Social Media Monitoring





Monitoring

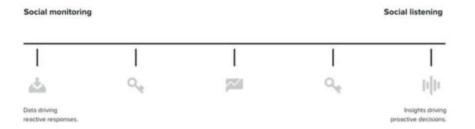
- Brand mentions (with or without direct tagging, aka @mention)
- Relevant hashtags
- Mentions of your competitors
- General trends that apply to your industry



SM Monitoring vs. Social Listening

Social monitoring vs. social listening

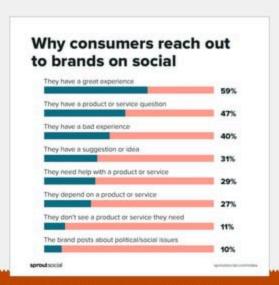
Monitoring tells you what, listening tells you why.





Benefits

- 59% of consumers reach out to brands on social because they had a great experience
- 47% of consumers reach out to brands on social because they have a product or service question
- 40% of consumers reach out to brands on social because they had a bad experience





Tools



Google Alerts





Tweet Deck







Union Metrics

- What's the best time to post to Instagram?
- What hashtags should you use to get the most engagement?
- What should you post more (or less) of?





HootSuite

- Posting scheduler for Facebook and Twitter
- · Social media monitoring





TalkWalker

- Analytic Tools
- Listening
- Metrics

