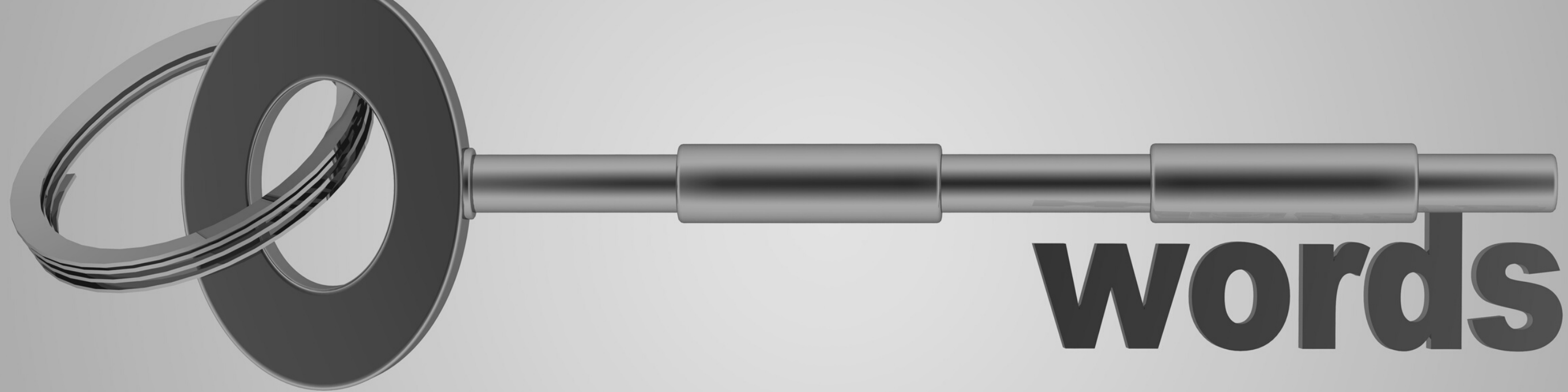


SOCIAL MEDIA TIP - OCTOBER 2020

SOCIAL LISTENING

#WestColfax



Social listening is the process of monitoring social media channels for mentions of your brand, competitors, product, and more.

Social listening looks beyond the numbers to consider the mood behind the data.

Understanding how people feel about your brand helps you keep your marketing and product development efforts on track.

Overall sentiment



moderately positive



15%
positive

82%
neutral

3%
negative

When you take action in response to the data you collected, you begin the process of social listening.

Where social media monitoring looks at metrics like engagement rate and number of mentions, social listening looks beyond the numbers to consider the mood behind the data.

This helps you understand how people feel about you and your competitors. It's not just counting the number of times your brand gets mentioned.

TAG US IN YOUR POSTS AND WE'LL SHARE!

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