

Here's the formula we're using to derive the SIM Score

$$\text{SIM Score} = \text{Net Sentiment for the Brand} / \text{Net Sentiment for the Industry}$$

The components of the above formula are:

$$\begin{aligned} &\text{Net Sentiment for the Brand} = \\ &(\text{Positive} + \text{Neutral Conversations} - \text{Negative Conversations}) \\ &/ \text{Total Conversations for the Brand} \end{aligned}$$

$$\begin{aligned} &\text{Net Sentiment for the Industry} = \\ &(\text{Positive} + \text{Neutral Conversations} - \text{Negative Conversations}) \\ &/ \text{Total Conversations for the Industry} \end{aligned}$$

The following is an example of how we calculated the SIM Score for GM using those formulas

Net Sentiment for the Brand:
Positive Conversations: 22,355
Neutral Conversations: 80,764
Negative Conversations: 19,127
Total Conversations for the Brand: 122,246

Positive + Neutral - Negative Conversations:
 $103,119 - 19,127 = 83,992$

Net Sentiment/Total Conversations:
 $83,992 / 122,246 = 0.68$

Net Sentiment for the Industry:
Positive Conversations: 399,431
Neutral Conversations: 1,465,720
Negative Conversations: 241,372
Total Conversations for the Industry: 2,106,523

Positive + Neutral - Negative Conversations:
 $1,865,151 - 241,372 = 1,623,779$

Net Sentiment/Total Conversations:
 $1,623,779 / 2,106,523 = 0.77$

SIM Score:
 $83,992 / 1,623,779 = 0.051 \times 100 = 5$