SOCIAL LISTENING GUIDE

WHAT IS SOCIAL LISTENING?

Social listening is the process of gathering user data from online platforms for mentions or discourse related to your organization, initiative, or brand, then analyzing the data for valuable insights. Social listening goes beyond the numbers to understand the context and climate of the words and data, and help you become aware of how people feel about your organization or initiative.

WHY DOES IT MATTER?

If you're not doing any social listening, you may be strategizing with blinders on! Getting a good understanding of the feelings toward your organization, cause, communications, and competition will help you shape your strategy with your audience in mind.

HERE'S A FEW WAYS THAT SOCIAL LISTENING CAN HELP YOUR CAUSE:

- Help you figure out how your audience feels or perceives your initiative
- Mitigate or even prevent a crisis
- Generate leads or potential audiences
- Tell you what questions your audience may have about your organization or cause
- Show you how to engage with your audience in a way that builds lasting engagement and improved public perception
- Give valuable insight on how people feel about organizations similar to yours
- Aid in identifying influential people or organizations that can help achieve your goal
- Identify industry trends, news, and buzzwords

SO, HOW DO I DO IT?

There are many ways of going about social listening. Here are some of the methods we recommend at DCS:

Internal social media analytics

   Social media platforms usually have an internal analytics tab, where you can view relevant trends in followers, impressions (how many times your posts are shown to people), reach (how many people were shown your posts), and engagement. The example below shows Buffer identifying a negative comment.

Buffer or Hootsuite analytics

   While Buffer and Hootsuite are both scheduling platforms, they do have internal analytics and they're actually fairly detailed!
- Buffer offers an "Engagement" tab, where you can view engagements with your posts and filter them by negativity, questions, and more.
- Hootsuite's analytics are extensive, analyzing trends over ALL social media platforms, allowing you to pull custom reports.

Google or website analytics
- Google Analytics: This is the more detailed of these two options, with countless capabilities for looking at and analyzing metrics, drawing up reports, setting up custom data collection dashboards, and more. Thankfully, it's completely free!
- Website analytics: Usually, whatever platform you use to build and host your website will have some rudimentary analytics. You'll be able to see pageviews, clicks, locations and mediums of traffic, and more, but you may not be able to draw up custom reports.

Google alerts

   Google alerts will monitor the web for any mentions of your brand, or any other keywords you decide to put in, and inform you of them. This is a great way to keep up with press coverage of your cause.

Platforms like Mediatoolkit, Meltwater, etc.

   Some platforms exist for the express purpose of social monitoring. Usually they require a paid subscription, but oftentimes they're very useful because they will centralize the listening for all your desired platforms — and more. They'll trawl the web, looking for mentions, and they'll analyze the info for positive or negative feedback, or other useful points of information.

Learn more about social listening at DennyCivicSolutions.com