

Ten Reasons Why You Should be Monitoring Social Media

Achieve Results That Will Have People Talking

You know the drill: You monitor the media to understand who's saying what about your company, product or brand. The insights you gain help you craft relevant messages, create effective campaigns and respond quickly to any press you get. But today, traditional outlets represent just a fraction of what your audience is plugged into. The use of social media – like Twitter, Facebook, Digg, MySpace, blogs, forums and more – is off the charts. So is the need to monitor it. Understand it. Engage with it. And do it all in real time. Because before news is news, it's being talked about in social media channels. Being part of that conversation gives you the power to positively influence public perception. And that's not just important for your job. It also provides far-reaching intel that can actually help guide long-term corporate strategy. Yeah, it's *that* important.

See what social media monitoring can do for you with these ten tips from the experts at Cision:

10. Respond to Complaints

Say an influential blogger has a gripe with your client, product, company or brand. Social media monitoring lets you stay on top of everything everybody is saying. So you can respond quickly and address that gripe before it snowballs into a bigger story.

9. Share the Compliments

Millions of people use social media outlets to talk about the products and services they love. And their network of friends, family and followers is listening. Find these compliments and leverage them to position yourself as a trusted information source. And don't forget to say "thanks."

8. Solve Customer Problems

It's tough when customers have problems with your product or service, especially when they're shared with the entire world on a blog. But these situations also represent an opportunity. When you monitor social media conversations, you identify problems quickly. So you can just as quickly work with other departments to solve them and retain customers. What's even cooler is spotting trends that indicate the need for a policy or product change, and sharing your insights with management.

7. Answer Audience Questions

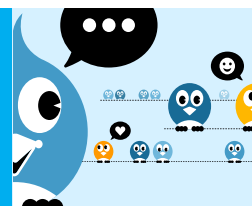
If there's one thing social media does well, it's connecting people with questions to people with answers. Know what the questions are and be ready with the answers. Your spokespeople will be sought-after thought leaders. You'll just be indispensable.

6. Know What's What

Monitoring social media outlets shows which ones are most likely to adopt your message and which

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A Cision Best Practices Tip Sheet



keywords are most relevant. Use this info to create targeted, cost-efficient campaigns aimed only at those most receptive to your messages. How's that for planning power?

5. Manage Any Crisis

When the you-know-what hits the fan, you have to respond immediately. Which is why real-time monitoring of social media is so important. Long before the news reaches traditional outlets, it will be making its way through the social network. Look for spikes in negative coverage and tackle it. Now.

4. Monitor the Competition

Pssst...know what people say about your competitors? Would you like to? Monitor the social media chatter about your competition to learn what customers like about them – and what they don't like – to help your client or company avoid potential problems. Everything from product development to customer service to sales and marketing can benefit.

3. Spot the Trends

Sure, social media monitoring is a great way to gain an edge right now. But it's also valuable as you plan future campaigns. Spot the trends today that will be making big news tomorrow. And plan accordingly. People will think you can see the future.

2. Discover the Influencers

Do you know which journalists and bloggers have the most influence on your topic? Think hard. It may not be who you expect. Find the real movers and shakers. And go after them.

1. Reach Ready Prospects

The most important reason to monitor social media? Customers! Know who's looking for what right now. Only social media gives you this kind of instant insight into the habits of your best prospects. Ignore it at your own risk.

Bottom line is this: social media IS the way hundreds of millions of people communicate today. Monitoring it gives you the information you need to proactively guide the conversation and quickly respond to crisis – even as more and more new sites come online every day – all in real time.

