



THE  
**SOCIAL  
LISTENING**  
Bible

BY  
**BRAND24**

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## INTRODUCTION

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Social media monitoring is constantly gaining momentum as increasing numbers of companies are adding social listening tools into their daily work schedule. Having instant access to online mentions allows them to tap into customer conversations as they unfold, which has a number of positive outcomes. With social monitoring tools (like our very own Brand24), you can:

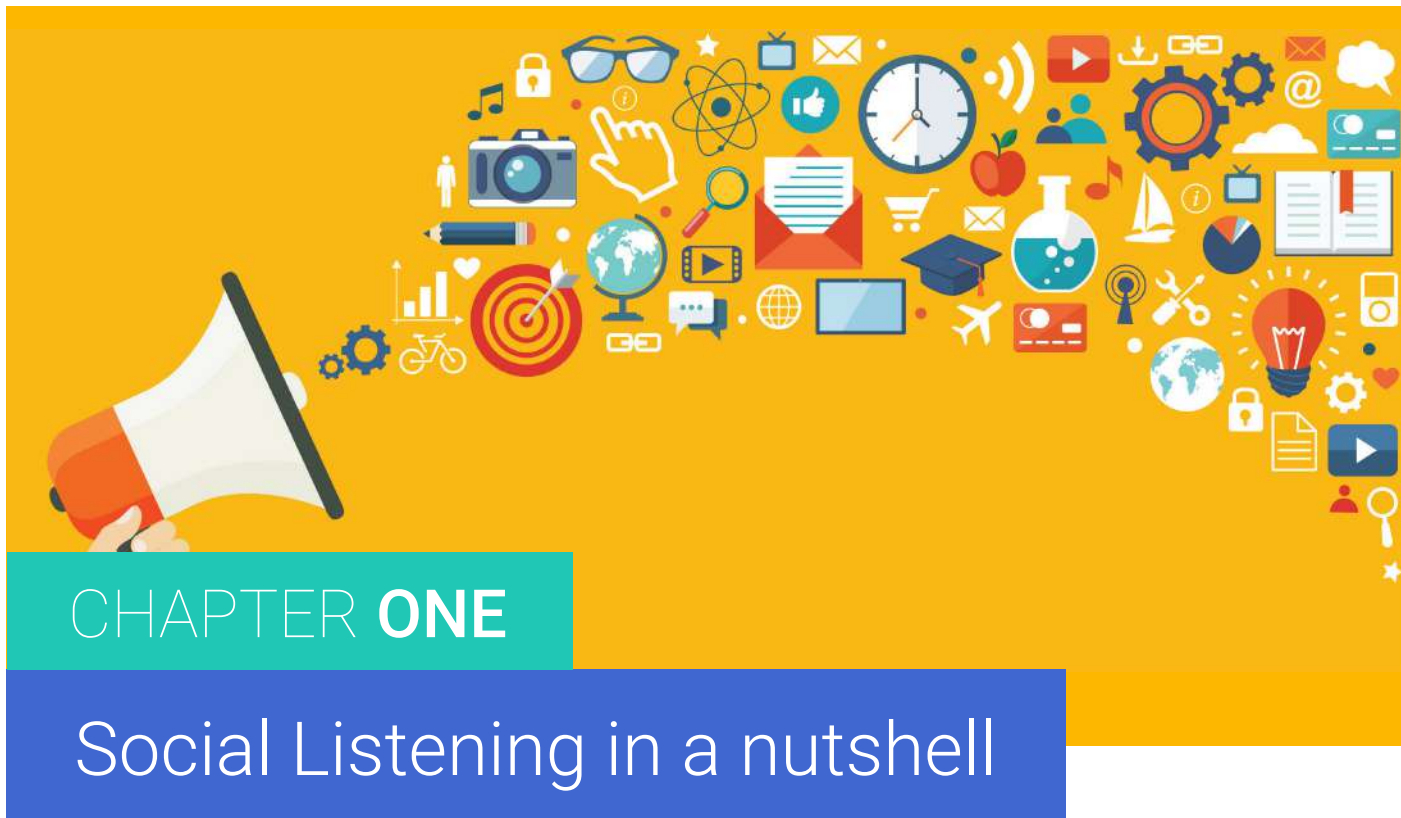
- Monitor brand image,
- Provide outstanding customer service,
- Prevent social media outrage,
- Spread brand awareness,
- Reach new audience & generate leads,
- Detect sales opportunities,
- Find valuable employees.

Sounds pretty good, right? Well, it gets even better. The great thing about social listening is that it offers so many opportunities at a fraction of the cost of some marketing activities.

Let us walk you through the four chapters of this ebook to give you ideas on how social listening can help you grow your business.

Enjoy,

*Brand24 Editorial Team*



## 1. What is social listening?

Social listening (or Internet monitoring) is the activity of collecting content from the Internet with a tool, based on predefined keyword(s). In other words, social listening enables a user to find out what is being said on social media and other online platforms.

Social listening tools are designed to collect public mentions related to a specific topic, brand, person, product etc. in real time. All data collected from monitoring goes to one dashboard, which lets a user analyze mentions, sort and categorize them, and gather insights about the monitored item. Monitoring is a valuable source of knowledge and there are plenty of areas where you can employ it.

## 2. Why do brands use social listening?

It is getting more and more popular among both SMEs and big corporations. It comes as no surprise as social listening brings plenty of benefits and enables brands to develop a competitive advantage in an industry. Why?

First of all, social listening enables you to stay on top of things. You will always keep up-to-date with the most important information on the Internet. You will be the first to know about issues that are crucial to your activity. You will not miss a mention about key areas of your business and industry. Of course, once you find out about someone talking about your brand or product you can immediately reply to that person. This enables you to build solid and lasting relationships with customers, which nowadays is extremely important as users easily switch between brands and are not as loyal as they used to be a few years back.

Secondly, you can gather valuable information about your prospects and clients. Data from social listening provides you with a strong base for your market research. Actually, it is a more credible source of customer insights than any other study, like focus groups or surveys. Why? Because people share information about their preferences or opinions on products and services voluntarily. Thus, they are honest in their views published on their social media profiles.

Thirdly, social listening is a base for brand reputation management. Numerous crisis situations could have been prevented if companies had discovered a problem hotspot at the very beginning and had reacted to it. A single pejorative comment can be a trigger for social media outrage, which threatens your brand reputation. In most cases, a fast reaction to a negative opinion of an unsatisfied user nips the problem in the bud.

Social listening tools can be employed in many more areas of your business and the only thing that limits the number of applications is your creativity. Monitoring may prove useful in practically every department in your company. In the following chapters, we reveal how to put social listening into practice.



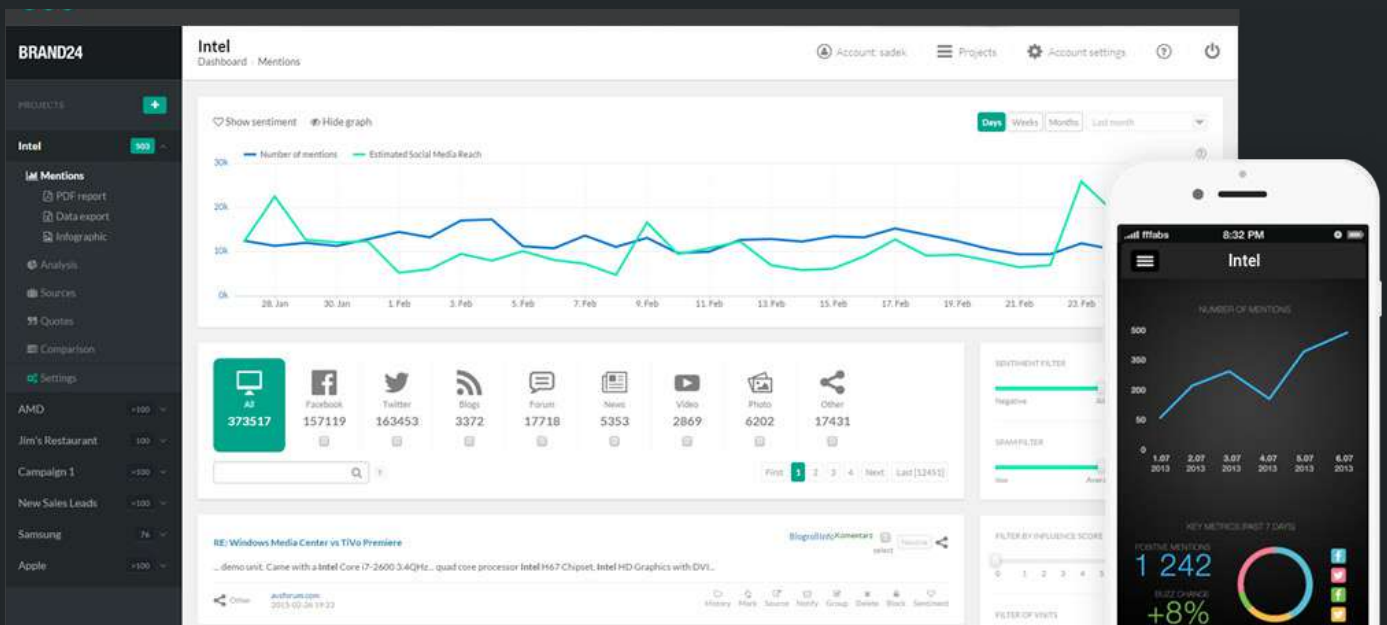
*“One of the best forms of research online is listening to conversations about your company, products or services or your competitors. You begin to understand what are the real issues and what are the real opportunities. It gives you the opportunity to react to these conversations. This could involve a change to how you communicate, a change to your products and services or it could end up with sales by interacting with prospects. Listen and Learn every day and your company will grow.”*

*- Ian Cleary ([@IanCleary](#)), RazorSocial*

# BRAND24

Over 30,000 global brands use Brand24 to monitor the web

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IKEA

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AIRFRANCE

gsk

VICHY

intel

Carlsberg





# Social Listening in Practice

## CHAPTER TWO

## 1. Monitoring brand image

The first and most popular application of social listening is brand image monitoring. The tool enables you to collect all content that includes the name of your brand, product, service, etc. in real time. What does it mean in practice? You will be able to see mentions and react to them on the spot.

Brand image protection is a crucial part of operation for every company. Image is a valuable asset that is not easy to build, but can be destroyed within seconds, especially on social media. This is why it is important for your brand to be always up-to-date with everything that people write about you on the Internet.

Social media creates plenty of opportunities for a business, but there are also many threats and risks. You should be prepared and ready for both. You do not want to miss even a tiny and seemingly harmless mention, because the consequences might escalate to the extent that they would be hard to control and eliminate.



*“Monitoring the web is essential for any business. Not only can you identify potential PR issues as they happen, you can also identify opportunities to turn your customers into ambassadors for your brand..”*

*- Adam Conell ([@adamjayc](#)), Blogging Wizard*

## From a single comment to social media outrage

There are many examples of social media failures that occurred because of brands' late reaction to content. It comes very easily to online users to share negative opinions on their profiles, even if these comments do not concern them directly. This is why one unhappy client may become a hotspot for a reputation crisis, if you do not rectify an issue.



There is a good example of a reputation crisis that concerned a multinational food and beverage company, Nestlé, and more precisely, baby food produced by this brand. It all started with a rumor that was posted on Facebook by a Pole living in UK, saying that products may contain pieces of glass. Four days later, another Polish user, this time in Norway, shared this post. Two and a half weeks later the information moved to Poland as well, causing a serious reputation crisis for the brand. Within a few days, social media users posted more than 22 thousand comments about this situation that reached nearly 3.5 million users. Maybe if Nestlé had discovered the very first mention about baby food, they might have nipped the problem in the bud, preventing crisis escalation.

## Brandjacking as a serious threat

Another phenomenon that may threaten brand reputation is the so-called brandjacking, which is when someone steals the online identity of a brand to undermine that brand. In practice, it can have serious consequences for image. However, you can avert this if you immediately get information about somebody stealing your brand identity and report it to the proper entity.

American retailing company, Target, faced brandjacking after a wave of nasty comments about the company's move toward gender-neutral labeling of children's products in its stores. A Facebook user who was following the stream of negative opinions about the brand came up with an idea to pose as a customer service rep under a fake Facebook account, "Ask ForHelp".



He was commenting on posts with comically sarcastic responses for about 16 hours, then his account was shut down. Users believed it was a real Target's representative and outrage escalated. After three days, the company issued a statement saying that Ask ForHelp was not speaking on its behalf.

However, they came through this situation masterfully. The next day, Target published a brilliant image that was clearly, but not directly, referring to Ask ForHelp's trolling. This post was well-received by the audience.



In this case, the company managed to win its audience back. However, the crisis could have been prevented at the very beginning if they had reacted to these comments immediately.

## How to manage your brand image with Brand24

You already know how important brand image management is. Now it is time to find out how to put it into practice.

The very first step is a proper keyword configuration that will optimally collect mentions that are important to you and your business. You should think of all the variants of your brand's name, including abbreviations, unofficial versions and common misspellings. Social media users do not always write the whole name of a brand – it is rather the other way around – they use slang or shorter versions. Very often they also make mistakes in writing company names.

The project configuration process will be thoroughly described in the third chapter, but in this section we will focus on creating a project dedicated to your brand monitoring.

If your brand's name is unambiguous you will have less of a struggle with keyword configuration. You will just need to put words that social media users use to describe your brand online. For instance, Ikea is a unique name that refers only to the Swedish producer of furniture. Therefore, there is no need to add additional required or excluded words.

Project name:  The name displayed in your dashboard.

<p><b>Keyword</b> <small>NECESSARY</small> Main keyword or phrase the monitor be will be based on .</p> <p><input type="text" value="IKEA"/></p> <p>Not case sensitive.</p>	<p><b>Required keywords</b> <small>OPTION</small> Additional keywords - <b>Each of which must appear</b> in order for the mention to be collected</p> <p><input type="text"/></p> <p>separate keywords with a comma.</p>	<p><b>Excluded keywords</b> <small>OPTION</small> Additional keywords - <b>None of which can appear</b> if the mention is to be collected</p> <p><input type="text"/></p> <p>separate keywords with a comma.</p>
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Configuration might differ slightly if a given brand name is ambiguous. In such scenario, you need to think of required and excluded keywords to narrow your results down to those which concern your brand only. In the case of Apple, we want to exclude all the results that do not concern electronic devices. Thus, we should exclude words such as “fruit”, “pie”, “juice”, “cider” and all the other ones related to food and beverages (all separated by commas).

Project name:  Project name, visible in your dashboard.

**Keyword** NECESSARY  
Main word or phrase the search will be based on:

Not Case Sensitive.

+ add next keyword

**Required keywords** OPTION  
Additional keywords - **Each of which must appear** in order for the mention to be collected

separate the words with comma.

**Excluded keywords** OPTION  
Additional keywords - **None of which can appear** if the mention is to be collected

separate the words with comma.

In other cases, we might need required keywords. Let’s take Gap, an American clothing and accessories retailer, as an example. There are plenty of contexts in which you can use the word “gap” in a sentence and the monitoring tool would collect an infinite number of results. A significant number of mentions would not be related to the brand. It would also be difficult to narrow the results down with excluded keywords. In this case, required keywords come in useful. You should add several main keywords and in each field type “gap”, and next to each of them add separate required keywords that concern the brand (see the image below). Try to include the most popular words that relate to your brand to gather all the significant mentions.

Project name:  Project name, visible in your dashboard.

Keyword <small>NECESSARY</small> Main word or phrase the search will be based on .	Required keywords <small>OPTION</small> Additional keywords - <b>Each of which must appear</b> in order for the mention to be collected	Excluded keywords <small>OPTION</small> Additional keywords - <b>None of which can appear</b> if the mention is to be collected
<input type="text" value="Gap"/> <small>Not Case Sensitive.</small>	<input type="text" value="retail"/> <small>separate the words with comma.</small>	<input type="text"/> <small>separate the words with comma.</small>
<input type="text" value="Gap"/> <small>Not Case Sensitive.</small>	<input type="text" value="store"/> <small>separate the words with comma.</small>	<input type="text"/> <small>separate the words with comma.</small>
<input type="text" value="Gap"/> <small>Not Case Sensitive.</small>	<input type="text" value="clothes"/> <small>separate the words with comma.</small>	<input type="text"/> <small>separate the words with comma.</small>
<input type="text" value="Gap"/> <small>Not Case Sensitive.</small>	<input type="text" value="buy"/> <small>separate the words with comma.</small>	<input type="text"/> <small>separate the words with comma.</small>
<input type="text" value="Gap"/> <small>Not Case Sensitive.</small>	<input type="text" value="bought"/> <small>separate the words with comma.</small>	<input type="text"/> <small>separate the words with comma.</small>

+ add next keyword

“Social media monitoring tools have become absolutely essential for modern-day companies to run effective inbound marketing activities. Brand24 allows you to communicate directly with your consumers in social networks in real time as well as measure their sentiment towards your brand - you can instantly work on product improvements and mitigate potential risks.”

- Krzysiek Radoszewski, Head of Marketing at Uber



## 2. Customer Service

Social media platforms serve users as customer service lines. They make complaints, report problems and praise brands through the Internet instead of traditional media such as helplines or email. Customers find it much easier to post a status on Facebook or Twitter rather than try to reach an automated call center or wait ages for a response to a query sent via e-mail.



What is more, customers demand an immediate solution for their problems. They expect brands to answer and act as quickly as possible. The Internet and easy access to information has made consumers very impatient and willing to rage on social media if their wishes are not fulfilled on the spot. Therefore, brands pay more attention to the quality of customer service and they invest more resources to handle this area on social media as well.

People hate being ignored, and this often happens when they try to get support through a helpline. Therefore, many individuals reach out to companies through social media, and brands that do not stay alert to these mentions may suffer from brand image deterioration.

## Social listening in customer service

Social listening tools help collect all the complaints and problems that consumers post on social media, even if a user does not tag a specific brand. You will be able to solve issues that users struggle with right after they publish them on the Internet. You can become an expert in your field or industry, finding solutions even if they do not concern your brand directly.

Social media monitoring gives you an advantage of getting updates about all discussions about a specific topic or a brand. It means that you are notified in real time about what people write about your brand on social media. And it does not require tagging.

Here is an example of a client who was disappointed enough to voice his concerns on Twitter.





The user did not tag the Golf Club in his tweet, but the answer came up the next morning.

## How to manage a social media helpline

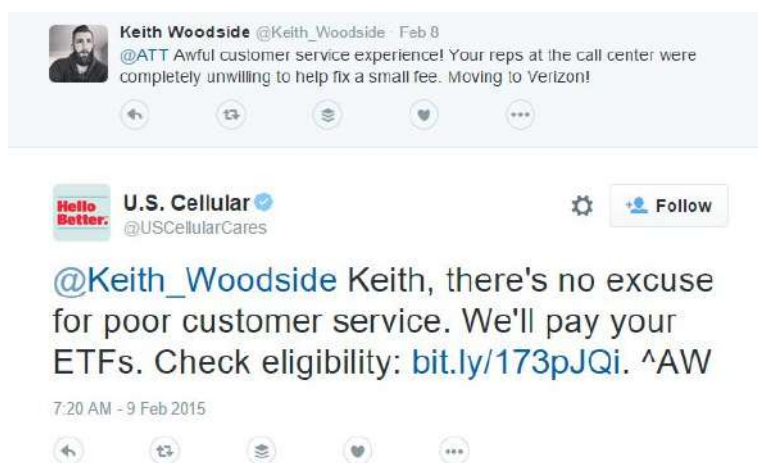
Depending on the size of your company and the number of mentions you gather daily, you should consider a person or a team that would handle these mentions and respond to them. These reps do not have to know all the technical details about your product or service (they should be experts in your industry, though.) Sometimes, to solve the problem, they will need to turn to technical support. However, these people must be familiar with customer service, social media savvy and able to react fast.

Note that you do not have to literally give the solution to a user on the spot. Sometimes it may take a while and might require looking into the case more deeply. A swift reaction to a query is of utmost importance. If a customer asks a more complicated question or reports a more complex problem, you should just give a polite answer that you will look into this and get back to them as fast as possible. Giving a specific timespan would be even better.

Remember to respond to positive mentions as well. When someone is satisfied with your product or service, simple thanks will amplify the effect. In this way you can improve image, spread your brand recognition, and gain another loyal client.

## Watch out for competition

Keep track of your competition as well, as social media users complain about other companies in your industry and you can take advantage of their neglect. If you also follow the Internet discussion about competitors, you can always join the conversation and show you are on the cutting edge of your industry. Be careful, though, as your competitors can monitor your brand in social media as well, and they can hold it against you.



You can also develop your own hashtag dedicated to customer service and educate your customers how to use it. The hashtag should be unique, easy to remember, and related to customer service. It can be something like “#brandXYZhelp” or “askbrandXYZ”. Users should be able to add it easily to their social media queries.

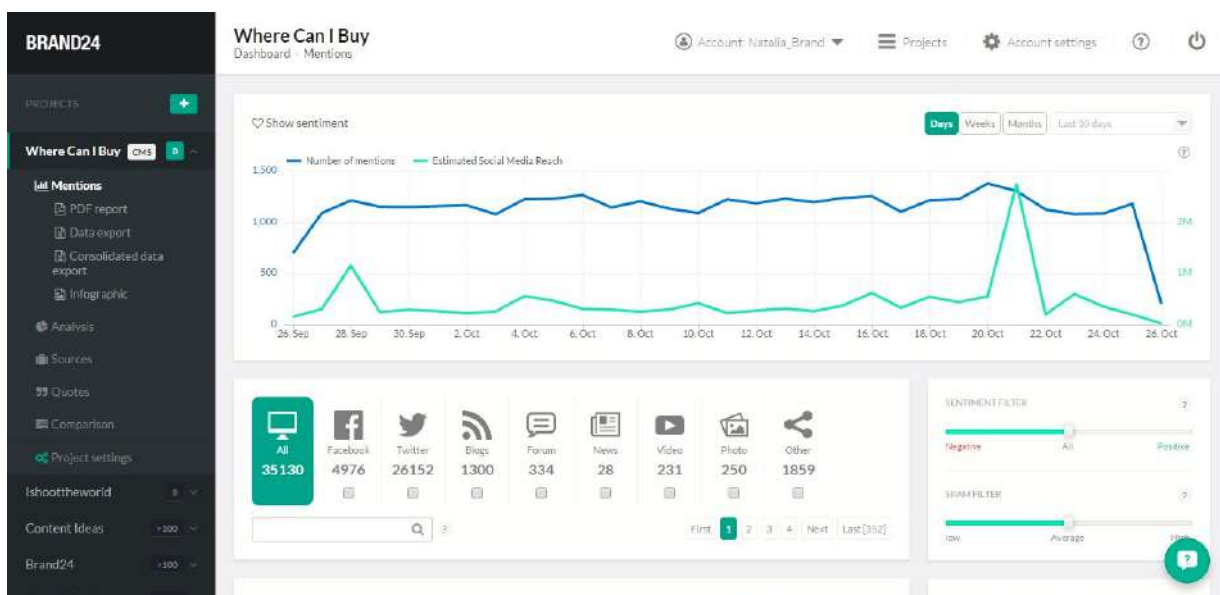


*“At Sotrender, we use social media monitoring tools for 2 reasons. First, it’s important to track mentions of our brand and our publications to measure their impact and to amplify them. Second, and even more important, it’s also useful to detect conversations regarding your product and your competitors, in order to react them and interact with community. Here, the ultimate goal is to spread word about your brand and ultimately - convert people who are interested into users and clients of your services.”*

*- Jan Zajac, founder and CEO of Sotrender, social media analytics company ([www.sotrender.com](http://www.sotrender.com))*

### 3. Sales

The vast majority of consumers do research or ask online before making a purchase decision. 82% of smartphone users say they consult their phones on purchases they're about to make in a store ([Micro-Moments: Your Guide to Winning the Shift to Mobile](#)). They also post questions on their profiles, seeking for advice on choosing the right product or service to buy. Brand24 collects over 35,000 mentions monthly that include the query "Where can I buy". Social listening tools let you find these leads and reach out to them with a personalized offer before your competitors.



Ways of communication have changed significantly over the past two decades and so have the opportunities to convey a message to prospects. Marketers no longer cater to customers that are unconcerned with their offer. Instead, they try to reach out to those consumers who are potentially interested in their products. Simply put, they no longer try to interrupt customers with cold call or impersonal sales pitch. They are in the right place, at the right time, listening to their audience.

Monitoring tools make this task much easier as you can find potential customers once they ask for advice on social media. You can track all the mentions related to your industry or services/products related to the ones that you sell and react to every mention that appears online.

### How to Find Sales Leads with Brand24

Sales leads can be easily found with an Internet monitoring tool and here is an explanation how to do it. Firstly, you need to think of all the possible ways customers report a demand for a specific product on social media. Put yourself in your potential client's place and think about how he or she would communicate it on the Internet. For instance, if you run a car rental, you will probably look for people who need a car to rent in your area. Options may include keywords such as "car to rent", "need to rent a car", etc. Consider all the possibilities how users can share this information on the Internet. You can support keyword configuration with Google search autocomplete and Keyword Planner.



When you have identified the most common ways in which social media users express their needs for specific products or services, you can start project configuration for lead generation.

The more specific keywords are, the more accurate results you will get. When selecting keywords in Brand24 you can narrow your results using required or excluded keywords. You can read more about project configuration in the third chapter.

If you are looking for people that are interested in renting a car in London, you should enter “rent a car” as a main keyword and “London” as a required word. It will exclude mentions that concern any other cities. If you still get too many results that include your competition’s offers you might also enter other rent-a-car companies’ names as excluded keywords (separated by commas). It will eliminate mentions that are not in the area of your interests.

### Add project

Project configuration

Keywords Sources Notifications

Project name:  The name displayed in your dashboard.

Keyword <small>NECESSARY</small>	Required keywords <small>OPTION</small>	Excluded keywords <small>OPTION</small>
Main keyword or phrase the monitor be will be based on .	Additional keywords - <b>Each of which must appear</b> in order for the mention to be collected	Additional keywords - <b>None of which can appear</b> if the mention is to be collected
<input type="text" value="rent a car"/> <small>Not case sensitive.</small>	<input type="text" value="London"/> <small>separate keywords with a comma.</small>	<input type="text"/> <small>separate keywords with a comma.</small>

You can apply internet monitoring in sales in various industries and distinct types of business model. It may be an online store or car parts producer or FMCG retailer. Consumers more and more often seek for other users’ advice before making any purchase decision. Thus, it gives you a competitive advantage and a chance to reach out to people who actually need your product or service.



## Manage your leads

Depending on the size of your company, you should have people who can answer to your prospects. Whether it is a community manager, sales manager or the whole team, they should be able to spare some time to interact with social media users. Once Brand24 collects a query asking for a recommendation, a member of your team can open it and reply from a private or company's account. It is better to answer from a personal profile, though, as it gives your brand a human image. Customers prefer to be served by real people, not automated robots or "faceless" brand's profiles.

In the case of Brand24, our community manager picks up all the conversations using the tool and responds to people who might be interested in monitoring. Thanks to her activities, we were able to significantly increase the number of new clients.



## 4. Analyses

Social media users leave lots of information about themselves on their profiles. They publish opinions, ask for advice and give recommendations to others. They share memories, express their views and discuss on the most important matters to them. Concurrently, they engage voluntarily in discussion that concerns relevant issues.

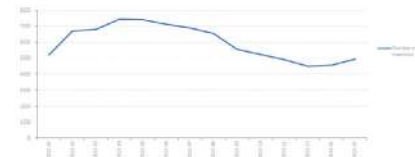
It means they are genuine with things they share on their profiles. Therefore, social listening data can serve as a valuable source of customer insights, even more credible than focus groups or surveys.

Results and statistics from Internet monitoring are helpful in distinct areas of market research. By gathering information about people who share information about your brand, you can create a detailed description of a persona. You can also get valuable insights about your products for future development and improvement. Monitoring may help you specify the day or even the time of day when Internet users are most active. Consequently, you can optimize your marketing strategy and focus only on channels that result in the highest conversions.

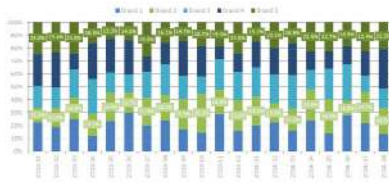
### What you can extract from social listening

Thanks to Internet monitoring, you can easily find out how many people write about your brand in a particular year, month, week or day. However, it is not the only thing that you can extract from this data. Monitoring may help you to specify the day or even the time of the day when Internet users are the most active. You can estimate the dynamics of changes in buzz and distinguish events that influence these changes. What is more, you are able to see the share of voice for brands in a whole discussion. It is an easy way to recognize your biggest competition in digital media and compare you market position to others.

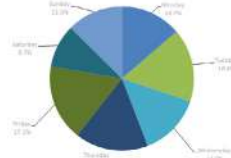
## CHAPTER TWO



Number of mentions on particular days



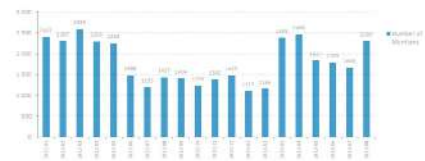
Share of voice for Brands



Day of the week

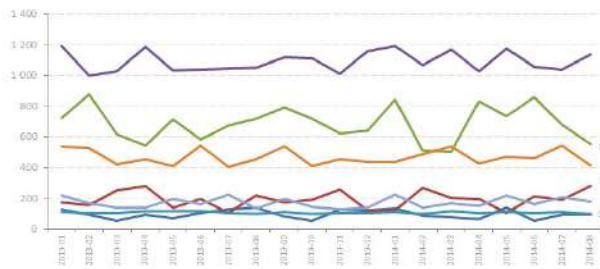


Time of a day

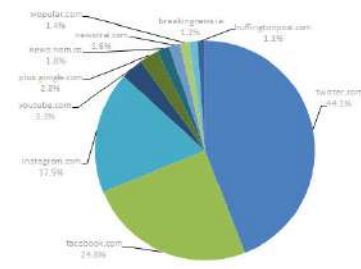


The total number of mentions

What is more, you can distinguish channels where your audience is most active. It is possible to categorize content into different types of media and to specify all the sources and websites that Internet monitoring data comes from. It is a valuable information for creating your marketing strategy. You can find out where you should address communication, what channels to use and what platforms to drop. This way, you can save time, effort and money.

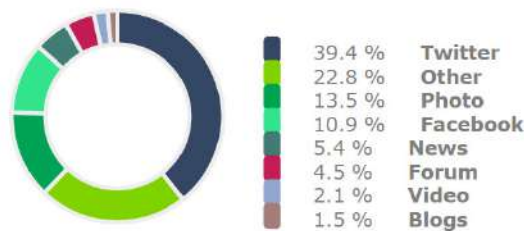


Media categories



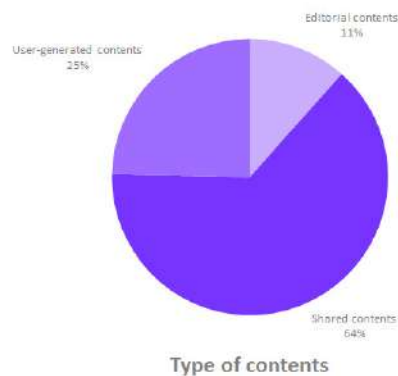
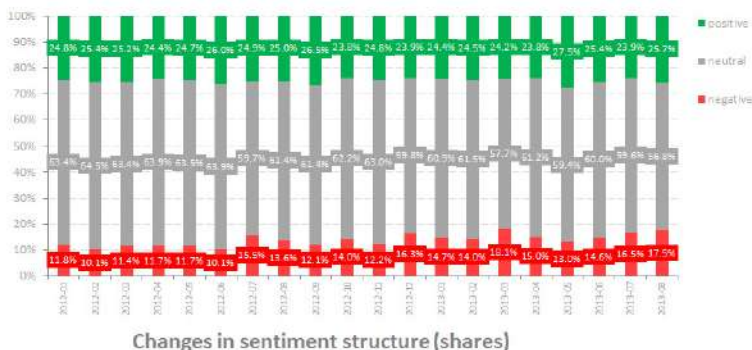
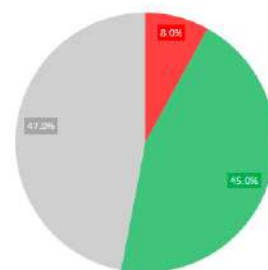
Share of 10 most popular sites

### SOURCES

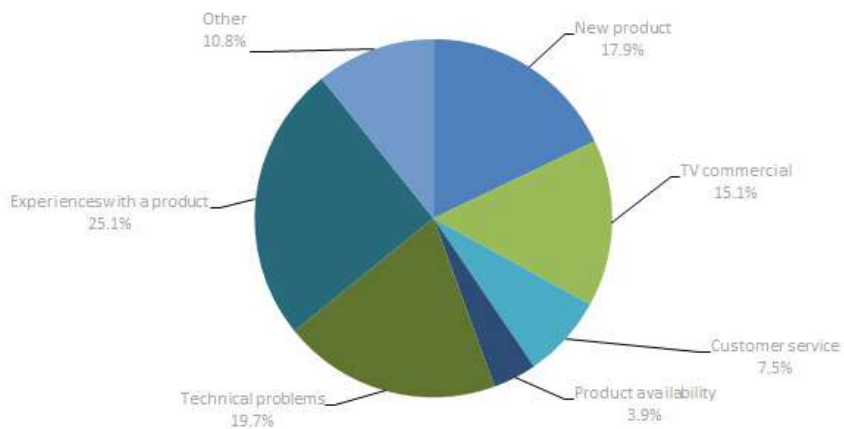


When you find out how often and where Internet users discuss your brand, it is good to know how they write about it. Depending on the industry and the type of product or service you provide, people will have different attitude towards a brand. For example, financial products evoke less emotions, thus neutral content dominates the sentiment structure. On the other hand, products from the FMCG market impact on feelings more, so sentiment structure in this case will include more emotional mentions. However, in both cases it is crucial to monitor and minimize negative and maximize positive comments.

With a social media monitoring tool, it is possible to analyze sentiment structure, depending on the date, source, type of mentions, topic, etc. You can also discover specific events that cause changes in this area.



If you conduct in-depth research analyzing Internet monitoring data in detail, you can also learn in what context people write about your brand. Actually, you can learn directly from your customers how they perceive your brand and what they associate it with. You may also find the most important areas of your activity to your clients. Thanks to this valuable information, you can adjust your marketing strategy to your fans, their needs and their language.

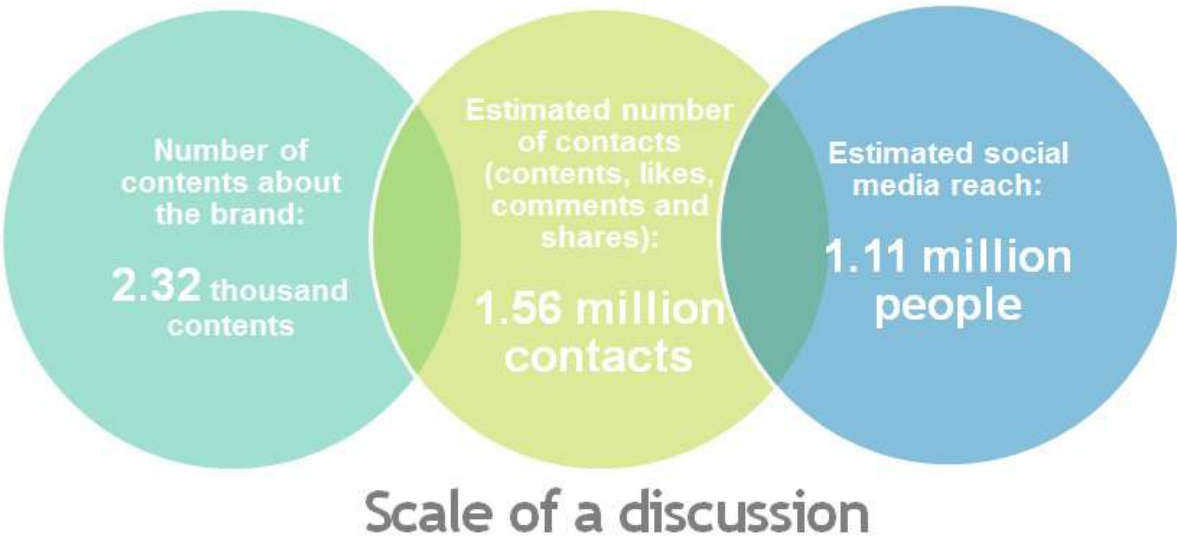


Main threads in a discussion

This can be a base for future product development. Social media users may provide you with valuable customer insights about goods you sell. Your clients are the ones who use your products, so they are the ones who can inspire your future product improvements.



Not only is the number of mentions a good indicator of a brand's popularity on the Internet, it is also related to social media reach a statistic that reflects the estimated number of social media users that might have seen content about the monitored topic (e.g. brand, product, industry). This number is calculated based on the total number of contacts (mentions, its likes, shares and comments).



These estimated numbers help you study the range of your campaigns or of your brand in general, but also you can measure the actual commercial value of the buzz. Applying algorithms which include the number of contacts and the sentiment structure, you will be able to calculate the commercial market value of the buzz which can be compared to a display advertisement of the same value.

## 5. Campaign

Nowadays, online marketing campaigns based on dedicated hashtags are extremely popular. Not only do they help brands increase their social media reach and user engagement, but they also make it easier to measure the results of marketing efforts.

Using hashtags is an easy way to categorize your social media content and simply let users find you among the abundance of information on the Internet. It is the same with marketing campaigns – hashtags give them higher exposure to your audience and make your job easier. This is a perfect way to win some new followers and increase social media reach and engagement at the same time. Many brands know about that already and incorporate such actions in their marketing strategy.





## How to design a hashtag campaign

A campaign based on a dedicated hashtag is simple to design and conduct. Firstly, you need to come up with a catchy and easy to remember hashtag. It should be a unique word or phrase that would not appear in a different context, so you will not confuse mentions that concern your campaign and something else. What is more, do not make it too complicated. Your audience should not have problems rewriting this hashtag without misspelling.

The second step is to give users an incentive to join the conversation. If you want to engage your audience, you need to encourage them with an adequate reward for their contribution. It doesn't have to be a literal prize. If you provide your audience with positive experiences and they have fun while participating in the conversation, they will not need any additional prize. However, it is always good to offer additional value.

When users start generating content with your hashtag, you will need Internet monitoring to collect and categorize all the mentions. In Project configuration, you need to set up only one keyword – your hashtag. Remember to do it before you start your campaign, so no mention will be missing.

### Enter Your Keyword



The image shows a user interface for entering a keyword. It features a search bar with a magnifying glass icon on the left and the text "#uniquehashtag x" inside. To the right of the search bar is a green button labeled "CREATE PROJECT". Further to the right is a link labeled "More settings".



If you want to create some extra buzz around your brand as well, you can encourage users to share content with both a unique campaign hashtag and the hashtag with your brand’s name. Then you will also increase brand awareness. However, in Project configuration, you will have to choose the option “More settings” and add a hashtag with the brand’s name in the required keyword field.

The screenshot shows a configuration interface with a top navigation bar containing 'Keywords', 'Sources', and 'Notifications'. Below this, the 'Project name' field is set to '#uniquehashtag campaign'. The 'Keyword' section (marked as NECESSARY) contains '#uniquehashtag' with a note 'Not case sensitive.'. The 'Required keywords' section (marked as OPTION) contains '#brand' with a note 'separate keywords with a comma.'. The 'Excluded keywords' section (marked as OPTION) is empty with a note 'separate keywords with a comma.'. A close button (X) is visible on the right side of the configuration area.

After you collect the first mentions with the dedicated hashtag, you can browse them in Brand24’s dashboard, analyze them and draw your first conclusions.

As mentioned before, many brands have already showed off their marketing skills designing creative and innovative hashtag campaigns.

## #Polowers by Volkswagen Polo

The Volkswagen Polo is one of the most desired car models for young people. The brand wanted to foster engagement among the digital native target, so they took up the challenge of being the leading topic of conversation on Twitter for a day.



Volkswagen and DDB Spain invented a catchy hashtag #Polowers that is a combination of two words: Polo and followers. Then they had to come up with an idea for how to encourage users to join the discussion with the dedicated hashtag. Thus, they organized the 1st Polowers Race on Twitter – the race of tweets. Naturally, a brand new car was the prize for the winner. The rules were easy as a piece of cake: each time a user tweeted with the #Polowers hashtag he or she would take the first position. The Polower to be in the first position when the Polo stopped would win the car.

▶ <https://vimeo.com/64216373>

## #MyCalvins by Calvin Klein

Calvin Klein launched a campaign encouraging social media users to share their selfies in underwear with the iconic brand's waistband. Naturally, all these photos were supposed to be tagged with #mycalvins hashtag.

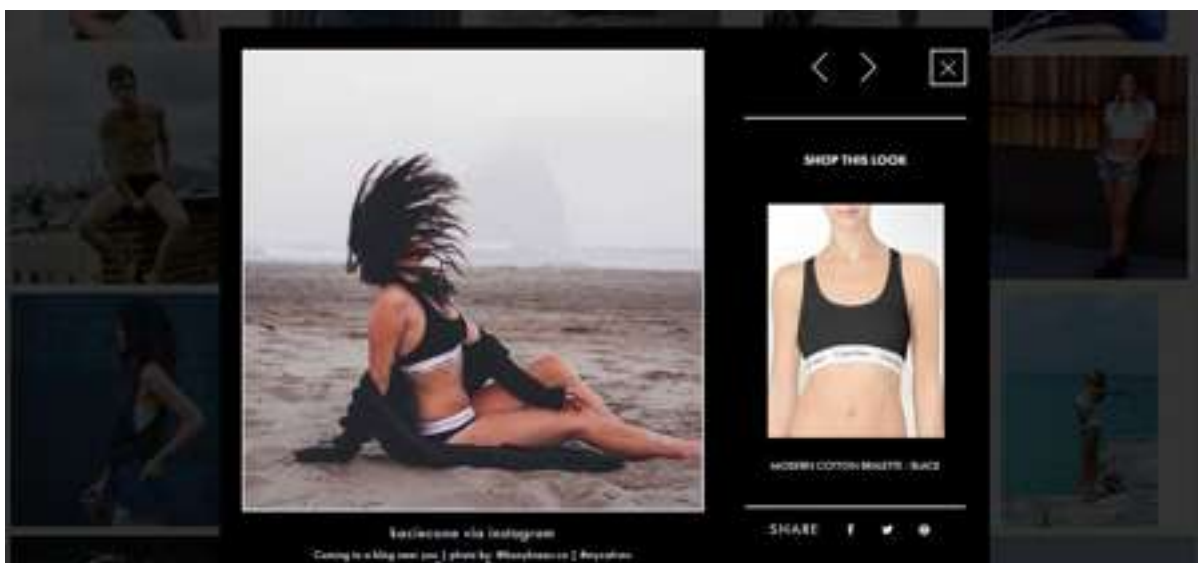
The campaign called "show yours. #mycalvins" coincided with the launch of Calvin Klein's new underwear collection, [Calvin Klein Dual Tone](#). The brand engaged over 100 style influencers to contribute to the campaign promotion. Users of the popular Instagram were the first to post self-portraits on social media with the hashtag #mycalvins.



All the Instagram photos with the dedicated hashtag were reviewed and the best shots were then handpicked by the Calvin Klein team and featured on the brand's [official Instagram feed](#). That was a great opportunity for every social media user to become a hot model watched by millions just for a moment.



However, the coolest thing about the #mycalvins initiative is the brand's idea for a new way of online shopping. When a user who is scrolling the [Calvin's Instagram feed](#) likes a particular piece of underwear from the photo, he or she can easily purchase a similar item straightaway. The button "Shop this look" that is attached to most of the pics shortens the acquisition process. It enables a user to get the apparel of a particular model that he or she craves with a few clicks and with no need for a time-consuming search. Unfortunately, the model is not included.

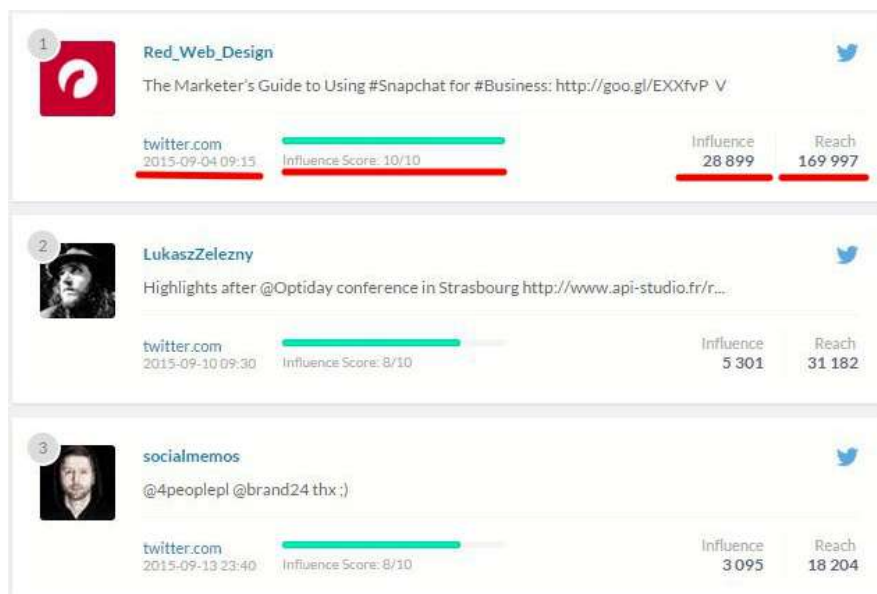


## 6. Brand Ambassadors

There is no doubt that more and more often influential social media users can bring much better results in your campaign than any other marketing activities. Bloggers and other influencers have the power of shaping consumer opinions. Internet users are more willing to trust a favorite blogger rather than a recommendation from a brand. Therefore, it is crucial to cooperate and build firm relations with such users.

### Discover influencers with Brand24





















Social listening enables you to discover influencers who talk about your brand/company or a specific topic linked to your business. If you enter the tab Analysis in Brand24's dashboard, you'll get the information about top authors who posted any content about your brand (or a specific topic) in a specific time period. This list includes users with the biggest audience around their profiles. However, the fact that someone has created one post about your brand does not mean he or she will be a good match for your brand.



The screenshot displays a list of three top influencers from the Brand24 dashboard. Each entry includes a profile picture, name, a snippet of their tweet, and performance metrics for Influence and Reach. The Influence metric is represented by a green progress bar and a numerical value, while Reach is shown as a numerical value.

Rank	Profile Name	Platform	Date	Influence Score	Influence	Reach
1	Red_Web_Design	twitter.com	2015-09-04 09:13	10/10	28 899	169 997
2	LukaszZelezny	twitter.com	2015-09-10 09:30	8/10	5 301	31 182
3	socialmemos	twitter.com	2015-09-13 23:40	8/10	3 095	18 204

There is also another list that includes not only the social media reach of authors, but also the number of mentions they wrote. The combination of these two variables composes an indicator – **Share of voice** – which informs you what part of the whole discussion was generated by a specific author. Users included in the list of influencers with the highest share of voice are likely to become your brand ambassadors or to start cooperation with your brand.

Influence of social media authors			
	socialmemos		25.842% 43 325 Share of Voice Estimated influence
	brand24		21.725% 36 422 Share of Voice Estimated influence
	Red_Web_Design		17.238% 28 899 Share of Voice Estimated influence
	Brand24		7.024% 11 775 Share of Voice Estimated influence
	SprawnyMarketing		3.483% 5 839 Share of Voice Estimated influence
	LukaszZelezny		3.161% 5 300 Share of Voice Estimated influence
	TheOnlineRep		2.045% 3 428 Share of Voice Estimated influence
	JakubProszynski		1.563% 2 620 Share of Voice Estimated influence
	maciej		1.008% 1 690 Share of Voice Estimated influence
	franciungaro		0.984% 1 650 Share of Voice Estimated influence



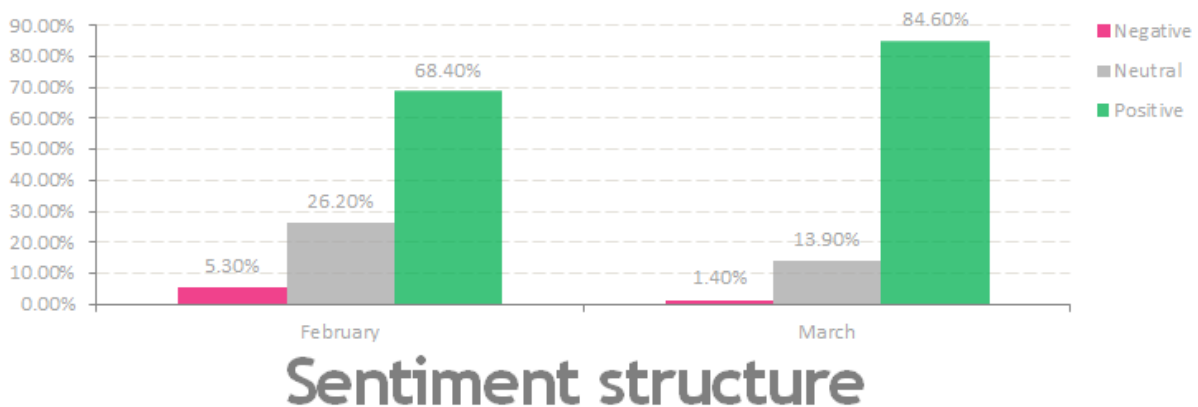
## Somersby's successful way to engage bloggers

Somersby, a leading brand of cider (a beer drink on the Polish market) by Danish brewing company Carlsberg Group, has conducted numerous campaigns in which they engaged dozens of bloggers, vloggers and opinions leaders, developing good relations with them. Each campaign turned out to be a resounding success.

For instance, during the introduction of a new variant of Somersby, Blackberry, the company sent personalized packages with bottles of beer and some gadgets from Lord Somersby. They were not given any instructions concerning publicity. As the first ones to try the new flavor, they shared photos of the packages on their blogs. Most importantly, all the publications were consistent with influencers' images. They had no tips on how to publish information about it, so the messages were very diverse and reached a wide audience. For example, food bloggers published recipes for making delicious treats which included Somersby Blackberry or which went well with the beer, while others came up with creative ideas for competitions with attractive prizes. These activities were supported on Facebook, but no offline marketing actions were conducted.

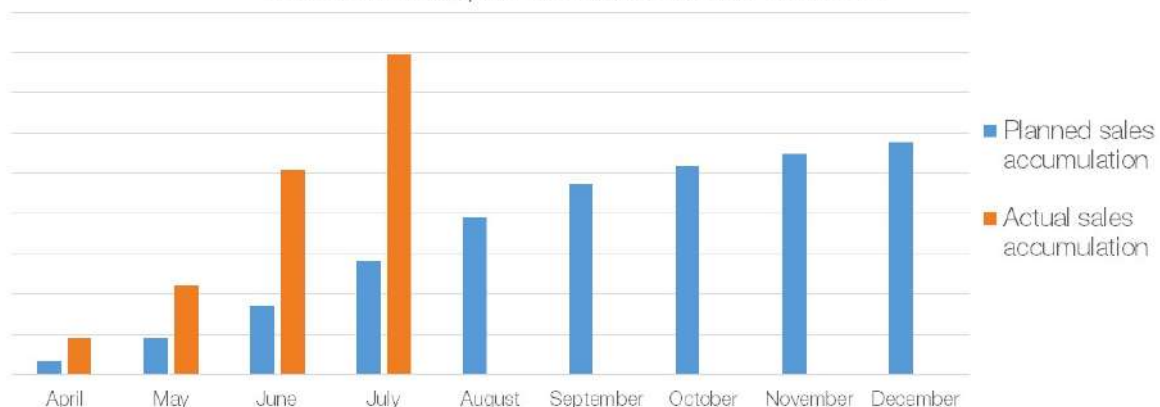


The results were astonishing. The sentiment structure improved significantly, and people shared many more photos of Somersby and other content that concerned the brand on their profiles. The number of engaged users went up by nearly 400%. Content about the campaign reached approximately 1.32 million users.



What is more, Somersby Blackberry became the best-selling flavored beer after one month, sales were many times bigger than the distribution plan, and the annual sales plan was exceeded in four months.

Effects of the campaign that promoted the new Somersby variant – Blackberry. This campaign was largely based on building relations with bloggers and influential Internet users.  
**The annual sales plan was exceeded after 4 months.**



Source: Data from Carlsberg Polska.



Another good example of a company that uses Internet monitoring to find influencers is Zortrax, a Polish producer of efficient and professional solutions – the integrated 3D printing environment that includes a 3D printer, Z-Suite software and printing materials.

The company cares about its relations with clients and the most active social media authors who publish content about the brand. Zortrax detects influencers and tries to convert them into loyal brand ambassadors through appropriate interaction. They have already engaged a group of eager “activists” who evangelize and educate others e.g. how to use a 3D printer. This is extremely important, as loyal customers have great promotional value that no paid advertisement can give you.

## 7. Recruiting

Job searching and recruiting via social media is not a novelty. 92% of companies use social media in their recruiting processes. LinkedIn, a platform that was created for professional contacts, was set up a few years ago and has already gained a wide group of users. It's been the most popular and the most obvious platform used by brands in recruiting.

However, other social media sites are also gaining in importance in this field. It comes as no surprise that many companies, and especially start-ups and small and medium enterprises, post their job offers on Facebook, Twitter, or even Instagram. This is a perfect place where managers or recruiters can reach out to people that are interested in a specific brand and its job offers.



# FIND EMPLOYEES **WITH MONITORING**

**BRAND24**

[www.brand24.net](http://www.brand24.net)

### Find employees with monitoring

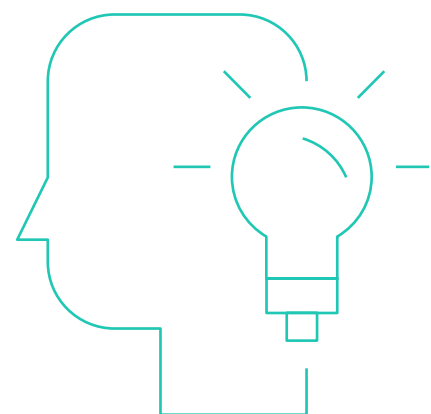
You can be even more proactive in your recruitment process on social media, and leverage Internet monitoring to seek new potential employees who will meet all the required criteria. How is that possible?

People who look for a job are proactive as well. Not only do they seek attractive job offers that would fit their professional profiles, but also they often post information about their job search on social media. According to Internet monitoring data, around 20 thousand people post on the Internet weekly that they are looking for a job. What's more, vast majority of these results comes from social media profiles (91%).

If you work in an HR department or you are just looking for highly qualified personnel, the Internet is a source of endless opportunities. With social listening you can easily discover potential employees who share their professional profiles online, and reach out to them with a suitable offer.

### Specify who you are looking for

Before you start reaching out to your potential employees, you should define precisely who you are searching for. Outline your perfect worker's profile. Include industry or field of profession, necessary competencies and essential skills. You should also specify the geographic area of your research.



## CHAPTER TWO

There are thousands of users that post on social media profiles that they are looking for a job or offering one, but you probably want to address a specific audience and region.

After you have done your homework and specified your exact needs, it is time for the most crucial part of your research. You need to define keywords to optimize your results from social media monitoring. Naturally, you have to include the most common expressions that people use when looking for a job. It may be “I need a job”, “I’m looking for a job”, etc.

Of course, there are infinitely many options, but you should only focus on the most popular ones. You do not have to add another keyword that will bring you less than a few percent of mentions.

Keywords Sources Notifications

Project name:  The name displayed in your dashboard.

<b>Keyword</b> <small>NECESSARY</small> Main keyword or phrase the monitor be will be based on .	<b>Required keywords</b> <small>OPTION</small> Additional keywords - <b>Each of which must appear</b> in order for the mention to be collected	<b>Excluded keywords</b> <small>OPTION</small> Additional keywords - <b>None of which can appear</b> if the mention is to be collected
<input type="text" value="I need a job"/> <small>Not case sensitive.</small>	<input type="text" value="Chicago, marketing"/> <small>separate keywords with a comma.</small>	<input type="text"/> <small>separate keywords with a comma.</small>
<input type="text" value="I am looking for a job"/> <small>Not case sensitive.</small>	<input type="text" value="Chicago, marketing"/> <small>separate keywords with a comma.</small>	<input type="text"/> <small>separate keywords with a comma.</small>
<input type="text" value="I'm looking for a job"/> <small>Not case sensitive.</small>	<input type="text" value="Chicago, marketing"/> <small>separate keywords with a comma.</small>	<input type="text"/> <small>separate keywords with a comma.</small>

[+ add next keyword](#)

The second step aims at narrowing your results to only those that will suit your job description. Therefore, if you are looking for a marketing specialist in Chicago, you should include Chicago and marketing (separated by commas) in Required keywords. This way, you will get results that contain the keyword and both required words.



You can also exclude some expressions. For instance, if you do not want to address your offer to sales people you can put the word “sales” in the Excluded keywords field. You can enter as many excluded words as you want in one line. Results that include any of them will not appear in your dashboard.

My recommendation, though, is to be careful with required and excluded keywords. If you put too many, you can get very few results or even none. You still can limit this number using filters in the dashboard.

As I said before, you can also narrow down the mentions after you get the first results. Phrase filters, that will be described in the third chapter, may help you pick only those results that correspond to your detailed requirements.



What is more, you can define general keywords in the project configuration in order to gather mentions from people that are seeking a job in a specific region. It would include keywords such as: “need a job”, “looking for a job”, etc. Do not forget to include the city or region you want to focus on in the Required keywords field. Then you can define different filters (and save them), depending on your current needs for personnel. For instance, if you are currently recruiting for the customer service department, you can enter words such as “customer service” in the phrase filter. In this way, you will not have to set up separate projects for different jobs.

This is a perfect solution for HR agencies and bigger companies that recruit people on a regular basis or have a high staff turnover.

When you have finally collected all the posts and tweets published by people who are looking for a job, you should do a little research about your potential employees. Check out their profiles, previous experience, interests. People reveal a lot of information on social media, so it will not be hard for you.



You can also try to check out their profiles on different platforms. Maybe you will be able to check out their LinkedIn account. I also recommend you to google these people quite often you'll find that the biggest search engine is the best source of valuable information about a given person. For instance, you can find someone's name on his or her previous company's website.

## Reach out to potential employees and hire them

You can now start reaching out to potential employees. There are many ways to do it: you can use private messages or respond directly in a comment to a post. It is entirely up to you, but remember that your message should be personalized and in accordance with your company values.



## CHAPTER THREE

# About Brand24

### 1. What it has to offer

Brand24 is a social listening and analytics tool that enables one to collect mentions from the Internet into a user-friendly dashboard and then browse and analyze them. It lets users gather content about any topic or item they are interested in based on predefined keywords.

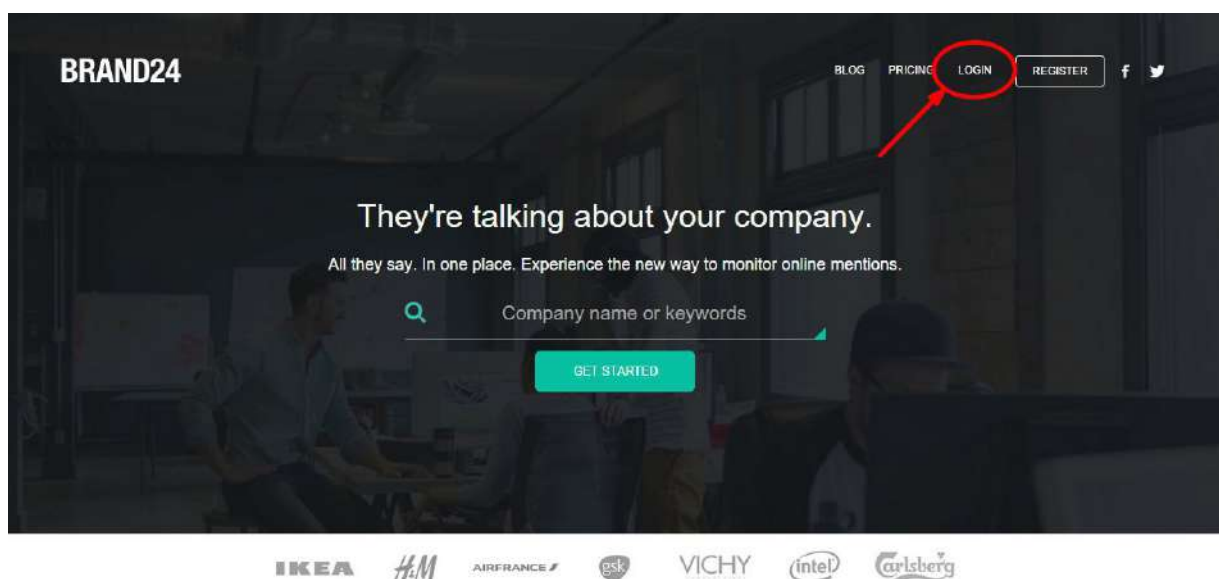
The tool offers a wide range of functionalities including advanced filters, real-time notifications, Internet analysis of content, authors, sources, sentiment, and many more. With Brand24, you can get valuable insights about your brand, as well as honest customer feedback and inspiration for product development. The tool also enables you to identify influential social media authors and publishers who can be good candidates for your ambassadors or cooperators.

As our tool collects mentions in real time, you can immediately react to these comments, interact with users or solve their problems. In addition, you may also discover potential sales opportunities by reaching out to prospects who search for products/services your company offers.



## 2. Project configuration

If you're new to Brand24, you can start a free 2-week trial [here](#). If you are already registered, you should now log in to your dashboard. When you enter the home page, you should click on the login button in the upperright corner.



OK, now that you are logged in to your personal dashboard, you can start creating your very first project.

Each account has an option to create many projects for monitoring distinct topics/brands/products/etc. The number of projects that can be set up in an account is limited by the number of keywords assigned to a single account. The default number of keywords for the 2-week trial is 5.

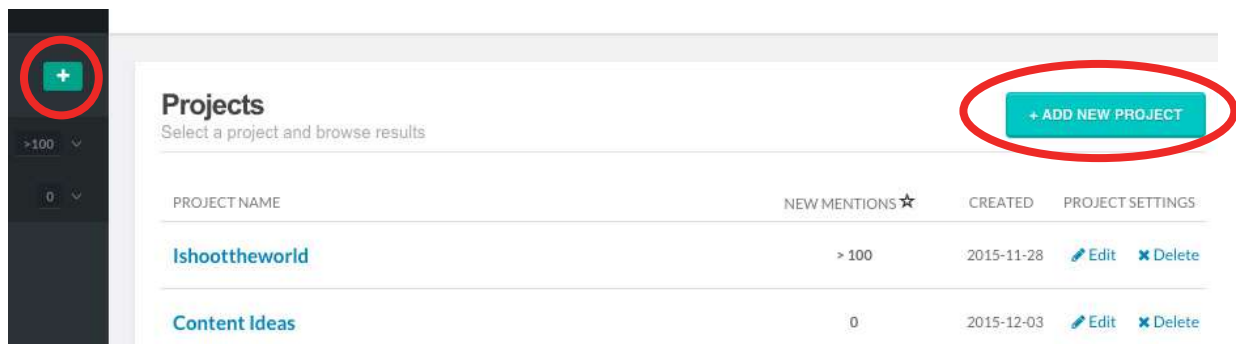
## How does it look in practice? If you have 5 keywords you can create:

- 1 project with 5 keywords,
- 2 projects with 2 and 3 keywords,
- 2 projects with 1 and 4 keywords,
- 3 projects with 1, 2 and 2 keywords or,
- 5 projects with 1 keyword each.

You can split your keywords between your projects in different combinations, depending on your needs. For example, you want to monitor your brand, so one project would be set up for your brand only and you would probably need only one keyword. Another project might be created for competition monitoring so you would enter each competitor as a separate keyword.

## Project Configuration

If you are logged into your dashboard already, you can start with creating a new project. Your main dashboard will include a list of projects both on the sidebar and in the middle column. Of course, projects will appear after you set them up. How to do it? Just click on the blue-green button on the sidebar or in the middle column (see pic below) and you'll be redirected to the project configuration site.



Then you'll have to choose whether you want to monitor a brand/company, sales leads, competitor, or topic.

### What do you want to monitor?



#### Brand / Company

Monitor any company, brand or product.

Choose



#### Sales Leads

Find live conversations about the problems you solve.

Choose



#### Competitor

See who is engaging your competitors and on which channels.

Choose



#### Topic

Track any topic to find top influencers and consumer opinions.

Choose

After you have picked the option you want, enter keywords (separated by commas) that you want to monitor and click on Create project. Brand24 will collect all the mentions that include the specified keywords. If you need to set up a more complex project, click on More settings.

### Enter Your Keyword

[CREATE PROJECT](#) [More settings](#)

---

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## More settings in the project configuration site includes three tabs:

- Keywords,
- Sources,
- Notifications.

Let's walk through each of them.

Keywords Sources Notifications

Project name:  The name displayed in your dashboard.

**Keyword** NECESSARY  
Main keyword or phrase the monitor be will be based on .  
  
Not case sensitive.

**Required keywords** OPTION  
Additional keywords - **Each of which must appear** in order for the mention to be collected  
  
separate keywords with a comma.

**Excluded keywords** OPTION  
Additional keywords - **None of which can appear** if the mention is to be collected  
  
separate keywords with a comma.

+ add next keyword

In the first tab, **Keywords**, you can give your project a **project name** that will appear in the list of your projects. The given name has no influence on data that is collected through monitoring. Thus, if you want to monitor your brand, you can name it “Brand X” and if it will include all your competitors, you can simply enter “Competition” etc. This name is only for your information.

## After picking a friendly name for your project, you can start a proper configuration of keywords. You have three fields in this section:

1. Keyword
2. Required keyword
3. Excluded keyword

## Keyword Tab

**Keyword** is required - you cannot leave this field empty. It might be a single word or a phrase which will be a base for collecting mentions. Our tool will gather all the results from the Internet that include this word/phrase.

If you want to narrow your results, you can enter **Required keyword**, which is optional. If you enter a required keyword our tool will gather mentions that include BOTH **Keyword & Required keyword**. This field is useful when the name of a brand is ambiguous.

A good example of such a brand is Target, an American retailing company. In this case, we should enter "Target" as the Keyword and "retail" (or store, or shopping) as the Required word.

You can add more required words (separated by commas), but you should remember that our tool will collect mentions that include the keyword and ALL required words that you enter in one field. For that reason, I recommend that you add only one required word in one row. Otherwise, the tool might not collect any mentions.

**Excluded keywords** narrow your results by eliminating mentions that include words entered in this field. It means that our tool will collect content that contains the main keyword, but does not contain the excluded keyword. You can put more excluded words, separated by commas, in one field and you will get results that do not include ANY of them.

As it was mentioned before, you can add more than one keyword in a single project. You just need to click on "+ add next keyword" (see the graphic below). This is especially useful for ambiguous brand names or brands that have different forms of names (e.g. abbreviations).

🔍 Keywords
🔗 Sources
📧 Notifications

Project name:  The name displayed in your dashboard.

<div style="background-color: #e0f0ff; padding: 10px; border: 1px solid #add8e6;"> <p><b>Keyword</b> <small>NECESSARY</small> Main keyword or phrase the monitor be will be based on .</p> <input style="width: 100%; height: 25px;" type="text"/> <small>Not case sensitive.</small> </div> <div style="background-color: #e0f0ff; padding: 10px; border: 1px solid #add8e6; margin-top: 10px;"> <input style="width: 100%; height: 25px;" type="text"/> <small>Not case sensitive.</small> </div> <p style="color: #0070c0; font-size: small; margin-top: 10px;">+ add next keyword</p>	<p><b>Required keywords</b> <small>OPTION</small> Additional keywords - <b>Each of which must appear</b> in order for the mention to be collected</p> <div style="background-color: #f0f0f0; padding: 5px; margin-bottom: 5px;"> <input style="width: 100%; height: 25px;" type="text"/> <small>separate keywords with a comma.</small> </div> <div style="background-color: #f0f0f0; padding: 5px;"> <input style="width: 100%; height: 25px;" type="text"/> <small>separate keywords with a comma.</small> </div>	<p><b>Excluded keywords</b> <small>OPTION</small> Additional keywords - <b>None of which can appear</b> if the mention is to be collected</p> <div style="background-color: #f0f0f0; padding: 5px; margin-bottom: 5px;"> <input style="width: 100%; height: 25px;" type="text"/> <span style="float: right; font-size: 12px;">✕</span> </div> <div style="background-color: #f0f0f0; padding: 5px;"> <input style="width: 100%; height: 25px;" type="text"/> <span style="float: right; font-size: 12px;">✕</span> </div>
---	---	---

Language: Any ⌵

You can narrow down results to mentions written in chosen language. If you choose *Any*, then the system will collect mentions in any language.

In the case of brands with ambiguous names, you should add the same Keyword in each row and different Required keywords next to it to narrow your results to those which are significant to you. The number of rows will depend on the number of words that describe your business. In the case of Target, the Required words, as mentioned above, will be “shopping”, “shop”, “retail”, etc. (see the image below). If you notice that the tool collects lots of mentions related to different topics, you can also add Excluded keywords.

<b>Keyword</b> <small>NECESSARY</small>	<b>Required keywords</b> <small>OPTION</small>	<b>Excluded keywords</b> <small>OPTION</small>
Main word or phrase the search will be based on.	Additional keywords - <b>Each of which must appear</b> in order for the mention to be collected	Additional keywords - <b>None of which can appear</b> if the mention is to be collected
<input type="text" value="target"/> <small>Not Case Sensitive.</small>	<input type="text" value="shopping"/> <small>separate the words with comma.</small>	<input type="text"/> <small>separate the words with comma.</small>
<input type="text" value="target"/> <small>Not Case Sensitive.</small>	<input type="text" value="retail"/> <small>separate the words with comma.</small>	<input type="text"/> <small>separate the words with comma.</small>
<input type="text" value="target"/> <small>Not Case Sensitive.</small>	<input type="text" value="store"/> <small>separate the words with comma.</small>	<input type="text"/> <small>separate the words with comma.</small>
<input type="text" value="target"/> <small>Not Case Sensitive.</small>	<input type="text" value="shop"/> <small>separate the words with comma.</small>	<input type="text"/> <small>separate the words with comma.</small>

+ add next keyword

Let's consider the brand Coca-cola. Consumers talk about it using different names, such as: coke, coca-cola, cocacola, cola, etc. You should include all the possibilities in your Keywords, but don't forget to exclude some words which may spoil your results. For instance, by saying "coke", users may also refer to drugs, so you should exclude words like "drug" and "cocaine".

Keyword <small>NECESSARY</small> Main word or phrase the search will be based on.	Required keywords <small>OPTION</small> Additional keywords - <b>Each of which must appear</b> in order for the mention to be collected	Excluded keywords <small>OPTION</small> Additional keywords - <b>None of which can appear</b> if the mention is to be collected
Coca-cola <small>Not Case Sensitive.</small>	<input type="text"/> <small>separate the words with comma.</small>	<input type="text"/> <small>separate the words with comma.</small>
coke <small>Not Case Sensitive.</small>	<input type="text"/> <small>separate the words with comma.</small>	drug, cocaine <small>separate the words with comma.</small>
coca cola <small>Not Case Sensitive.</small>	<input type="text"/> <small>separate the words with comma.</small>	<input type="text"/> <small>separate the words with comma.</small>
cocacola <small>Not Case Sensitive.</small>	<input type="text"/> <small>separate the words with comma.</small>	<input type="text"/> <small>separate the words with comma.</small>

+ add next keyword

**EXTRA TIP:** When you create your very first project monitoring your brand, we recommend that you set it up with general keywords and find out the most common topics that appear in this context.

Language:

- Any
- Any
- Czech
- Danish
- German
- English
- Spanish
- Finnish
- French
- Hungarian
- Italian
- Dutch
- Norwegian
- Polish
- Portuguese
- Romanian
- Swedish
- Turkish
- Vietnamese

The last feature in the tab Keywords is the **Language** filter which lets you decide whether you want to narrow mentions to only one language or monitor all of them.



## Sources Tab

**Sources tab enables you to pick sources you want to monitor. You can pick any number of categories from:**

- Facebook,
- Twitter,
- Blogs,
- Forum,
- News,
- Video,
- Photo,
- Other.

The screenshot shows the 'Sources' tab selected in the dashboard. It features three main sections for configuring monitoring settings:

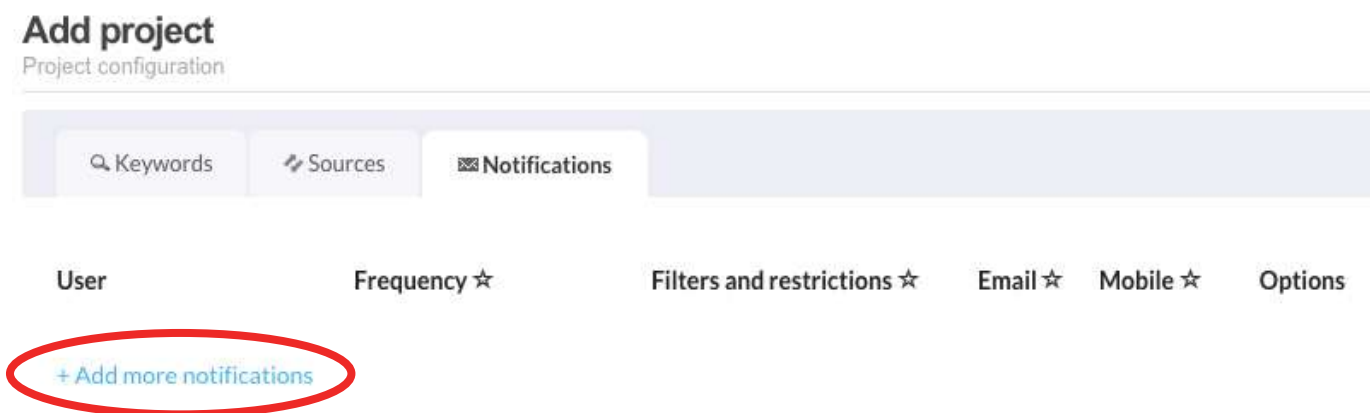
- Active sources:** A grid of checkboxes for selecting sources to monitor. All options (Facebook, Twitter, Blogs, Forum, News, Video, Photo, Other) are currently checked.
- Excluded sites:** A text field indicating 'No sites are excluded'. A tooltip explains that this is for blocking sites where results are less valuable.
- Excluded social media authors:** A text field indicating 'No author has been blocked yet'. A tooltip explains that blocked authors will not be monitored.

However, we do not recommend unchecking any sources. You can always select specific sources in the dashboard after the project is set up.

This tab also includes two different features: Excluded sites, and Excluded social media authors, but they are not available during new project configuration, so we'll get back to them in another section.

## Notifications Tab

**Notifications Tab** enables you to set up notifications that will inform you about new mentions. You can add a few different notifications depending on how often you want to get them. By default it is set for all mentions, once a day through email and mobile. However, you can edit, delete them and add new ones.



**If you want to add a new notification click on the “+Add more notifications” button and then enter your preferences. First thing to add is an email address. Then you need to set up a frequency from the list:**

- real-time,
- every hour,
- every 6 hours,
- every 12 hours,
- once a day,
- every week,
- every month.

You can also set the number of mentions for which notifications will be sent. The last thing is choosing whether you want to be notified through mobile, email or both.

### Adding the new notification ✕

Email address ☆:

Frequency ☆:

The number of results over which notifications will be sent ☆:

Notification type:

- Email  
 Mobile

There is also an option to set up notifications with filters, but we will discuss it in another section.

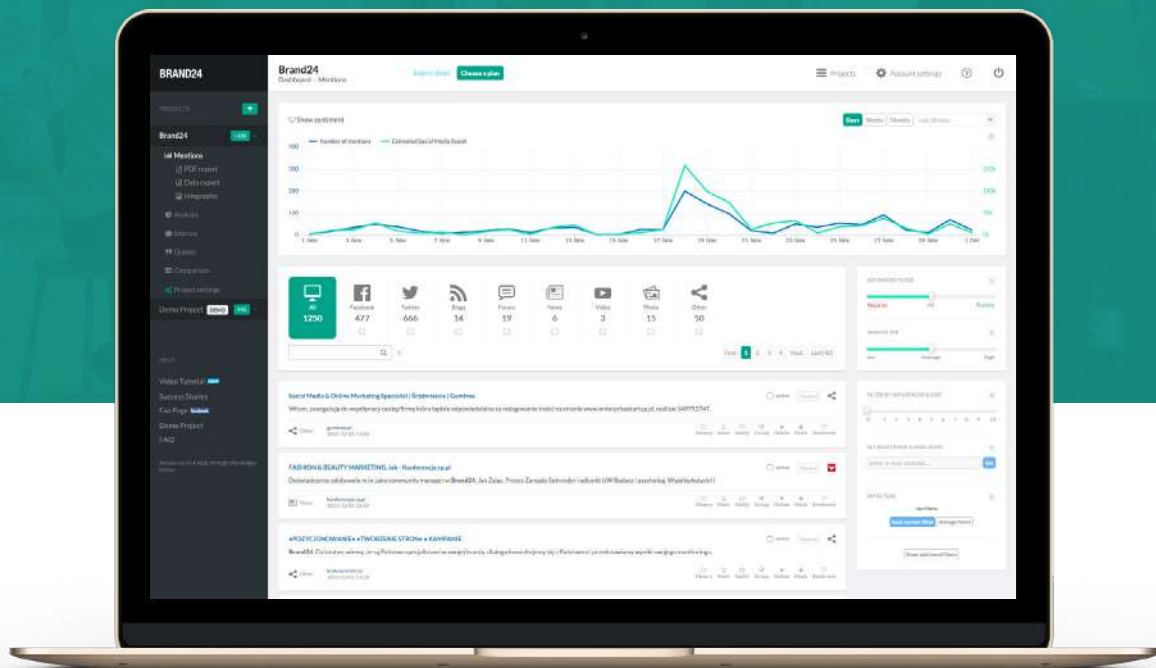
If all the settings fit your needs, you can save your project. Then you will be redirected to the project's page. You need to wait up to a few minutes for your results to load and then you can start analyzing Internet data about your brand, industry, competition or any other item you want.

Keywords Sources Notifications

User	Frequency ☆	Filters and restrictions ☆	Email ☆	Mobile ☆	Options
<a href="#">+ Add more notifications</a>					
					<input type="button" value="Save"/>

## Moving Around Brand24 Dashboard

You have got your project created, so now it is high time you started analyzing mentions that Brand24 collected for you. The image below shows the Brand24 dashboard when you open a specific project. You can easily switch between projects (if you have more than one), by clicking on them on the left sidebar.



### Each project has 6 tabs with different features:

- Mentions,
- Sources,
- Comparison,
- Analysis,
- Quotes,
- Project settings.

Let's walk through each tab.

## Mentions

The first tab in your project, Mentions, enables you to analyze content collected by our tool and apply various filters to the results.

At the bottom of the page, you can find a chart presenting the number of mentions and social media reach on particular days. This depiction helps you quickly detect a sudden increase in the volume of discussion about a specific topic. Such a peak may result from a potential crisis situation concerning a brand, or quite the opposite – increased positive feedback from clients. Naturally, there are many more reasons, so it is good to look into it and find out.

Very often, you can notice a rise in social media reach with an unchanged level of buzz volume. It happens when a popular profile with a wide group of followers or a large website mentions your brand. It is also worth looking into it, as your brand might be featured in an article on Forbes or any other big portal.



**You can easily click on the specific date on the chart and check out mentions on this particular day.**



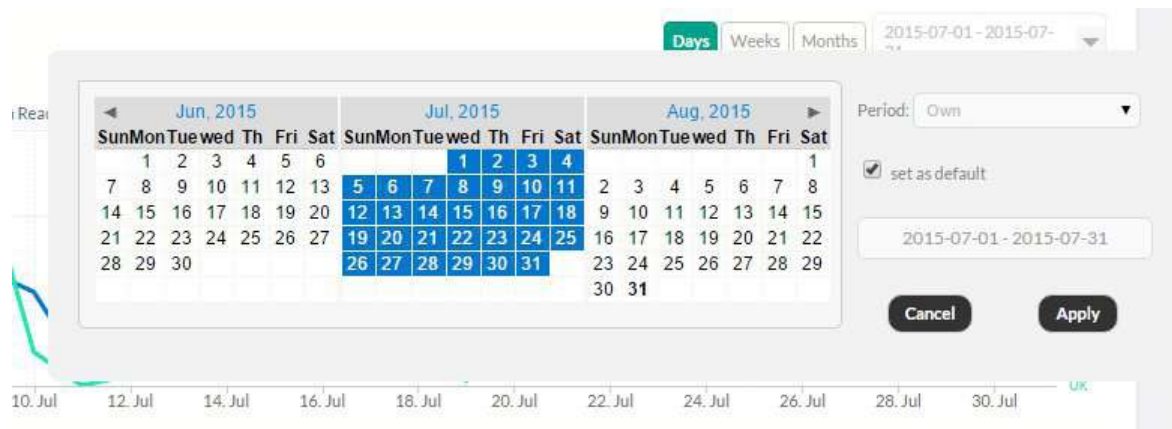
It is also possible to view the sentiment chart by clicking “Show sentiment” and compare it to the graph above. It may help you distinguish whether an increase in the buzz was related to positive or negative comments.

However, you should remember that sentiment specified by the tool is not totally accurate. It cannot distinguish irony, for instance. Therefore, I recommend that you always read results and verify the sentiment yourself.

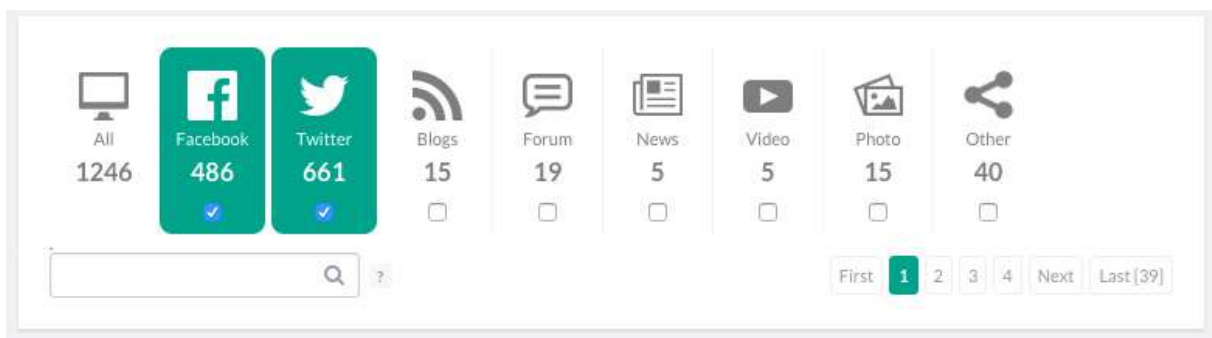
## The Power of Filters

Brand24 has a well-developed set of various filters that help you narrow your results and pick only those that are relevant to you.

**Period of analysis** – In the top right corner (just above the buzz chart) you can specify a time period that you want to analyze. You can pick last week, month, year or your own. After choosing the date range, you will see results from the specified time.



**Sources** – Right below the buzz chart, you can find source categories. You can browse all mentions, only from one source or from any other combination you want (e.g. only Facebook & Twitter).



**Phrase filter** – This filter is located right below sources and lets you narrow results down to those which do (not) include defined words/phrases. It is a perfect way to analyze sub-brands or specific products. When you enter any word/phrase, the tool will show you only those mentions that include a given phrase.



If you use {NOT} before a phrase you'll get only mentions that DO NOT include a given phrase. You can also add {OR} between phrases and you'll get results that include ANY of the given phrases. {AND} lets you get results that include ALL given phrases in one mention.

**Sentiment** – You can also choose only positive or only negative mentions. The filter of sentiment is located next to the sources. Scroll it to the right if you want to browse only positive comments and to the left if you want the negative ones.



**SPAM** – Brand24 estimates the value of each website, based on distinct variables, and assigns each source to one category (out of three): SPAM, normal sites and high-quality sites. If you set this filter to low, you'll get all the results that Brand24 collects. The average filter is default and lets you browse sources valuable to you. However, if you want to check out only websites of the highest quality, change the filter to high.

**Influencer score** – This is our very own algorithm that assigns the influence value to each social media author and each domain, depending on the number of followers (in the case of authors) and on the number of unique views (for websites). You can set this filter to any value from 1 up to 10 and browse results from authors/sources that have been given an influencer score greater than the chosen value. When it's set to zero you will see all the mentions.



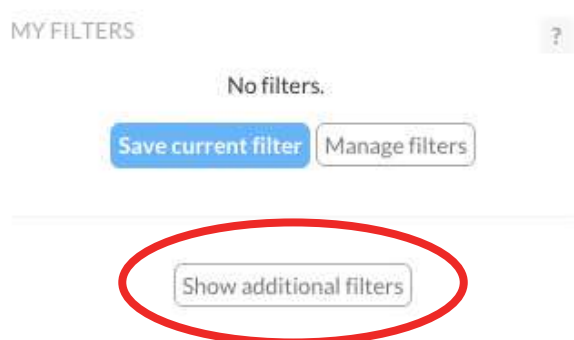
**Visits** – The filter of visits lets you show results from websites with a defined number of visits. You can pick a specific value and browse mentions that were found on domains with a monthly number of visits greater or smaller than the specified value, or exactly the same.

**Set an alert** – Apart from regular notification alerts that you can set up during project configuration (or in project settings), Brand24 also lets you create an e-mail notification based on current filters. After setting up an alert for a specified address, you will get emails (once a day by default) with mentions that meet all the filters you created. You can edit this filter (e.g. change frequency) in Project Settings, tab Notifications.

The screenshot displays the 'FILTER BY INFLUENCE SCORE' section with a slider ranging from 0 to 10. Below it is the 'FILTER OF VISITS' section, which includes a dropdown menu set to 'More than', an input field, and a 'Search' button. The 'SET AN ALERT' section features an input field for an email address and a 'Set' button. The 'MY FILTERS' section shows a list of filters, with 'filter one' selected, and buttons for 'Save current filter', 'Manage filters', and 'Delete'. A 'Show additional filters' button is located at the bottom of the interface.

**My filters** – You can also save and manage your filters. Any combination of distinct filters can be saved so you do not have to configure them every time you enter a project. You can give a filter a unique name so you’ll not confuse it with an other one. When you do not need a saved filter anymore, you can delete it.

There are many more filters you can apply – just click on “Show additional filters”.



**Filter by domain** – This one narrows your results down to only those that include a given word in a domain name. For instance, if you enter “forbes.com” here, you get results only from Forbes’s official website.

However, if you put “news” you’ll get results from all the domains that include this word in their address (e.g. newsweek.com, news.google.com etc.).

You can also apply {NOT}, {OR}, {AND} operators here. They work analogously to the Phrase filter.

**Filter by author** – This enables you to browse results from a certain social media author. You can also narrow it down to only one platform (or search all of them). If you are interested in one specific person, type the exact name. If you want to see mentions by all Johns, enter “john” and you’ll see mentions written by authors whose profile handle includes this word. Operators {NOT}, {OR}, {AND} work the same way here as well.

The image shows two filter sections. The first is 'FILTER BY DOMAIN' with a search input field and a 'Search' button. The second is 'FILTER BY AUTHOR' with a search input field, a dropdown menu currently set to 'All', and a 'Search' button.

The image shows five filter sections. 'FILTER BY GROUPS' has a group named 'Natalia' and a 'Manage the groups' link. 'FILTER BY MARK' has 'Only marked' and 'Only unmarked' options. 'MENTIONS ORDER' has 'recently created' and 'recently found' options. 'FILTER BY DATE' has 'Only new entries since my last visit'. 'FILTER VISITED' has 'Only visited' and 'Only not visited' options. At the bottom is a 'Hide additional filters' button.

**Filter by groups** – You can assign every mention to separate groups (this will be explained in another section). Click on Manage the groups and then you’ll have a chance to add a new group and delete or edit existing ones. When you click on a specific group’s name, you’ll see results that have previously been added to this group.

**Filter by mark** – You can mark (and unmark) every mention as important. Then you can browse only marked, unmarked or all mentions.

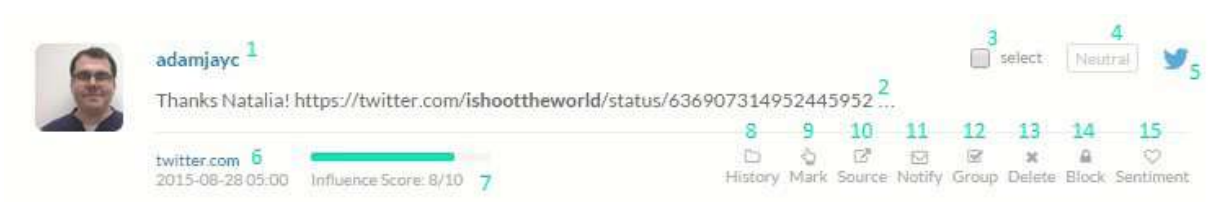
**Mentions order** – Brand24 may collect mentions from some sources with a delay. Thus, you can decide whether you want to see results that have been recently created on an original platform at the very top, or results that our tool has recently found.

**Filter by date** – If you mark “Only new entries since my last visit” you will only see mentions that have been collected since your last visit.

**Filter visited** – When you click on a particular mention it is marked as “visited”. It means that you have already seen it on an original site. This filter enables you to see which mentions that you have already visited and which you haven’t.

## Browsing Internet Mentions

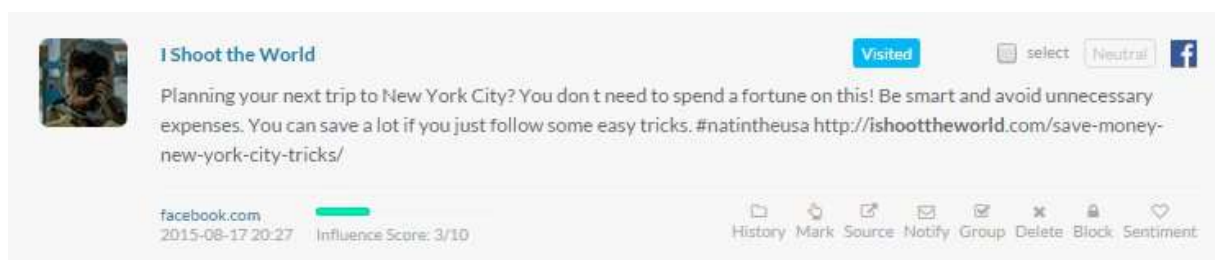
Below the sources and phrase filter, you can find the list of all the mentions that appeared in a specified time period and after applying various filters. You can browse them, check them on original domains, change the sentiment, delete, and much more. Let’s now discuss all the features that you can find next to a particular mention.



**Each mention includes:**

- a small avatar of the author (if a comment comes from a social media platform),
- name of the author (or article if it's a blog, or thread's name if it's a forum, etc.) – 1,
- content or a part of it – 2,
- source & time the mention was posted – 6,
- influencer score of the author/domain – 7,
- checkbox for bulk actions – 3,
- sentiment of the mention – 4,
- social media icon (only if a mention comes from social media) – 5.

If you want to open a specific mention in a separate window on an original domain, just click on the name of the author or article (number 1). Then the mention will be marked as “Visited”.



If you click on a domain's name (number 6), you will see statistics for a particular author and domain. You can check the number of followers of a chosen profile, open it in a separate window and show all the author's entries in Brand24's dashboard. Below the stats about social media profiles, you will see general stats about a particular domain (UU, pageviews, visits, etc.).

**Author: brand24**Information about the author of the entry ([show author's entries](#))

CLOSE X

brand24  
**7727+**  
followersLearn about your audience with  
**Brand24!** #socialmediainsights  
#sociallistening[https://medium.com/@brand24/getting-social-listening-insights-with-brand24-45c911af106c?s... ..](https://medium.com/@brand24/getting-social-listening-insights-with-brand24-45c911af106c?s...)

Information about :

**over 500M**  
Unique users**10bil.**  
Pageviews**1.1bil.**  
Visits**2.3**  
Avg.visits**10:45**  
Avg. time**10**  
Pagerank**Options numbered from 8 to 15 enable a user to perform different tasks and actions:**

- 1. History** – 8 – After clicking on this option, you'll see all mentions by a particular author (in the case of social media) or domain (in the case of sources other than social media),
- 2. Mark** – 9 – You can mark important mentions or those that are related to a specific topic. (Un)marked comments can then be filtered,
- 3. Source** – 10 – This shows you statistics for a particular author and domain (like in the case of number 6). You can check the number of followers of a chosen profile, open it in a separate window, and show all the author's entries in Brand24's dashboard. Below the stats about social media profiles, you will see general stats about a particular domain (UU, pageviews, visits, etc.),

**4. Notify** – 11 – You can send a notification about a particular mention to any email address you want. After clicking on this option you will see a popup window where you can put an email address and a personalized message that will be attached to a mention,

**Mention notification** ✕

Email address:

Subject: Mention notification

Your comment:

I am sending to you interesting mention found in the Internet by Brand24

Mention content:

[Land-book - best landing pages gallery](#)  
app calling chat Messaging Share; May 19, 2015. **Brand24** brand24.net analyze black collaboration Green monitoring SEO track; May 18, 2015.

Cancel Send

**5. Group** – 12 – You can add each mention to different groups that help you categorize your results,

- **6. Delete** – 13 – This enables you to delete particular mentions. When you click on this, you'll see a popup window with 4 options:
  - **Cancel** – cancels deleting,
  - **Delete mention** – you get rid of this particular mention,
  - **Delete mention and block the domain/author** – deletes this mention together with all other comments from this domain/author and Brand24 stops collecting mentions from this domain/author,
  - **SPAM** (only in the case of a domain) – reports a domain as SPAM.
  
- **7. Block** – 14 – The deletes this mention together with all other comments from this domain/author and Brand24 stops collecting mentions from this domain/author,
  
- **8. Sentiment** – 15 – You can manually change the sentiment of each mention if the tool did not assign it accurately.

If you block a domain or an author by accident or after some time you decide you still want to collect mentions from this source, you can easily unblock a domain or an author in Project settings. Open the tab Sources and click on Delete filter next to the source you want to remove from this list.

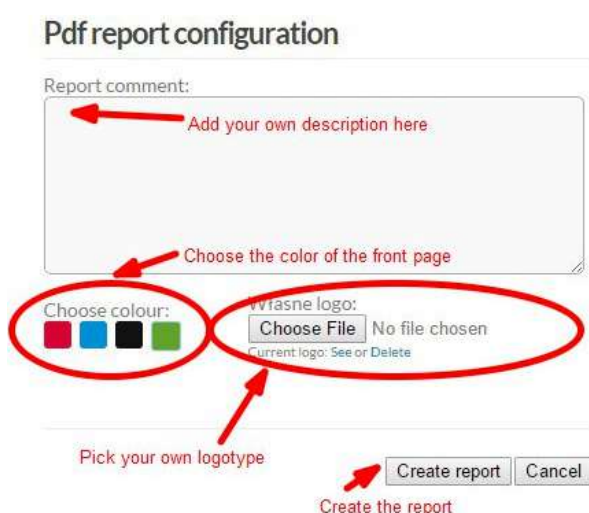
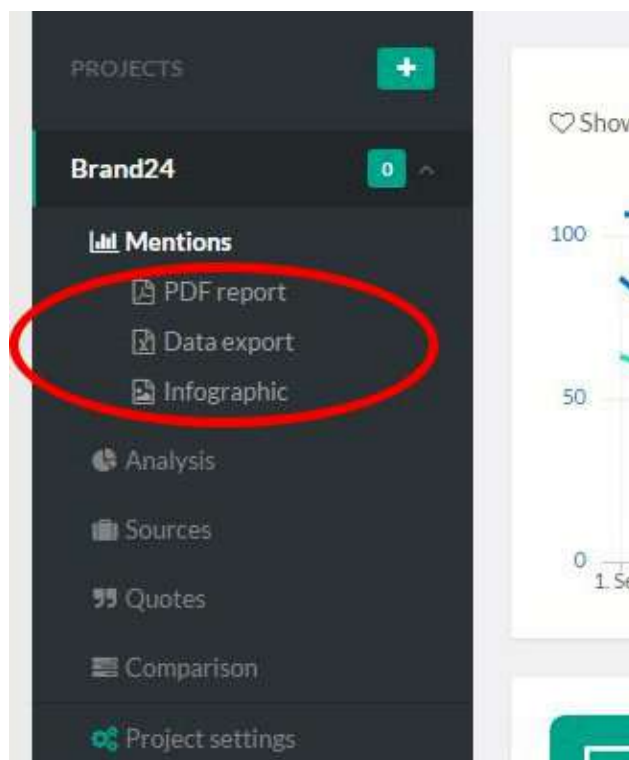


The screenshot shows the Brand24 settings interface. At the top, there are tabs for 'Keywords', 'Sources', 'Notifications', and 'Facebook Fan pages'. Below these, there are sections for 'Active sources', 'Excluded sites', 'Excluded social media authors', and 'Add mention manually'. The 'Active sources' section includes checkboxes for Facebook, Twitter, Blogs, Forum, News, Video, Photo, and Other. The 'Excluded sites' section shows a list of sites with a 'delete filter' button circled in red. The 'Excluded social media authors' section shows a list of authors with a 'delete filter' button circled in red. The 'Add mention manually' section has a link to 'Add mention form'.

The options Mark (8), Group (12), Delete (13) and Sentiment (15) that were described above can be applied in bulk as well. Each mention has a Select checkbox (upper right corner). If you want to apply an option for more than one mention, just check the mentions you want, scroll down to the bottom of your dashboard, and choose one option out of four. You can also pick "Select all" and apply an action to all mentions on a given page.

The screenshot shows the Brand24 dashboard. At the top, there is a pagination bar with buttons for 'First', '1', '2', '3', '4', 'Next', and 'Last [14]'. To the right of the pagination bar is a 'Select all' button. Below the pagination bar is a 'Global settings' section with four icons: 'Mark', 'Group', 'Delete', and 'Sentiment'.

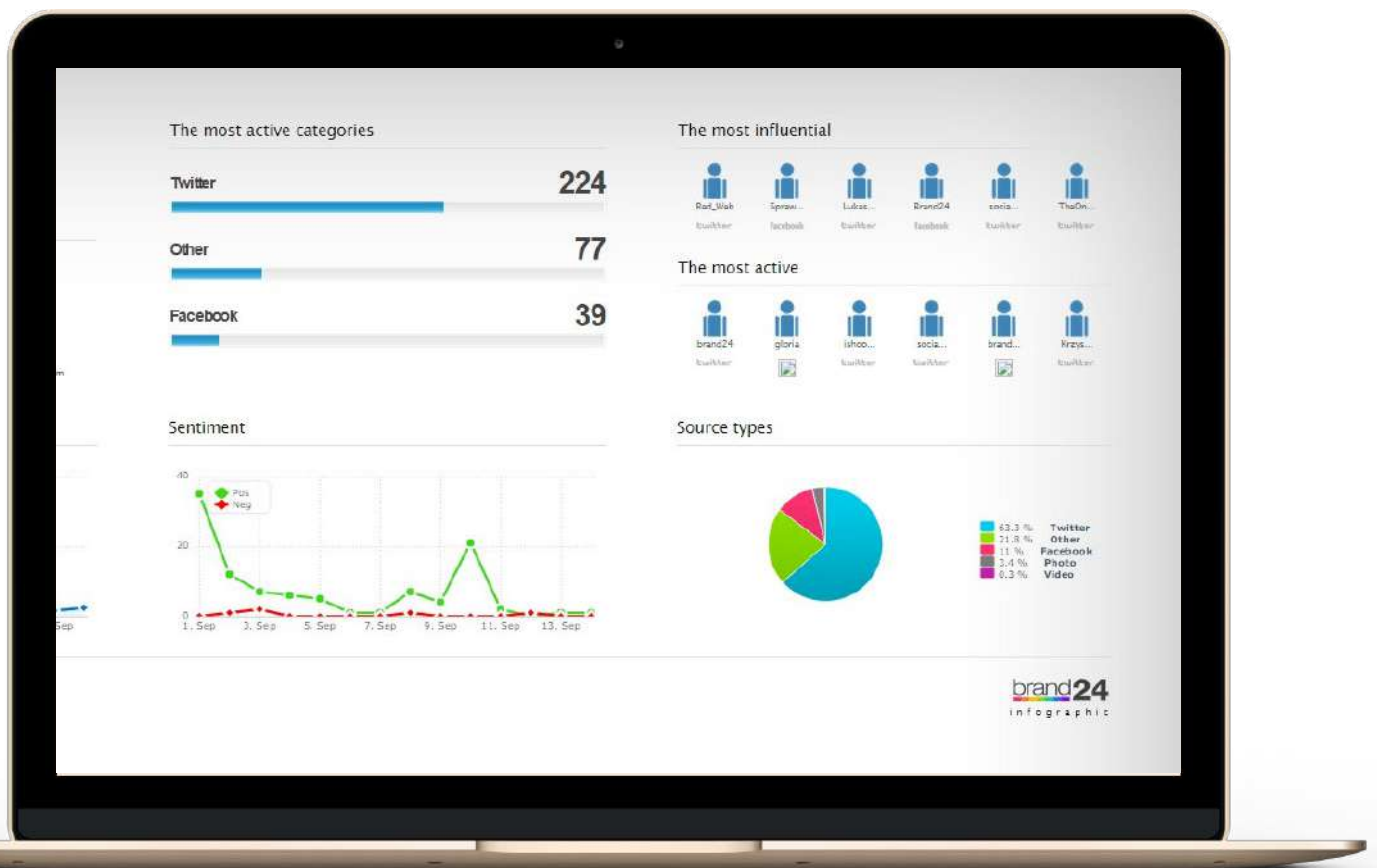
Brand24 enables you to export your results to a spreadsheet, a PDF report or an Infographic. Availability of these features depends on the subscription plan you have selected. You can create any of these three kinds of content by clicking on them on the left sidebar.



**1. PDF report** – creates automated reports that contain the most important statistics and analyses from your dashboard (includes applied filters). You can add your own logotype and dedicated description. PDF reports are only available in the Professional Max subscription plan.

**2. Data export** – exports all data from your dashboard to a spreadsheet (includes applied filters). Available only in Professional Premium and Professional Max subscription plans. Remember that it is possible to export up to 35K results at once.

**3. Infographic** – creates a pretty visual representation of monitoring data. Infographics are available in all pricing plans.













## Analysis Tab

Analysis Tab is the second most popular tab in the tool and it includes all the most important statistics about monitoring data in a concise form. It gives you immediate access to key conclusions from online discussion about your brand and information about sources and authors. Data and statistics included in this section help you save time as you do not have to browse hundreds or thousands of mentions to draw any conclusions. Let's walk through this tab.

## 1. Mentions from the most popular authors

This section gives you additional value from social listening. You can recognize the most influential authors that write about your brand. With this information you can distinguish potential brand ambassadors or influencers who can be interested in cooperation with your brand.

Mentions from the most popular authors				
1	 <b>Red_Web_Design</b> The Marketer's Guide to Using #Snapchat for #Business: <a href="http://goo.gl/EXXfvP">http://goo.gl/EXXfvP</a> V		twitter.com 2015-09-04 09:13	Influence Score: 10/10 Influence: <b>28 899</b> Reach: <b>169 997</b>
2	 <b>LukaszZelezny</b> Highlights after @Optiday conference in Strasbourg <a href="http://www.api-studio.fr/r...">http://www.api-studio.fr/r...</a>		twitter.com 2015-09-10 09:30	Influence Score: 6/10 Influence: <b>5 301</b> Reach: <b>31 182</b>
3	 <b>socialmemos</b> @4peoplepl @brand24 thx :)		twitter.com 2015-09-13 23:40	Influence Score: 8/10 Influence: <b>3 095</b> Reach: <b>18 204</b>
4	 <b>Brand24</b> Its crucial to know all the functionalities and possibilities of any tool, si...		facebook.com 2015-09-09 07:40	Influence Score: 8/10 Influence: <b>2 044</b> Reach: <b>10 626</b>

**Each result in this section includes:**

- an avatar,
- author's name,
- domain & date when the mention was published,
- influencer score (based on our own algorithm that indicates social media influence of a particular author against others, values from 1 to 10),
- influence (estimated number of people that potentially came across a mention from this author),
- reach (number of followers of a particular profile).

**2. Social Media Statistics**

On the right, you can see all the most important statistics about social media monitoring data. They include:

- **RESULTS** – total number of online mentions that Brand24 collected in a specified time period,
- **SOCIAL MEDIA RESULTS** – number of mentions that come from social media platforms (Facebook, Twitter, Instagram, etc.),
- **ESTIMATED SOCIAL MEDIA REACH** – estimated number of people that come across all results from monitoring from a specified time period,
- **POSITIVE MENTIONS** – total number of positive mentions,
- **NEGATIVE MENTIONS** – total number of negative mentions.

Remember that Brand24 automatically assigns sentiment to content, so it might not be 100% accurate. It cannot distinguish irony for, instance. However, these statistics give you a general idea about how many results include emotions.

### 3. Sentiment of content – chart

Chart depicting ratio between positive and negative comments.



## 4. Category of mentions



Chart showing proportions of each source in the analysis.

## 5. Influence of social media authors

This list presents the 10 most influential social media authors in a discussion in terms of the number of mentions they published and their estimated social media reach.

Influence of social media authors

Author	Platform	Share of Voice	Estimated influence
socialmemos	Twitter	25.842%	43 325
brand24	Twitter	21.725%	36 422
Red_Web_Design	Twitter	17.238%	28 899
Brand24	Facebook	7.024%	11 775
SprawnyMarketing	Facebook	3.483%	5 839
LukaszZelezny	Twitter	3.161%	5 300
TheOnlineRep	Twitter	2.045%	3 428
JakubProszynski	Twitter	1.563%	2 620























**Share of Voice** is a number that indicates what proportion of a discussion was created by a specific author. This figure is a combination of the number of mentions that an author created in a specified time period and the estimated social media reach of these mentions.

**Estimated influence**, on the other hand, is an estimated number of users that might have come across content collected with monitoring from a particular author.

## 6. Most active social media authors





















This table presents the most active social media authors – those who published the biggest number of mentions in a specified time period.

**Reach** is the number of fans/followers of a specific profile. The figure next to it (**Mentions**) indicates how many mentions an author created in a specified period.

Most active social media authors			
 brand24		7 727 Reach	31 Mentions
 gloria_zk		2 Reach	17 Mentions
 socialmemos		18 204 Reach	14 Mentions
 ishoottheworld		116 Reach	14 Mentions
 brand24app		23 Reach	9 Mentions
 KrzysiekKortyna		314 Reach	6 Mentions
 shubhanshi_agg		296 Reach	5 Mentions
 CoffeeDeskPI		195 Reach	5 Mentions
 Durga_Pr_Kundu		193 Reach	4 Mentions
 Brand24		19 626 Reach	4 Mentions

## 7. Most active sites

This is a list of websites with the biggest number of mentions created about a monitored item in a specified period.









1	<a href="#">twitter.com</a>	228 Mentions	 
2	<a href="#">facebook.com</a>	39 Mentions	 
3	<a href="#">instagram.com</a>	13 Mentions	 
4	<a href="#">inbound.org</a>	8 Mentions	 
5	<a href="#">growthhackers.com</a>	6 Mentions	 
6	<a href="#">brief.pl</a>	5 Mentions	 
7	<a href="#">gumtree.pl</a>	5 Mentions	 
8	<a href="#">webnamelist.com</a>	3 Mentions	 
9	<a href="#">blog.brand24.net</a>	3 Mentions	 
10	<a href="#">pracuj.pl</a>	2 Mentions	 

## 8. The most influential sites

This list presents the most influential sites – those with the highest number of monthly visits.

The blue-green indicator shows the influencer score of a particular website.

You can also block any author or site from any of the four lists described above if you decide it is not crucial to your brand. Just click on the small padlock by the name

1	<a href="#">pcworld.pl</a>	 7/10	1M Visits	 
2	<a href="#">wgospodarce.pl</a>	 5/10	435K Visits	 
3	<a href="#">web.gov.pl</a>	 4/10	120K Visits	 
4	<a href="#">legnica.naszemiasto.pl</a>	 3/10	40K Visits	 
5	<a href="#">fedgeno.com</a>	 3/10	32K Visits	 
6	<a href="#">blog.brand24.net</a>	 1/10	3K Visits	 
7	<a href="#">dziennikzachodni.pl</a>		ND Visits	 
8	<a href="#">mamstartup.pl</a>		ND Visits	 
9	<a href="#">biznes.trojmiasto.pl</a>		ND Visits	 
10	<a href="#">3millionpage.com</a>		ND Visits	 

## Sources Tab

Sources tab contains two lists: social media authors and sites. Here you can find all the webpages and users that mentioned your brand at least once in a specified time period. On the top bar you can choose whether you want to browse authors or pages and specify the time period of search. You can also export the whole list to a spreadsheet file (**Data export**).

It is possible to apply filters to these results. For instance, you can get a list of authors who mentioned a particular product or only those who have an influencer score greater than “x”.

Authors Pages

Filter by author Data export 2015-12-01 - 2015-12-23 ▼

### Each result in this section includes:

- **Site** – platform a profile comes from (Facebook, Twitter, Instagram, etc.),
- **Results** – number of mentions an author created,
- **Reach** – number of fans/followers of a specific profile,
- **Share of voice** – proportion of a discussion an author generated,
- **Influence** – estimated number of users that might have come across the author’s comments related to the monitored item,
- **Influencer score** – our own algorithm that indicates the social media influence of a particular author compared with others,
- **Options** – information about a profile and option to block an author.

**In the case of pages, stats include:**

- **Results** – number of mentions that were collected from a page in a specified time period,
- **Visits** – monthly number of visits to a domain,
- **Influencer score** – our own algorithm that indicates influence of a particular site compared with others,
- **Options** – information about a domain and option to block this domain.

In both lists you can sort your results by any variable you want.

**Quotes Tab**

This tab gives you immediate access to sample positive and negative mentions. If do not have much time to browse all the mentions in your dashboard, you can take a look at this section. Sample results will give you an idea about the general context of discussion. The top bar has an option to choose between positive and negative mentions and to pick a time period from which you want to see mentions.

Quotes

Positive Negative 2015-12-01 - 2015-12-23 ▼

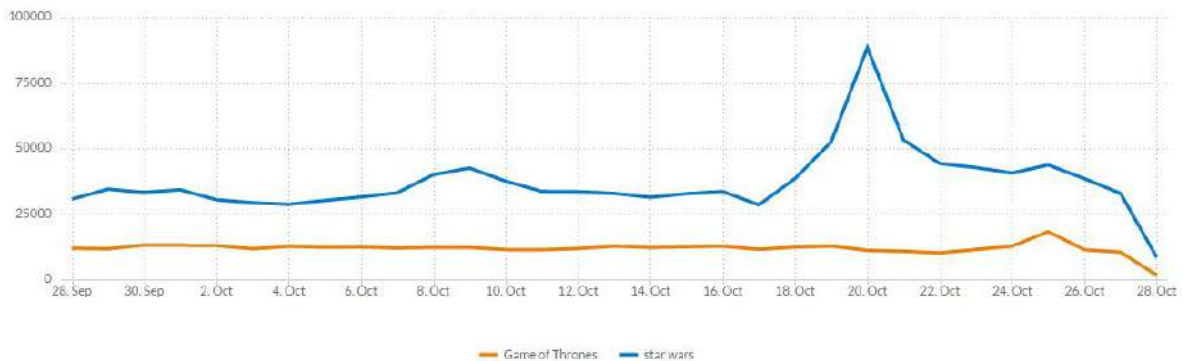
## Comparison Tab

Comparison tab is a valuable source of information for your company. If you monitor your competition along with your own brand you can compare basic statistics from social listening. You can add up to 5 projects altogether.

Project comparison

Filter mentions **Compare projects** Last 30 days

What is more, you can apply filters to these projects, so you can compare results from only one source or one domain. If you produce different products under one brand you can also compare a particular product to your competitors by applying a phrase filter.



### Project: star wars



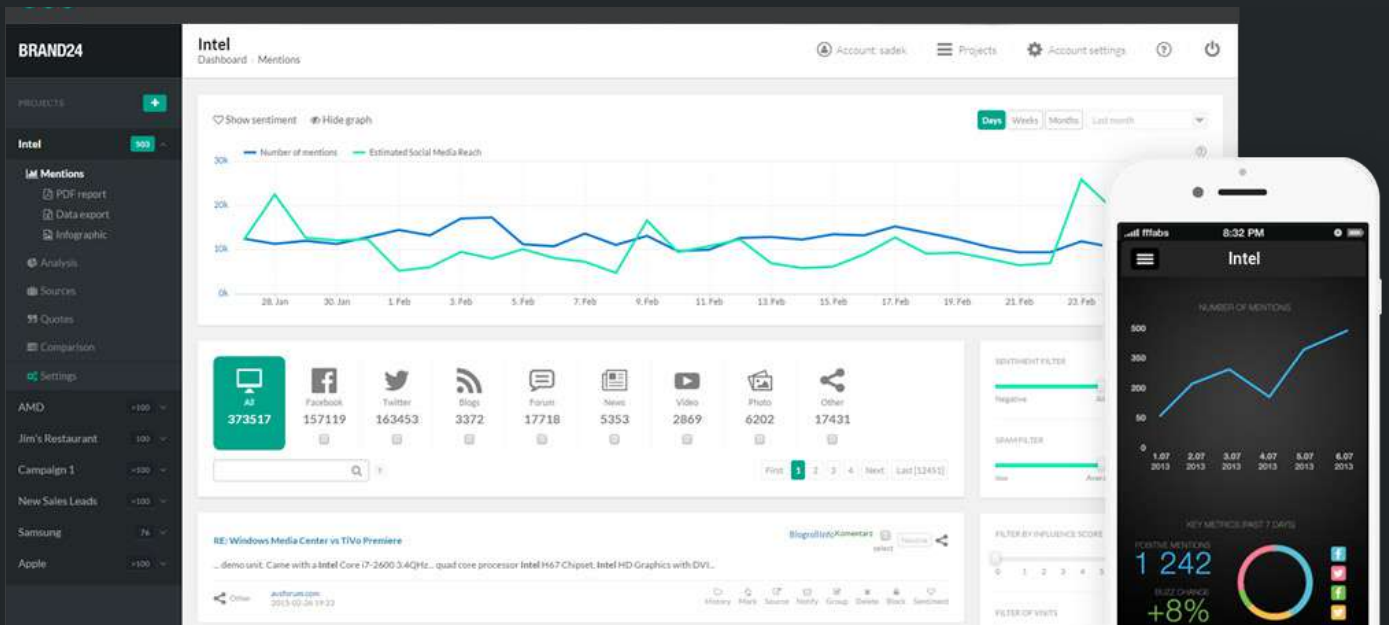
### Project: Game of Thrones ✕ Delete project from comparison



# BRAND24

Over 30,000 global brands use Brand24 to monitor the web

Sign up for free



## CONCLUSION

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Before the advent of social monitoring, companies had a difficult job trying to figure out who their customers were and what they needed. Luckily, that is no longer the case, as with the right tool, you can get access to valuable information about your existing customers, prospects, and potential employees. In other words, social monitoring gives you a chance to identify real users, and not rely solely on general demographics.

For vast majority (if not all) of businesses, the consumer-centric mindset is the way forward you simply can't go wrong with tapping into the needs of people who are talking about your brand or your area of expertise.

Be it for reputation monitoring, customer service, sales, content marketing, or HR processes, with the right tool you can grow your business and achieve competitive advantage over your competitors.

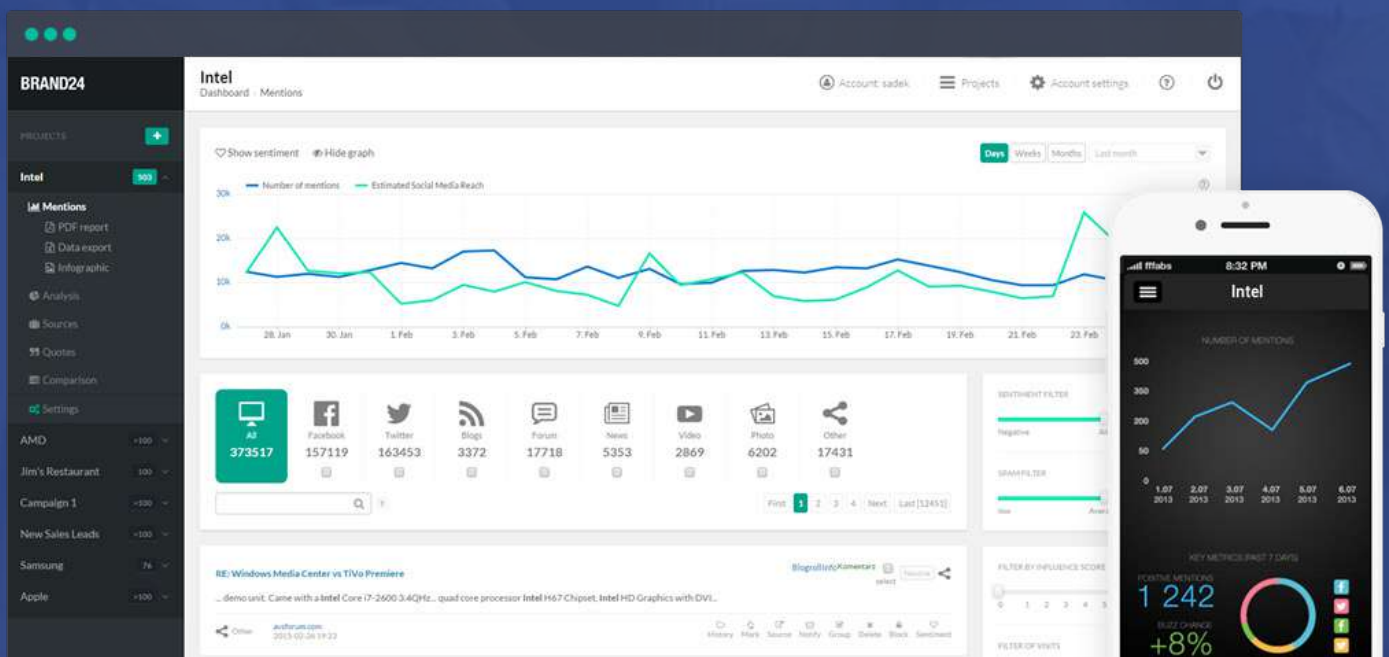


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[www.brand24.net](http://www.brand24.net)



**Best Startup**  
Aulery awards  
Contest winner 2012



**Best Web App**  
The Next Web Startup Awards  
Competition 2013



**Best Mobile App**  
Best Mobile App for companies  
Mobile Trends Awards 2014



**Best Service**  
Relations with customers  
Ekomersy Awards 2014