiment, if any]

**Current situation:**

[Current predominant sentiment and characteristics]

**Trend:**

[Improving/Worsening/Stable with explanation of why]

---

### Key Qualitative Insights

1. **[Insight 1]:** [Description of sentiment pattern and its meaning]

2. **[Insight 2]:** [Description of sentiment pattern and its meaning]

3. **[Insight 3]:** [Description of sentiment pattern and its meaning]

---

### Alerts

(If applicable, identified critical aspects)

- [Alert 1: E.g. "Increase in negative sentiment in recent days"]

- [Alert 2: E.g. "High polarization on topic X"]

- [Alert 3: If applicable]

---

**OPTIONS:**

**[A] APPROVE AND CONTINUE** → Proceed to Step 4: Risk Analysis

**[M] MODIFY** → Delve deeper into some aspect of sentiment

**[R] GO BACK** → Return to Step 2

**[I] MORE INFORMATION** → Request details about some result

---

### Continuation Flow

When you approve and want to advance to Step 4:

- I will confirm completion of Step 3

- I will indicate that I am ready for risk analysis

- You will provide Step 4 instructions when ready

Example response:

```

Perfect, we have completed Step 3.

I am ready for Step 4: Risk and Trends Analysis.

When you want to continue, provide Step 4 instructions.

[END STEP 3]

[START STEP 4]

STEP 4: RISK AND TREND ANALYSIS

[BEGIN STEP 4]

STEP 4 OF 6: RISK AND TRENDS ANALYSIS

Context

We will evaluate risks and opportunities based on patterns identified in previous steps, projecting future scenarios and prioritizing actions.

Methodology for This Step

Aspects to Evaluate

In this analysis I will consider:

- Identifiable reputational risks

- Emerging negative trends

- Improvement or leverage opportunities

- Competitive or environmental threats

- Early signals requiring attention

Evaluation Approach

- Cross-referencing quantitative and qualitative data from previous steps

- Identification of risk patterns

- Projection of current trends

- Analysis of possible scenarios

RESULTS - STEP 4: RISK AND TRENDS ANALYSIS

Identified Risk Matrix

Critical Risks (High Priority)

1. [Risk Name 1]

- **Description:** [Clear explanation of what is happening]

- **Probability:** [High/Medium/Low]

- **Potential impact:** [High/Medium/Low]

- **Urgency:** [Immediate/Short term (1-2 weeks)/Medium term (1-2 months)]

- **Indicators:** [Metrics or signals evidencing the risk]

- **Trend:** [Increasing/Stable/Decreasing]

2. [Risk Name 2]

- **Description:** [Clear explanation of what is happening]

- **Probability:** [High/Medium/Low]

- **Potential impact:** [High/Medium/Low]

- **Urgency:** [Immediate/Short term/Medium term]

- **Indicators:** [Metrics or signals evidencing the risk]

- **Trend:** [Increasing/Stable/Decreasing]

3. [Risk Name 3]

- **Description:** [Clear explanation of what is happening]

- **Probability:** [High/Medium/Low]

- **Potential impact:** [High/Medium/Low]

- **Urgency:** [Immediate/Short term/Medium term]

- **Indicators:** [Metrics or signals evidencing the risk]

- **Trend:** [Increasing/Stable/Decreasing]

Moderate Risks (Monitor)

1. [Risk Name]

- **Description:** [Brief description of risk]

- **Why it matters:** [Potential impact if escalates]

- **Warning signals:** [What to monitor to detect escalation]

2. [Risk Name]

- **Description:** [Brief description of risk]

- **Why it matters:** [Potential impact if escalates]

- **Warning signals:** [What to monitor to detect escalation]

3. [Risk Name]

- **Description:** [Brief description of risk]

- **Why it matters:** [Potential impact if escalates]

- **Warning signals:** [What to monitor to detect escalation]

Low Risks (Under Control)

- [Minor risk 1 - brief mention]

- [Minor risk 2 - brief mention]

- [Minor risk 3 - brief mention]

Emerging Trends

Negative Trends

1. [Negative Trend 1]

- **Description:** [What is happening and how it evolves]

- **Growth rate:** [X]% [period]

- **Actors driving it:** [Who promotes this trend]

- **Escalation potential:** [High/Medium/Low]

2. [Negative Trend 2]

- **Description:** [What is happening and how it evolves]

- **Growth rate:** [X]% [period]

- **Actors driving it:** [Who promotes this trend]

- **Escalation potential:** [High/Medium/Low]

Positive Trends

1. [Positive Trend 1]

- **Description:** [What is happening and how it evolves]

- **Growth rate:** [X]% [period]

- **Actors driving it:** [Who promotes this trend]

- **Leverage potential:** [High/Medium/Low]

2. [Positive Trend 2]

- **Description:** [What is happening and how it evolves]

- **Growth rate:** [X]% [period]

- **Actors driving it:** [Who promotes this trend]

- **Leverage potential:** [High/Medium/Low]

Identified Opportunities

1. [Opportunity 1]

- **Description:** [What opportunity it represents]

- **Foundation:** [Why it is an opportunity according to data]

- **Potential:** [Expected impact if leveraged]

- **Time window:** [When is the optimal time to act]

2. [Opportunity 2]

- **Description:** [What opportunity it represents]

- **Foundation:** [Why it is an opportunity according to data]

- **Potential:** [Expected impact if leveraged]

- **Time window:** [When is the optimal time to act]

3. [Opportunity 3]

- **Description:** [What opportunity it represents]

- **Foundation:** [Why it is an opportunity according to data]

- **Potential:** [Expected impact if leveraged]

- **Time window:** [When is the optimal time to act]

Future Scenarios (30-90 days)

Optimistic Scenario:

[Detailed description of what would happen if positive trends continue and opportunities are leveraged. Include expected metrics and projected situation.]

Base Scenario:

[Detailed description of what would happen if current trends are maintained without significant intervention. Include expected metrics and projected situation.]

Pessimistic Scenario:

[Detailed description of what would happen if identified risks materialize and negative trends accelerate. Include expected metrics and projected situation.]

Action Priorities

Immediate (0-7 days):

- [Action 1 to mitigate critical risk or leverage urgent opportunity]

- [Action 2 to mitigate critical risk or leverage urgent opportunity]

- [Action 3 to mitigate critical risk or leverage urgent opportunity]

Short term (1-4 weeks):

- [Action 1 to leverage opportunity or monitor trend]

- [Action 2 to leverage opportunity or monitor trend]

- [Action 3 to leverage opportunity or monitor trend]

Medium term (1-3 months):

- [Strategic action 1 of greater scope]

- [Strategic action 2 of greater scope]

- [Strategic action 3 of greater scope]

OPTIONS:

[A] APPROVE AND CONTINUE → Proceed to Step 5: Approach Suggestions

[M] MODIFY → Delve deeper into some risk or opportunity

[R] GO BACK → Return to Step 3

[I] MORE INFORMATION → Request details about some risk

Continuation Flow

When you approve and want to advance to Step 5:

- I will confirm completion of Step 4

- I will indicate that I am ready for approach suggestions

- You will provide Step 5 instructions when ready

Example response:

```

Excellent, we have completed Step 4.

I am ready for Step 5: Approach Suggestions.

When you want to continue, provide Step 5 instructions.


[END STEP 4]


## STEP 5: APPROACH SUGGESTIONS

[BEGIN STEP 5]

# STEP 5 OF 6: APPROACH SUGGESTIONS


## Context

Based on all the analysis performed (topics, sentiments, risks and opportunities), I will develop strategic and tactical recommendations specific to your situation.

---

## Methodology for This Step

### Aspects to Develop

In approach suggestions I will consider:

- Communication strategies adapted to context

- Engagement tactics with identified audiences

- Critical risk mitigation plans

- Actions to capitalize on opportunities

- Monitoring and evaluation metrics


### Approach

- Integration of findings from the 4 previous steps

- Actionable and prioritized recommendations

- Balance between quick wins and long-term strategies

- Consideration of typical resources and capabilities

---

## RESULTS - STEP 5: APPROACH SUGGESTIONS

### Recommended General Strategy

**Main objective:**

[Clear strategic objective based on complete analysis]


**Strategic pillars:**

1. **[Pillar 1]:** [Description of pillar and its purpose]

2. **[Pillar 2]:** [Description of pillar and its purpose]

3. **[Pillar 3]:** [Description of pillar and its purpose]

---

### Communication Strategy

#### Key Messages by Audience


**For [Audience 1]:**

- **Main message:** "[Specific and clear message]"

- **Recommended tone:** [Professional/Friendly/Empathetic/etc.]

- **Priority channels:** [Specific channels]

- **Suggested frequency:** [Daily/Weekly/etc.]

- **Recommended format:** [Posts/Videos/Articles/etc.]

**For [Audience 2]:**

- **Main message:** "[Specific and clear message]"

- **Recommended tone:** [Professional/Friendly/Empathetic/etc.]

- **Priority channels:** [Specific channels]

- **Suggested frequency:** [Daily/Weekly/etc.]

- **Recommended format:** [Posts/Videos/Articles/etc.]


**For [Audience 3]:**

- **Main message:** "[Specific and clear message]"

- **Recommended tone:** [Professional/Friendly/Empathetic/etc.]

- **Priority channels:** [Specific channels]

- **Suggested frequency:** [Daily/Weekly/etc.]

- **Recommended format:** [Posts/Videos/Articles/etc.]

---

#### Narratives to Reinforce

(Based on positive findings from Step 3)


- [Positive narrative 1 to be amplified]

- [Positive narrative 2 to be amplified]

- [Positive narrative 3 to be amplified]

---

#### Narratives to Counter

(Based on negative findings from Step 3)

**[Negative narrative 1]**

→ **Strategy:** [How to address it specifically]

**[Negative narrative 2]**

→ **Strategy:** [How to address it specifically]

**[Negative narrative 3]**

→ **Strategy:** [How to address it specifically]

---

### Risk Mitigation Plan

#### For Critical Risk 1: [Risk Name from Step 4]


**Preventive Actions:**

1. [Specific preventive action 1]

2. [Specific preventive action 2]

3. [Specific preventive action 3]


**Response Plan (if materialized):**

1. [Immediate response step 1]

2. [Immediate response step 2]

3. [Immediate response step 3]

4. [Follow-up step 4]


**Recommended spokesperson:** [Who should communicate and why]

**Timing:** [When to act and communication frequency]

**Channels:** [Where to communicate primarily]

---

#### For Critical Risk 2: [Risk Name from Step 4]

**Preventive Actions:**

1. [Specific preventive action 1]

2. [Specific preventive action 2]

3. [Specific preventive action 3]

**Response Plan (if materialized):**

1. [Immediate response step 1]

2. [Immediate response step 2]

3. [Immediate response step 3]

4. [Follow-up step 4]

**Recommended spokesperson:** [Who should communicate and why]

**Timing:** [When to act and communication frequency]

**Channels:** [Where to communicate primarily]

---

#### For Critical Risk 3: [Risk Name from Step 4]

**Preventive Actions:**

1. [Specific preventive action 1]

2. [Specific preventive action 2]

3. [Specific preventive action 3]

**Response Plan (if materialized):**

1. [Immediate response step 1]

2. [Immediate response step 2]

3. [Immediate response step 3]

4. [Follow-up step 4]

**Recommended spokesperson:** [Who should communicate and why]

**Timing:** [When to act and communication frequency]

**Channels:** [Where to communicate primarily]

---

### Opportunity Leverage Plan

#### Opportunity 1: [Opportunity Name from Step 4]


**Initiative 1:**

- **Description:** [What to do specifically]

- **Objective:** [What to achieve with this initiative]

- **Required resources:** [Team, budget, tools]

- **Timeline:** [When to implement and duration]

- **Success KPI:** [How to measure success]

- **Suggested responsible:** [Who should lead]


**Initiative 2:**

- **Description:** [What to do specifically]

- **Objective:** [What to achieve with this initiative]

- **Required resources:** [Team, budget, tools]

- **Timeline:** [When to implement and duration]

- **Success KPI:** [How to measure success]

- **Suggested responsible:** [Who should lead]

---

#### Opportunity 2: [Opportunity Name from Step 4]

**Initiative 1:**

- **Description:** [What to do specifically]

- **Objective:** [What to achieve with this initiative]

- **Required resources:** [Team, budget, tools]

- **Timeline:** [When to implement and duration]

- **Success KPI:** [How to measure success]

- **Suggested responsible:** [Who should lead]


**Initiative 2:**

- **Description:** [What to do specifically]

- **Objective:** [What to achieve with this initiative]

- **Required resources:** [Team, budget, tools]

- **Timeline:** [When to implement and duration]

- **Success KPI:** [How to measure success]

- **Suggested responsible:** [Who should lead]

---

#### Opportunity 3: [Opportunity Name from Step 4]


**Initiative 1:**

- **Description:** [What to do specifically]

- **Objective:** [What to achieve with this initiative]

- **Required resources:** [Team, budget, tools]

- **Timeline:** [When to implement and duration]

- **Success KPI:** [How to measure success]

- **Suggested responsible:** [Who should lead]

---

### Engagement Strategy

#### Priority Segments


**[Segment 1]:**

- **Tactic:** [How to engage specifically]

- **Content:** [What type of content to share]

- **Objective:** [What to achieve with this segment]

- **Frequency:** [How often to interact]


**[Segment 2]:**

- **Tactic:** [How to engage specifically]

- **Content:** [What type of content to share]

- **Objective:** [What to achieve with this segment]

- **Frequency:** [How often to interact]


**[Segment 3]:**

- **Tactic:** [How to engage specifically]

- **Content:** [What type of content to share]

- **Objective:** [What to achieve with this segment]

- **Frequency:** [How often to interact]

---

#### Influencers and Allies to Activate

- **[Influencer/Ally 1]:** [Specific role and activation tactic]

- **[Influencer/Ally 2]:** [Specific role and activation tactic]

- **[Influencer/Ally 3]:** [Specific role and activation tactic]

- **[Influencer/Ally 4]:** [Specific role and activation tactic]

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#### Communities to Strengthen

- **[Community 1]:** [Specific strengthening strategy]

- **[Community 2]:** [Specific strengthening strategy]

- **[Community 3]:** [Specific strengthening strategy]

---

### Suggested Content Plan

#### Content to Create (next 30 days)

**1. [Content type 1] - [Specific topic]**

- **Objective:** [Why create this content]

- **Channel:** [Where to publish]

- **Timing:** [When to publish]

- **Format:** [Specific format]

**2. [Content type 2] - [Specific topic]**

- **Objective:** [Why create this content]

- **Channel:** [Where to publish]

- **Timing:** [When to publish]

- **Format:** [Specific format]

**3. [Content type 3] - [Specific topic]**

- **Objective:** [Why create this content]

- **Channel:** [Where to publish]

- **Timing:** [When to publish]

- **Format:** [Specific format]

**4. [Content type 4] - [Specific topic]**

- **Objective:** [Why create this content]

- **Channel:** [Where to publish]

- **Timing:** [When to publish]

- **Format:** [Specific format]

**5. [Content type 5] - [Specific topic]**

- **Objective:** [Why create this content]

- **Channel:** [Where to publish]

- **Timing:** [When to publish]

- **Format:** [Specific format]

**6. [Content type 6] - [Specific topic]**

- **Objective:** [Why create this content]

- **Channel:** [Where to publish]

- **Timing:** [When to publish]

- **Format:** [Specific format]

**7. [Content type 7] - [Specific topic]**

- **Objective:** [Why create this content]

- **Channel:** [Where to publish]

- **Timing:** [When to publish]

- **Format:** [Specific format]


**8. [Content type 8] - [Specific topic]**

- **Objective:** [Why create this content]

- **Channel:** [Where to publish]

- **Timing:** [When to publish]

- **Format:** [Specific format]

---

### Quick Wins (Immediate Impact)


**1. [Quick Win 1]**

- **Action:** [What to do specifically]

- **Expected impact:** [What to achieve]

- **Effort:** [Low/Medium/High]

- **Timeline:** [Days to implement]

- **Responsible:** [Who can execute]


**2. [Quick Win 2]**

- **Action:** [What to do specifically]

- **Expected impact:** [What to achieve]

- **Effort:** [Low/Medium/High]

- **Timeline:** [Days to implement]

- **Responsible:** [Who can execute]


**3. [Quick Win 3]**

- **Action:** [What to do specifically]

- **Expected impact:** [What to achieve]

- **Effort:** [Low/Medium/High]

- **Timeline:** [Days to implement]

- **Responsible:** [Who can execute]


**4. [Quick Win 4]**

- **Action:** [What to do specifically]

- **Expected impact:** [What to achieve]

- **Effort:** [Low/Medium/High]

- **Timeline:** [Days to implement]

- **Responsible:** [Who can execute]


**5. [Quick Win 5]**

- **Action:** [What to do specifically]

- **Expected impact:** [What to achieve]

- **Effort:** [Low/Medium/High]

- **Timeline:** [Days to implement]

- **Responsible:** [Who can execute]

---

### Monitoring Metrics

#### Main KPIs

**[KPI 1]:** [KPI description]

- Target: [Target value]

- Measurement frequency: [Daily/Weekly/Monthly]

- Data source: [Where to get the data]


**[KPI 2]:** [KPI description]

- Target: [Target value]

- Measurement frequency: [Daily/Weekly/Monthly]

- Data source: [Where to get the data]


**[KPI 3]:** [KPI description]

- Target: [Target value]

- Measurement frequency: [Daily/Weekly/Monthly]

- Data source: [Where to get the data]


**[KPI 4]:** [KPI description]

- Target: [Target value]

- Measurement frequency: [Daily/Weekly/Monthly]

- Data source: [Where to get the data]


**[KPI 5]:** [KPI description]

- Target: [Target value]

- Measurement frequency: [Daily/Weekly/Monthly]

- Data source: [Where to get the data]

---

#### Alert Thresholds

- **Critical alert if:** [Specific condition requiring immediate action]

- **Moderate alert if:** [Specific condition requiring close monitoring]

- **Optimal situation if:** [Specific condition indicating good performance]

**Recommended review frequency:** [How often to review the complete dashboard]

---

### Implementation Roadmap

#### Week 1-2

- [ ] [Specific action 1]

- [ ] [Specific action 2]

- [ ] [Specific action 3]

- [ ] [Specific action 4]

- [ ] [Specific action 5]


#### Week 3-4

- [ ] [Specific action 1]

- [ ] [Specific action 2]

- [ ] [Specific action 3]

- [ ] [Specific action 4]


#### Month 2

- [ ] [Specific action 1]

- [ ] [Specific action 2]

- [ ] [Specific action 3]

#### Month 3

- [ ] [Specific action 1]

- [ ] [Specific action 2]

- [ ] [Specific action 3]

---

### Final Considerations

- [Strategic consideration 1 important for success]

- [Strategic consideration 2 important for success]

- [Strategic consideration 3 important for success]

---

**OPTIONS:**

**[A] APPROVE AND CONTINUE** → Proceed to Step 6: Generate Final Report

**[M] MODIFY** → Adjust some recommendation

**[R] GO BACK** → Return to Step 4

**[I] MORE INFORMATION** → Request details about some suggestion

---

### Continuation Flow

When you approve and want to generate the final report:

- I will confirm completion of Step 5

- I will indicate that I am ready to consolidate everything in the report

- You will provide Step 6 instructions when ready

Example response:

```

Perfect, we have completed Step 5.

I am ready for Step 6: Final Report Generation.

This last step will consolidate all findings into a complete executive document.

When you want to continue, provide Step 6 instructions.

[END STEP 5]

STEP 6: FINAL REPORT

[BEGIN STEP 6]

STEP 6 OF 6: FINAL REPORT

Context

In this last step I will consolidate all the analysis performed in the previous 5 steps into a complete, structured executive report, ready to present or use as reference.

Methodology for This Step

Report Content

The final report will include:

- Executive summary with main findings

- Consolidation of all previous steps

- Prioritized recommendations

- Action plan with roadmap

- Appendices with methodology and complementary data

Approach

- Clear and executive synthesis

- Coherent narrative integrating all steps

- Professional and presentable format

- Actionable and prioritized information

FINAL REPORT - SENTIMENT ANALYSIS: [TOPIC]

EXECUTIVE SUMMARY

Analyzed topic: [Specific topic]

Period: [Analysis dates]

Sources: [Main sources analyzed]

Volume analyzed: [X mentions (approximate)]

Report date: [Generation date]

Main Findings

1. **[Key finding 1]:** [Brief and forceful description]

2. **[Key finding 2]:** [Brief and forceful description]

3. **[Key finding 3]:** [Brief and forceful description]

4. **[Key finding 4]:** [Brief and forceful description]

5. **[Key finding 5]:** [Brief and forceful description]

Priority Recommendations

1. **[Recommendation 1]** - Urgency: [High/Medium/Low]

   - Expected impact: [Impact description]

2. **[Recommendation 2]** - Urgency: [High/Medium/Low]

   - Expected impact: [Impact description]

3. **[Recommendation 3]** - Urgency: [High/Medium/Low]

   - Expected impact: [Impact description]

4. **[Recommendation 4]** - Urgency: [High/Medium/Low]

   - Expected impact: [Impact description]

5. **[Recommendation 5]** - Urgency: [High/Medium/Low]

   - Expected impact: [Impact description]

Critical Risks to Address

1. **[Risk 1]:** [Brief description and recommended action]

2. **[Risk 2]:** [Brief description and recommended action]

3. **[Risk 3]:** [Brief description and recommended action]

Opportunities to Capitalize

1. **[Opportunity 1]:** [Brief description and recommended action]

2. **[Opportunity 2]:** [Brief description and recommended action]

3. **[Opportunity 3]:** [Brief description and recommended action]

STEP 1: TOPIC AND SOURCES DEFINITION

Analysis Scope

Central topic: [Specific topic analyzed]

Context: [Relevant analysis context]

Time period: [Specific dates of period]

Analyzed Sources

- **[Source 1]:** [Description and volume]

- **[Source 2]:** [Description and volume]

- **[Source 3]:** [Description and volume]

- **[Source 4]:** [Description and volume]

Target Audience

[Detailed description of analyzed audience segments]

Methodology

[Brief description of methodology applied in analysis]

STEP 2: QUANTITATIVE ANALYSIS

Conversation Volume

- **Total mentions:** [X] (approximate)

- **Period of highest activity:** [Specific date/event]

- **Growth vs. previous period:** [+/-X%]

Top 10 Most Present Ideas

1. **[Topic 1]** - [X]% of total

   - Key concepts: [concepts]

   - Context: [description]

2. **[Topic 2]** - [X]% of total

   - Key concepts: [concepts]

- Context: [description]

3. **[Topic 3]** - [X]% of total

   - Key concepts: [concepts]

   - Context: [description]

4. **[Topic 4]** - [X]% of total

   - Key concepts: [concepts]

   - Context: [description]

5. **[Topic 5]** - [X]% of total

   - Key concepts: [concepts]

   - Context: [description]

6. **[Topic 6]** - [X]% of total

   - Key concepts: [concepts]

   - Context: [description]

7. **[Topic 7]** - [X]% of total

   - Key concepts: [concepts]

   - Context: [description]

8. **[Topic 8]** - [X]% of total

   - Key concepts: [concepts]

   - Context: [description]

9. **[Topic 9]** - [X]% of total

   - Key concepts: [concepts]

   - Context: [description]

10. **[Topic 10]** - [X]% of total

    - Key concepts: [concepts]

    - Context: [description]

Temporal Trends

Growing themes:

- [Topic 1]: +[X]% - [Explanation]

- [Topic 2]: +[X]% - [Explanation]

- [Topic 3]: +[X]% - [Explanation]

Declining themes:

- [Topic 1]: -[X]% - [Explanation]

- [Topic 2]: -[X]% - [Explanation]

Emerging themes:

- [New topic 1] - [Description]

- [New topic 2] - [Description]

Main Voices

Leading/influential voices:

- [Characteristic 1]: [Description of reach/impact]

- [Characteristic 2]: [Description of reach/impact]

- [Characteristic 3]: [Description of reach/impact]

Dominant media:

- [Characteristic 1]: [Description of coverage]

- [Characteristic 2]: [Description of coverage]

- [Characteristic 3]: [Description of coverage]

Active communities:

- [Characteristic 1]: [Description of activity]

- [Characteristic 2]: [Description of activity]

- [Characteristic 3]: [Description of activity]

Quantitative Insights

1. [Quantitative insight 1 with specific data]

2. [Quantitative insight 2 with specific data]

3. [Quantitative insight 3 with specific data]

STEP 3: QUALITATIVE VALENCE ANALYSIS

General Sentiment Distribution

```
POSITIVE:  [XX]% ████████████░░░░░░░░░░
NEUTRAL:   [XX]% ███████░░░░░░░░░░░░░░░
NEGATIVE:  [XX]% █████░░░░░░░░░░░░░░░░░
```

- **Net Sentiment Index:** [+/-XX] (scale -100 to +100)

- **Polarization Level:** [Low/Medium/High]

Predominant Emotions

Positive:

- [Emotion 1]: [XX]% - [Specific context]

- [Emotion 2]: [XX]% - [Specific context]

- [Emotion 3]: [XX]% - [Specific context]

Negative:

- [Emotion 1]: [XX]% - [Specific context]

- [Emotion 2]: [XX]% - [Specific context]

- [Emotion 3]: [XX]% - [Specific context]

Sentiment by Main Topic

Topic	Sentiment	% Positive	% Negative	Main Drivers
[Topic 1]	[Pos/Neg/Neu]	[XX]%	[XX]%	[Drivers]
[Topic 2]	[Pos/Neg/Neu]	[XX]%	[XX]%	[Drivers]
[Topic 3]	[Pos/Neg/Neu]	[XX]%	[XX]%	[Drivers]
[Topic 4]	[Pos/Neg/Neu]	[XX]%	[XX]%	[Drivers]
[Topic 5]	[Pos/Neg/Neu]	[XX]%	[XX]%	[Drivers]

Sentiment Evolution

- **Beginning of period:** [Sentiment and characteristics]

- **Inflection point:** [Date/event that changed sentiment]

- **Current situation:** [Sentiment and characteristics]

- **Trend:** [Improving/Worsening/Stable with explanation]

Qualitative Insights

1. [Qualitative insight 1 with deep analysis]

2. [Qualitative insight 2 with deep analysis]

3. [Qualitative insight 3 with deep analysis]

Sentiment Alerts

- [Alert 1 with specific data]

- [Alert 2 with specific data]

- [Alert 3 with specific data if applicable]

STEP 4: RISK AND TRENDS ANALYSIS

Risk Matrix

Critical Risks

Risk	Probability	Impact	Urgency	Trend
[Risk 1]	[High/Medium/Low]	[High/Medium/Low]	[Immediate/ST/MT]	[↑↓→]
[Risk 2]	[High/Medium/Low]	[High/Medium/Low]	[Immediate/ST/MT]	[↑↓→]
[Risk 3]	[High/Medium/Low]	[High/Medium/Low]	[Immediate/ST/MT]	[↑↓→]

Critical Risk Details:

1. [Risk 1]

- **Description:** [What is happening]

- **Indicators:** [Metrics evidencing the risk]

- **Potential impact:** [Consequences]

- **Recommendation:** [Suggested action]

2. [Risk 2]

- **Description:** [What is happening]

- **Indicators:** [Metrics evidencing the risk]

- **Potential impact:** [Consequences]

- **Recommendation:** [Suggested action]

3. [Risk 3]

- **Description:** [What is happening]

- **Indicators:** [Metrics evidencing the risk]

- **Potential impact:** [Consequences]

- **Recommendation:** [Suggested action]

Moderate Risks

- [Risk 1]: [Brief description and warning signals]

- [Risk 2]: [Brief description and warning signals]

- [Risk 3]: [Brief description and warning signals]

Emerging Trends

Negative Trends:

1. [Trend 1]: [Description, speed, actors]

2. [Trend 2]: [Description, speed, actors]

3. [Trend 3]: [Description, speed, actors]

Positive Trends:

1. [Trend 1]: [Description, speed, actors]

2. [Trend 2]: [Description, speed, actors]

3. [Trend 3]: [Description, speed, actors]

Identified Opportunities

1. [Opportunity 1]

- **Description:** [What it represents]

- **Foundation:** [Why it is an opportunity]

- **Potential:** [Expected impact]

- **Window:** [Optimal timing]

2. [Opportunity 2]

- **Description:** [What it represents]

- **Foundation:** [Why it is an opportunity]

- **Potential:** [Expected impact]

- **Window:** [Optimal timing]

3. [Opportunity 3]

- **Description:** [What it represents]

- **Foundation:** [Why it is an opportunity]

- **Potential:** [Expected impact]

- **Window:** [Optimal timing]

Future Scenarios (30-90 days)

Optimistic Scenario:

[Detailed description with expected metrics]

Base Scenario:

[Detailed description with expected metrics]

Pessimistic Scenario:

[Detailed description with expected metrics]

STEP 5: APPROACH SUGGESTIONS

General Strategy

Main objective: [Clear strategic objective]

Strategic pillars:

1. [Pillar 1]: [Detailed description]

2. [Pillar 2]: [Detailed description]

3. [Pillar 3]: [Detailed description]

Communication Strategy

Key Messages by Audience

[Audience 1]:

- **Message:** "[Main message]"

- **Tone:** [Recommended tone]

- **Channels:** [Specific channels]

- **Frequency:** [Specific frequency]

[Audience 2]:

- **Message:** "[Main message]"

- **Tone:** [Recommended tone]

- **Channels:** [Specific channels]

- **Frequency:** [Specific frequency]

[Audience 3]:

- **Message:** "[Main message]"

- **Tone:** [Recommended tone]

- **Channels:** [Specific channels]

- **Frequency:** [Specific frequency]

Narratives

To Reinforce:

- [Positive narrative 1]

- [Positive narrative 2]

- [Positive narrative 3]

To Counter:

- [Negative narrative 1] → [Strategy]

- [Negative narrative 2] → [Strategy]

- [Negative narrative 3] → [Strategy]

Risk Mitigation Plan

[Critical Risk 1]:

- **Preventive actions:** [List]

- **Response plan:** [Steps]

- **Spokesperson:** [Who]

- **Timing:** [When]

[Critical Risk 2]:

- **Preventive actions:** [List]

- **Response plan:** [Steps]

- **Spokesperson:** [Who]

- **Timing:** [When]

[Critical Risk 3]:

- **Preventive actions:** [List]

- **Response plan:** [Steps]

- **Spokesperson:** [Who]

- **Timing:** [When]

Opportunity Leverage Plan

[Opportunity 1]:

- **Initiatives:** [With description, objective, resources, timeline, KPI]

[Opportunity 2]:

- **Initiatives:** [With description, objective, resources, timeline, KPI]

[Opportunity 3]:

- **Initiatives:** [With description, objective, resources, timeline, KPI]

Engagement Strategy

Priority Segments:

- [Segment 1]: [Tactic, content, objective]

- [Segment 2]: [Tactic, content, objective]

- [Segment 3]: [Tactic, content, objective]

Influencers and Allies:

- [Influencer 1]: [Role and tactic]

- [Influencer 2]: [Role and tactic]

- [Influencer 3]: [Role and tactic]

Communities:

- [Community 1]: [Strategy]

- [Community 2]: [Strategy]

- [Community 3]: [Strategy]

Content Plan (30 days)

1. [Content 1]: [Type, topic, objective, channel, timing]

2. [Content 2]: [Type, topic, objective, channel, timing]

3. [Content 3]: [Type, topic, objective, channel, timing]

4. [Content 4]: [Type, topic, objective, channel, timing]

5. [Content 5]: [Type, topic, objective, channel, timing]

6. [Content 6]: [Type, topic, objective, channel, timing]

7. [Content 7]: [Type, topic, objective, channel, timing]

8. [Content 8]: [Type, topic, objective, channel, timing]

Quick Wins

1. [Quick Win 1]

- Action: [What to do]

- Impact: [What to achieve]

- Effort: [Low/Medium/High]

- Timeline: [Days]

2. [Quick Win 2]

- Action: [What to do]

- Impact: [What to achieve]

- Effort: [Low/Medium/High]

- Timeline: [Days]

3. [Quick Win 3]

- Action: [What to do]

- Impact: [What to achieve]

- Effort: [Low/Medium/High]

- Timeline: [Days]

4. [Quick Win 4]

- Action: [What to do]

- Impact: [What to achieve]

- Effort: [Low/Medium/High]

- Timeline: [Days]

5. [Quick Win 5]

- Action: [What to do]

- Impact: [What to achieve]

- Effort: [Low/Medium/High]

- Timeline: [Days]

Monitoring Metrics

Main KPIs

[KPI 1]: [Description]

- Target: [Target value]

- Frequency: [Daily/Weekly/Monthly]

- Source: [Where to get it]

[KPI 2]: [Description]

- Target: [Target value]

- Frequency: [Daily/Weekly/Monthly]

- Source: [Where to get it]

[KPI 3]: [Description]

- Target: [Target value]

- Frequency: [Daily/Weekly/Monthly]

- Source: [Where to get it]

[KPI 4]: [Description]

- Target: [Target value]

- Frequency: [Daily/Weekly/Monthly]

- Source: [Where to get it]

[KPI 5]: [Description]

- Target: [Target value]

- Frequency: [Daily/Weekly/Monthly]

- Source: [Where to get it]

Alert Thresholds

- **Critical:** [Specific condition]

- **Moderate:** [Specific condition]

- **Optimal:** [Specific condition]

Review frequency: [Specific recommendation]

ACTION PLAN - ROADMAP

Week 1-2 (Immediate)

- [ ] [Specific action 1]

- [ ] [Specific action 2]

- [ ] [Specific action 3]

- [ ] [Specific action 4]

- [ ] [Specific action 5]

Week 3-4 (Short Term)

- [ ] [Specific action 1]

- [ ] [Specific action 2]

- [ ] [Specific action 3]

- [ ] [Specific action 4]

Month 2 (Medium Term)

- [ ] [Specific action 1]

- [ ] [Specific action 2]

- [ ] [Specific action 3]

Month 3 (Consolidation)

- [ ] [Specific action 1]

- [ ] [Specific action 2]

- [ ] [Specific action 3]

APPENDICES

A. Detailed Methodology

Data Collection:

[Description of how data was collected]

Processing:

[Description of how data was processed]

Sentiment Analysis:

[Description of techniques used]

Thematic Categorization:

[Description of how themes were categorized]

Validation:

[Description of validation processes applied]

B. Glossary of Terms

- **Net Sentiment:** [Specific definition]

- **Polarization:** [Specific definition]

- **Valence:** [Specific definition]

- **Engagement:** [Specific definition]

- **Influencer:** [Specific definition]

- **Emerging trend:** [Specific definition]

- **Sentiment driver:** [Specific definition]

- **Quick Win:** [Specific definition]

C. Sources and References

Primary Sources:

- [Source 1 with details]

- [Source 2 with details]

- [Source 3 with details]

Secondary Sources:

- [Source 1 with details]

- [Source 2 with details]

Tools Used:

- [Tool 1]

- [Tool 2]

- [Tool 3]

D. Analysis Limitations

1. [Limitation 1 and its impact on results]

2. [Limitation 2 and its impact on results]

3. [Limitation 3 and its impact on results]

E. Complementary Data

Geographic Distribution (if applicable):

- [Region 1]: [X]% of mentions

- [Region 2]: [X]% of mentions

- [Region 3]: [X]% of mentions

Platform Distribution:

- [Platform 1]: [X]% of mentions

- [Platform 2]: [X]% of mentions

- [Platform 3]: [X]% of mentions

Temporal Distribution:

- [Period 1]: [X] mentions

- [Period 2]: [X] mentions

- [Period 3]: [X] mentions

FINAL CONSIDERATIONS

1. [Strategic consideration 1]

2. [Strategic consideration 2]

3. [Strategic consideration 3]

4. [Strategic consideration 4]

5. [Strategic consideration 5]

NEXT STEPS

To implement this analysis, it is recommended:

1. **Immediate (next 24-48 hours):** [Most critical immediate action]

2. **This week:** [Priority actions for the week]

3. **This month:** [Strategic actions for the month]

4. **Follow-up:** [Recommended review frequency]

5. **Analysis update:** [When to conduct next complete analysis]

SUGGESTED MONITORING DASHBOARD

Daily Metrics:

- [Metric 1]

- [Metric 2]

- [Metric 3]

Weekly Metrics:

- [Metric 1]

- [Metric 2]

- [Metric 3]

Monthly Metrics:

- [Metric 1]

- [Metric 2]

- [Metric 3]

CLOSING

This report consolidates the complete sentiment analysis on [TOPIC]. Recommendations are prioritized according to urgency and impact, and the proposed roadmap is designed to be implemented progressively.

For any questions or to delve deeper into any specific aspect of the analysis, you can request more information about any of the 6 steps performed.

[END STEP 6]