

# SOCIAL MEDIA MONITORING

IDENTIFY EMERGING ISSUE OR TREND

## WHY MONITOR?

1. Identify emerging issues and trends that may negatively impact your brand.
2. Identify engagement opportunities to grow brand recognition.

EVALUATE POTENTIAL:  
Could it escalate?

NO

ASSESS: Is it getting attention?

YES

EVALUATE ENGAGEMENT:  
Troll? Ranter?

YES

ACTION: MONITOR

NO

EVALUATE ENGAGEMENT:  
Valid/Trusted Source?  
Replies amplifying it?  
Growing likes/shares?  
Is it gaining momentum?

NO

ACTION: MONITOR

NO

ACTION: MONITOR

YES

YES

ACTION: Share your story, provide facts, correct misinformation, or outline action, if appropriate. Shorter is better. Link to blogs and website stories.

MONITOR: Is issue escalating?

YES

ESCALATION CONTINUES?  
ACTIVATE CRISIS RESPONSE TEAM

NO

ACTION: MONITOR

## TIPS FOR MANAGING SOCIAL MEDIA ISSUES

- Purchase a monitoring service to monitor social media regularly.
- Not every negative post has to be responded to. Consider the source and their influence. If they are not influential, don't respond but continue to monitor the issue.
- Monitor for issues emerging from news stories and activities at your competitors and in the industry.
- Repost previously published content to provide insight into and illustrate your organization's values and priorities.