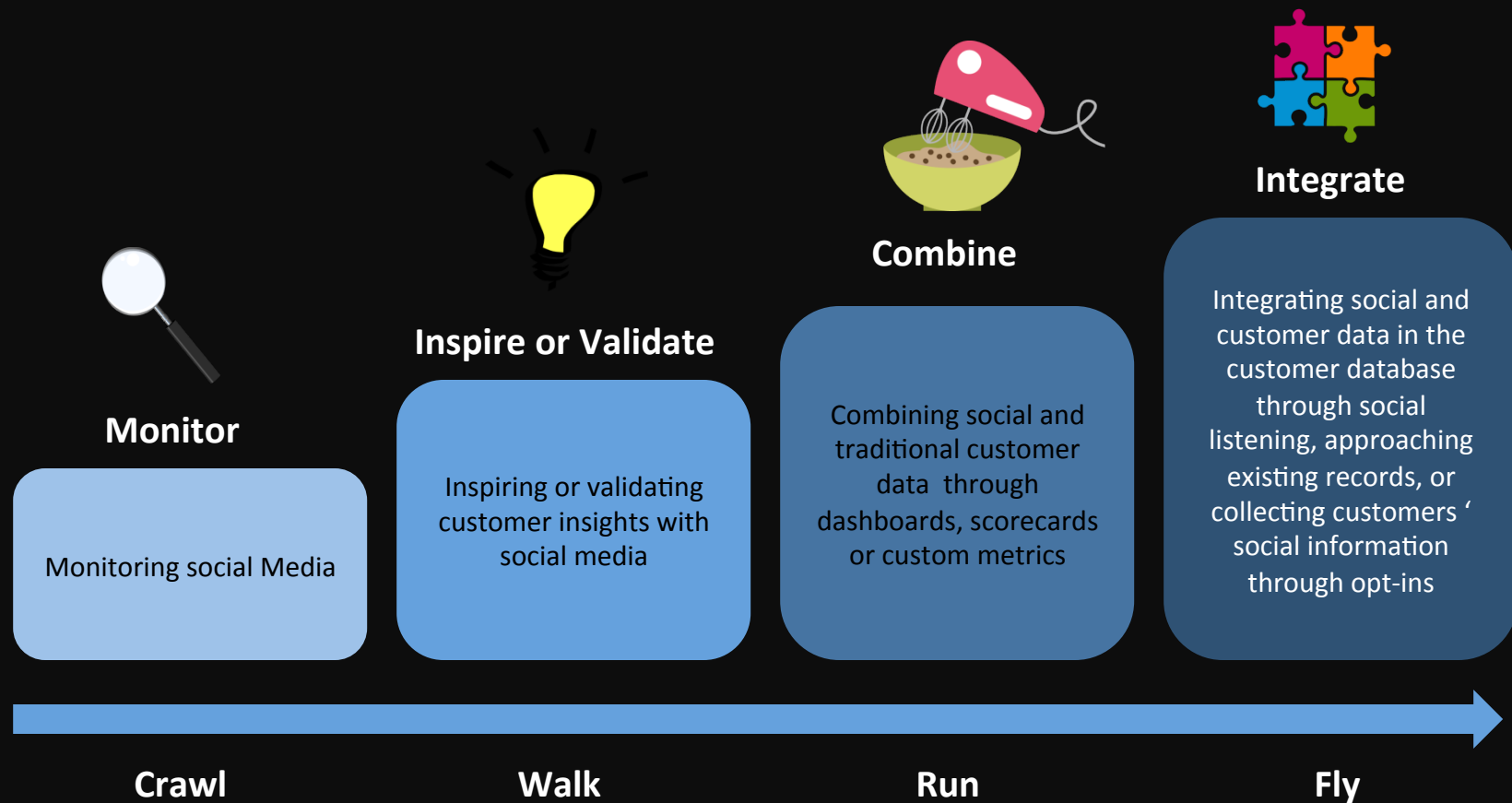


SOCIAL LISTENING TOOLS



INTRODUCTION

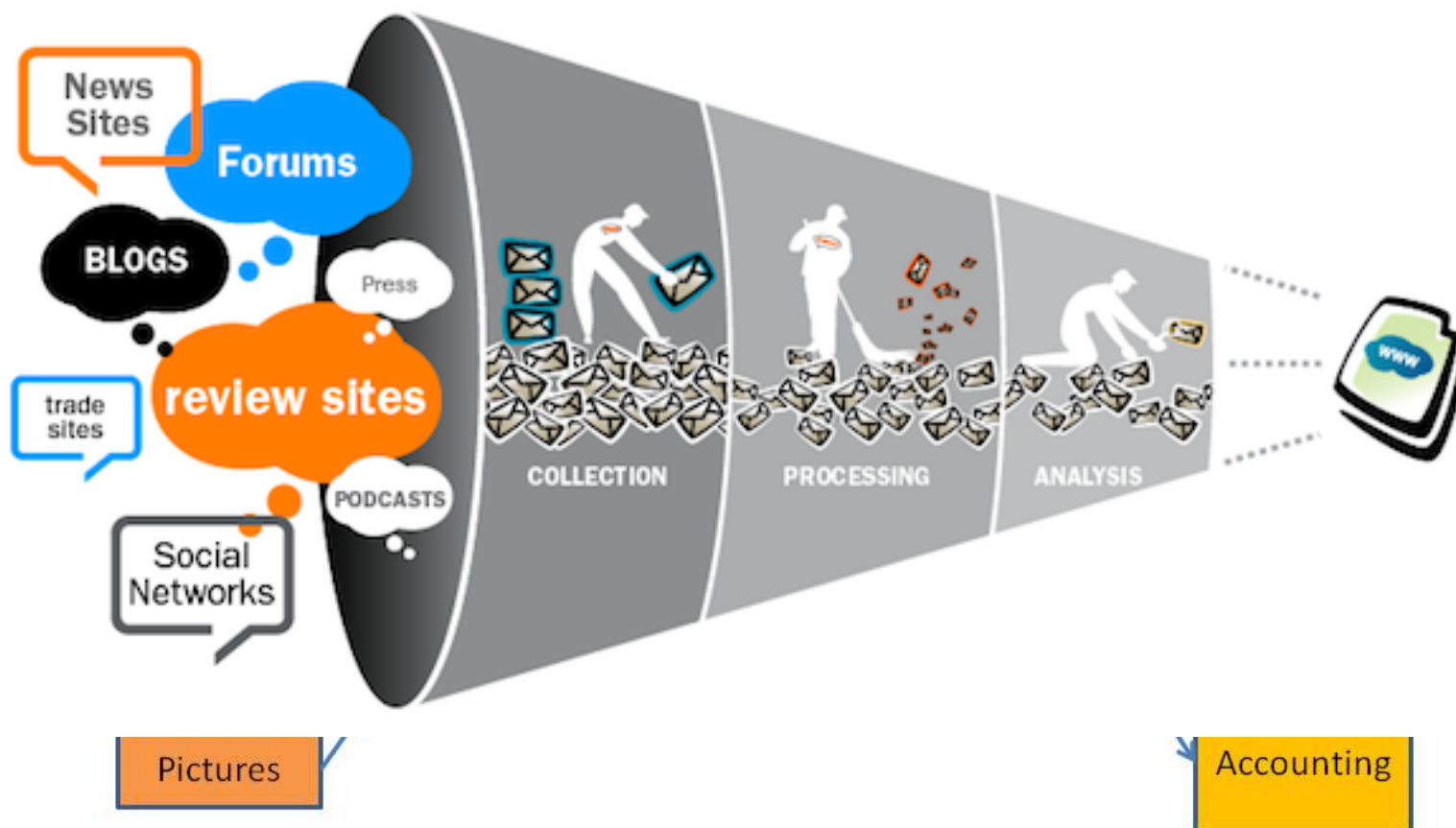
Social media listening, also known as social media monitoring, is the process of identifying and assessing what is being said about a company, individual, product or brand.



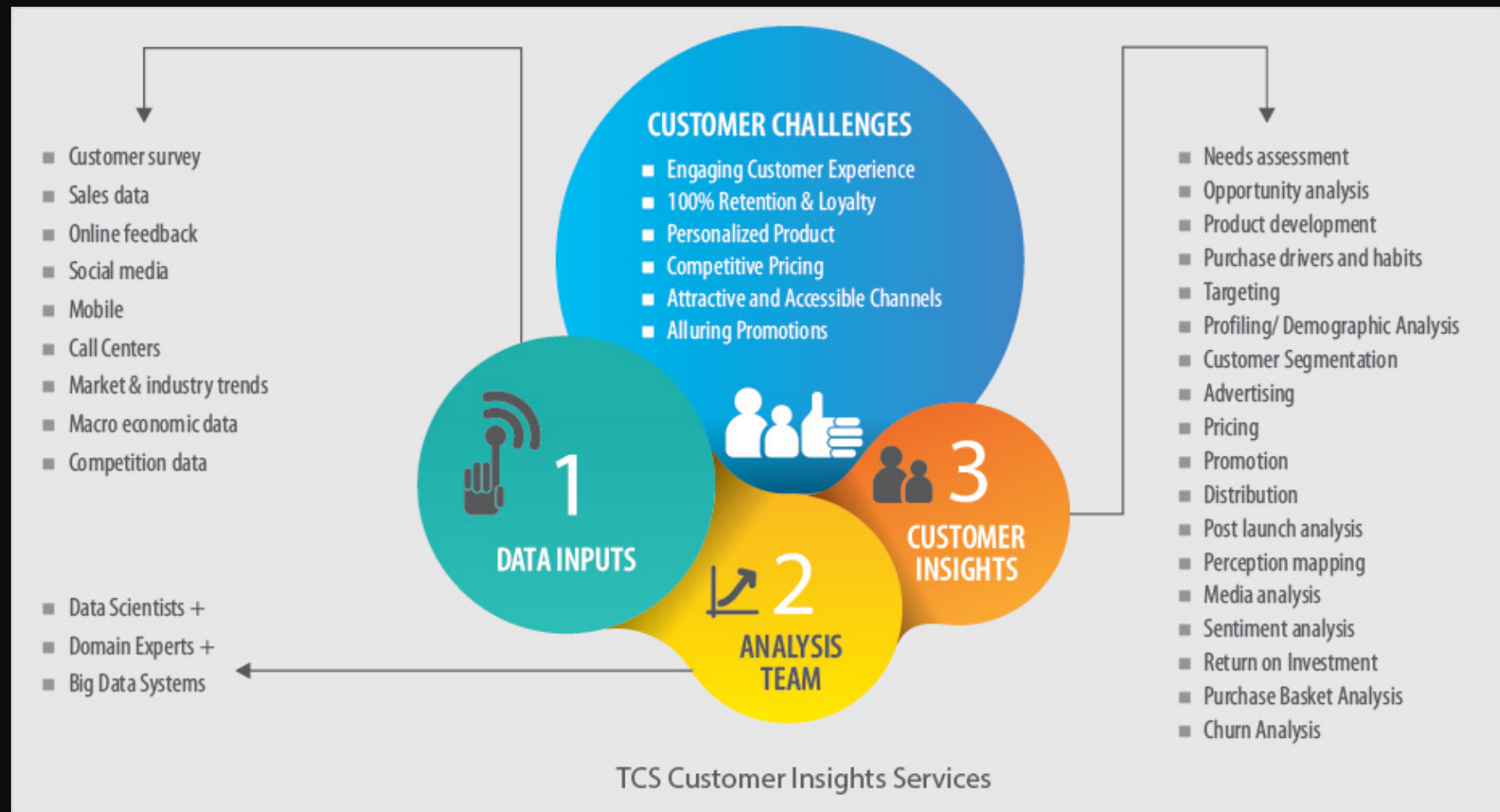


WORKFLOW

Basic Social Media Monitoring Workflow



EXAMPLE OF TCS

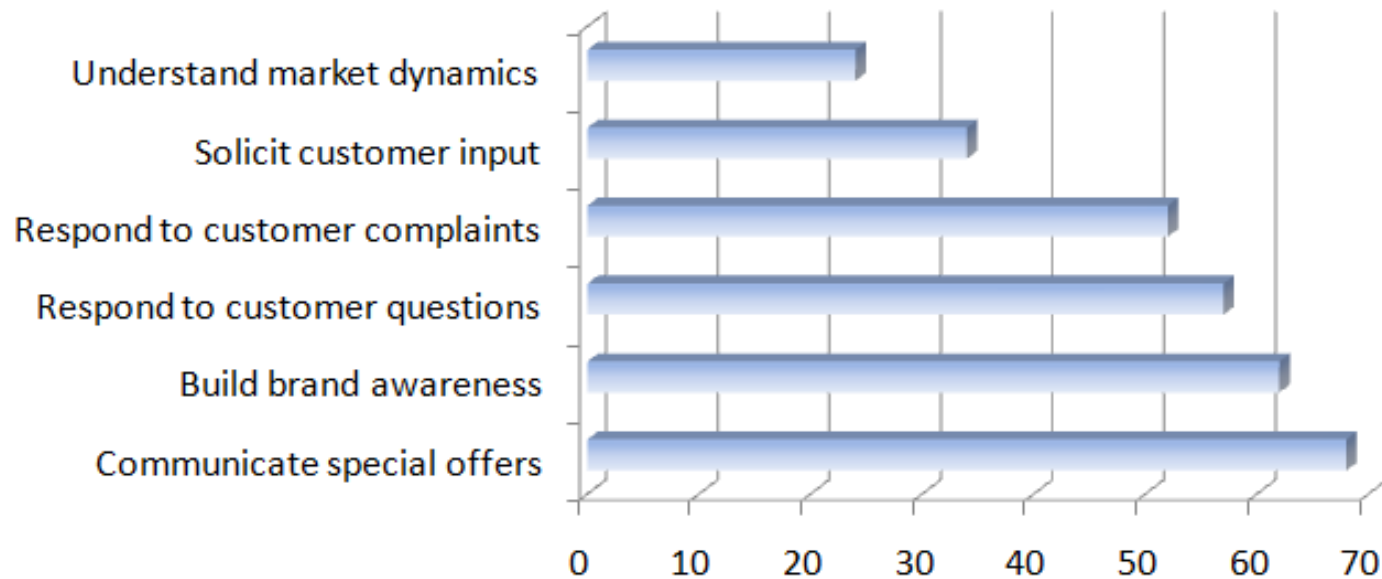


ADVANTAGES/DISADVANTAGES

Social Media Format	Pros	Cons
Blog Good for: B2C, B2B, NFP	<ul style="list-style-type: none"> Content rich Search friendly Integrates wide media options 	<ul style="list-style-type: none"> On-going content required Must build audience Limited user interaction
YouTube Good for: B2C, B2B, NFP	<ul style="list-style-type: none"> Visual presentation Search friendly Large installed base 	<ul style="list-style-type: none"> Limited user interaction Difficult to communicate beyond video
Facebook Good for: B2C, NFP	<ul style="list-style-type: none"> Large installed audience Users engaged Content rich 	<ul style="list-style-type: none"> No need to visit company website Must be continually present Often need to incent fans Content ownership concerns
Twitter Good for: B2C, B2B, NFP	<ul style="list-style-type: none"> Short form content Carries other forms of content Can send users to website Can communicate directly 	<ul style="list-style-type: none"> Must be continually present Must build own audience Learning curve to usage Content ownership concerns
LinkedIn Good for: B2B	<ul style="list-style-type: none"> Doesn't require constant presence Useful for sales leads Less competition 	<ul style="list-style-type: none"> Non-visual Considered for job hunters only

RECOMMENDATIONS

Why SMBs Use Social Media



Klout measures your influence on your social networks.

SIGN UP!



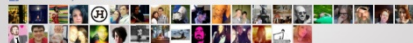
Sign in with Twitter

OR



Connect with Facebook

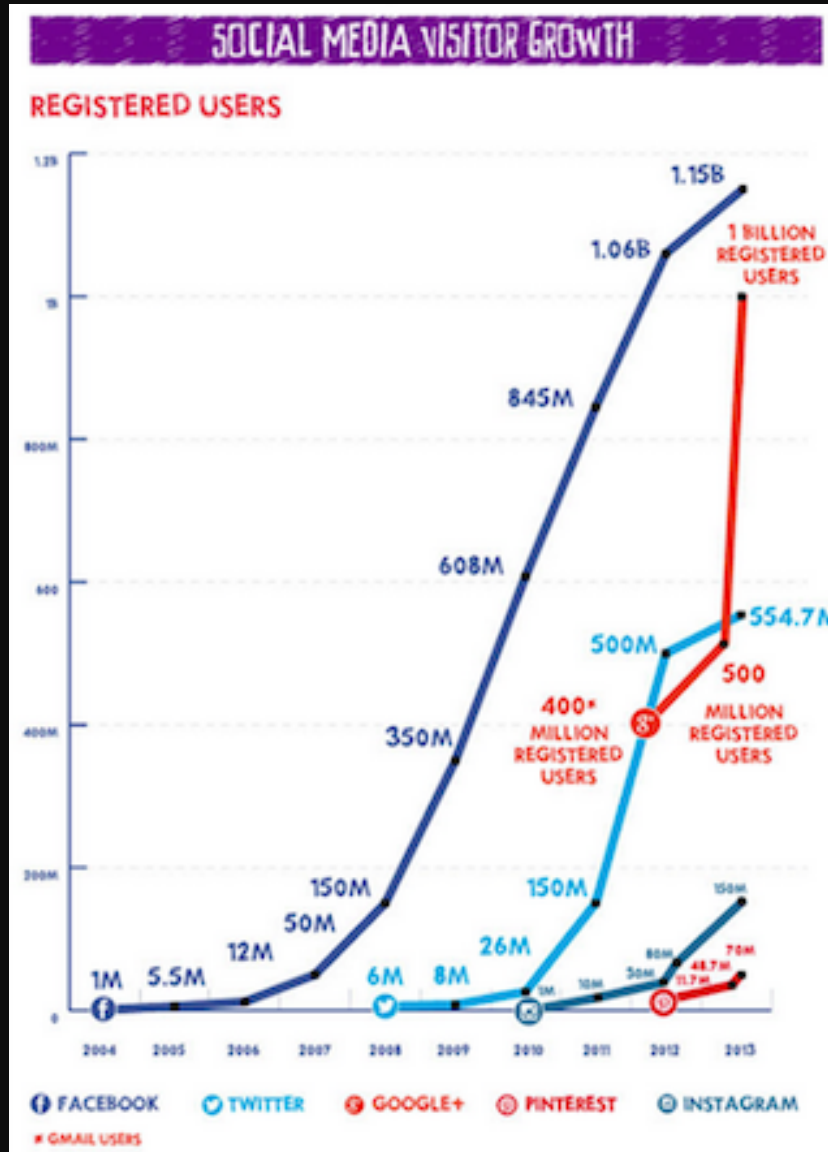
Max Newman, Mark Pollard and 42 other friends use Klout.



by following and connecting with them!



FUTURE



REFERENCES

- <http://www.socialmediatoday.com/content/top-8-social-listening-tools-do-way-more-listen>
- <http://searchcrm.techtarget.com/definition/Social-media-monitoring>

THANK YOU

DR. WERNER H. KUNZ

DIGPAL SINGH NARANG