

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**.

Social monitoring

Social listening



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

Why consumers reach out to brands on social





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

