MICHIGAN STATE
UNIVERSITY

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
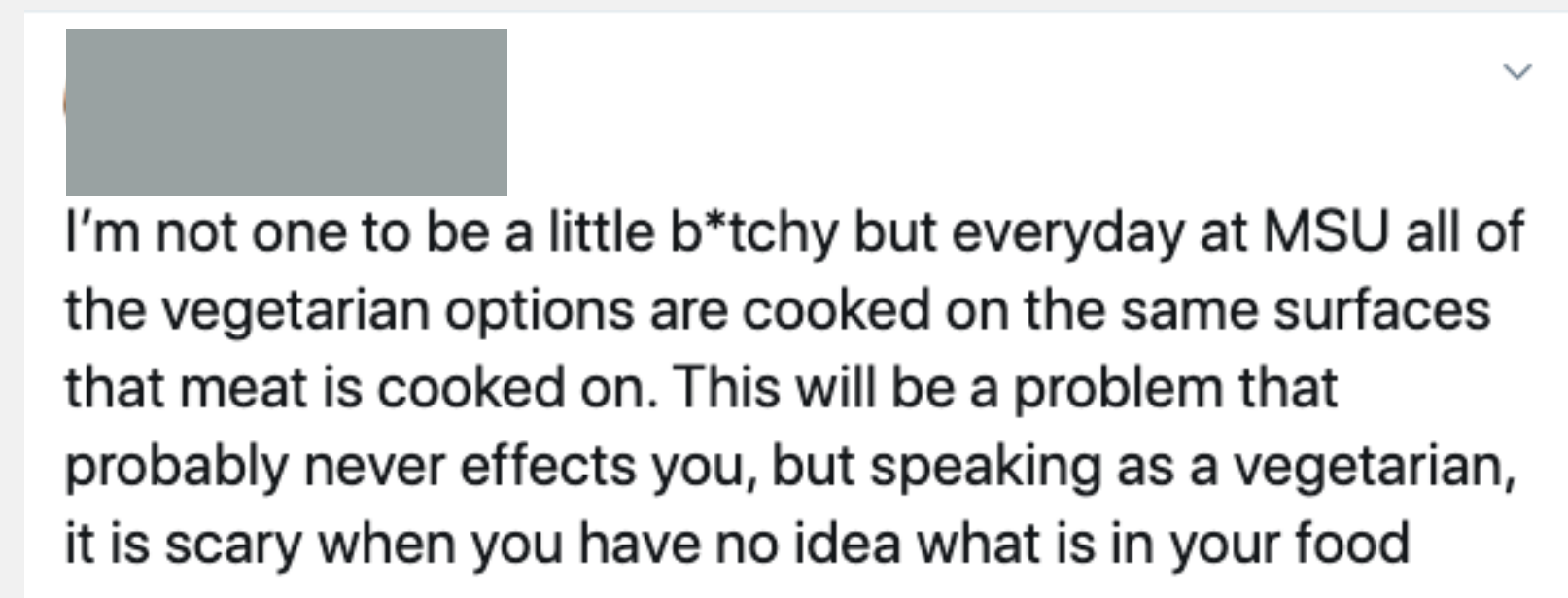
Examples:

- 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.

Michigan state know they wrong for not putting salt down on these icy ass sidewalks

12:04 PM · Jan 24, 2019 · Twitter for iPhone

I'm not one to be a little b*tchy but everyday at MSU all of the vegetarian options are cooked on the same surfaces that meat is cooked on. This will be a problem that probably never effects you, but speaking as a vegetarian, it is scary when you have no idea what is in your food

Eat at State | MSU @EatatState · Nov 20, 2019
Replying to @
Hi Tommy. We appreciate you sharing your concerns. Is there a particular location you frequent, or is this something you've noticed at multiple spots on campus?

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

"Michigan State University"
"Michigan State Spartans"
"Michigan State"
Spartans
MSU
#MSU
#MichiganState
#Spartans

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

Note: This page is a grid of parallel keyword/term lists (10 columns). A standalone value "300" appears isolated in the right portion of the "body weight" column (near the "Piedmont" row).

C1	C2	C3	C4	C5	C6	C7	C8	C9	C10
government	Maseru	Springfeild	#mississippi	#BearUp	body weight	#4everSpartans	UNSC	#SJSUHomecoming2017	#BearUp
gov't	airport	"West Plains"	#missouri	"Morgan University"	body-weight	"Coventry Spartans"	Halo	"St. Francis High School"	"Morgan University"
gov	"Mu Sigma Upsilon"	"Mountain Grove"	#montana	#kutztown	bodyweight	"Priest River"	"covenant forces"	"St. Francis Spartans"	#kutztown
governor	"Copeland Gallery"	Dalian	twitter.com/msu	#GoRedHawks	"University of South Carolina"	Starpoint	"Space Diapers"	#SFHSlearns	#GoRedHawks
police	"monosodium urate"	#gomaroon	"Management & Science University"	#MissUniverse	"Case Western"	helots	"Spartan Race"	"Mason County Central"	#MissUniverse
"highway patrol"	"Maharaja Sayajirao University"	#mindseye	"Maring Students' Union"	#MidwesternState	"Trinity Western"	helot	"Spartan Fit"	#ShieldsUp	#MidwesternState
MSP	Mahasarakham	Maroonify	"Ole Miss"	#FutureBears	"St. Thomas Aquinas"	"Salinas Valley"	"Spartan Up"	Moberly	#FutureBears
"Federal Credit Union"	"Management and Science University"	MarooNation	#MorganState	#HBCULegacy	"Saint Thomas Aquinas"	Schurr	#SpartanRace	#HPSpartans	#HBCULegacy
MSUFCU	#MSUrians	"Montana State"	#MorganPride	"Bear Talk"	Castleton	Solehi	#SpartanWC16	Norfolk St	"Bear Talk"
"State Fair"	#go2MSU	"Montana-State"	#mtscores	bearhugs	"University of Tampa"	"Lincoln East"	#AcceptTheChallenge	"Valley View"	bearhugs
"Michigan State Fair"	Selangor	"Montana Colleges"	#mtsports	Roadrunner	"Amity Regional"	"Villa Park"	#300	#vvcheer	#cenlapreps
"Michigan State Prison"	Mayville	"Montana University"	"MSU Chorale"	Bagley	"York College"	Turpin	SpartansForLacey	#cysprings	#NELApreps
"Housing Development Authority"	Baroda	"Montana Universities"	"AD search"	Ozarks	"Pebble Hills"	#PTR	#SpartanRacers	"Burnt Hills"	Stillwater
"Michigan State Representative"	Vadodara	Bozeman	"University of Montana"	OzarksFirst	"Broad Run"	#CCNW	"Spartans Race"	#hsswi	Bagley
"Michigan State Horticulture Society"	Comets	Bozman	"athletic director search"	"Roy Blunt"	Skyrim	#SSOD	"SP Spartan"	#wiaafb	Ozarks
fairground	Cowboys	Montclair	"Legacy Hall"	#bobcats	Sheldon-Williams	"South Paulding"	workout	#wisfb	OzarksFirst
fairgrounds	"Lake Charles"	"Rocky the Red Hawk"	"Demonstration School"	"MSU-MSAT"	"Clash of Clan"	"NC Spartans"	"Ancient Spartans"	#iahsvb	"Roy Blunt"
trooper	McNeese	"Red Hawks"	"MSU Denver"	Maigo	"Clash of Clans"	kill penguins (~5)	"Spearfish Spartans"	McConnellsburg	#bobcats
"Michigan State Senate"	"Memorial Student Union"	"Red Hawk"	#missouristateuniversity	Zagrebu	Spinnaker	#SWCCSB	laconic	Spackenkill	"MSU-MSAT"
"Michigan State Capitol"	"Memphis State"	"Morgan State"	Riley Center	"MSU-ILIGAN"	Spartans skipper	Blakeslee	Greek	DollySpartans	Maigo
"Michigan State Housing and Development"	Mizzou	#ForeverMorgan	#MSUGrandstand	"The Standard"	#LSBB	#Saraland	Greece	"Dolly Spartans"	Zagrebu
"Michigan State Housing Development"	"Blue Crew"	Baltimore	#MSUOval	"Make Stuff Up"	#fitness	"Pleasant Valley"	Attica	#prephoops	"MSU-ILIGAN"
"Michigan State News.net"	"901 Club"	"Morehead State"	Tupelo	#mtnative	Piedmont	Connersville	Landorus	4th Airborne	"The Standard"
"Northern Michigan State"	"Metropolitan State"	"Moorhead State"	"McMaster Students Union"	#mtpol	Marching Spartans	#fcscSpartanPride	Ares	4th Airborne	"Make Stuff Up"
"Michigan State School Board"	"Metro State"	Lomonosov	Billings	#mtnews	Campbell High	#WeRSparta	gladiator	25th Infantry	#mtnative
"Michigan State Senator"	"Metro Denver"	Moscow	#FutureRedHawks	#mtal	Blyth	#WeAreSparta	gladiators	"Meet the Spartans"	#mtpol
"Michigan State legislature"	"Denver Universities"	"Murray-State"	Bryant U	"MSU Northern"	Black Eagle	Tuscaloosa	falcata	vapmos	#mtnews
"Michigan State legislators"	"Denver University"	Murray	#moscowstateuniversity	"MSU-Northern"	Modern Spartans	Elmont	armor	"Gears of War"	#mtal
"Michigan State House"	"Rowdy Roadrunner"	Paducah	RUF	#MinotState	Mountain Brook	"Samurai Jack"	Sparta	#toughspartans	"MSU Northern"
"Michigan State Rep"	"Midlands State"	Henderson	Maseno University	"Mithila Student Union"	The Spartans Academy	"UNC Greensboro"	Empire	martian	"MSU-Northern"
"Michigan State Sen"	"Midwestern State"	Hopkinsville	#HBCU	MSU-GSC	York Spartans	@theroyalhs	Roman	"Wyoming Valley West"	#MinotState
Michigan State motto	"Wichita Falls"	Madisonville	#olemiss	Msu-Zvishavane	Degas	"Assassin's Creed"	#bodybuilder	"Stoneham Spartans"	"Mithila Student Union"
Michigan State Board of Elections	"Mimar Sinan University"	"Ft. Campbell"	#denver	"Missouri Valley"	#firejump	"Detroit Spartans 17U"	C-27	"Alexander Spartans"	MSU-GSC
Michigan State Representatives	"Mindanao State"	"Fort Campbell"	#redhawkdiner	#MorganStateUniversity	#bodybuilding	17U	arete	"Rocori Spartans"	Msu-Zvishavane
Michigan State Board of Education	"Marawi City"	#murraystate	Golden Tea Rose	"Big Sky"	#beast	"SoMd Spartans"	"Missouri Baptist"	"Orangewood Spartans"	"Missouri Valley"
Michigan State park	Naawan	#WeRingTrue	#UMES	@bozchron	Namasuba	"Manchester Village Spartans"	"MBU Spartans"	"Marian Catholic"	#MorganStateUniversity
Michigan State parks	"Minnesota State"	#MaroonFriday	Marawi	"Rebel Rags"	hoplite	Peloponnesian	#ChancellorGilliam	"Steinert Hockey"	"Big Sky"
Michigan State bar	Moorhead	#TGIMF	#mississippistateuniversity	"Leo Lewis"	"Southwestern Lady "	"EC Spartans"	#UNCGChancellor11	"Steinert Spartans"	@bozchron
Michigan State law	Morehead	#StateProud	#ambassaknowledge	koleg	Brisbane Spartans	#TriadBlueChip	UNCG	@StaffordMSD	"Rebel Rags"
Michigan State tax return	Mankato	#HailState	MSU Portland	@MSGridiron	Grundy Center	#TriadBlueChipSummerLeague	#olchspride	@SHSSpartansPuck	"Leo Lewis"
"Michigan State Supreme Court"	Marshall	#MaroonGoesGreen	flyrant	"Clarion Ledger"	Leezy	"Triad Blue Chip Summer League"	CyLakes	"Jounieh Spartans"	koleg
"tax form"	Dragons	"Bear Fest"	Mavs	"Maroon Alert"	Skyline	"Harlem Spartans"	"SP Spartans"	"Jurupa Hills"	@MSGridiron
"Michigan state income tax"	Dragon	#BearFest	#msuwx	"Denver's MSU"	St. John's Country Day	#AuroraUniversity	"MHS Spartans"~5	"Emery High"	"Clarion Ledger"
"Michigan State court"	Maverick	BearFest	Msurian	Mobile Surveillance Units	#USCupstate	"Aurora Spartans"	"high school mascot"	"Benahavis Spartans"	"Maroon Alert"
"Michigan State board"	Mavericks	#BearGrads	#vsco	"Tollgate Farm"	Astro Spartans	"Stonegate Spartans"	Hillsboro	#Benahavis	"Denver's MSU"
"Michigan State Capital"	#MavFam	#CitizenBear	#bearup	"MSU League"	North Cheektowaga	"Fort Mill Spartans"	Ozarko	Stanwood	Mobile Surveillance Units
"Michigan State Medical Examiner"	Minot	#MSUBears	#godawgs	"Belgrade News"	#sanjose	u12	"North Dakota University System"	"St. Mary's"	"Tollgate Farm"
"Michigan state quarter"	"Mississippi State"	#ShowMeCitizens	#BigSkyWBB	#montanastateuniversity	"modern-day Spartan"	u14	"Superior Spartans"	Queensbury	"MSU League"
"Mariupol State"	"University of Mississippi"	#BearsHomecoming	Calderglen	#GoRacers	"modern day Spartan"	u10	"Imlay City Spartans"	Ozarko	"Belgrade News"
#McNeeseStateUniversity	"Mississippi colleges"	#MyMSUJob	St. George	#MSUDawgDays	"modern-day Spartans"	"Colonial League"	"Chula Vista"	#webleedblue	montanastateuniversity
"Michigan State Troopers"	"Mississippi university"	#wearracers	#RacerState	#MississippiState	"modern day Spartans"	Emporia	"South Caldwell"	"Saint Mark's"	#GoRacers
"Michigan State campaign"	"Mississippi universities"	#LYV	#RacerUniversity	Colvard Student Union	"service club"	CWRU	"Laurel High"	"Steward Spartans"	#MSUDawgDays
"Michigan State highway"	bulldog	#readymind	MSU-1 support	"Mizo Students Union"	assembly	"Giles Spartans"	"Alexander High School"	"Swavesey Spartans"	#MississippiState
"State of the State"	bulldogs	"ring true"	"mature stock unit"	"Jay Morgan"	Hamrun	"warrior culture"	"Monument Mountain Regional"	"Emery Spartans"	Colvard Student Union
"Michigan state bird"	"bull dog"	#StangGang	#msumalaysia	#Russia	Athenians	#okpreps	"Lorne Park"	"Steel City Spartans"	"Mizo Students Union"
"Michigan State quarters"	bulldawg	Stricklin	MSU-1	#GoBears	Athenian	"South Warren"	"Medallion Hunt"	"Sayre Spartans"	"Jay Morgan"
"Greg and Me"	dawg	EagleMail	#montclairstateuniversity	"MSU System President"	"Champions War League"	"East Forsyth"	"Great Falls College"	"Milton Hershey"	#Russia
@gobigrecruiting	bulldawgs	"Eagle mail"	#montclairstate	gensan	Southridge	"Lowland League"	"Comeaux Spartans"	"Webb Spartans"	#GoBears
Michigan State Medical Society	dawgs	Manonmaniam	MSU Beavers	#FromMSUToIDo	"Longfellow MS"	SPFL	#norcalscores	"St. Peter's Apostle Spartans"	"MSU System President"
FCCLA	Distance	Sundaranar	Plaster Student Union	"Mohanlal Sukhadia University"	"Lake Stevens"	Boardman	#olchspride	"Ottawa Spartans"	gensan
"Michigan State don't want him here"	Meridian	Maynooth	myositis support and understanding	"Beekman Boys"	#Englehart	#boardman	Spartan Field	"Ha'ateiho Spartans"	#FromMSUToIDo
"after Hubbard"	Starkville	"Boomer Bear"~2	McMaster		Englehart	"Northridge Academy"	#wcisports	"Simley Spartans"	"Mohanlal Sukhadia University"
"Michigan state prisons"	"Missouri State"	"Maynooth Union"~3	#kliacollege		homeroom	"St Marks"	#mths	#teamceec	"Beekman Boys"
"Michigan state prisoners"	"Missouri-State"	"Metropolitan Denver"~3	#BulldogsForLiteracy		"home room"	#iahsfb	CBHS	#kingceec	
deductible	"University of Missouri"	"Murray State"	MSUrians		homerooms	"St. Charles Spartans"	#nebpreps	#bbnaija	
"medical marijuana board"	"Missouri Colleges"	"San Jose State"	#McSU		"home rooms"	"St Charles Spartans"	#mopreps	Almaguin	
"Michigan State champs"	"Missouri University"	"Norfolk State"	#MidwesternStateUniversity		"Miami Country Day"	Rio Mesa	SJSU	Somerset	
state-funded	"Missouri Universities"	"Springport"	Miss State		"Trinity CT"	Bainbridge BHS		Stafford	
state funded	Springfield		Miss. State		"Jarupa Hills"	Bainbridge Spartans		Brookfield	
"insurance quote"			#msubaroda			#sjsuspartans		Schenley	
Boomer			#MontanaState			"San Gorgonio"			
			MSU-IIT			"San G Spartans"			

Exercise #2

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

MICHIGAN STATE UNIVERSITY

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.
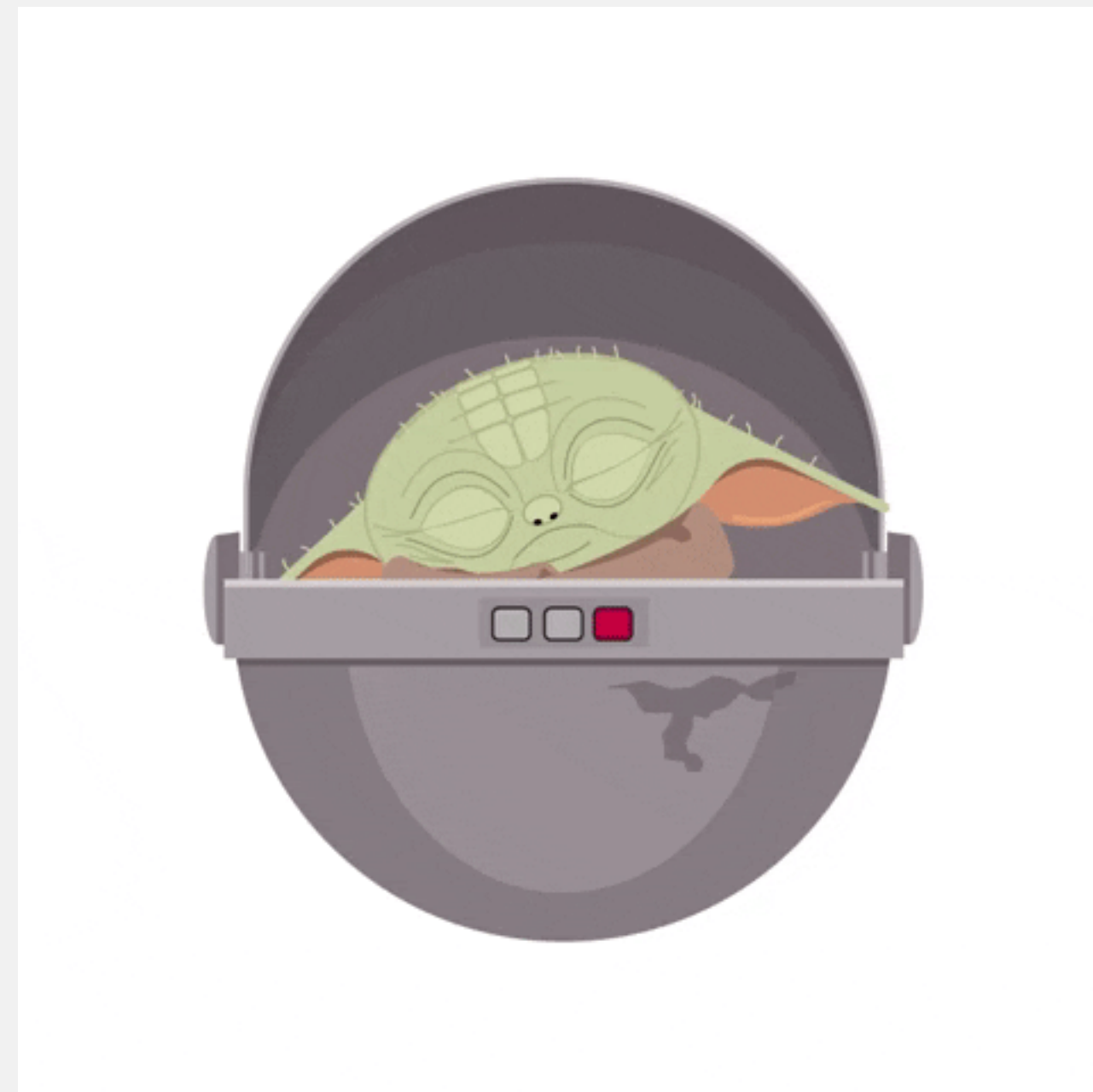
- Sample:

  - U.S.A.F. Web Posting Response Assessment

AIR FORCE WEB POSTING RESPONSE ASSESSMENT
AIR FORCE PUBLIC AFFAIRS AGENCY – EMERGING TECHNOLOGY DIVISION

DISCOVER

WEB POSTING
Has someone discovered a post about the organization?
Is it positive or balanced?

"Produced by Air Force Public Affairs Agency. This product is public domain and may be used freely."

← Listen

EVALUATE

CONCURRENCE
A factual and well-cited response, which may agree or disagree with the post, yet is not factually erroneous, a rant or rage, bashing or negative in nature.
You can concur with the post, let stand or provide a positive review.
Do you want to respond?

"TROLLS"
Is this a site dedicated to bashing and degrading others?

MONITOR ONLY
Avoid responding to specific posts, monitor site for relevant information and comments. Notify HQ.

"RAGER"
Is the posting a rant, rage, joke or satirical in nature?

FIX THE FACTS
Do you wish to respond with factual information directly on the comment board?

"MISGUIDED"
Are there erroneous facts in the posting?

LET STAND
Let the post stand—no response.

"UNHAPPY CUSTOMER"
Is the posting a result of a negative experience?

RESTORATION
Do you wish to rectify the situation and act upon a reasonable solution?

← Evaluate

RESPOND

SHARE SUCCESS
Do you wish to proactively share your story and your mission?

FINAL EVALUATON
Write response for current circumstances only. Will you respond?

RESPONSE CONSIDERATIONS

TRANSPARENCY
Disclose your Air Force connection.

SOURCING
Cite your sources by including hyperlinks, images, video or other references.

TIMELINESS
Take time to create good responses. Don't rush.

TONE
Respond in a tone that reflects highly on the rich heritage of the Air Force.

INFLUENCE
Focus on the most used sites related to the Air Force.

← Calculated Response

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

Hello (name here),

Thanks for your message -- and for your interest in MSU. If you have admissions questions, we recommend reaching out to the MSU Office of Admissions at:

https://www.facebook.com/SpartanAdmissions.

Regards,

MSU Social Media Team

Hello (name here), Thanks for your message -- and for your interest in MSU. Please visit https://www.finaid.msu.edu/internat.asp to explore financial aid options for international students.

Regards,

MSU Social Media Team

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.

farm

new GIFs
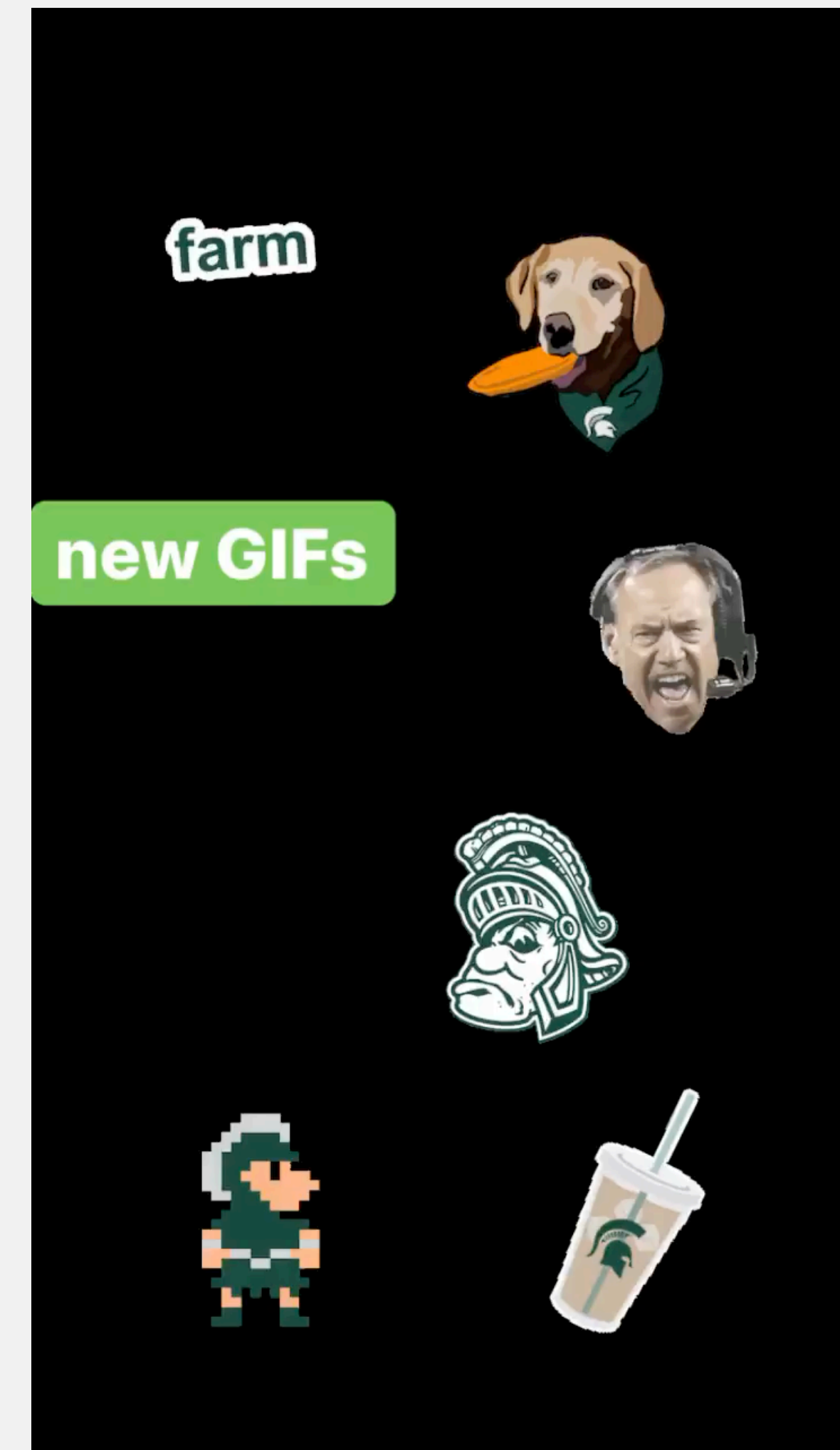
Trends Become Content

- 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.
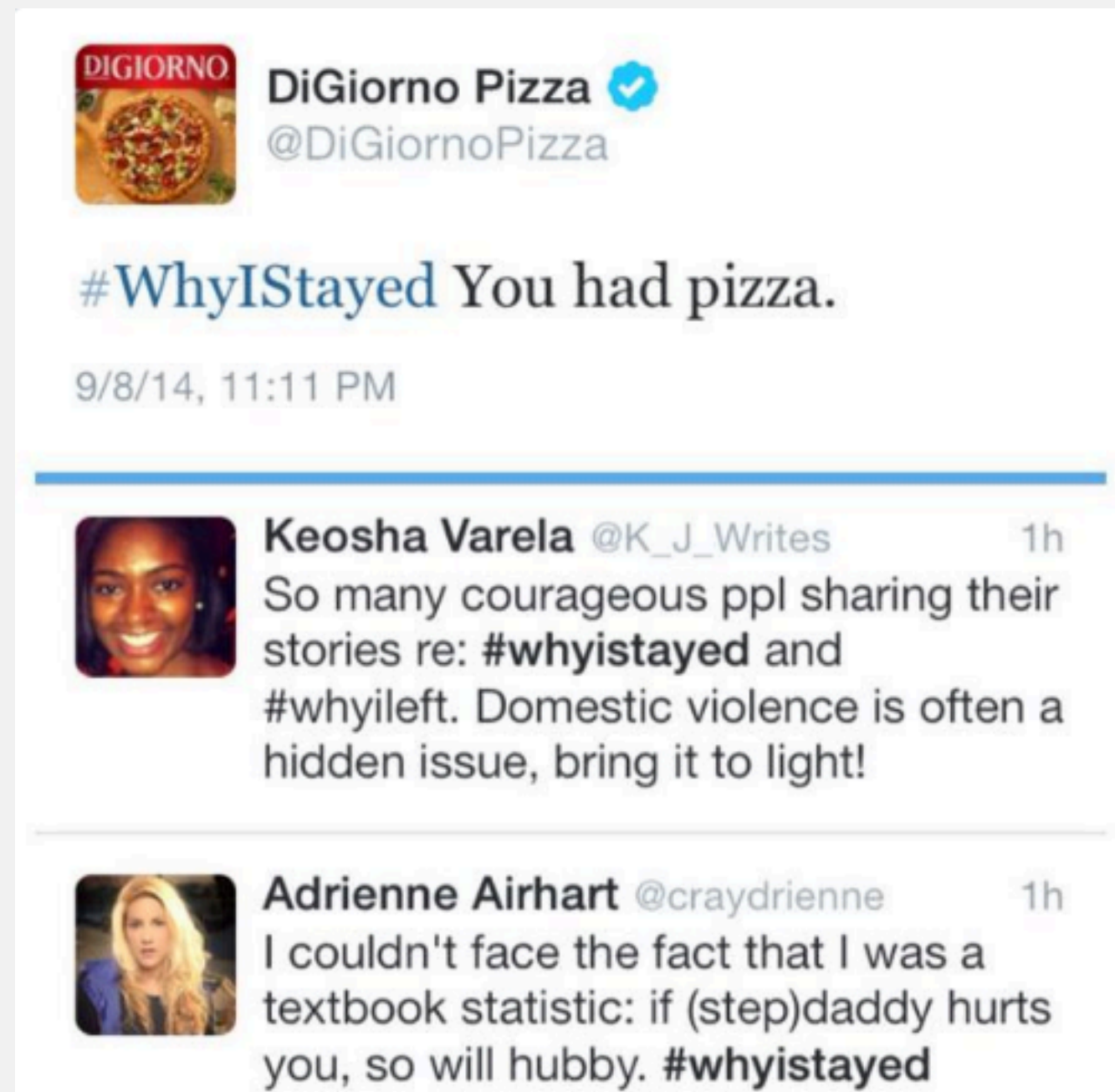
Issues Identification

- 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.
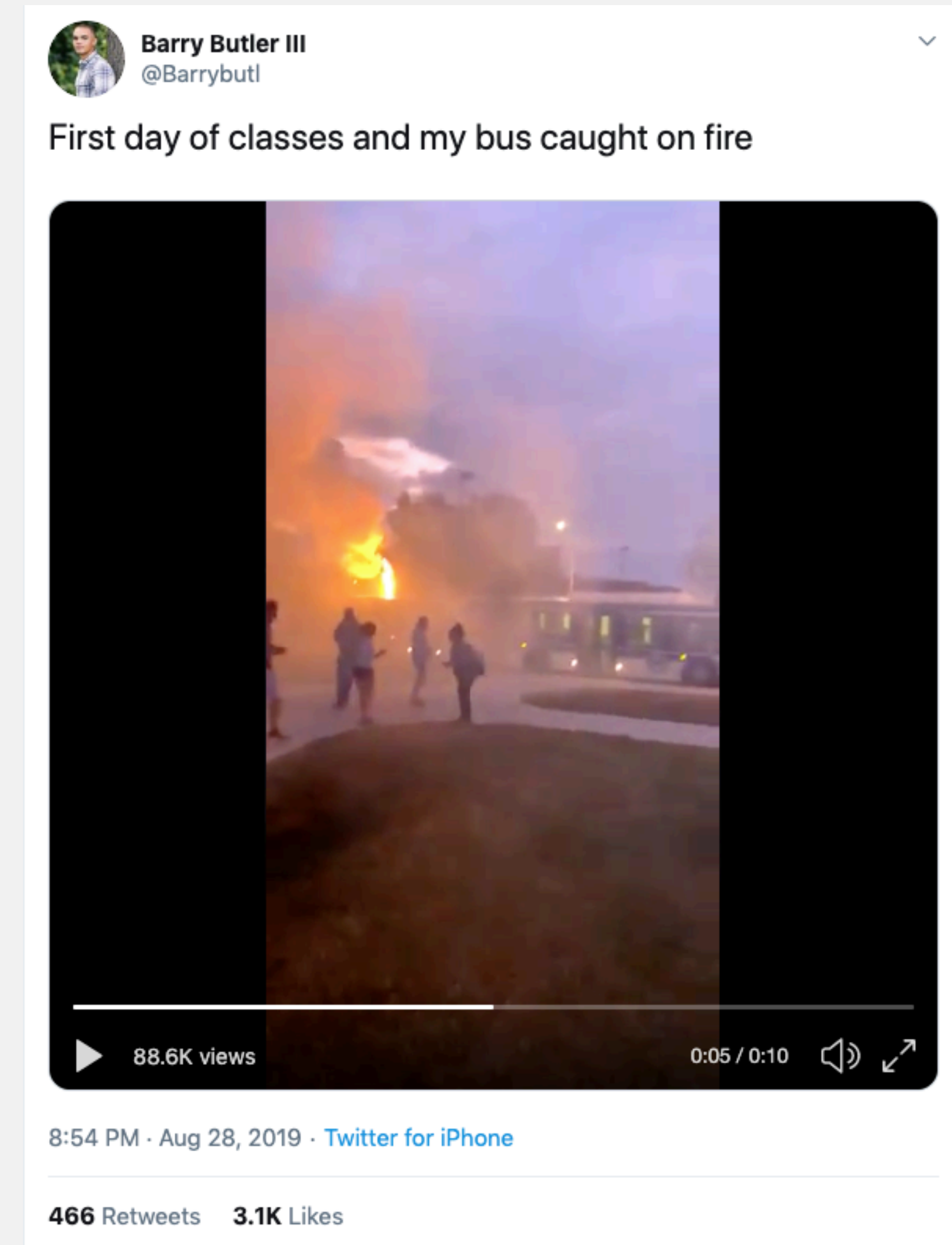
Addressing Issues

- 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.

so MSU accidentally gave a bunch of students food poising huh? it was only a matter of time before others began to feel the pain i felt from the pasta bar ¯_(ツ)_/¯

9:03 AM · Jan 16, 2020 · Twitter for iPhone

15 Likes

Eat at State | MSU @EatatState · Jan 16
Replying to
Hi Sarah. The University Physician sent out a message this morning to the campus community, sharing that at this time, there is no reason to believe the illness is foodborne. If you have questions, please contact their office at 517-353-8933 or uphys@msu.edu.

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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 <u>tags</u> an official MSU social media account or <u>posts to the account</u> (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
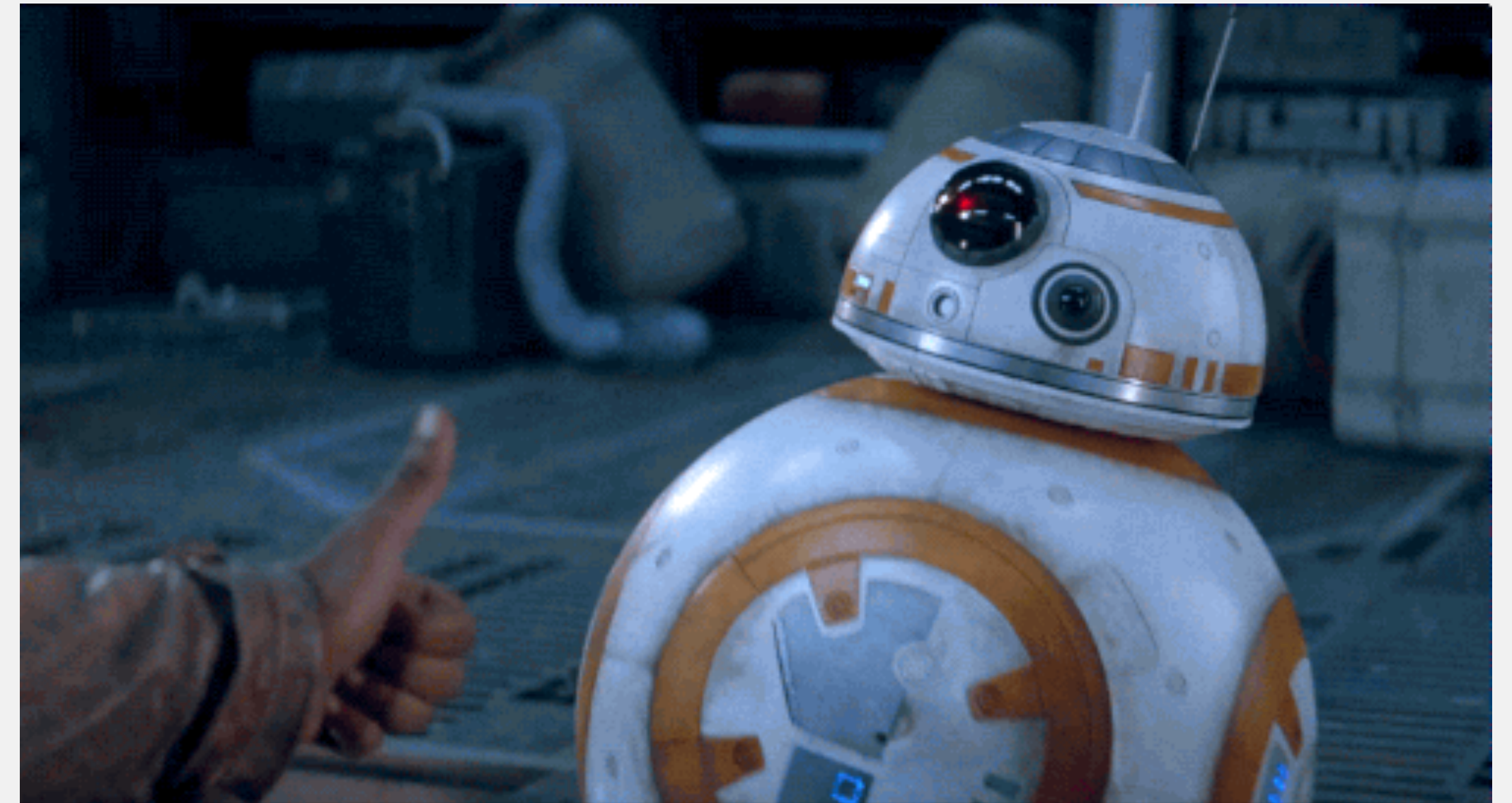
Learning Resources

- 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