

Popular social listening tools

Now that you’ve made your way through this social media course content, you should be familiar with social listening. As a refresher, **social listening** refers to the tracking and analyzing of conversations and trends related to your brand. Another way to conduct social listening is simply by listening to your audience. In this reading, you will learn about the tools that allow you to conduct effective social listening. Social listening tools can help you monitor all of your social media platforms in one place.

In these tools’ dashboards, you can check:

- mentions of your brand
- relevant keywords
- feedback through tags and direct messages

You can even post on your social accounts directly from tool dashboards, and integrate all your accounts so you can track analytics.

Social listening tools

There are countless social listening tools on the market, and choosing the right one can be a big task. For now, you will have an introductory look at the most popular tools out there. As you learn about each one, you can start to form an opinion on which you might prefer when you start your journey as a digital marketer. And after you’ve done that, feel free to browse their sites and test them out—you can’t really know which tool you prefer until you try them!

HubSpot Social Media Management Software

For the duration of this certificate program, you will continue to learn about HubSpot and its robust features. HubSpot does many things, but as a social listening tool, it offers integration for all types of marketing and analytics in one place. With HubSpot, users are able to target specific audiences using the contacts database built into the customer relationship management tool, and then track and manage the engagement their brand gets from those interactions. And, like many social listening tools, HubSpot allows you to reply directly to any tags, mentions, and comments directly in the interface.

Sprout Social

Sprout Social is a comprehensive social media management tool with features similar to HubSpot. It’s comprehensive in that users can post content via their publishing tools, and users can manage social listening and customer service needs. Users find Sprout Social favorable because it allows them to discover trends from within their mentions and comments, and it provides valuable insights into their audiences.

Falcon.io + Brandwatch (Falcon.io is now part of Brandwatch)

Another comprehensive social media management tool that is commonly used is Falcon.io. Falcon.io allows for direct communication between social media users and your business’s internal team members when necessary. Falcon.io also includes a feature called the Engage inbox, which allows users to handle private messaging communications effectively.

Hootsuite

Like the other tools, Hootsuite allows you to create and schedule content, monitor activity and mentions, and manage communication across all your supported social accounts in one dashboard. Hootsuite also suggests the best times to post, based on your data, and allows for team collaboration on all messages in Hootsuite Inbox.

Key takeaways

Remember, these are just a few of the commonly used tools for social listening. They all have similar use cases, but the user interface and capabilities may vary. If you have a moment, take some time and try out each tool to help you identify which one you feel most comfortable in.

Resources for more information

- [HubSpot](#)
- [Sprout Social](#)
- [Falcon.io](#)
- [Hootsuite](#)

