



# SOCIAL MEDIA MONITORING

## LEARNING TO LISTEN

### WHAT YOU SHOULD KNOW

- Set specific monitoring **objectives**
- Define **search terms** carefully, with input from stakeholder consultation and site visits (for events)
- Set up online **customer services** to respond quickly to questions, queries and complaints
- Allocate sufficient resources
- Ensure you have **“buy-in”** throughout the organisation
- Use a **monitoring tool** that suits your objective

Follow the five step action plan to embed online media monitoring into your organisation!

### FIND OUT MORE FROM OUP

- Report: “Social Media Monitoring Tools”
- Report: “Turning tables: monitoring the NSA”
- Report: “Analysis of buzz around events”

More opinions, case studies and stories at [www.opening-up.eu/content/socialmedia](http://www.opening-up.eu/content/socialmedia)

### Send, listen, interact

Sending messages via social media is the easy part – just get a Facebook or Twitter account and start to post and share. Soon you will have access to a large and diverse audience. But pushing out posts is just the start because now your audience has a voice. They can tell you what they think, and you must learn to listen.

Social media monitoring allow you to know what people say about your city, project, event, company, service or particular individuals (such as politicians). Many tools are available that can scour social networks for relevant posts using searches and keywords you have defined following careful preparatory research and stakeholder consultation. Analysis of these messages helps to monitor **“the buzz”** around your topic of interest. Are people positive or complaining? Do they have questions? Are they reporting any problems or issues that you need to address, either through communication or on-the-ground interventions (especially the case for large events like fairs, parades and festivals)?

**Good listeners respond to what they hear.** The Opening Up project has assessed how online media monitoring can improve customer service, citizen dialogue and public safety. In particular, we recommend that monitoring reports feed into online customer services (web care), so you can respond via social media to questions and queries. Communications departments should also have access to monitoring reports so they can refine official messages according to “the buzz”.

We have developed a clear **five step action plan** to help organisations to set up systems and embed monitoring into their organisation’s strategies and operations. It offers advice on how to get organised, evaluate risks, set up procedures, analyse and evaluate. Don’t just learn how to pick up the buzz about town – discover how to react and respond. For more information go to <http://www.opening-up.eu/>



NAME: Birgitte Städe

MUNICIPALITY: Høje Taastrup, Denmark

PULL QUOTE: **"IT TAKES TIME AND CAREFUL PLANNING TO ESTABLISH MONITORING THAT IS ACTUALLY USEFUL"**

#### **IF YOU MONITOR, YOU MUST ALSO RESPOND**

It takes time and careful planning to establish monitoring that is actually useful and adds value. You have to make sure you use the right search terms and have clear objectives. What do you want your monitoring to achieve?

We have learned how people discuss our town and its public services. It isn't always on the municipality's own Facebook page or website! We have seen some open Facebook groups set up by citizens. Sometimes we followed these discussions to find out what people were talking about.

As part of the Opening Up project we launched a municipal Facebook page. That's when we discovered just how important monitoring is – and how much work it involves! Someone must continuously follow posts and be ready to respond quickly to any issues that arise. We try to answer questions within 24 hours – a challenge for any large, complex organisation – but we like to reply immediately just to let people know we are on their case.

Monitoring Facebook forced us to interact with citizens. We have seen a lot of interest in our organisation and we have many discussions within the organisations about how to integrate Facebook into our activities, for example having a focus on getting feedback about the impact of our Facebook posts.

Our Facebook page is just part of our strategy to improve dialogue with citizens and add value to our services. But unlike email and letters it has given us "presence". Someone is always there to respond quickly to discussions and questions. It has really helped to open us up.



NAME: PORISM, UK

### LISTENING IN TO TWITTER CHATTER

Software company Porism investigated whether UK councils could analyse tweets to pick up on citizen comments and hence improve the delivery of local public services.

Porism picked out tweets commenting on public services, but only 1.5 per cent could be linked to a specific geographic area.

The biggest problem for UK councils is language; only a fraction of tweets in English actually relate to the UK. Tweets in other languages tend to be easier to place geographically.

Porism suggests that hashtags could help UK councils make Twitter a more reliable channel for citizen feedback. However authorities must promote specific hashtags – and hope citizens use them as expected.

### TOP TOOLS FOR SOCIAL MEDIA MONITORING

Bottlenose

Engagor

Socialmention

Mention.net

Hootsuite

Coosto

Radian6

Obi4Wan

