IT'S MORE THAN THE SOCIAL MEDIA TOOL:

A GUIDE TO LISTENING

SKOT WALDRON, MULTIPLE

SKOT.WALDRON@MULTIPLEINC.COM
TWITTER – @SKOTWALDRON
WE NEED TO BE ON SOCIAL MEDIA.
THOUGHT #2

WE NEED TO BE ON FACEBOOK, TWITTER, LINKEDIN, YOUTUBE, INSTAGRAM, PINTEREST, HAVE A BLOG...
THOUGHT

#3

WE NEED TO POST OUR LATEST PRODUCTS, OUR SERVICES, OUR NEWS, OUR WEBSITE UPDATES, OUR NEW HIRES, AND OUR AWARDS.
THOUGHT
#4

WE’RE ON TWITTER, SO LET’S USEhootsuite FOR OUR TWITTER ANALYTICS PLATFORM.
WE’RE ALSO ON FACEBOOK, SO IN ADDITION, WE CAN USE FACEBOOK INSIGHTS.
WELL, A LOT OF PEOPLE ARE USING RADIANT 6, SO WE’LL USE THAT TO MEASURE EVERYTHING ELSE.
NOW, START POSTING, AND LET’S SEE WHAT HAPPENS.
HOLD ON!!!!!!

STOP THINKING FOR A SECOND.
QUESTION

#1

WHAT ARE YOUR SOCIAL MEDIA GOALS?

WHAT DO YOU WANT TO ACCOMPLISH BY BEING ON SOCIAL MEDIA?
QUESTION

#2

WHAT WHAT DO YOU WANT YOUR AUDIENCE TO THINK ABOUT YOUR BRAND? AND WHAT DO YOU WANT THEM TO DO?
QUESTION

#3

WHAT DOES YOUR SOCIAL MEDIA AUDIENCE LOOK LIKE?

WHERE ARE THEY TALKING?
WHAT ARE THEY TALKING ABOUT?
WHERE ARE THEY GEOGRAPHICALLY?
AGE? GENDER? SOCIOECONOMIC STATUS?
QUESTION

#4

WHAT KIND OF CONTENT DO YOU HAVE TO USE ON YOUR SOCIAL MEDIA PLATFORMS?

VIDEOS? ARTICLES? PDF DOCUMENTS?
QUESTION
#5

HOW MUCH TIME DO YOU HAVE TO DEDICATE TO SOCIAL MEDIA MANAGEMENT AND ANALYSIS?

3 HOURS / WEEK? FULL TIME PERSON?
QUESTION

#6

HOW MUCH MONEY DO YOU HAVE SET ASIDE FOR SOCIAL MEDIA CONTENT DEVELOPMENT, MANAGEMENT, AND ANALYSIS?
WHO IS ALREADY OUT THERE TALKING ABOUT YOU? PROMOTING YOU? TRASHING YOU?
LET’S LISTEN AND SEE.
STEP
#1

SELECT YOUR TOOL. YOU CAN'T DO YOUR JOB WITHOUT IT.
STEP
#2

DETERMINE KEYWORDS AND PHRASES.
COLLECT DATA BASED ON KEYWORD SEARCHES.
STEP #4

REEvaluate Search terms.
COLLECT MORE DATA.
STEP
#6

EVALUATE QUANTITATIVE METRICS.

WHERE ARE PEOPLE TALKING?
WHO IS TALKING?
WHERE ARE THEY LOCATED?
WHAT’S THE OVERALL SENTIMENT?
STEP
#7

EVALUATE QUALITATIVE METRICS.

HUMAN ANALYSIS:
WHAT ARE PEOPLE TALKING ABOUT?
HOW CAN WE ADD VALUE?
WHO SHOULD WE PARTNER WITH?
ARE THE RESULTS RELEVANT?
IS THE SENTIMENT CORRECT?
STEP #8

BOOM!

A SOCIAL LISTENING STRATEGY IS BORN.
COOL STUFF
BUZZ GRAPHS
(NOT TO BE CONFUSED WITH WORD CLOUDS)
COOL STUFF

INFLUENCER IDENTIFICATION

Twitter users with highest authority

@NIOSH Safe Healthy Workers
WASHINGTON, DC, USA
A global leader in worker health and safety for over 40 years, The National Institute for Occupational Safety and Health is part of @CDCgov and @HHSgov
www.cdc.gov/niosh
192,441 Followers 10/10
Comment by January 14 on inclusion of Industry & Occupation in Electronic Health Records
http://t.co/tawWcRRf #EHR
7 Jan 2013
More Tweets

@ClevelandClinic Cleveland Clinic
CLEVELAND, OH, USA
Physician-led group practice that has put Patients First for 90+ years! Get health tips, doctor chats & the latest on innovation.
www.clevelandclinic.org
108,167 Followers 10/10
Not at #TEDMED? You can watch Dr. Morris's talk on innovation in medical records here |
http://t.co/qom9RAfM #EMR #HIT
13 Apr 2012
More Tweets

@RWJF_PubHealth RWJF PublicHealth
PRINCETON, NJ, USA
RWJF's public health program area. We want to make staying healthy less costly and improve quality of life for all Americans.
www.rwjf.org/publichealth/?cid=xtw_pubhealth
79,197 Followers 10/10
AHRQ Issues New Guide for Use of Interactive Preventive Care Record: http://t.co/GJ5mr09C #ehr
20 Jul 2012
More Tweets
estimated reach

50,257 accounts reached

exposure

121,095 impressions

Bars show number of tweets sent by users with that many followers

activity

41 tweets
27 contributors
6 days

4 replies
7 tweets
30 retweets
TAKE-AWAYS

REMEMBER THIS

LISTENING PROVIDES:
1. UNDERSTANDING OF SOCIAL MEDIA SPACE
2. ANALYSIS OF POTENTIAL RELATIONSHIPS
3. ANALYSIS OF TARGET AUDIENCES
4. CONVERSATION TOPICS
5. GUIDANCE FOR THE ENTIRE STRATEGY
TAKE-AWAYS

REMEMBER THIS

2 MORE THINGS:
1. THE TOOL IS ONLY EFFECTIVE IF YOU USE IT
2. QUANTITATIVE/QUALITATIVE ANALYSIS A MUST
TOOLS

OF COURSE

RADIUS 6
SYSOMOS
CRIMSON HEXAGON
NUVI
UBERVU
METRICLY
SOCIAL MENTION
TWEET REACH
HOOTSUITE
GOOGLE ANALYTICS