Social Listening | History

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Consumers are more social than ever.

As a result, brands need to sift through increasing amounts of noise to find the conversations that matter most to their brand on social. Focusing on the most relevant people, conversations, and activity can yield valuable insights to understand past events, inform current decisions, and improve future outcomes. What's more, your customers, fans, and followers expect to be heard when they say or share something about your brand on social channels.

Identify the audience segments that matter most to your listening efforts

Assess the social landscape to identify the accounts and individuals having brand relevant conversations and include them in your listening efforts. This doesn't just include your current community members, you should also identify customers, prospective customers, relevant industry leaders, trade journalists and publications, and related companies (partners, peers, etc.). Social listening is also a great opportunity to collect competitive intelligence—listen to your competitors, and their customers, to get an idea of what they are saying, and what is being said about them. Organize listening efforts into categories (customers, competitors, media, etc.) so that you can get a clear picture of what each group is talking about.

Pinpoint the topics and keywords integral and interesting to your brand

Along with individual people and accounts, identify key terms and phrases that your brand should pay attention to on social. These include key industry terms, individual product or service names, customer interest areas, and popular hashtags. These topical areas will pull in content that surfaces new people and conversations worthy of discovering. In addition to highlighting new opportunities to engage in current conversations, these search efforts will provide insight into new relationships worth pursuing.

"Those who cannot remember the past are condemned to repeat it."

- George Santayana

Categorize listening topics for future insights.

Over time, social listening results will provide cues for where your audiences' interests lie. Determining ways to categorize and tag conversations by content type, conversation theme or key participants will help uncover actionable opportunities for future content creation and engagement.

Track and report historical trends.

Multiple factors are involved in driving spikes in conversation. Tracking the frequency, location, and time of day when your brand or key brand related topics are being discussed socially can reveal clues into behavior patterns and causation for these spikes. By benchmarking engagement rates, your brand will be equipped to identify behavioral patterns and optimize ongoing brand activity.