



## AAA Rolls Out Radian6 to Monitor and Listen in Social Media

*Motoring and travel organization will engage with nationwide members to gain insight into relevant community issues.*

Orlando, FL ([PRWEB](#)) January 9, 2009 -- AAA, the nation's largest leisure travel and motoring organization, has implemented the Radian6 platform to better connect with their more than 51 million members and strengthen the AAA brand across the web.

[Radian6's](#) social media monitoring platform gathers real-time-as-discovered information from across the social web, including blogs, video sharing sites, boards and forums including LinkedIn Answers, and emerging media such as FriendFeed and Twitter.

"Social media provides AAA members and consumers with a powerful opportunity to make their opinions and experiences known. We are actively engaged in listening and responding to those on the Web who are talking about AAA," explains Janie Graziani, AAA's manager of new media and technology. "To do this better, AAA is using Radian6 to provide insight into who is talking and what kind of impact they are having in their online communities. In addition, AAA is able to track issues of interest to members, such as transportation infrastructure and senior mobility, and become involved in conversations which, logically, [AAA](#) should be providing information about."

"The fast moving nature of the web means that conversations about a company can get fractured and splintered across several channels. For example, a brand mention may start on a forum, and carry to a blog, then to Twitter," says Radian6's CEO Marcel LeBrun. "With Radian6, companies can better connect the dots online between these points of dialogue. Not only can they get a holistic view of how the conversation unfolds, but they can choose appropriate places to engage with their customers and provide a valuable connection with the brand."

The Radian6 software also allows users to focus their analysis and results on a specific set of sites or sources on the web, or exclude specific sources as needed. These capabilities allow companies to home in on targeted results for a particular issue or topic that's highly relevant to their community.

"[Radian6](#) helps us discover which social media, such as comments, social bookmarks and on-topic inbound links, are working together to create influence," continues Graziani. "By learning who is leading the discussion in our industries, AAA can create more effective and efficient outreach efforts by focusing resources in those areas where they are most likely to have the greatest impact."

### About Radian6 Technologies:

Radian6 provides the social media monitoring platform for marketing, communications and customer support professionals. The company's flexible dashboard enables monitoring all forms of social media with results appearing in real-time as discovered. Various analysis widgets give users the ability to uncover the top influencers as well as which conversations are having an impact online. Visit [www.radian6.com](http://www.radian6.com) for more information.

### About AAA:

As North America's largest motoring and leisure travel organization, AAA provides more than 51 million

members with travel, insurance, financial and automotive-related services. Since its founding in 1902, the not-for-profit, fully tax-paying AAA has been a leader and advocate for the safety and security of all travelers. AAA clubs can be visited on the Internet at [www.AAA.com](http://www.AAA.com). News about AAA can be found at [www.AAA.com/news](http://www.AAA.com/news).

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## Contact Information

**David Alston**

Radian6

<http://www.radian6.com>

506-444-1905

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