SOCIAL LISTENING

The Strategy

The Ethical & Legal Implications

The Tactics

The Tools

The Metrics

The Tips & Tricks

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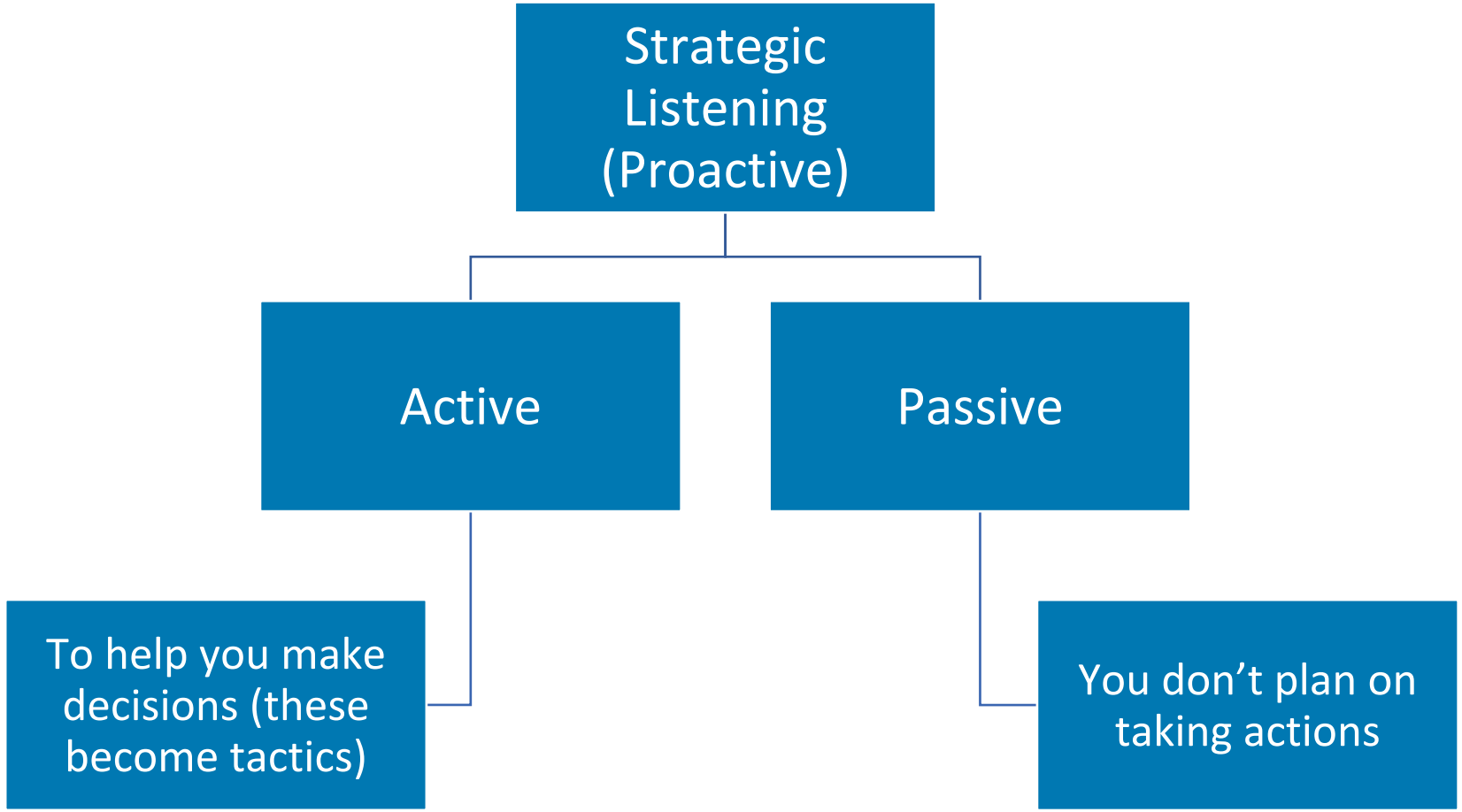
Disclaimer: This presentation was inspired by Dr. Shaw Alan's talk found here: https://www.youtube.com/watch?v=b9C4lyvmvDE

The Strategy



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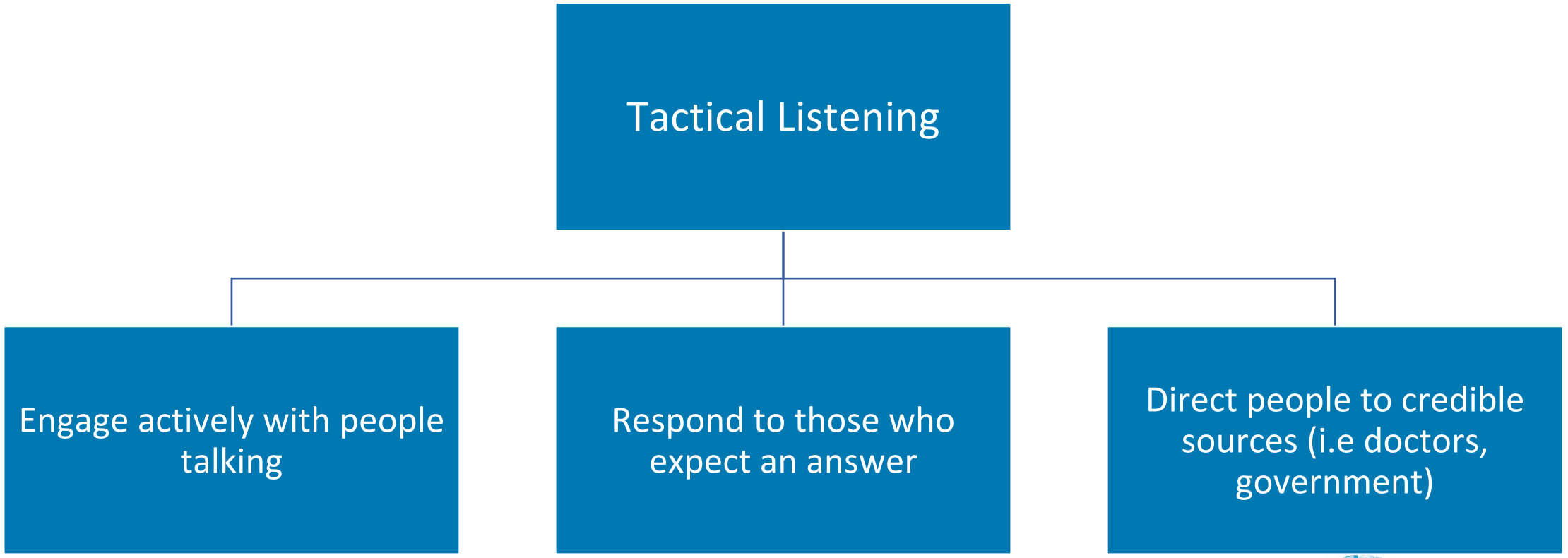
The Tactics



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The Ethical & Legal Implications

GDPR* 2018	• **7 principles** for the lawful processing of personal data: Lawfulness, fairness and transparency, Purpose limitation, Data minimisation, Accuracy, Storage limitation, Integrity and confidentiality (security), Accountability
Passive listening	• Legal without the need of consent
Active listening	• You need consent to be legal

Note: Processing includes the collection, organisation, structuring, storage, alteration, consultation, use, communication, combination, restriction, erasure or destruction of personal data.

Source: https://gdpr-info.eu/

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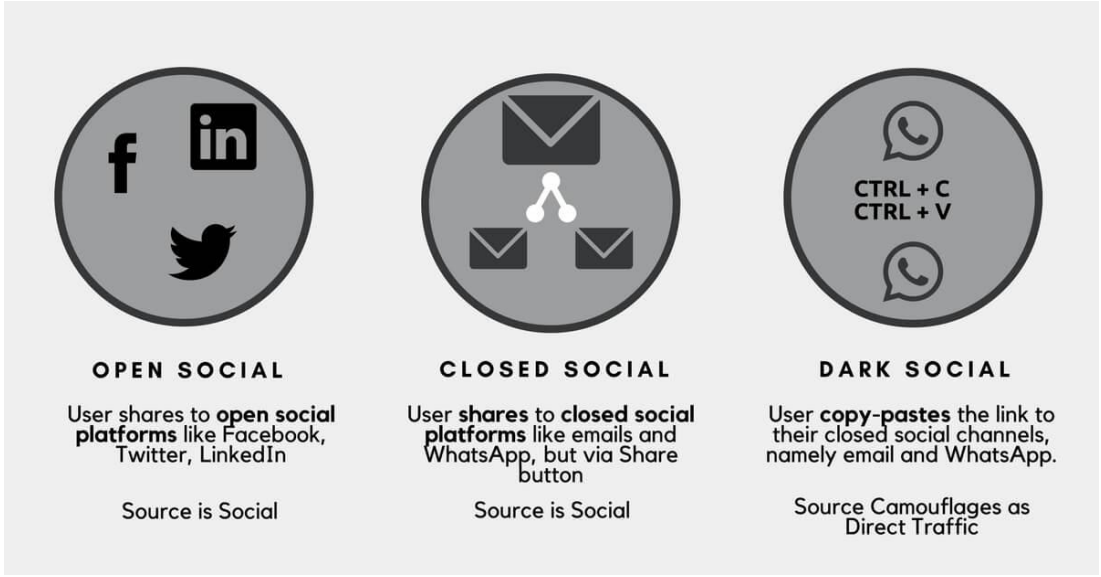
The Ethical & Legal Implications

Open Social
- API allows integration with other applications

Closed Social
- API doesn't allow integration with other applications

Dark Social
- API is invisible for Analytics



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The Tools

Minimal Fees (growing businesses)		Larger Fees (Enterprises)	
Hootsuite	awario	sproutsocial	socialbakers
Starts 25$/month	Starts 29$/month	Starts 99$/month	Starts 150$/month

Meltwater talkwalker

Prices quoted privately

Note: as important as it is to carry on 'Listening' via Google Trends and other search engine tools, please remember that these are not considered 'Social'. Social Listening Tools hence search the social media sphere only (i.e Facebook, Twitter, Instagram etc).

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The Metrics*

Volume

- Measures brand/ product mentions received in the social media sphere

Eng. %

- Measures number replies, mentions, retweets, favorites, and shares received on social media platforms. It allows you to determine the probability of posts going viral as well as brand and messaging relatability levels. A good indicator of quick and dramatic spikes.

Share of Voice

- Allows you to compare your own brand's share of the total industry-related social media messages to those of your competitors.

Sentiment Analysis

- Tracks sentiment levels for your brand.

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Source: https://www.astutesolutions.com/blog/articles/listen-up-5-essential-social-listening-metrics

The Tips & Tricks

Do's	Don'ts
• Have a plan for monitoring to be performed before each campaign/project. • Know your monitoring purpose ex: customer feedback, campaign #hashtag progress • Put a monitoring goal ex: lower customer complaints from 20 to 10%. • Diversify Keywords! • Analyse to find and predict trends (influencers) • Read insights to create future content/product/campaign. • Along with share of voice, compare competitors frequency of social media messages, engagement on various types of posts, and brand mentions/chatter.	• Use long-tail keywords. • be salesy when you are practicing Active Listening. • Trust AI powered sentiment analysis. • Be tricked with number of interactions (# and bots) • Just look, Act!

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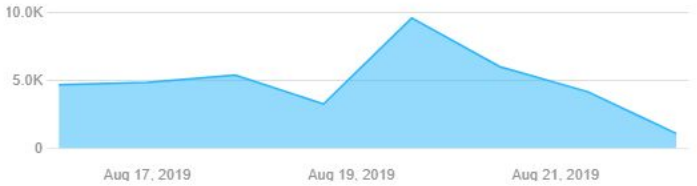
Biden | + Compare | Last 7 days

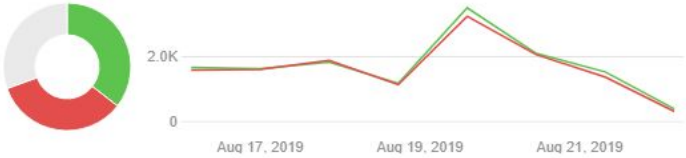
Mentions

38.9K -35%



Sentiment

Positive 35.5% | Negative 34.0%



Reach

648.3M -45%

Mentions | Influencers

gdj11

... especially is making it seem like Biden is the only feasible candidate, and I'm assuming they're doing it because they know he can be easily beat.

ExpensiveLove

... example, I do not like Biden. I like Bernie. The campaigns are still early. If I mention a legitimate criticism of Joe they attack saying "Vote blue ...

Bernie Sanders's 'Green New Deal': A $16 Trillion Climate Plan

www.nytimes.com • Lisa Friedman

... Vice President Joseph R. Biden Jr. has called for spending $1.7 trillion over 10 years . Senator Elizabeth Warren of Massachusetts has a $2 trillion ...

NYCVG

Bern Notice on Biden's reaction to Bernie's Climate Plan:

Hilarious Joe Biden's Son Drug Addiction, Chinese Money Scandal and Fa...

LONNELHARRISLIVE 2

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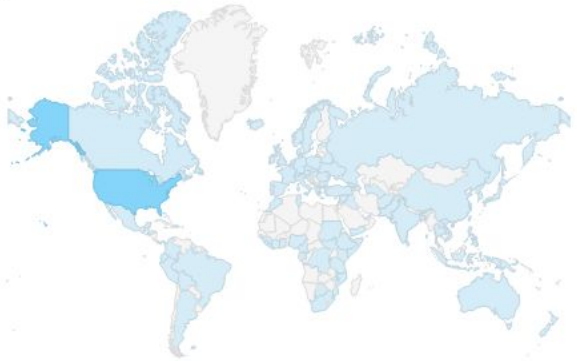
205 E 67th St, New York City, NY 10065, United States

Thoughts about what Joe Biden had to say?

Countries



Topic cloud

beat kamala primary democratic climate
vice democrats joe trump buttigieg
people debate
candidates sanders vote biden bernie
joe biden beto president
best #biden2020 vp harris need
voters warren old biden's like good jill right polls
vice president #joebiden obama candidate support new
campaign win party nominee
booker better election want
hillary running

Languages

English	90.5%
Dutch	1.3%
German	0.9%
Afrikaans	0.6%
French	0.5%

Sources

Twitter	97.0%
News/Blogs	1.4%
Facebook	0.6%
YouTube	0.5%
Reddit	0.2%
Web	0.2%
Instagram	0.0%

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Source: www.awario.com

Thank you

Any Questions?

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