

Step 1: Listening – Brand Activity

Description

In addition to understanding share of voice, which really analyzes the content and conversations that social media users are having about brands, it is important to understand how a client is using social media prior to providing recommendations. To do this, you must listen to the brand itself.

Select a brand to be your client for this activity. Review one months worth of posting on the various social media outlets. Use Hootsuite and other Social Listening tools we have discussed to complete this project.

Prepare a 1-2 page response that answers the following questions:

- What outlets is the brand currently on?
- What are 3 - 5 major topics (keywords) this brand could participate in?
- What is the general tone of the conversation around the brand?
- Who are the key influencers this brand should leverage engagement with?
- How good is the brand at interacting currently with both positive and negative feedback?
- What other details did you discover (best times to post, etc.)?