

# SOCIAL LISTENING

# AGENDA

**What is social listening?**

**What is context analysis?**

**How to find what you're looking for?**

**Exercises and group work**

# WHAT IS SOCIAL LISTENING?



**Social listening**



**Social media  
monitoring**

**Social media measurement**

# WHAT IS SOCIAL LISTENING?

*Extracting information from social media channels, such as blogs, wikis, news sites, micro-blogs such as Twitter, social networking sites, video/photo sharing websites, forums, and message boards to get insights into the audience when planning a campaign, and measure the popularity of a topic, a product, a brand or a company.*



## INSIGHTS ON:

- visibility on social media
- impact of campaigns
- identify opportunities for engagement
- competitor activity
- detect future crises / risks
- detect emerging trends
- detect what consumers and clients think about specific topics, brands or products



**Why practice social listening?**

# SOCIAL LISTENING

- Nowadays more and more public organisations and governments use it as well
- It provides a real-time approach to detecting and responding to social developments

Conduct research to understand the context and risks in which you will operate.

What do you already know about the issue you are working on and the different actors and motives involved?



## **WHAT IS CONTEXT ANALYSIS?**

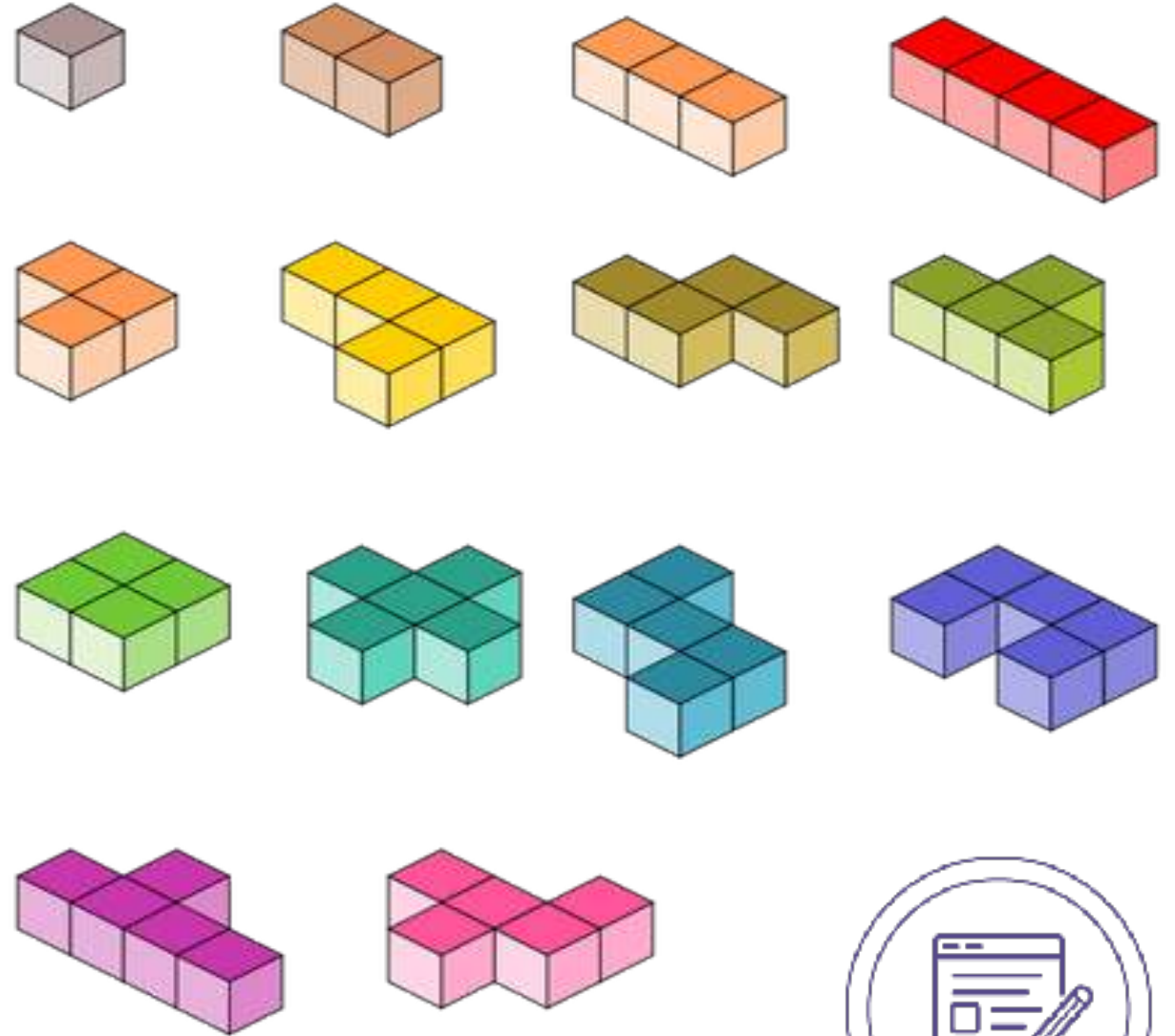


- Allow campaigners and NGOs to **better understand** the socio-cultural, political, economic and geographic factors that give rise to a need.
- **Prioritise** interventions and potential programmatic entry points
- **Inform** project design, implementation and the monitoring and evaluation framework

## WHY DO A CONTEXT ANALYSIS?

# DEFINE YOUR CORE PROBLEM

- What is the **key problem** you want to address?
- What would a world without this problem look like (**alternative reality**)?





## CONSIDER THE SCOPE OF YOUR CAMPAIGN

- Choose a realistic objective: what is your aim?
- What resources do you have access to and what actions are you planning to take?
- What is your campaign timeframe?

## CANVAS



# SOCIAL LISTENING FOR JOURNALISTS & NGOs

- Track visibility on social media
- Measure impact of campaigns & content
- Identify opportunities for engagement
- Detect emerging trends and stories
- Find online norms around topics
- Prevent future crisis



# AT THE ANALYSIS STAGE, SOCIAL LISTENING CAN HELP YOU IDENTIFY:



**What keywords  
are people  
searching for**



**Opportunities  
for  
engagement**



**Current  
crises**

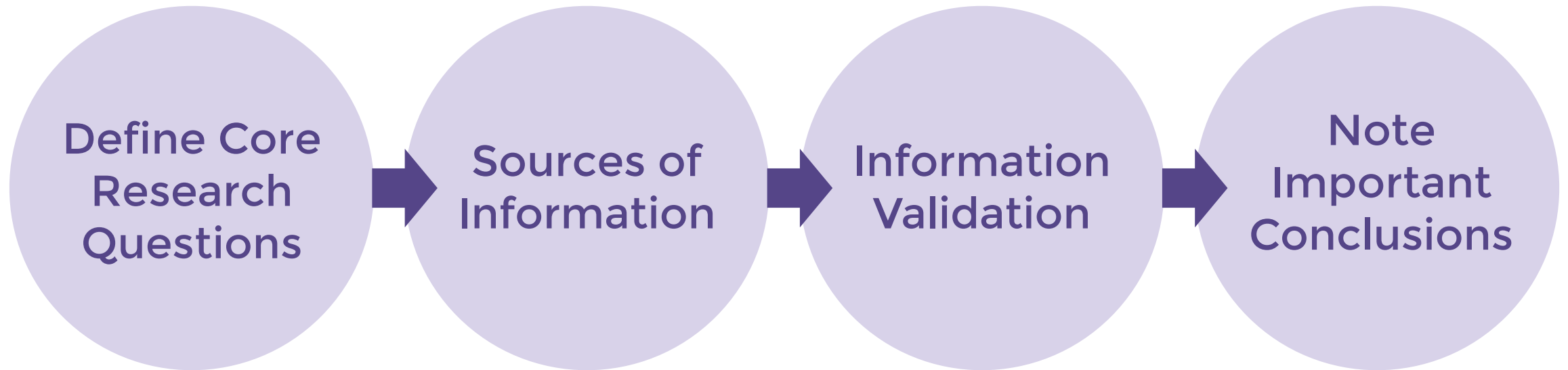


**Emerging  
trends**



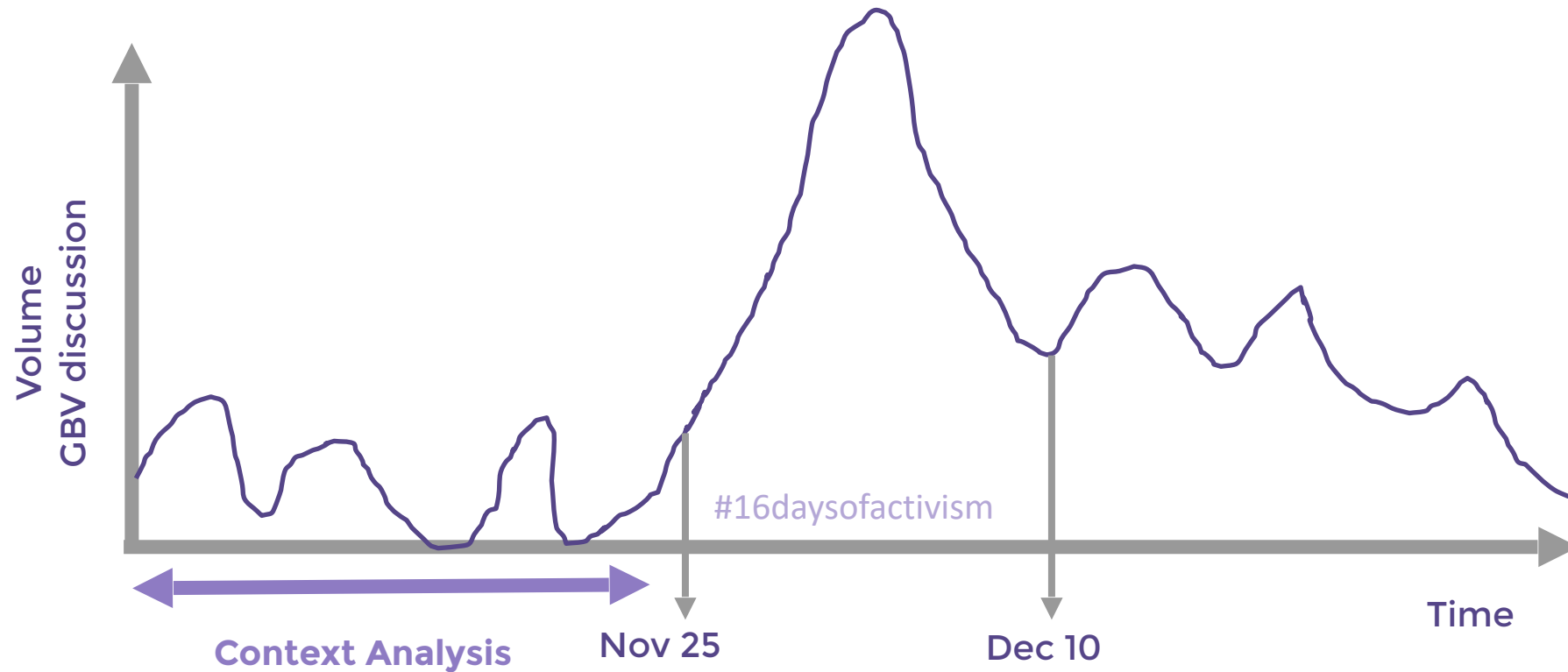
**What any  
potential  
audience is  
concerned with**

# THE 4 STEPS OF A CONTEXT ANALYSIS



# #16daysofactivism

- Context analysis (baseline analysis) as a starting point



# MONITORING YOUR STORY/ CAMPAIGN

Keep up-to-date about the relevant debates during campaign:

- Are there new hashtags to follow?
- Are there new people/orgs/media to follow?
- Are there new keywords to add?



# EVALUATING YOUR STORY/ CAMPAIGN

- How many people interacted with your content?
- Who amplified your content? (media, politicians, other influencers/change-makers?)
- Are there stakeholders that were not talking about the topic before, but did during or after the campaign?
- Did you find new partners?

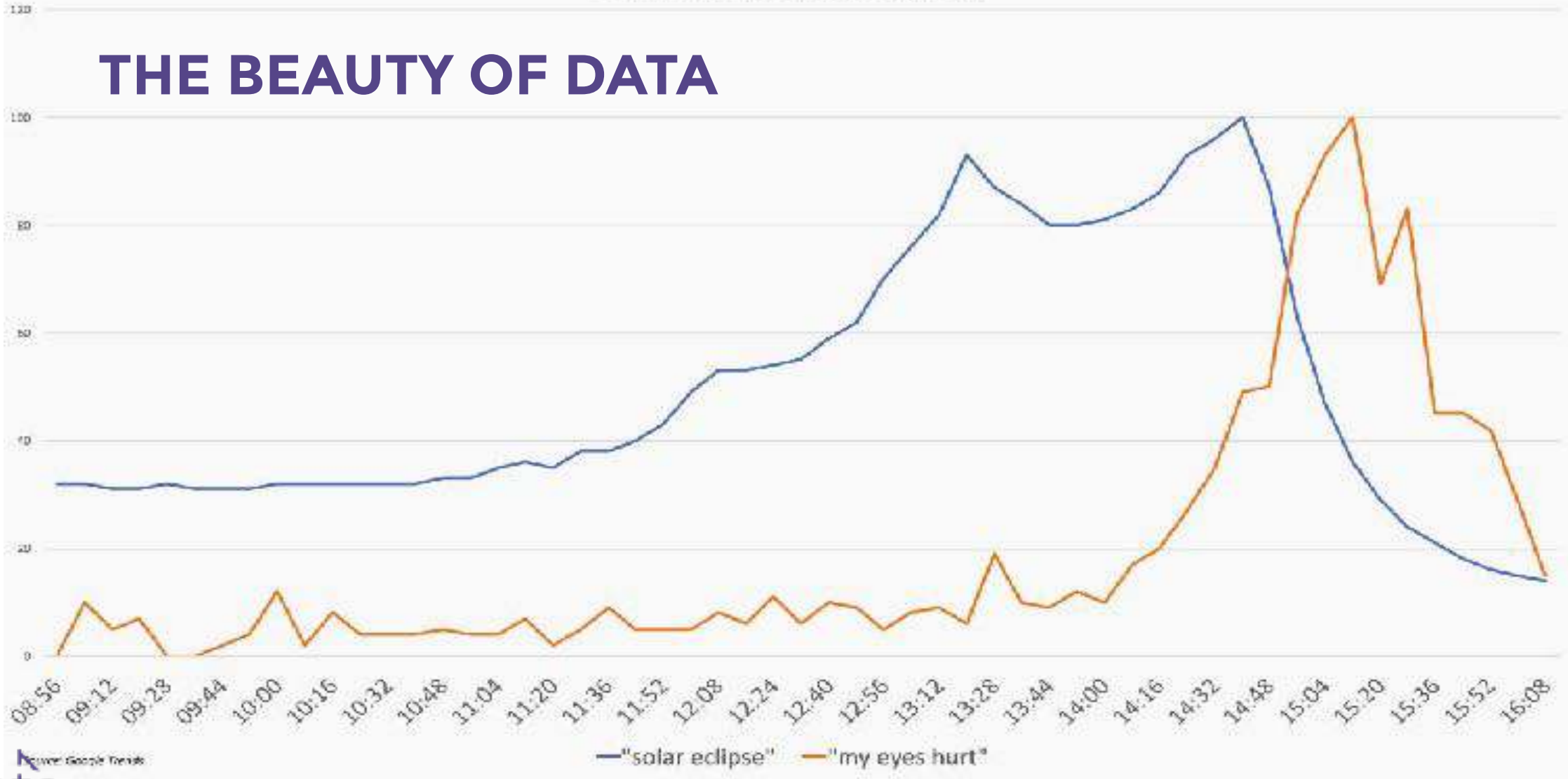


## SOCIAL LISTENING THE OLD SCHOOL WAY

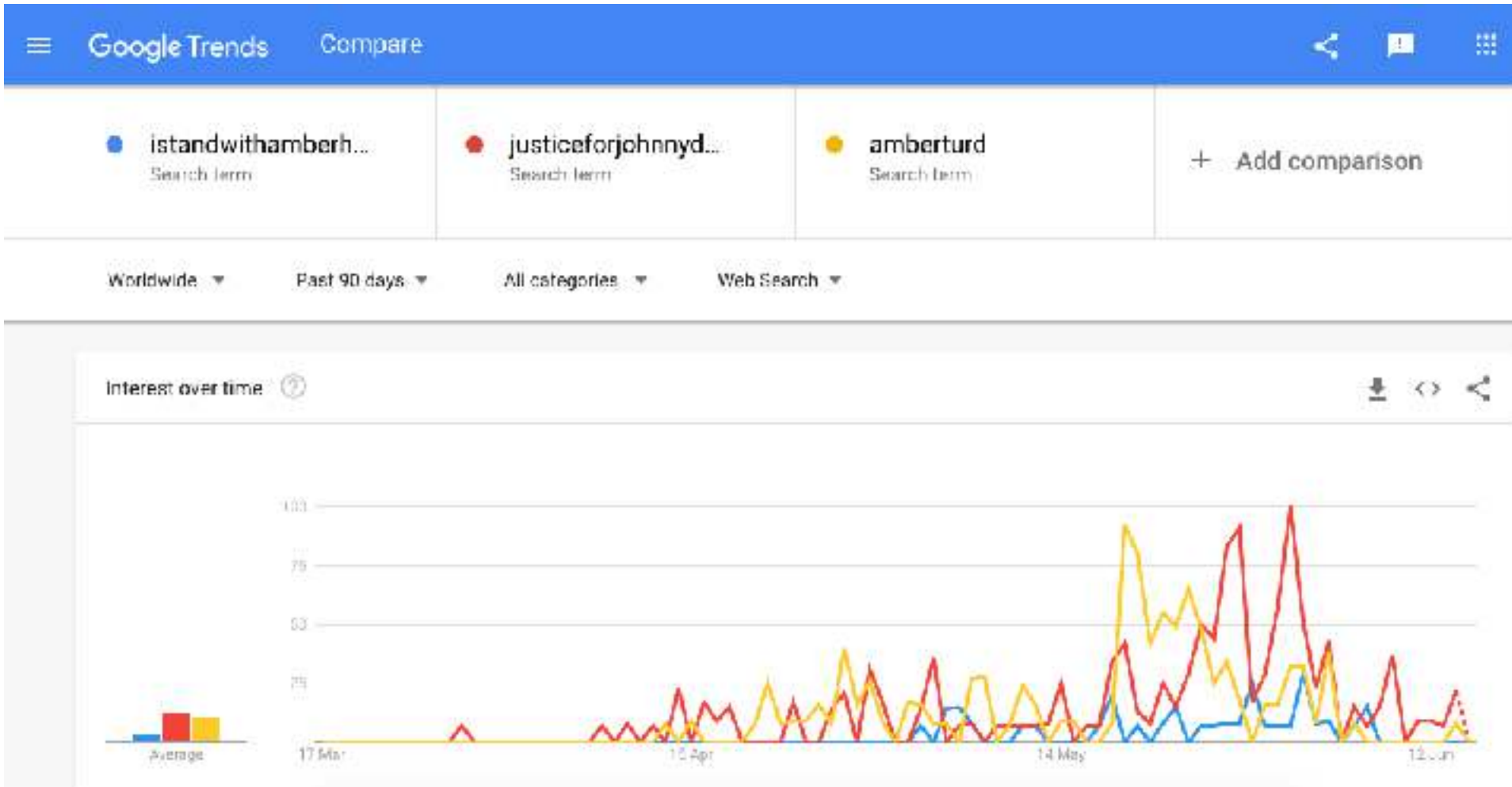
- Join a Facebook page
- Follow an Influencer
- Spend your time on YouTube/  
TikTok

Search Term Popularity in New York

# THE BEAUTY OF DATA



# Case Study: Team Heard vs Team Depp





## EXERCISE

Go to Google Trends and find a search result that became trending in the past year & that is unique for your country.

Explain to the group why.



# FOLLOW THE #HASHTAG

- For designing: Can help you surface issues, partners and influencers. It can also tell you the current discussions around the issue.
- For monitoring: Can help you know if your message is amplified and what people think about it. Also what to avoid.
- For evaluating: How far did your hashtag go? And how large was the sphere of influence for you campaign? You can answer these questions.







## PAID TOOLS

[Mention](#)

[Brand24](#)

[Buzzsumo](#)

[Sprout Social](#)

[Hootsuite Insights](#)

[Agora Pulse](#)

[Brandwatch](#)

[Keyhole](#)

[Awario](#)

[Reputology](#)



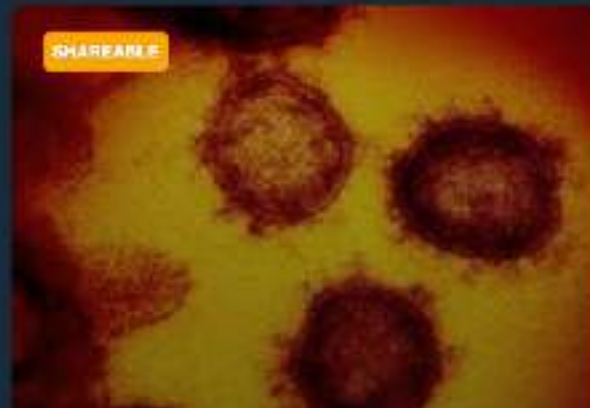
# CROWDTANGLE

## Coronavirus (COVID-19) Live Displays

To make it easy to see what content is being shared on social media about the virus, we've built a set of CrowdTangle Live Displays and made them public so everyone can have access. Use them to keep track of some of the biggest content about coronavirus on Facebook and Instagram from local news outlets, regional World Health Organization Pages, government agencies, local politicians, and more.

[Click here](#) to learn more about how the displays were built and what data they're using.

### Global



<https://apps.crowdtangle.com/public-hub/covid19>



# INFORMATION RETRIEVAL

- The most difficult part:  
You have to tell your tools what data they should collect for you.
- How to find online content/mentions that are relevant for you?



# INFORMATION RETRIEVAL

- Query
  - Authors
  - Twitter hashtags
  - Websites
  - Keywords
  - Country
- Operators to refine you search:
  - AND, OR, NEAR/XX, etc

- Write
- Setup
- Review

Edit Query "MS Burundi query"

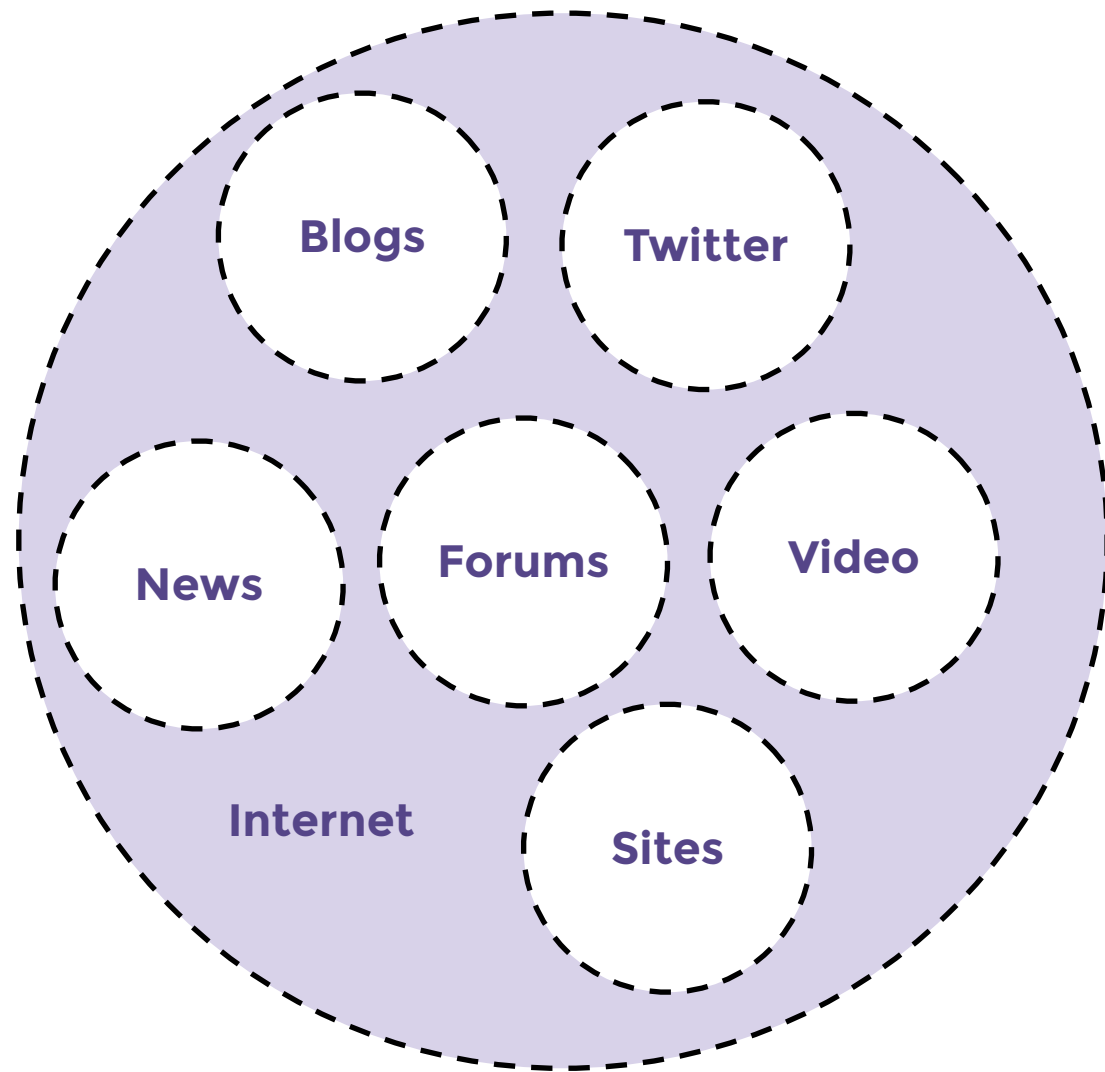
Language: ignore Examples Operators Locations

```
1 #hashtag: (Burundi OR BurundiCrisis OR BurundiSpur OR
  Inzamba OR Sindunje OR Nkurunziza OR SansEffet OR
  CUIBurundi OR Neondere OR Abatwip OR LINDUDD OR CML OR
  GenocideRutus/2 OR Burundi2020)
2 OR author: (MFurundi OR willynyamitur OR Yiganga OR
  Znzanz1 OR Maninkira OR Maninkira OR fuzafifa OR
  SOSMediasFR OR Intumwanya OR mutwezas OR
  nafinabawo OR Antoinetaburaha OR Fburundi OR
  rugub78 OR Tderry0 OR QCLJL OR Masarik16 OR
  LionelYves OR Unuvyakuri OR nambarwa OR
  RTVRenaissance OR RadioInzamba OR radio_rpe OR
  akanyegeri OR radioIsanganiro OR TEDDYMAZINA OR
  uDeLi11 OR Atharasekanaye1 OR Undeberakure OR
  DANVEAU1971 OR egathonwase OR KenarwaNcenteko OR
  per ndag OR e ncyizishimiye OR Inodide OR Burundici1 OR
  ndingn18 OR Anfranziyako OR guykanga OR
  naryakuri OR musonzu OR vinceravon OR nyagfihet1
  OR Onyafira OR Burundisimba OR Gikipira OR
  ton18 OR Lionel_5N OR Vito1Ruyaga)
3 OR
4 #news
5 OR
6 (country:BI AND (mujeri OR ahaganyabanga OR Tutsi OR Hutu
  OR Genocide OR putso OR interahamwe OR abakoko OR
  inbonerakure))
7 OR
8 (burundi NEAR/100 (mujeri OR ahaganyabanga OR Tutsi OR
  Hutu OR Genocide OR putso OR interahamwe OR abakoko
  OR inbonerakure))
```

Test Query Need help? 3901 characters left  
Ctrl Enter

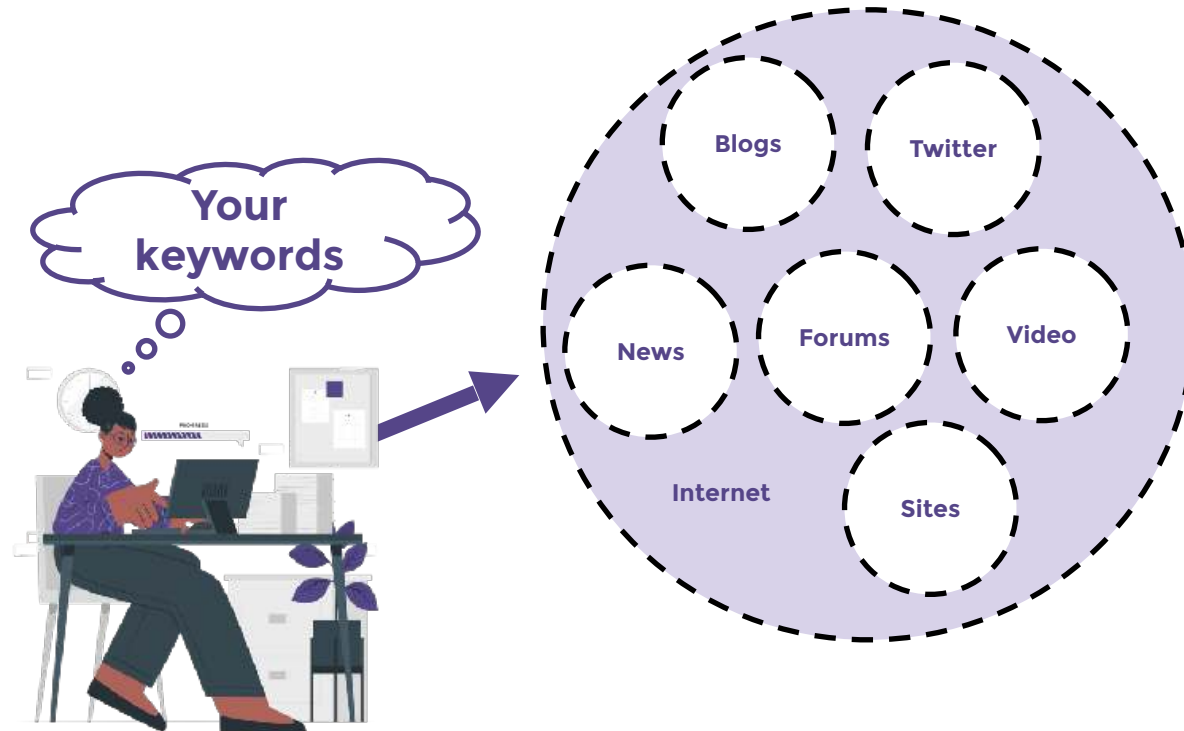
Next >

# INFORMATION RETRIEVAL



# QUERY WRITING

- Get your list with usernames, hashtags and keywords
- Look at your keywords: will they retrieve the information you need?



# INFORMATION RETRIEVAL

You want to be specific as possible, but don't miss out on relevant information:

- If your search is too **broad**, you are sure you have everything you need, but will also collect info that is not relevant to you.
- If your search is too **narrow**, you only find info that is super relevant to you, but you probably miss info that was also relevant to you.

Topic of interest: Women  
Leadership

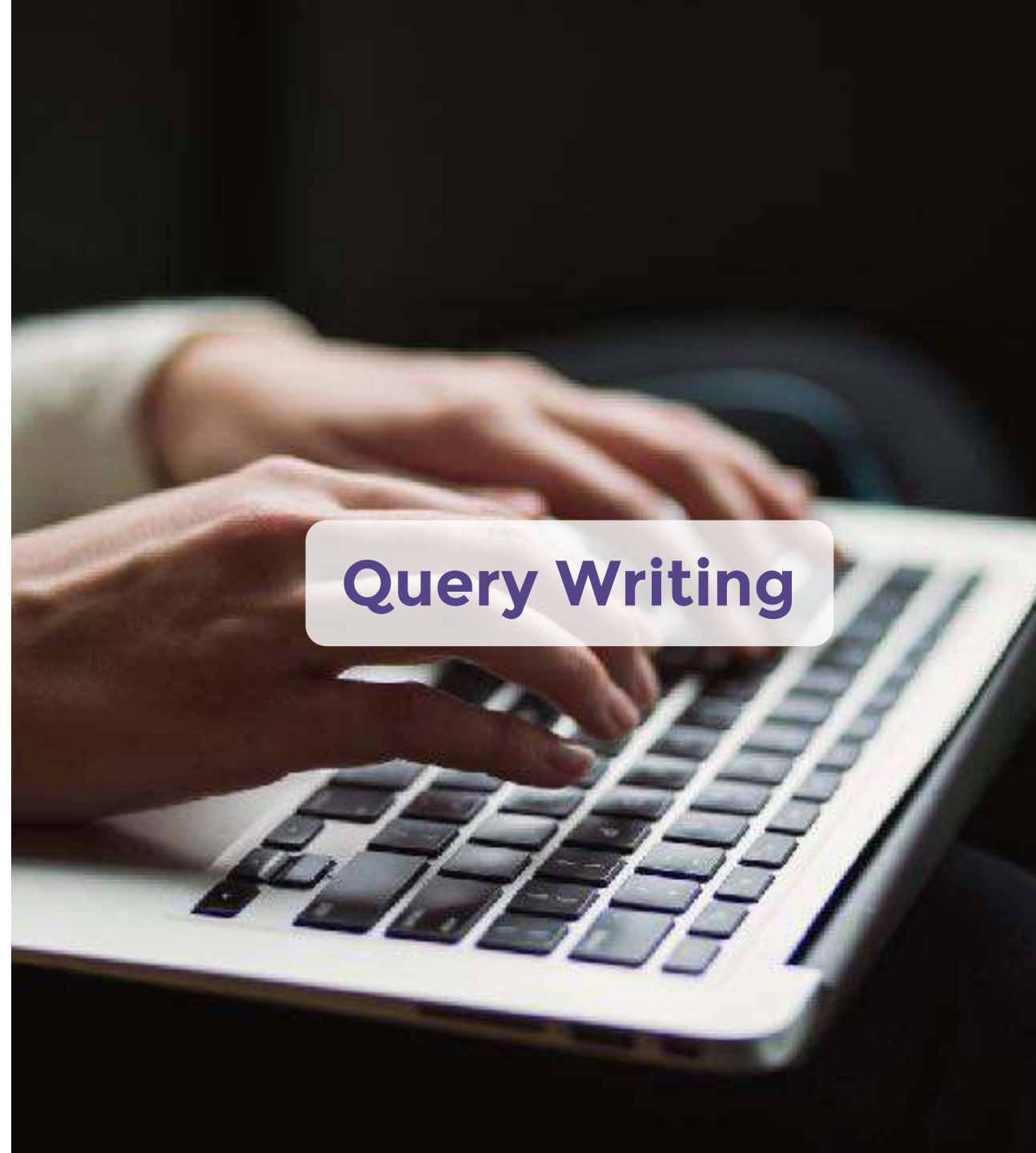
**Keyword 1:**  
“women”

Not precise: All  
mentions/  
articles about  
woman

**Keyword 2:**  
“leadership”

Not precise : All  
mentions/  
articles about  
leadership

Not complete: What about synonyms? “girls”  
“female” “management” “power”



**Query Writing**

Topic of interest: Child marriage in Kenya

**Keyword 1:**  
**“child”**

Not precise: All mentions/articles about child

**Keyword 2:**  
**“marriage”**

Not precise: All mentions/articles about marriage in all countries

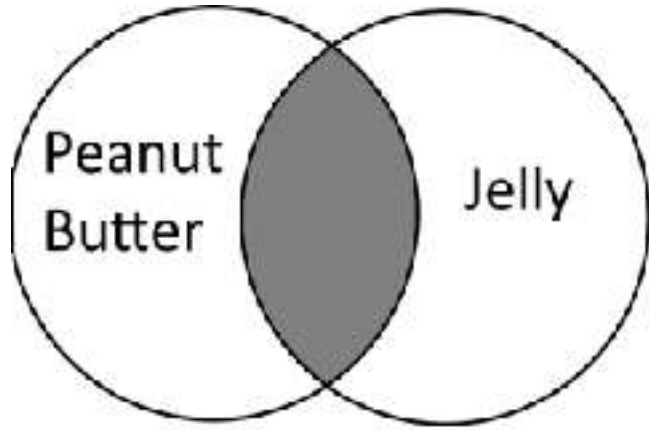
Not complete: synonyms like “kids” “under 18” “minor”



**Query Writing**

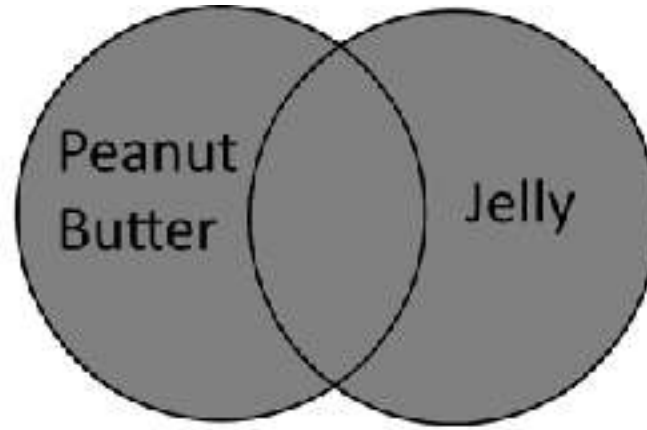


# QUERY WRITING



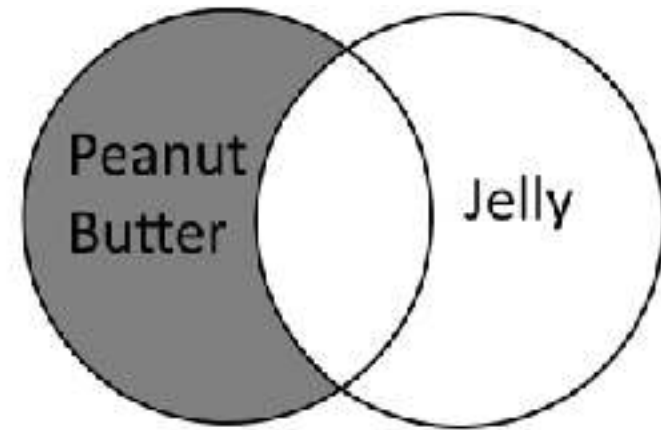
**AND**

Using AND, this search would only retrieve results with Peanut Butter and Jelly.



**OR**

Using OR, this search would retrieve results with peanut butter, with jelly, and with both.



**NOT**

Using NOT, this search would retrieve results with peanut butter, and exclude those with jelly or PB with jelly.

# QUERY WRITING: SPECIAL OPERATORS

- **Hashtags:** Hashtags (Twitter)
- **Author:** Authors (Twitter accounts and other authors)
- **Country:** Location of source (if available)
- **Site:** All articles from a certain site (e.g., cnn.com)



## EXERCISE

Use TweetDeck to search for Tweets by location.

Follow the instructions on this website:  
<https://infodemictoolkit.org/en/courses/infodemic-video/news-gathering-monitoring-introduction/news-gathering-monitoring-news-gathering/>

Pick a location, based on a story from your local news. Collect at least 10 tweets about this topic & analyse the tweets. What are they telling you?

# QUESTIONS





## REFLECTION

**What is your key  
takeaway from this  
session?**



# Thank you!

