

1.
To pass this practice quiz, you must receive 100%, or 1 out of 1 point, by completing the activity below. You can learn more about the graded and practice items in the [course overview](#)[↗].



Activity Overview

In this activity, you will filter and analyze social listening data to identify audience insights and industry trends. You will then suggest actions to take based on those insights. Social listening involves monitoring social media platforms for mentions of your brand, competitors, and any related keywords, then analyzing the information you've collected and planning actions based on what you've learned.

Be sure to complete this activity before moving on. The next course item will provide you with a completed exemplar to compare to your own work. You will not be able to access the exemplar until you have completed this activity.

Scenario

Review the scenario below. Then complete the step-by-step instructions.

You work for an agency hired to do marketing for Great Grounds, a small, regional chain of coffee shops based in the Northeast United States. You have monitored Twitter for mentions of the brand, its products, its competitors, and related keywords and collected the data in a spreadsheet. Now you want to review that data to learn more about Great Grounds' audience, understand their sentiment around the brand and its main competitor (Java House), and spot any emerging industry trends. You will record your insights and the actions you plan to take based on those insights.

Step-By-Step Instructions


Step 1: Access the template

To use the template for this course item, click the link below and select "Use Template."

Link to template: [Social listening insights](#)[↗]

OR

If you don't have a Google account, you can download the template directly from the attachment below.

 [Activity template Social listening insights](#)
[DOCX File](#)

Step 2: Access supporting materials


The following supporting materials will help you complete this activity. Keep them open as you proceed to the next steps.

To use the supporting materials for this course item, click the link below and select "Use Template."

Link to supporting materials: [Great Grounds social listening data](#)[↗]

OR

If you don't have a Google account, you can download the supporting materials directly from the attachment below.

 [Great Grounds social listening data](#)
[XLSX File](#)

Step 3: Filter mentions by positive sentiment

In the next few steps, you will filter the data in the Great Grounds social listening data spreadsheet by different criteria. Then, you will analyze the information.

First, filter the Mention column by positive sentiment. To create a filter, click on the cell in the top left-hand corner of the sheet to select the entire sheet. Then select "Data" and "Create a Filter."

Great Grounds social listening data

File Edit View Insert Format **Data** Tools Extensions Help [Last edit was se](#)

100% \$ % .0

1:201 fx Date

	A	
1	Date	Mention
2	2021-11-07 00:00:18.0	Restaurants fac
3	2021-11-07 00:03:50.0	Great Grounds
4	2021-11-07 00:04:29.0	it's been a who
5	2021-11-07 00:05:11.0	I can't afford G

Sort sheet
Sort range
Create a filter
Filter views
Add a slicer

Click on the filter icon in the Sentiment header and click "Clear." Then select "positive" from the dropdown list and click "OK."

Sentimen

Sort A → Z
Sort Z → A
Sort by color
Filter by color
Filter by condition
Filter by values
Select all · Clear

negative
neutral
✓ positive

Cancel OK

Now review the positive mentions in the Mention column. What are people talking about? What trends do you notice? What do people like?

Record notes on your findings next to Positive Mentions in the Insights column of the social listening insights template.

Step 4: Filter mentions by negative sentiment

Repeat the previous step to filter the Mention column by negative sentiment. To change the filter, click on the filter icon in the "Sentiment" header, deselect "positive," and select "negative." Then click OK.

Mention

Sentimen

Sort A → Z
Sort Z → A
Sort by color
Filter by color
Filter by condition
Filter by values
Select all · Clear

negative
neutral
positive

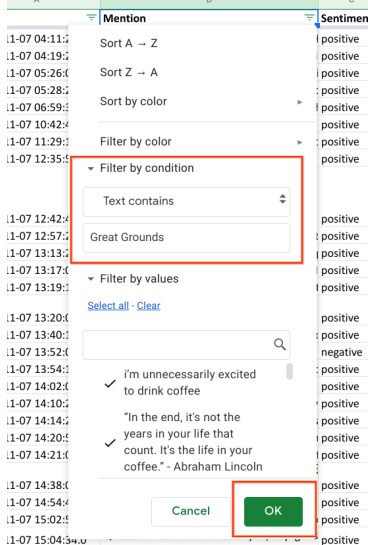
Cancel OK

Review the negative mentions in the Mention column. What are people talking about? What trends do you notice? What do people dislike?

Record notes on your findings next to Negative Mentions in the Insights column of the social listening insights template.

Step 5: Filter the data by additional criteria

To gain even more specific insights, filter the data by additional criteria. For example, you could filter for mentions of the name Great Grounds, its competitor—Java House, a specific flavor, and so on. You could also filter the data by gender, interest, or region. To filter the mentions by additional criteria, click on the filter icon in the Mention column, select “Filter by condition,” and select “Text contains” from the dropdown menu. Then type in the text you want to filter for (e.g., Great Grounds) and click “OK.”



Review the filtered data.

Describe the criteria you filtered for (e.g., Great Grounds mentions) in the Filter column in the social listening insights template. Then add notes on any new findings next to your description in the Insights column.

Step 6: Plan actions based on insights

The final step of the social listening process involves planning actions based on the insights you've revealed. Review the notes you recorded in the Insights column in the social listening insights template. Determine some actions you plan to take to improve your marketing strategy based on these findings. For example, if you found that people liked a particular coffee drink, you might plan to promote that drink more on social media. Then, add notes on any actions you plan to take based on your social listening insights to the Actions column in the social listening insights template.

Pro Tip: Save your work

Finally, be sure to save the work you did to complete this activity. This can help you work through your thought processes and demonstrate your experience to potential employers.

What to Include in Your Response

Be sure to address the following elements in your completed social listening insights table:

Insights gained from filtering the data for positive mentions

Insights gained from filtering the data for negative mentions

Insights gained from filtering the data for additional criteria, and a description of that criteria

A description of the actions you plan to take based on your social listening analysis