

## Social Media Monitoring

### What is Social Media Monitoring?

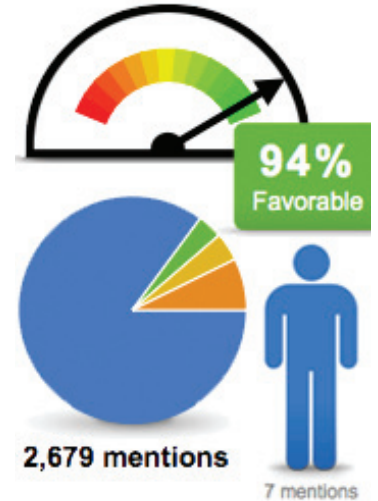
- 65 million tweets sent out a day
- 34% of bloggers post opinions about products & brands
- 60 million Facebook status updates posted daily

Participating in social media isn't just about signing up for Facebook, writing a blog or tweeting. In fact, you can participate in social media without doing any of the above. Whether or not you decide to engage through these channels, people are still talking about your brand.

One of the most important parts of social media is listening. By monitoring the chatter you can listen and respond to what's being said in the ever changing and growing world of social media. Social Media Monitoring views content from social media sites including: blogs, forums, Facebook, and Twitter to create a real-time picture on how products, people, and brands are being perceived.

Monitoring tools are offered in many different forms. From free services to hefty monthly membership fees, you can find the combination that's right for you. Google real-time search and Alerts allows you to search and be notified of current conversations for no cost. Social Mention is a free search platform with complex search and analysis tools to scratch the surface of online chatter. On the other end of the spectrum, paid subscription tools like Radian6 and Sysomos offer: monitoring, measurement, competitor comparisons, and engagement statistics. In addition, social media channels are starting to provide their own analytics. Facebook offers "Insights" for page administrators, which gives details on your page interactions and demographics. Twitter's advanced search option allows you to search words or phrases and then narrow it down by people, dates, places, and attitudes.

Listening is at the foundation of any social media strategy. By monitoring, you can find out who is talking about your brand online, where they are having discussions and what exactly they are saying. If you aren't listening, you'll miss out on key opportunities to improve customer service, identify brand loyalists and keep an eye on your competitors' social media efforts.



Try It Out:

- [Twitter Search](#)
- [Social Mention](#)
- [Google Alerts](#)

### Why it Matters

It is becoming more and more apparent that your brand is no longer in your control – it is in the hands of the millions of consumers that are going online and talking about it. When we search for a brand, we no longer go directly to the corporate site, we research what others are sharing and then decide whether or not it is worth it, based on those opinions. Social media monitoring gives you the opportunity to react and respond to these conversations.

A case study on [Southwest Airlines](#) in dealing with a famous, portly, and disgruntled customer shows us how important it is to be listening and reacting to social media. Southwest has a company wide policy to deal with every unhappy customer: listen to what they have to say, reflect on the issue, apologize, and offer a solution. This holds true within social media as well. Had they not reacted promptly to the tweets, the end result could have been catastrophic for the company.

Before diving right in, you should have a game plan. You need to decide what you are interested in tracking and listening to. Not every piece of information will be of value. Secondly, optimize your current tools – Facebook Insights, Tweetdeck, etc. to search and alert you of key happenings. Then you can add new tools and determine what type is best for your brand. Lastly, you'll want to analyze and engage using the information that you've found to participate and share in your brand's conversation. But don't just stop there with utilizing the monitoring data to guide your social media engagement strategy. Use these insights to help inform decisions across your business in areas like product development, offline marketing, human resources and sales.

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