Social Media Listening

January 21, 2021
Agenda

• Monitoring vs Listening
• Listening with Queries
• Listening with Native Tools
• When to Respond
• The Good, the Bad, and the Ugly
• Tools, Tips, and Tricks
Monitoring vs Listening
Monitoring vs Listening

**Monitoring**

- The conversations people have WITH your brand and accounts
- Your account is tagged or the content is directly posted on your account
- Turn on your notifications

*Examples:*

- Private and direct messages
- Comments and replies to posts
- Posts to your page

**Listening**

- The conversations people have ABOUT your brand, staff, etc.
- Your account is typically not tagged
- You have to search for these messages, and can only see them if privacy settings allow you access

*Examples:*

- Tweets naming your brand, but not @ mentioning your account
- Messages referring to your brand with slang or alternative names
Why Should You Bother?

- Monitoring can help you to fulfill the public’s expectations that your brand will engage with their content
- Listening can lead to insights and critical awareness
- Either can help you develop stronger content, in their own ways
- Detect and address issues early to prevent escalation
Call-Out Culture

• In a 12/2019 study by WhoIsHostingThis.com:
  • 51% of respondents said they had called out a company on social media before.
  • 53% believed the brand would change behavior based on social media criticism.

• In a 2018 Sprout Social survey:
  • 89% of people said a business could regain their trust if they admitted to a mistake and were transparent about the steps it would take to resolve the issue.

https://www.whoishostingthis.com/blog/2019/12/19/business-callout/
https://sproutsocial.com/insights/data/social-media-transparency/
Listening with Queries
Query Building Process

1. Build your positive keyword list(s)
2. Build your negative keyword list(s)
3. Build and test your queries
4. Iterate
5. Save your work
Keyword Lists

- Brand-, person-, or topic-based
- Consider slang, alternative names
- Consider plurals
- Don’t forget common misspellings
- Can use multiple lists together
<table>
<thead>
<tr>
<th>Tag</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Michigan State University&quot;</td>
</tr>
<tr>
<td>&quot;Michigan State Spartans&quot;</td>
</tr>
<tr>
<td>&quot;Michigan State&quot;</td>
</tr>
<tr>
<td>Spartans</td>
</tr>
<tr>
<td>MSU</td>
</tr>
<tr>
<td>#MSU</td>
</tr>
<tr>
<td>#MichiganState</td>
</tr>
<tr>
<td>#Spartans</td>
</tr>
</tbody>
</table>
Exercise #1

You are consulting for a regional coffee shop chain. Brainstorm a list of keywords to monitor for conversation that could be related to your brand.
Fine-Tuning Lists

• False positives
• Competitors
• Irrelevant content
Exercise #2

Return to your coffee shop consultancy. Now brainstorm words you would want to filter out of your listening search results.
Boolean Operators

- **AND** = Requires matching all the terms
- **OR** = Requires matching one of the terms
- **NOT** = Requires the term not be included
- **“search terms”** = Requires an exact match
- **(search, terms)** = Matches anything in the set
Basic Boolean Formula

• This AND that NOT those

• Lansing AND coffee NOT Starbucks

• “East Lansing” AND coffee NOT Starbucks

• (“East Lansing” OR Okemos) AND (coffee OR latte OR cappuccino) NOT (Starbucks, Sparty’s, Sparties, ”Espresso Royale”, “Foster Coffee”, “Blue Owl”)
Tool-Specific Settings

• Emoji support
• Case sensitivity
• ~ Within X words (i.e. Michigan State within three words)
• Support and limitations of keyword lists
• Location support
Listening with Native Tools
Twitter Lists

• Twitter lists allow you to watch what particular accounts are posting without actually following the accounts.

• Users you add to public lists are notified that you added them to a list. Others can see which accounts are on your public lists.

• Use private lists for listening.

• NOTE: Private lists are still subject to FOIA. Don’t list an account at all if that’s a concern.

• Add list(s) as columns in dashboards of your favorite social tool.
Twitter Search

• Query builder tool: twitter.com/search-advanced

• All, exact phrase, any, none, hashtags

• From, to, mentioned accounts

• Filter by language, message type, included links

• Filter by engagement levels (minimum # replies, likes, RTs)

• Filter by date range
Instagram Search

• Manually search by hashtags and locations. We recommend keeping a list to speed up the process.

• Limited to public account posts. If a user with a private account uses a hashtag, that post will not appear in a hashtag search.

• Hashtag API limits if using a tool to automate hashtag searching:
  • Maximum of 30 unique hashtags within a 7 day rolling period.
  • You can’t access personally identifiable information and cannot comment on the hashtagged posts.
Facebook Search

• Privacy settings are most controlled on Facebook.

• Can only see content from closed or private groups if you’re a member.

• Can only see content from pages and people if it’s public.

• Do not assume search results tell the full story.
Linkedin Search

• There is less conversation on this platform, but depending on your audience and what you’re looking for it may be helpful.

• Users will likely receive notifications that you looked at their profile.

• If you search from the web and are logged into LinkedIn (or have the app on your phone while searching on mobile), search results will open with you logged in and can trigger that notification.

• Use search filters to control for school, location, etc.
Responding and Engaging
Responding Best Practices

• Train staff on when and how to respond.

• Stay in the same channel.

• Take it offline or to private conversation thread to manage personal situations.

• Build templated responses for frequently asked questions.

• Track common issues and direct to relevant persons.
• Consider developing your own team protocol to use as a guide.

• Sample:

• U.S.A.F. Web Posting Response Assessment
Using Your Listening Forces for Good
Trending Topics

- Feature content ideas
- Emojis
- Hashtags
- Common discussion threads
- Reddit topics of interest
Frequently Asked Questions

• Items to add to future event details
• Items to add to website, other communications
• Ways to improve processes
• Responses that can be templated
User Generated Content (UGC)

- Hashtags, location tags, and brand references can lead to valuable UGC
- Engaging with users leads to more brand affinity
- Your audience LOVES being featured on an official account.
Trends Become Content

• Teachers often shared photos from their classroom, messages of support for students who were applying to college, etc.

• We designed content based on the idea that this was a highly engaged audience on social media.

• One of the top performing MSUToday features on social media in 2018.
Testing Hashtags

• Check trending hashtags before use.

• Check hashtags you’re considering using for campaigns and events to see if they already are in use for another cause.
Issues Identification

• Conversation happens in real time on social media.

• You won’t be tagged in every issue.

• Trending topics can help indicate what your audience is talking about.

• Be aware of where/how it is trending - nationally, “trending for you”, etc.
Addressing Issues

• Check the timestamp to be sure it is a current message.

• Check responses to see if the issue has already been resolved.

• Confirm images are accurate and it’s not a hoax.

• Follow response best practices.

• Report to others, if necessary.
Inspire Brand Advocacy

• Encourage advocacy on behalf of your brand.

• 74% of people trust social networks to guide purchasing decisions

• Build relationships with your audience
Keep It Natural

• Don’t be creepy.

• Seriously.
The Dark Side of Listening

If you only knew the power of the darkside.
Community Guidelines

A comment may be removed if it:
• Incites violence.
• Contains fighting words, true threats, or demonstrates an imminent intent to harm or assault.
• Constitutes or encourages illegal activity.
• Constitutes harassment.
• Contains profanities or obscene language.
• Promotes a business or commercial transaction.
• Promotes a candidate campaigning for election.
• Violates the intellectual property rights—such as copyright or trademark infringement—of any other party.
• Compromises the safety or security of MSU community members or the public.

Michigan State University also may remove "spam" or other off-topic comments that are generated or appear to have been generated by "social bots" (i.e., content posted by automated software or "bots").
Community Guidelines

• These have been approved by MSU legal counsel and are the official community guidelines for campus social media accounts.

• Posting Community Guidelines for expected behavior on your account(s) gives you some cover to police comments.

• Link to this page, where appropriate, from your official social media profiles.

• https://comms.msu.edu/social-media/resources/msu-community-guidelines.html
Dealing with Trolls

• Never delete content when platforms make it possible to avoid doing so. We’re a public university and freedom of speech is allowed.

• Even if you don’t agree with it, they have the right to say what they think in a public forum.

• You may hide comments and replies if they contain expletive language or threats, or are completely irrelevant and off topic to the post they appear on.

• Take screenshots of anything of concern.
Confirm Accuracy of “New” Images

1. Save image URL or image file
2. Visit google.com on desktop
3. Click Images (upper right corner)
4. Click camera icon
5. Paste URL, or choose Upload an Image tab and select your file
6. Confirm the “new” image isn’t actually from an old issue
Content Causing Concern

• Behavioral Threat Assessment Team (BTAT) - btat.msu.edu

• If you see something indicating an immediate threat to a student or campus, call 9-1-1 and explain the situation to the operator.

• If possible, confirm the message is actually about MSU.
  • Check profile bio, location, recent tweets, etc.
  • MSU People Search
Mandatory Reporting

• If someone tags an official MSU social media account or posts to the account (on the page) concerning abuse, harassment, etc., it is treated the same as if they told a staff member.

• Follow your mandatory report guidelines for these instances and report to the Office of Institutional Equity and/or MSU Police, as required.

• When in doubt, report.

• Include links and screenshots.
Contact Information

• Office of Institutional Equity:
  • oie@msu.edu

• MSU Police Department:
  • Emergencies (direct threat, self harm risk, etc.) - Call 9-1-1
  • Non-emergencies or to report crimes & suspicious activity - 355-2221 or info@police.msu.edu
  • Anonymous text - Text the word MSUPD with your tip to CRIMES (274637)
  • Tip line - 1-844-99-MSUPD
Notifying University Communications

• Media and Public Information
  • Emily Guerrant, emilyg@msu.edu

• Social Media Staff
  • Ellen Doepke, doepke@msu.edu
  • Katie Bylin, bylinkat@msu.edu
Tools, Tips & Tricks
Free Search Tools

• Google Alerts
• Google Trends
• Google News - news.google.com
• Mentionmapp - visualizes your network
• TweetDeck
• Twitonomy
Paid Search Tools

- Agorapulse
- Awario
- Brand24
- Hootsuite
- Mention
- Sprinklr Listening Explorer (included w/ Sprinklr seat)
- Sprout Social
- TweetReach.com - hashtag conversation reach
Automation

• Put technology to work for you with a tool like ifttt.com or Microsoft Power Automate

• Pair with a listening tool (i.e. Google alerts) and a tracking tool (i.e. Google sheets) or notification system (i.e. email, text message, Teams channel) to create an automated listening tracker
Automation

**Alerts**
Monitor the web for interesting new content

- **Search**
  - "Michigan State"

- **Trigger**
  - Deliver to: RSS feed

**Examples**
- **RSS feed to a Google Sheet**
  - By Microsoft
  - Automated
  - 1212

- **RSS feed to an Excel Online (Business) spreadsheet**
  - By Microsoft
  - Automated
  - 1039

- **Post message on Teams when a RSS feed is published**
  - By Microsoft
  - Automated
  - 13703
Learning Resources

- blog.CampusSonar.com/blog
- brandwatch.com/blog
- mention.com/en/blog
Take Aways

• You really can’t afford not to be monitoring and listening.

• Listening is not just looking for the bad stuff.

• It doesn’t have to be too expensive or complicated.

• Putting processes in place can help streamline things.

• Have a plan for how you’ll share what you learn and how to act on the information, ideas, and content you find.
Questions?

Contact me! kkelly@msu.edu or @KKellyMSU