MEDIA CAMPAIGNS FOR SOCIAL CHANGE AND ADVOCACY

DAY 8: Social Listening

rntc media training centre

Shintya Kurniawan

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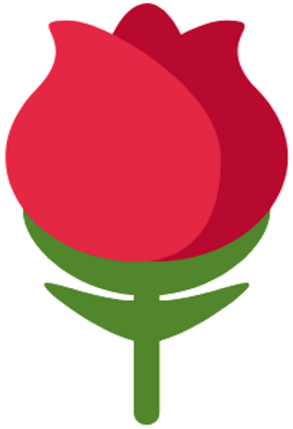
ROSE



Success

THORN

Challenge

BUD

Potential

1.5 minutes challenge

AGENDA
DAY 8

- 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

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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*

Why practice social listening?

- 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

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SOCIAL LISTENING

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

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WHAT IS CONTEXT ANALYSIS?

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?

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WHY DO A 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

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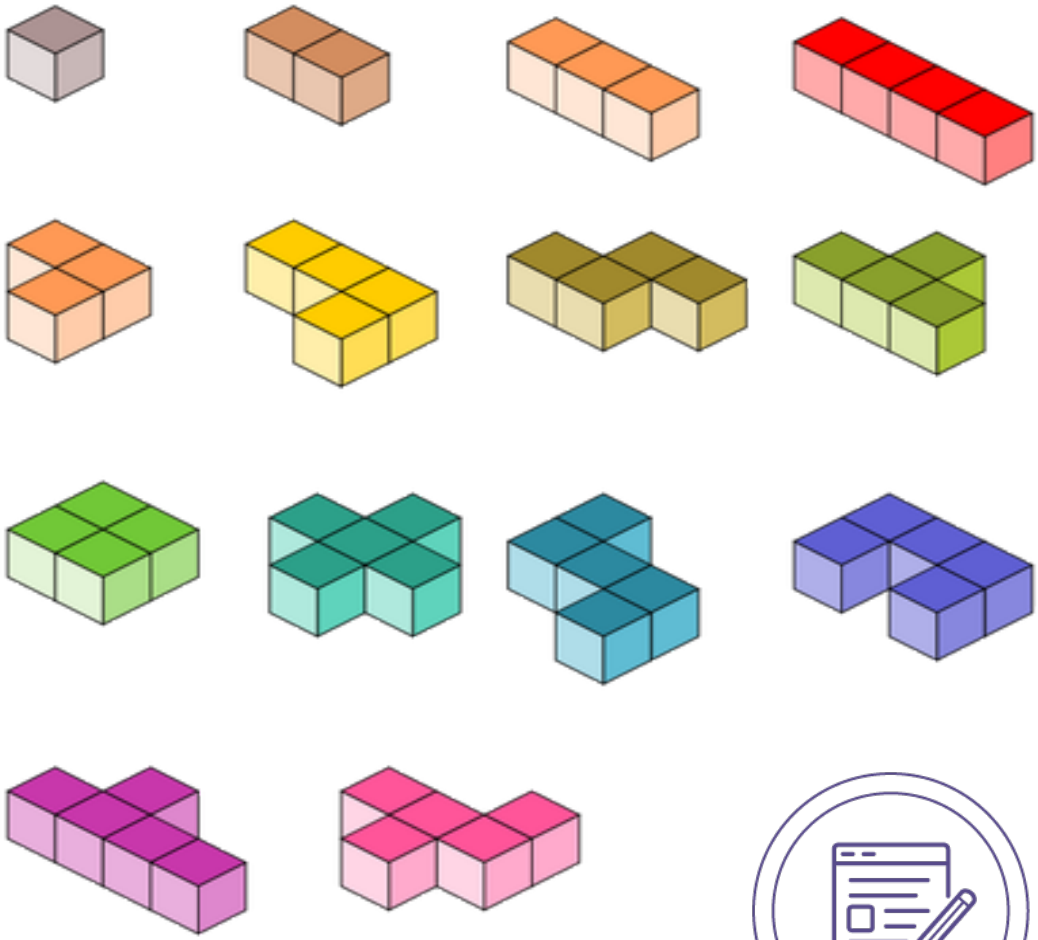
DEFINE YOUR CORE PROBLEM

- What is the **key problem** you want to address?

- What would a world without this problem look like **(alternative reality)**?



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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

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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

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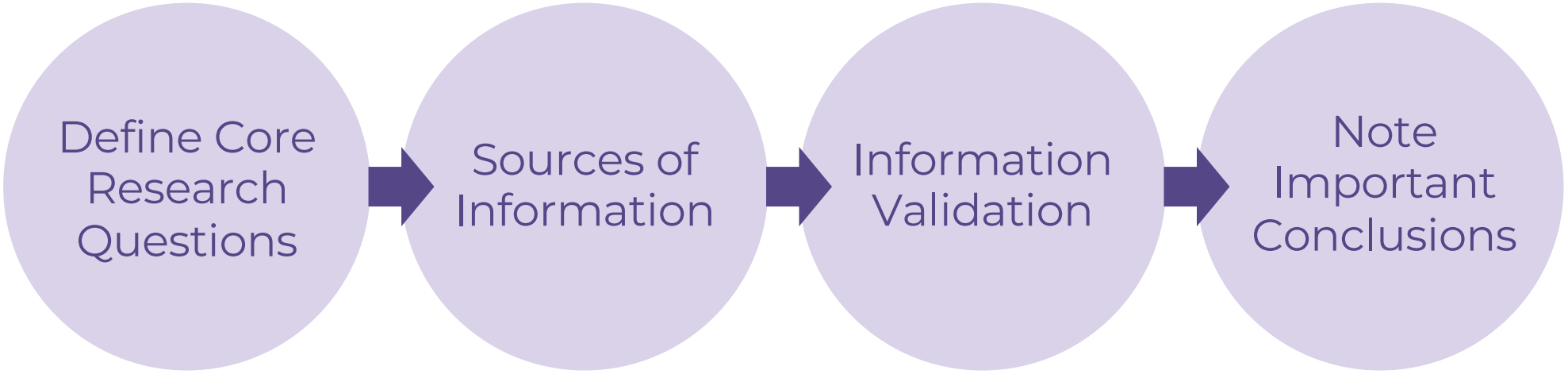
THE 4 STEPS OF CONTEXT ANALYSIS



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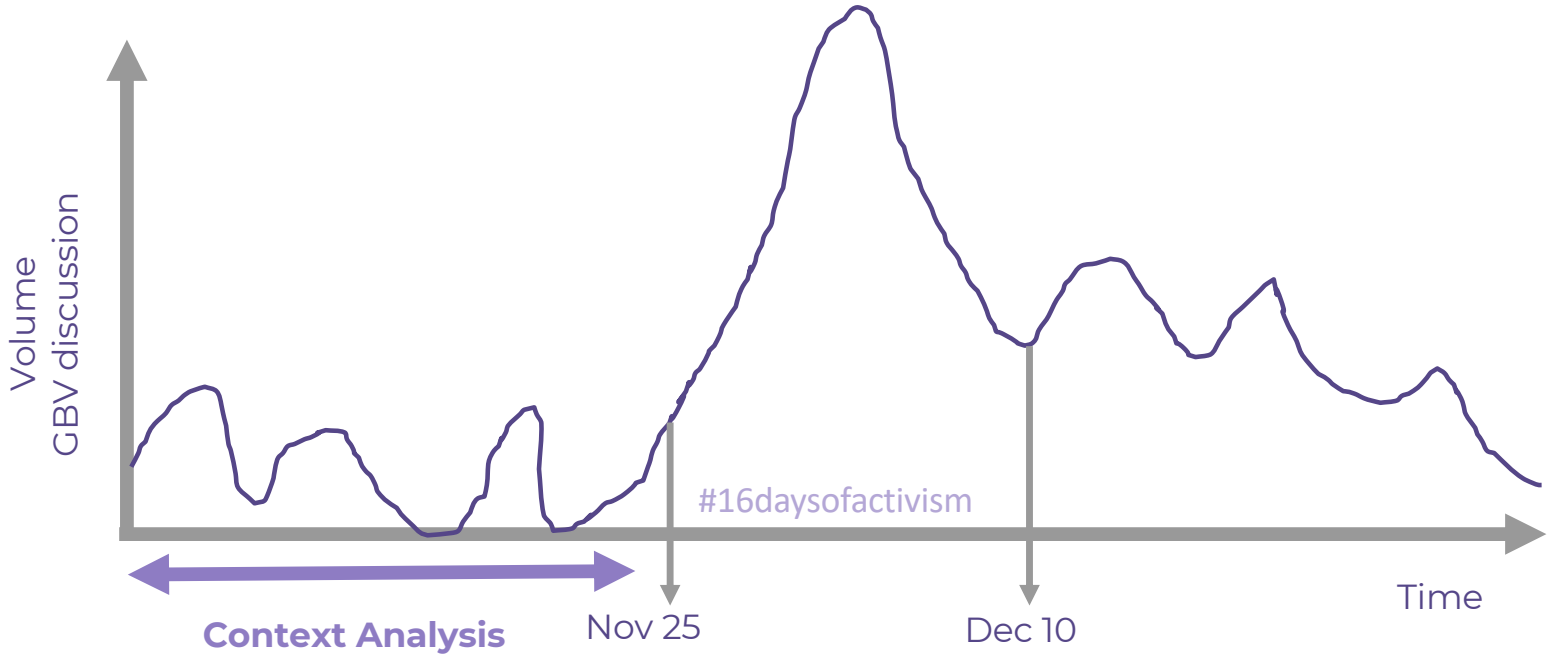
#16daysofactivism

- 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?

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Evaluating your Story / Campaign

- How many people did interact with your content?
- Who amplified your content? (media, politicians, other influencers/change-makers?)
- Are there stakeholders that didn’t talk about the topic before, but did during/after the campaign?
- Did you find new partners?

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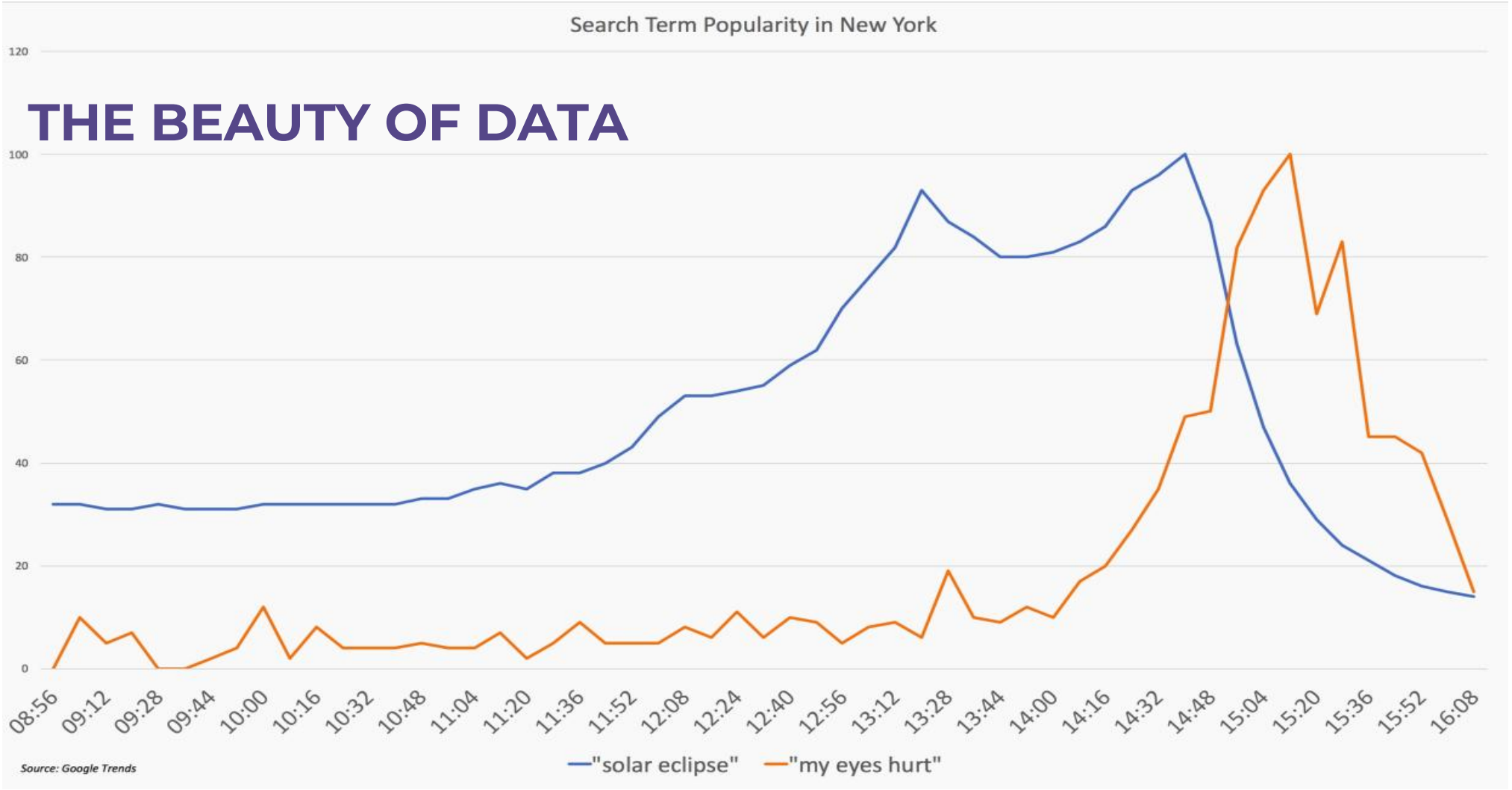
SOCIAL LISTENING THE OLD SCHOOL WAY

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

THE BEAUTY OF DATA



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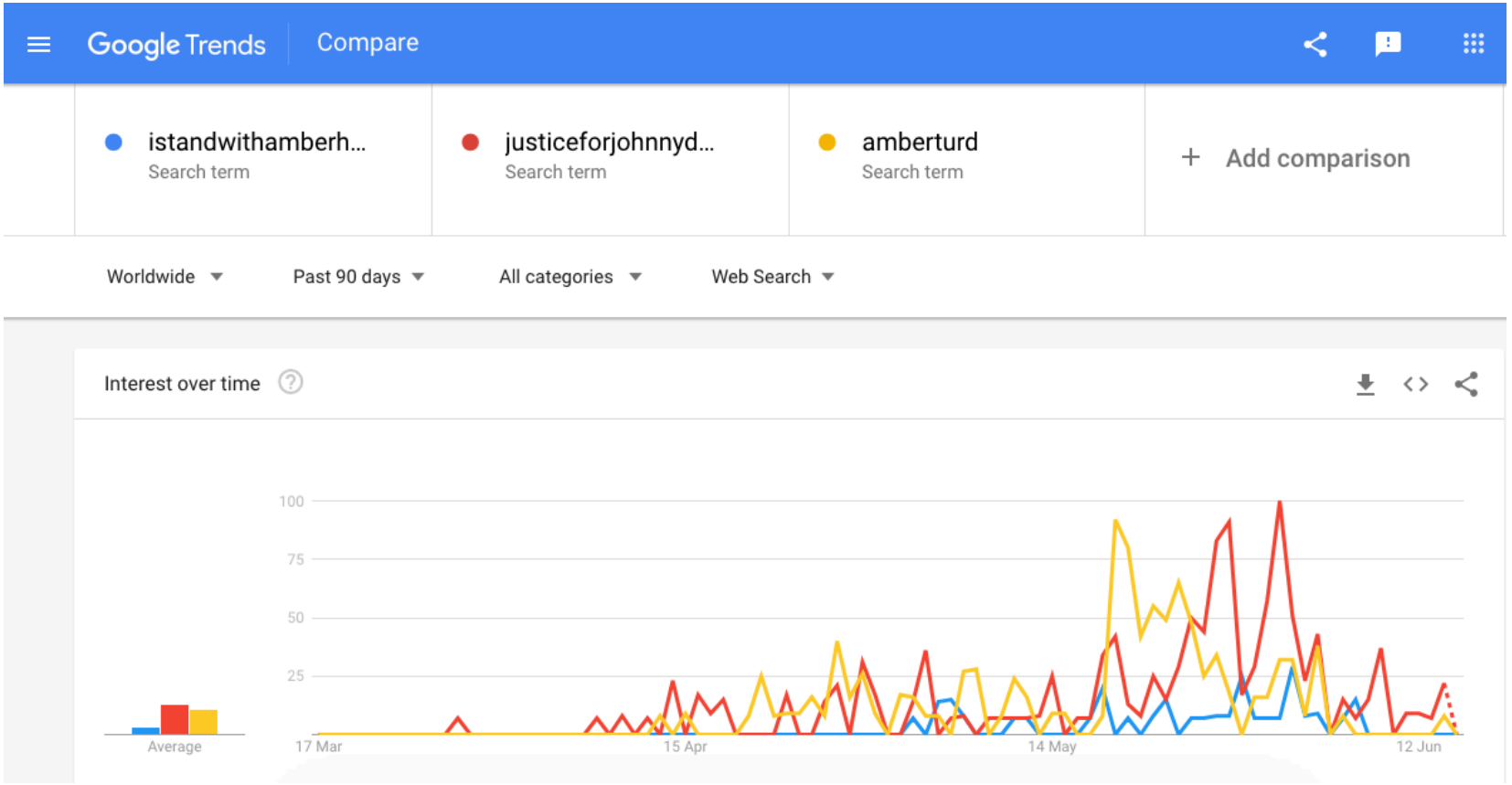
GOOGLE TRENDS CASE STUDY:

Team Heard vs Team Depp



ACTIVITY

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.

5 Minutes

LUNCH
BREAK
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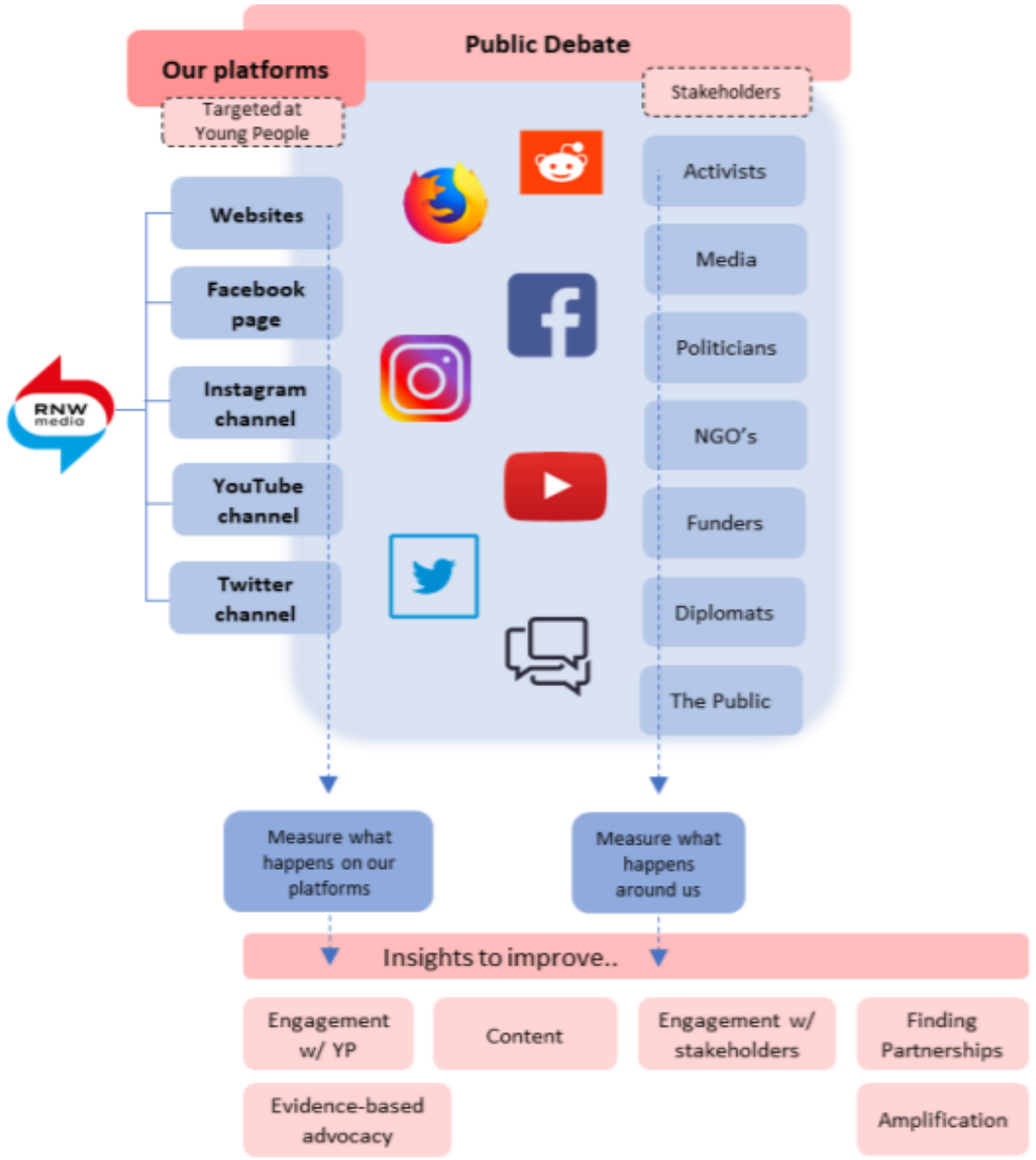
FOLLOW THE

- 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.

FOLLOW THE DATA



FOLLOW THE DATA

Table 1: The input from the Huna Libya team to create the query

Query input	English translation
Hashtags	
عنف_ما دنا *(campaign hashtag of Huna Libya)*	Enough_Violence
OrangeTheWorld *(campaign hashtag of partner)*	
GBV	
16daysofactivism	
Twitter handle	
@HunaLibya	
Keywords	
ليبيا	Libya
العنف القائم على النوع الاجتماعي	Gender Based Violence
العنف	Violence
النوع الاجتماعي	Gender
العنف ضد المرأة	Violence against women
العنف ضد النساء	Violence against women
العنف	Violence
ضد	against
المرأة	women
النساء	women
زواج القاصرات	Child marriage
قاصر	female child
قاصرات	female children
زواج	marriage
تحجير	Tahjeer
العنف ضد الرجال	Violence against men

Figure 2. Summary of collected data in Brandwatch, including total mentions, unique authors, trending topics, and top news stories

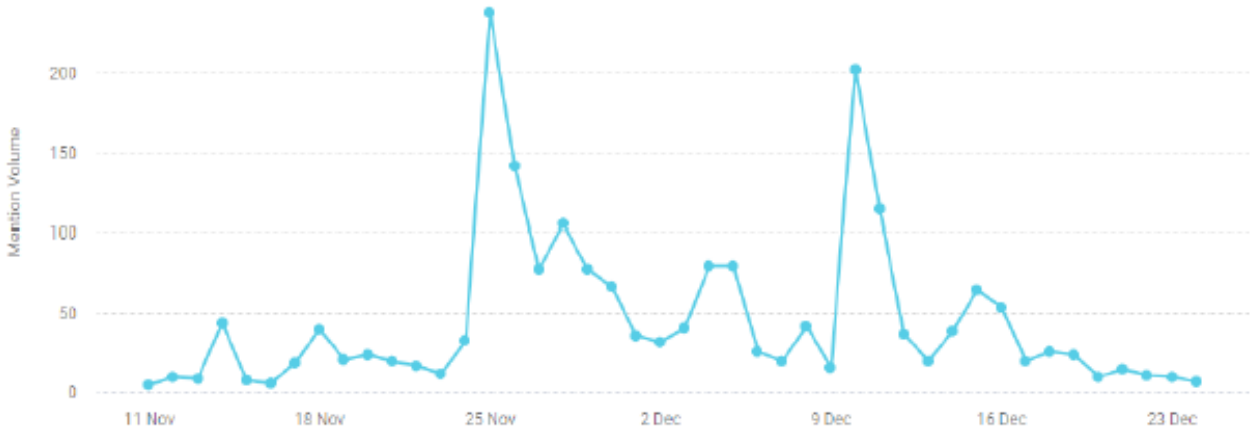


Figure 4 Graph showing the mention volume of the GBV query (figure 1) over time

FREE TOOLS

Hashtagify

Google Trends

TweetDeck.com

FollowerWonk.com

Twitonomy.com

TweetReach.com

SumAll.com

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PAID TOOLS

Mention
Brand24
Buzzsumo
Sprout Social
Hootsuite Insights
Agora Pulse
Brandwatch
Keyhole
Awario
Reputology

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?

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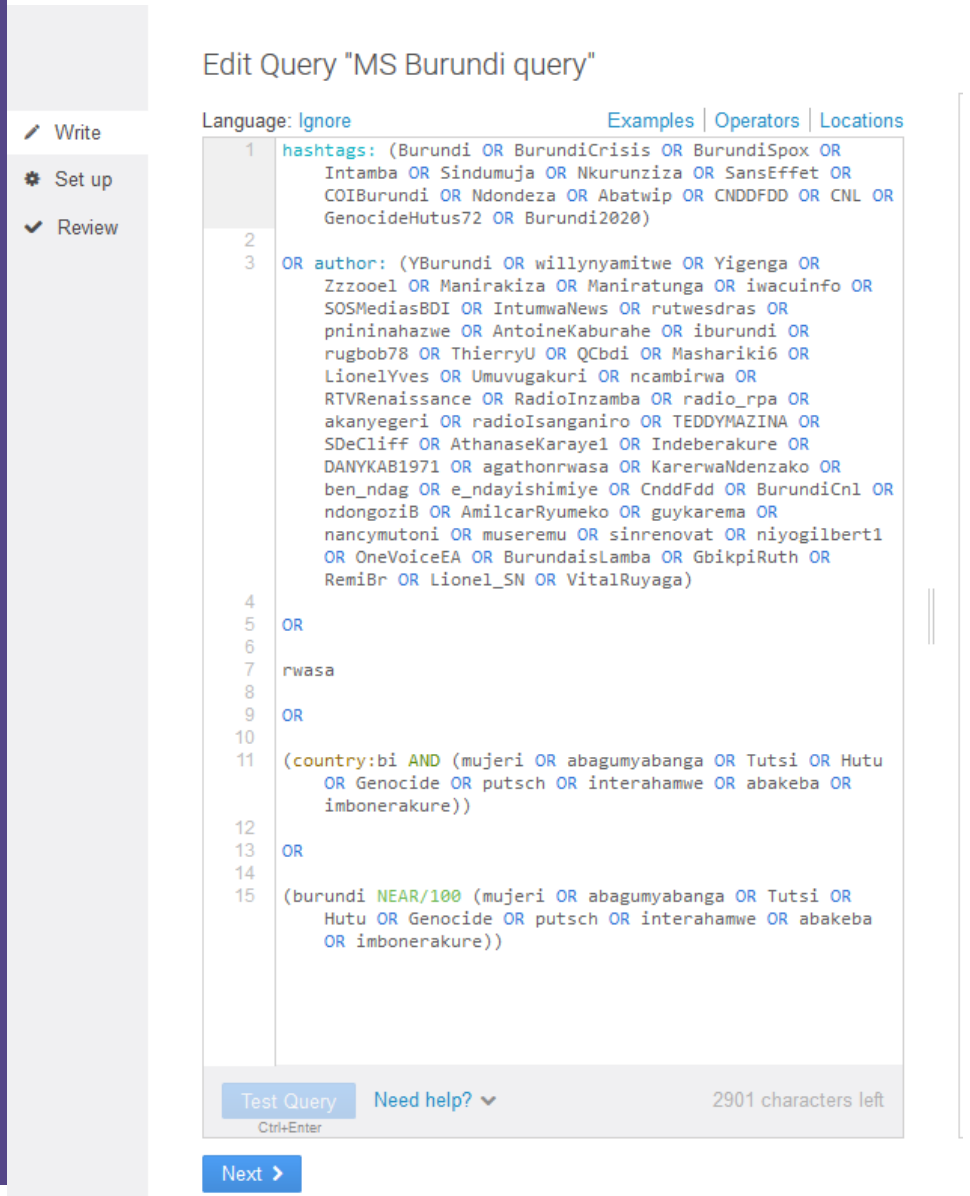
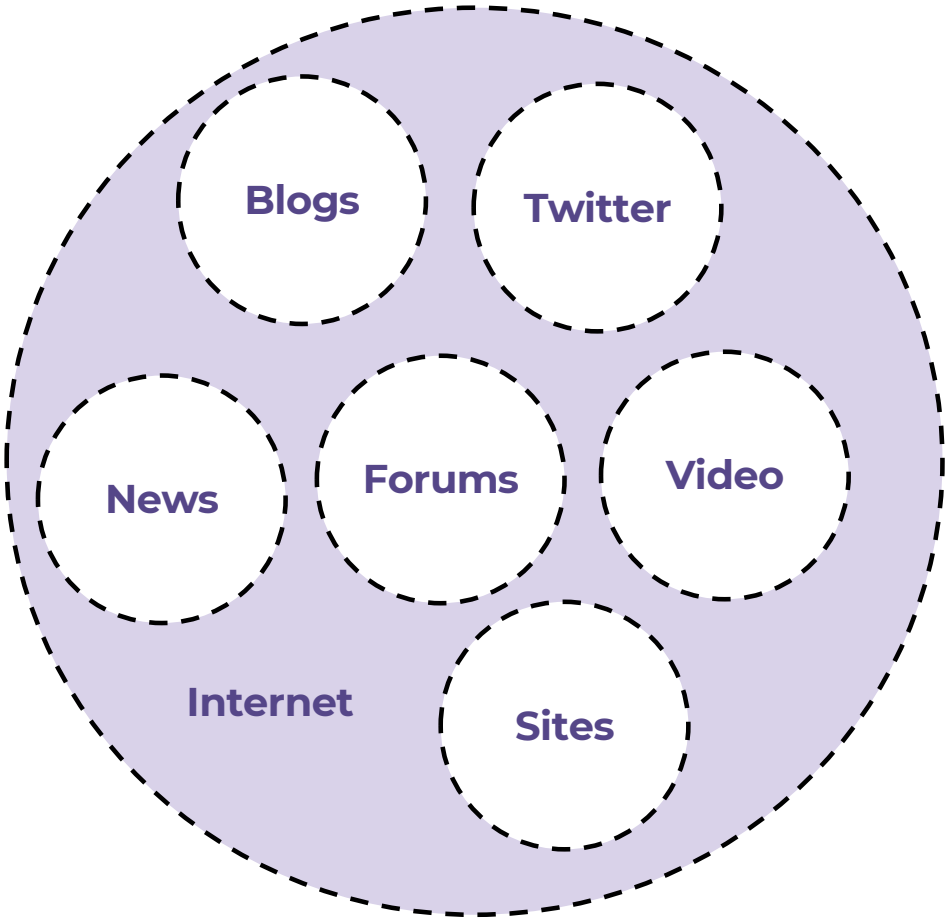
Information retrieval

- Query
  - Authors
  - Twitter hashtags
  - Websites
  - Keywords
  - Country

- Operators to refine you search:
  - AND, OR, NEAR/XX, etc



Information Retrieval



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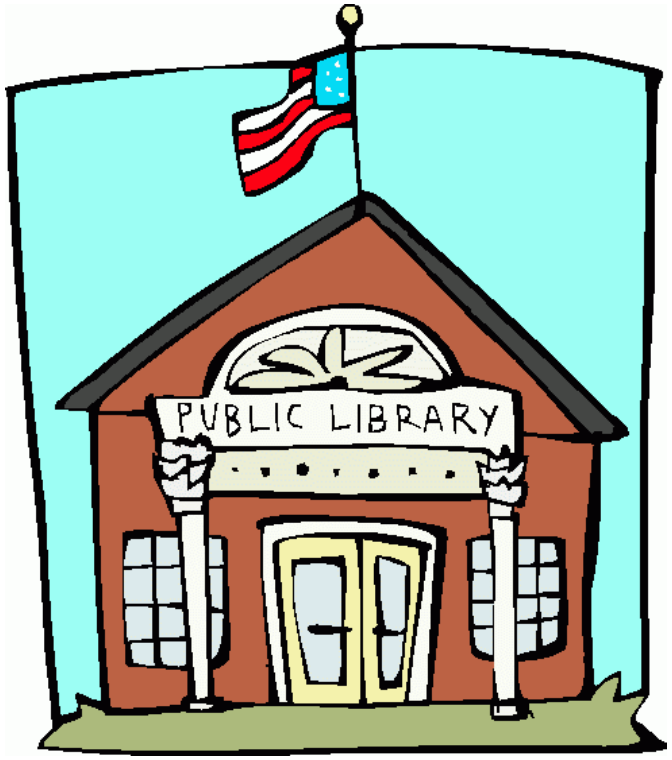
Information retrieval

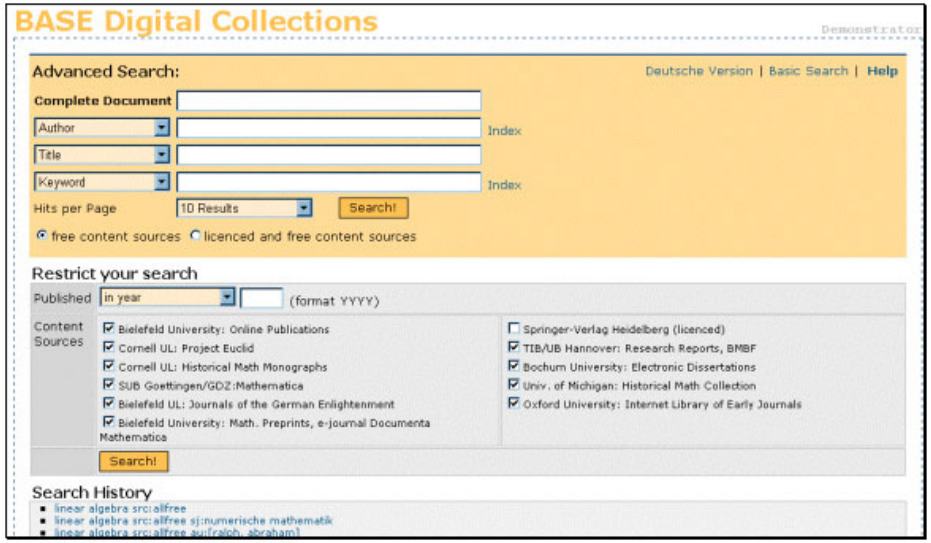
- Library
- Wild horses that live in Japan



Information retrieval

- Library search engine

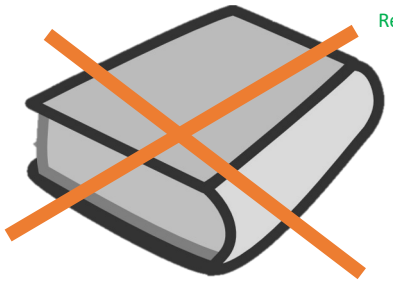
Keywords: Wild horses Japan



Information retrieval

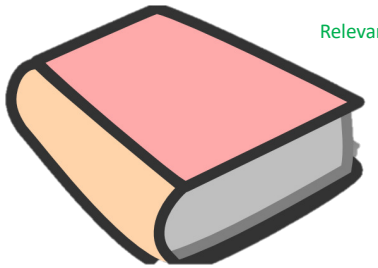
- Library search engine

Book about animals



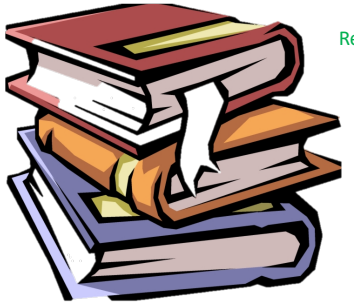
Relevant

Book about wild horses in Japan



Relevant

Books about horses



Relevant

Irrelevant

Irrelevant

Books about Japan

Irrelevant

Irrelevant

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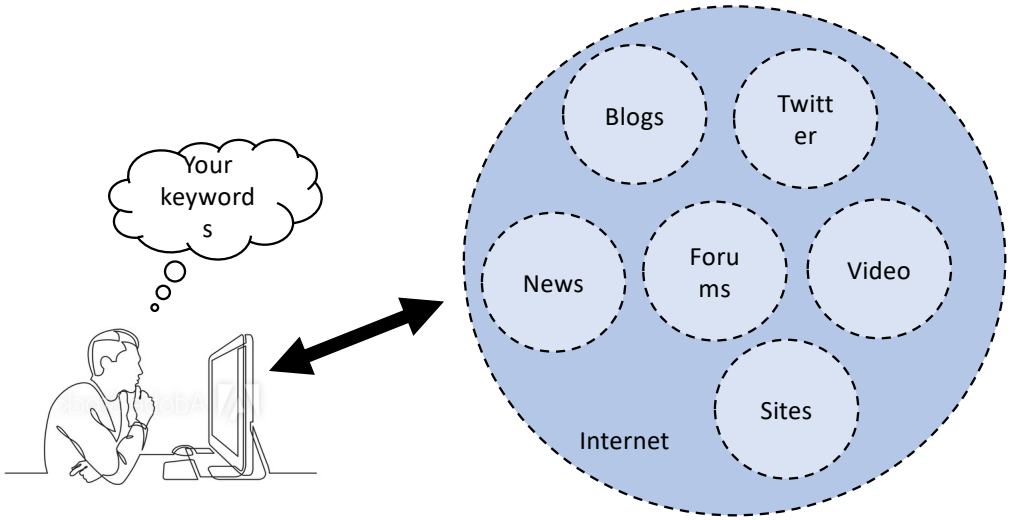
Query writing

- 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.

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Topic of interest: Women Leadership

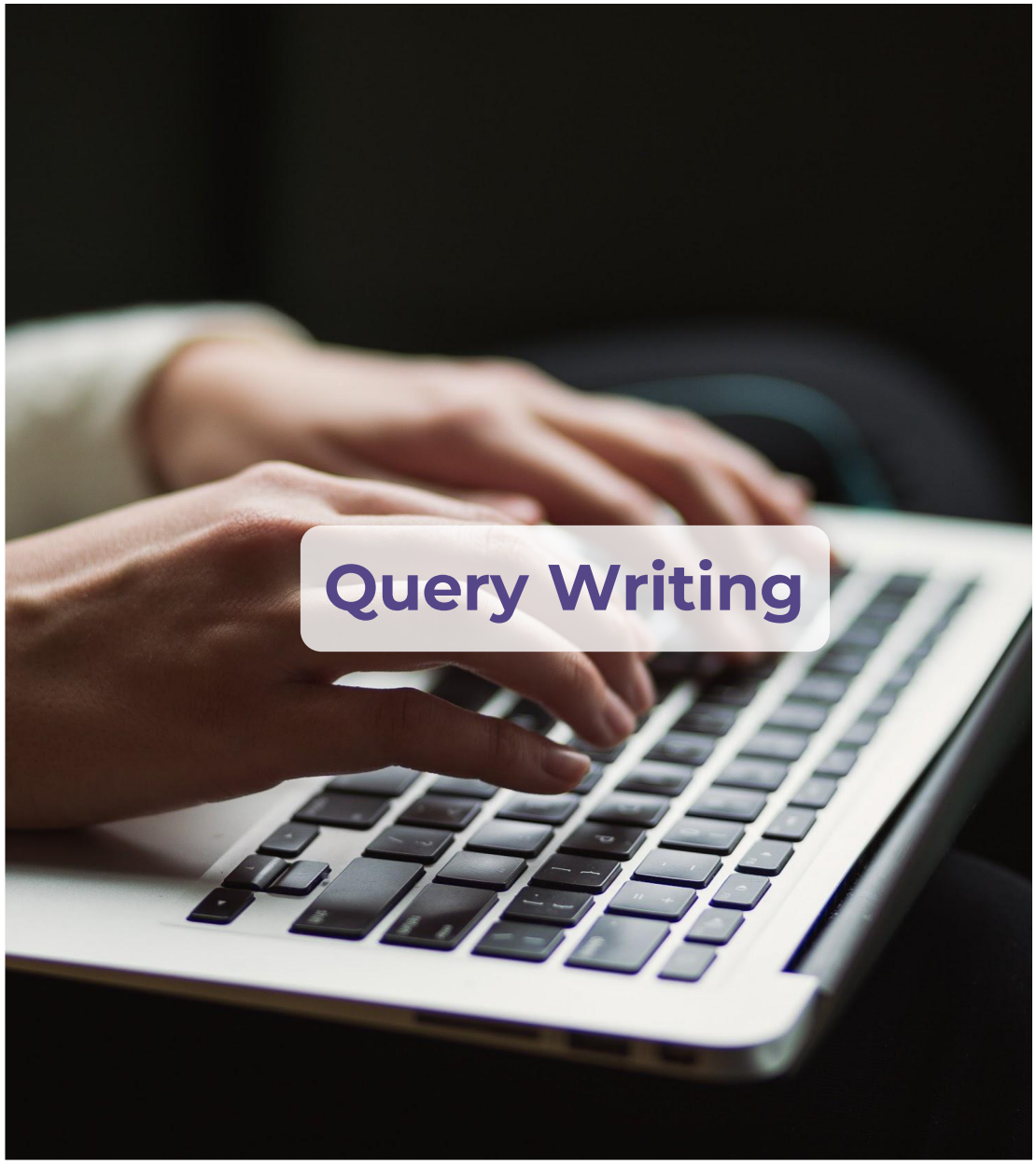
Keyword 1: “women”

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”



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”

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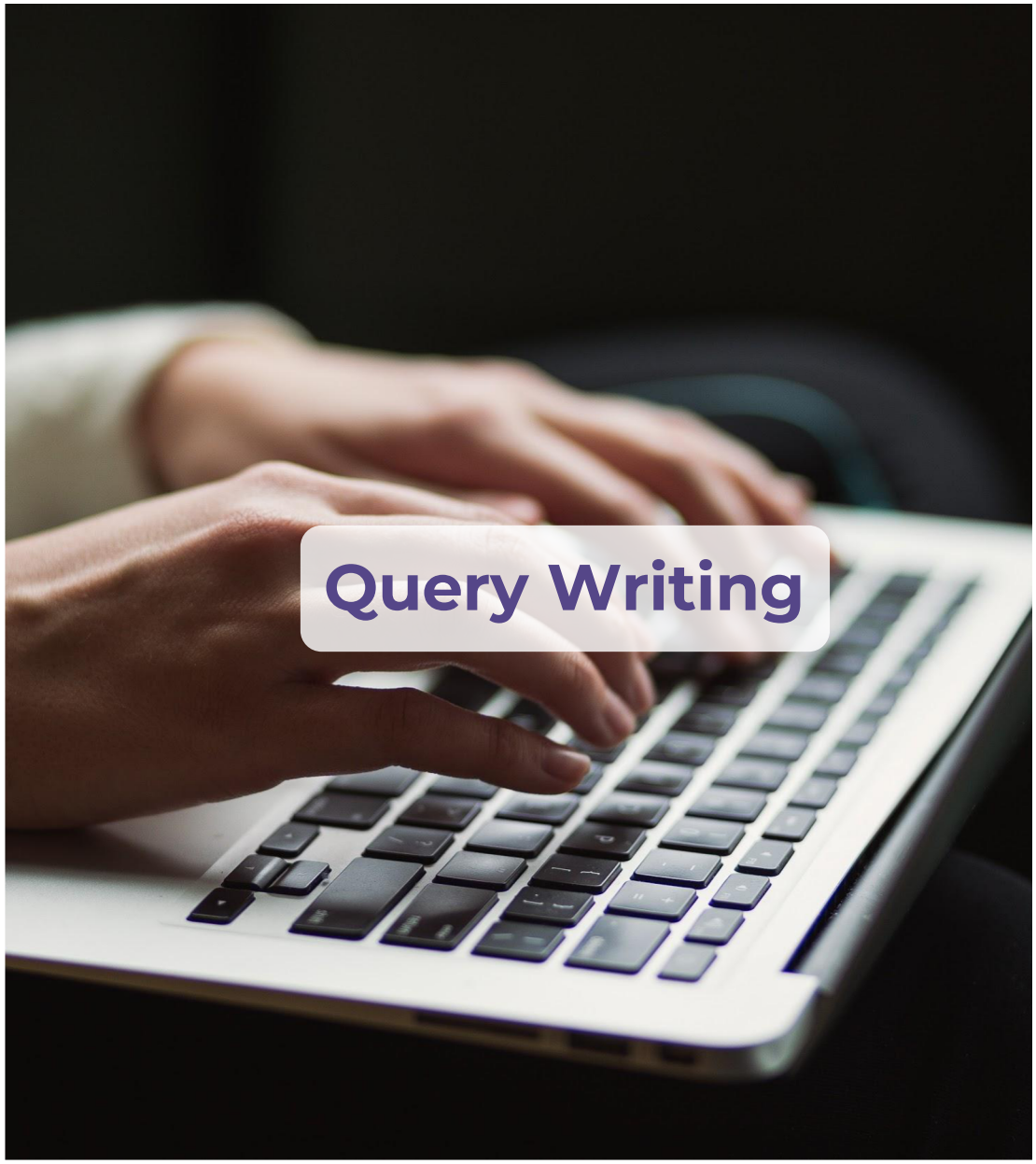
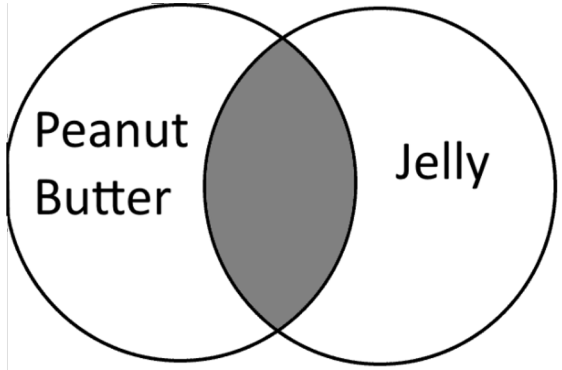
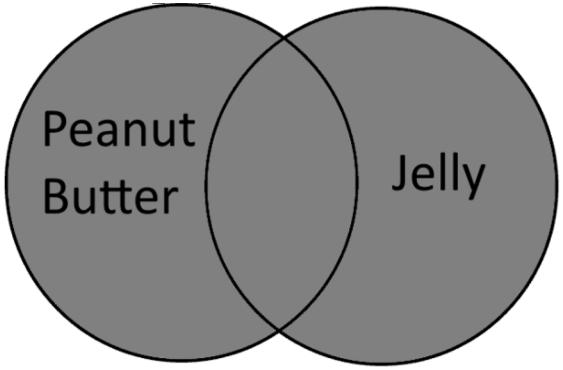


Query Writing



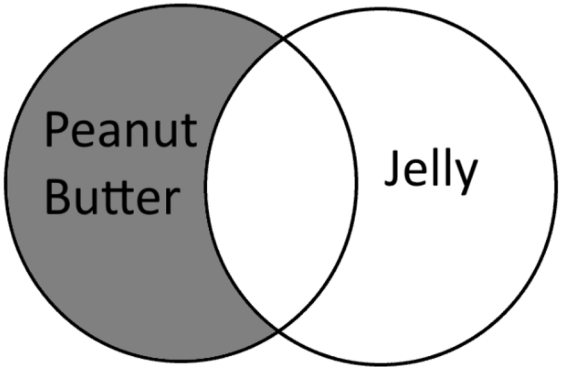
AND

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.

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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)

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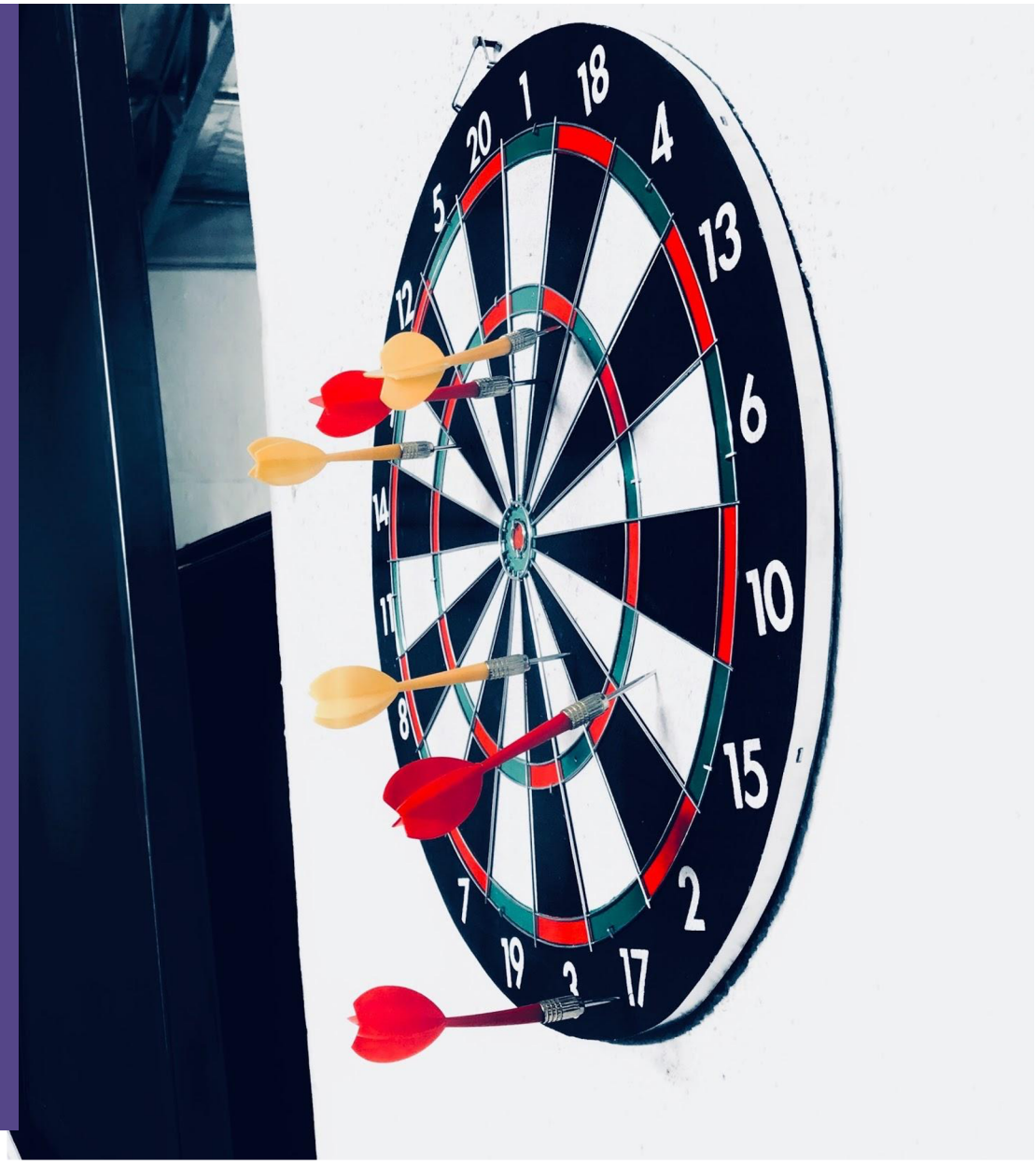
ACTIVITY

Use TweetDeck or Google Trends to search for Tweets/posts by location

Follow the instructions on this website:

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?



THANK YOU

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