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What is social listening?

Martin Carter & Daniel Preston

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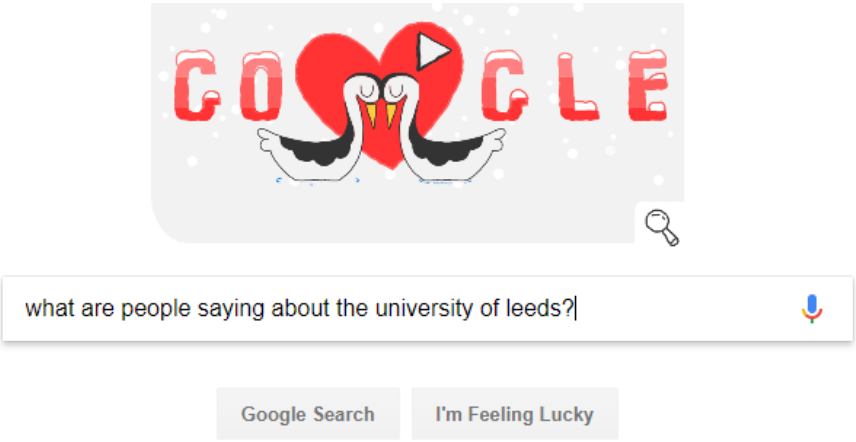
In Summary:

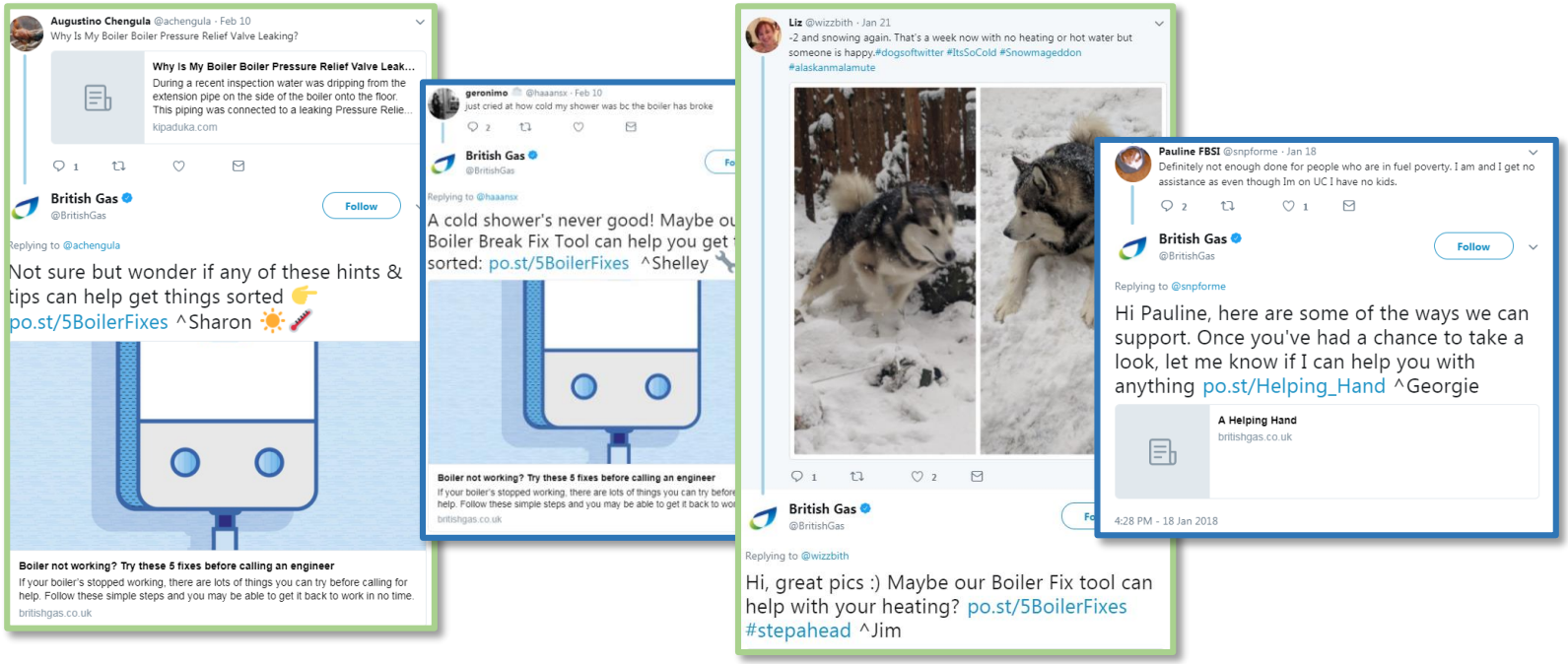
“Like Google but for social media”



For example, this user posted on twitter that his sisters boiler was broken…

Without being tagged or contacted directly, British Gas still knew about this post and replied with support.

By using ‘Social Listening’, brands are able to monitor conversation relevant to their business which is taking place across social media, even where they are not directly involved.



Why use social listening?

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We have good visibility of when we are included in conversations using our @handle, but social listening allows us to understand these in more depth

What Next?
@whatcareerlive

We've got a packed schedule of #talks and #seminars across 2 days at What University Live! Visit the University Theatre to hear @UniversityLeeds speak about 'Applying to competitive courses' Full timetable at bit.ly/2nWEZbt #whatlive

Najeeb Rahman
@NajeebR777

Great joining the inaugural Leeds Int'l Training in Disaster Management course @UniversityLeeds @LeedsUnion. Enthusiastic bunch of students..beginning the journey of professionalising humanitarian practice. @CRIMEDIM @ifmsa @dwwuk @HCRInstitute

AhRani
@AhraniLogan

Replying to @ioanadbr @iamwill

I was on a panel at the #Empower conference run by @UniversityLeeds on Friday. I learnt from an inspiring young lady studying civil engineering that the Uni only fitted a female restroom in the civil engineering building 5 years ago! But at least times are changing now 21st C

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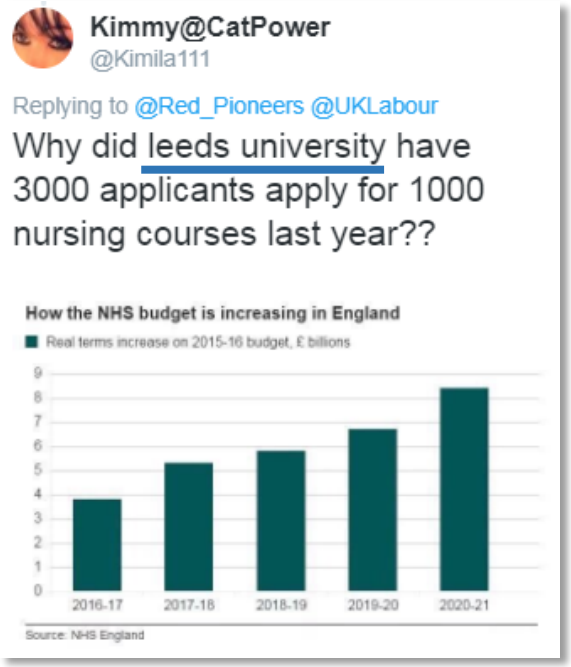
Better visibility of conversation where we've not being directly tagged…

- Just writing the words 'University of Leeds'
- Other ways people refer to us 'Uni of Leeds', 'Leeds Uni'
- Misspellings of 'University' (no really…)



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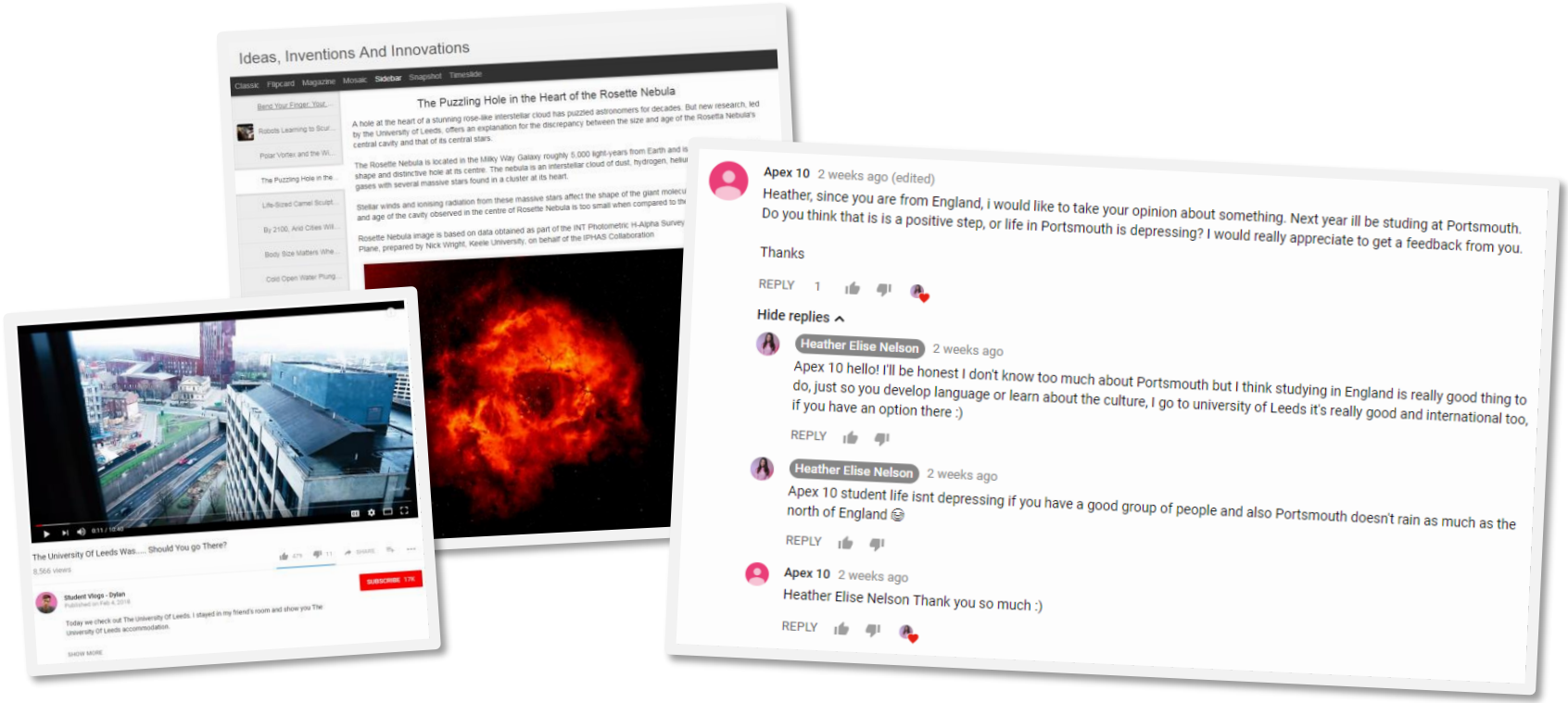
Visibility of conversations we have never before tracked…

- On other channels such as YouTube, Instagram, blogs, forums…
- Key stakeholders, buildings (e.g. accommodation blocks), sensitive areas (University farm, other labs)
- Social shares of news coverage beyond our own channels



How does social listening WORK?

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What are keywords?

"Ideas and topics that define what your content is about"

Words and phrases that people use in every day conversation that indicate their discussion may be in relation to the university

For us, keywords may look like this:

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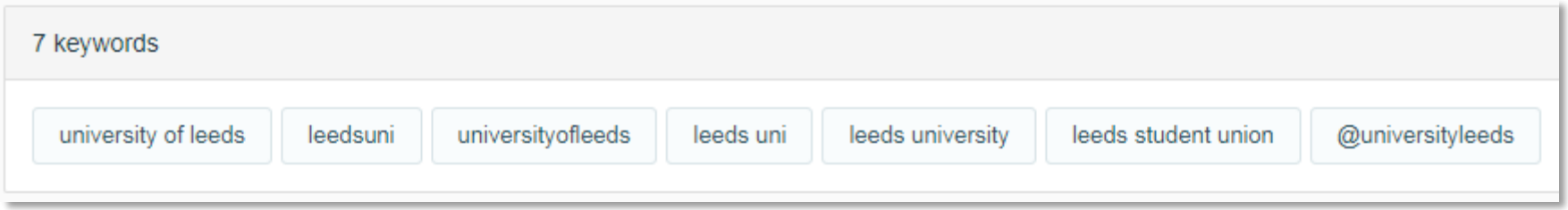
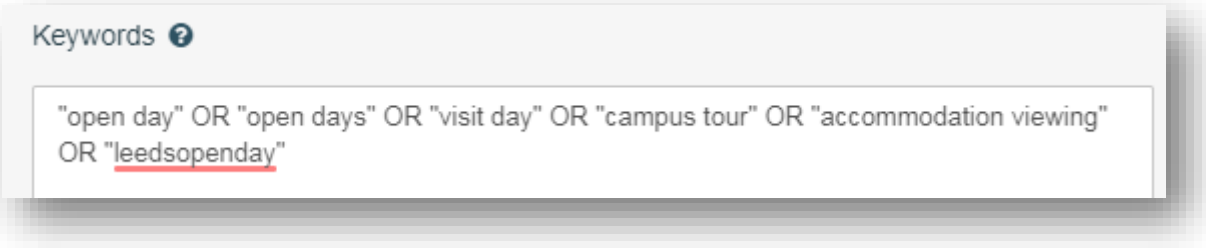
To track relevant conversation, we first establish our basic search criteria using relevant keywords:



Then we can apply filters to look at even more specific topics and keywords within the search results:



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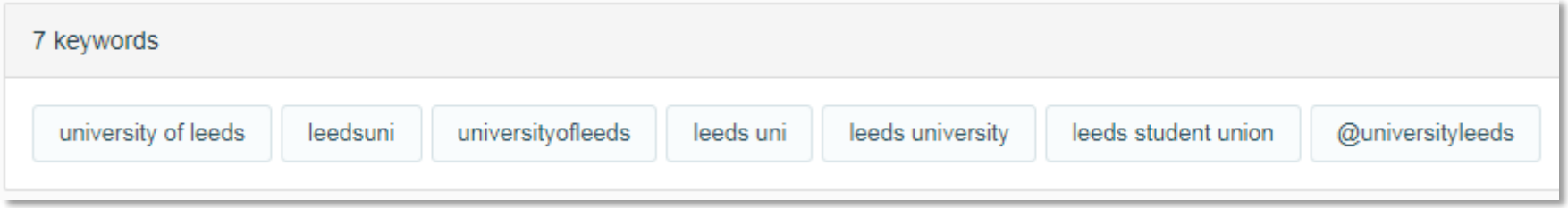

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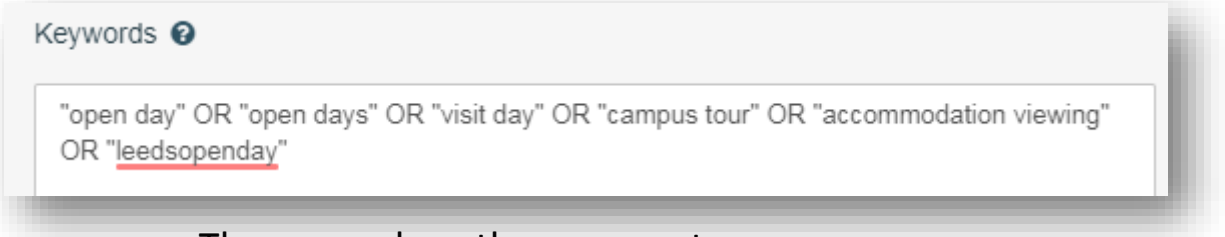
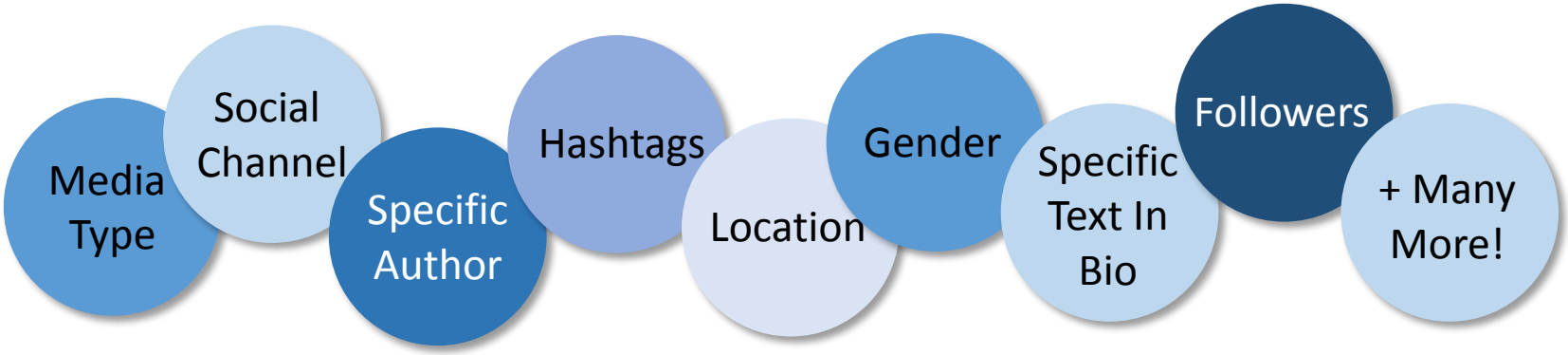
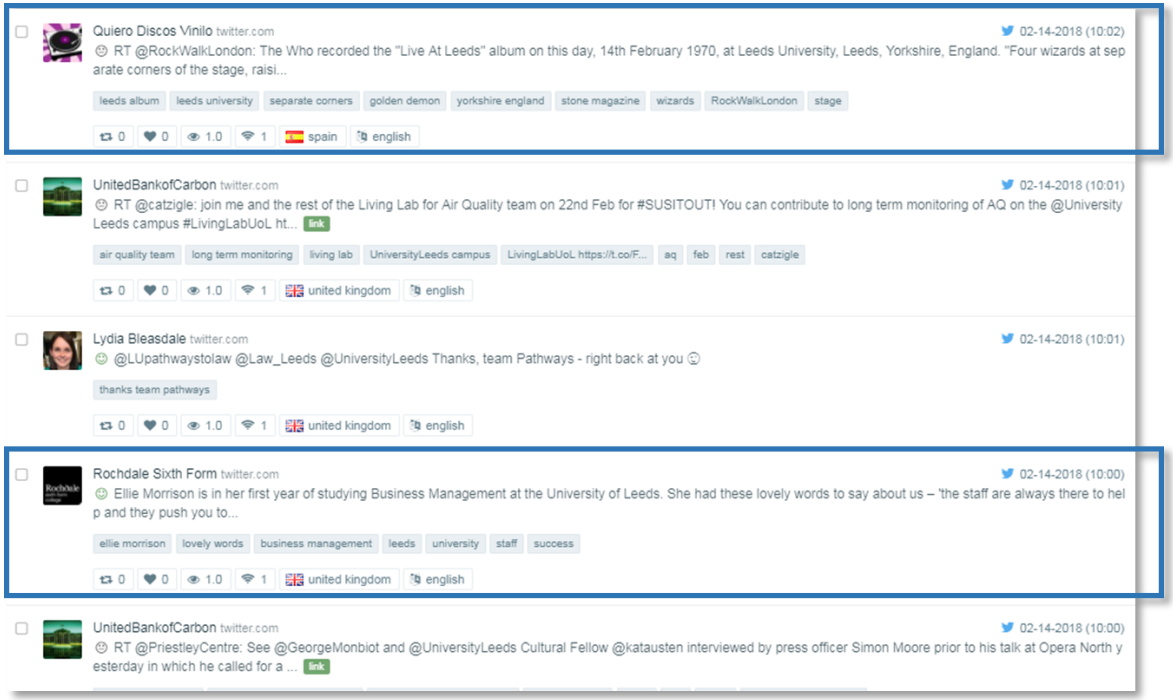


There are also other parameters we can use:

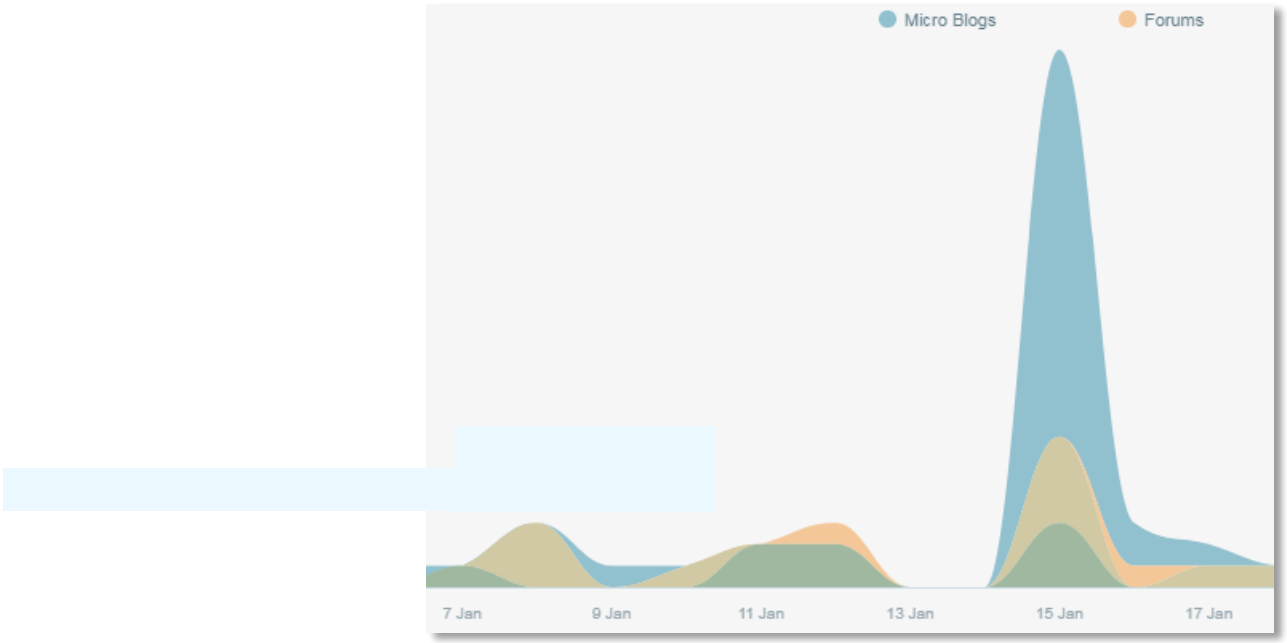


We can then easily see social media activity which matches our search parameters:



As you can see, there is conversation taking place about the university which we haven't been included in, and would likely have missed if it wasn't for this search.

Alerts notify us of any sudden spikes in activity around specific topics. This is especially useful in crisis situations, as it allows us to stay ahead of the curve.



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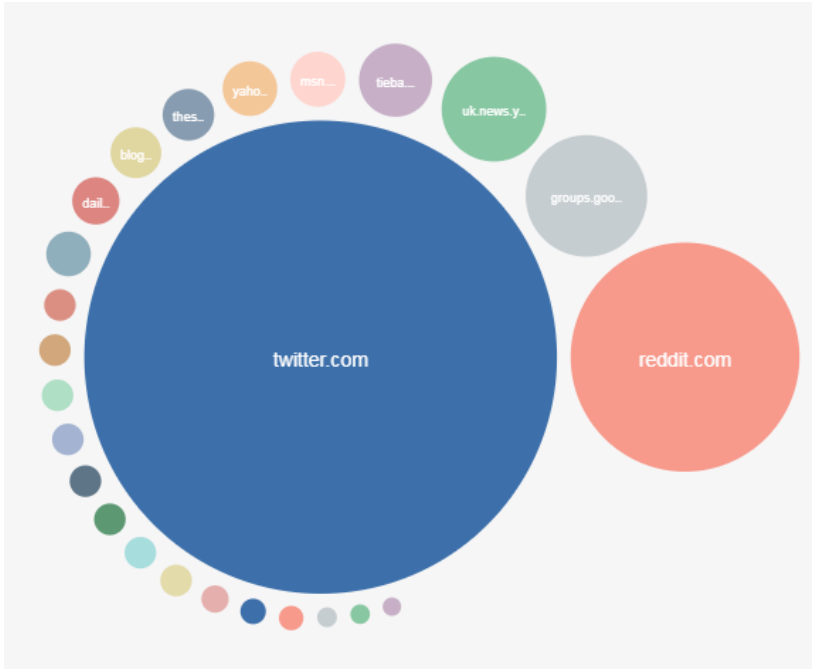
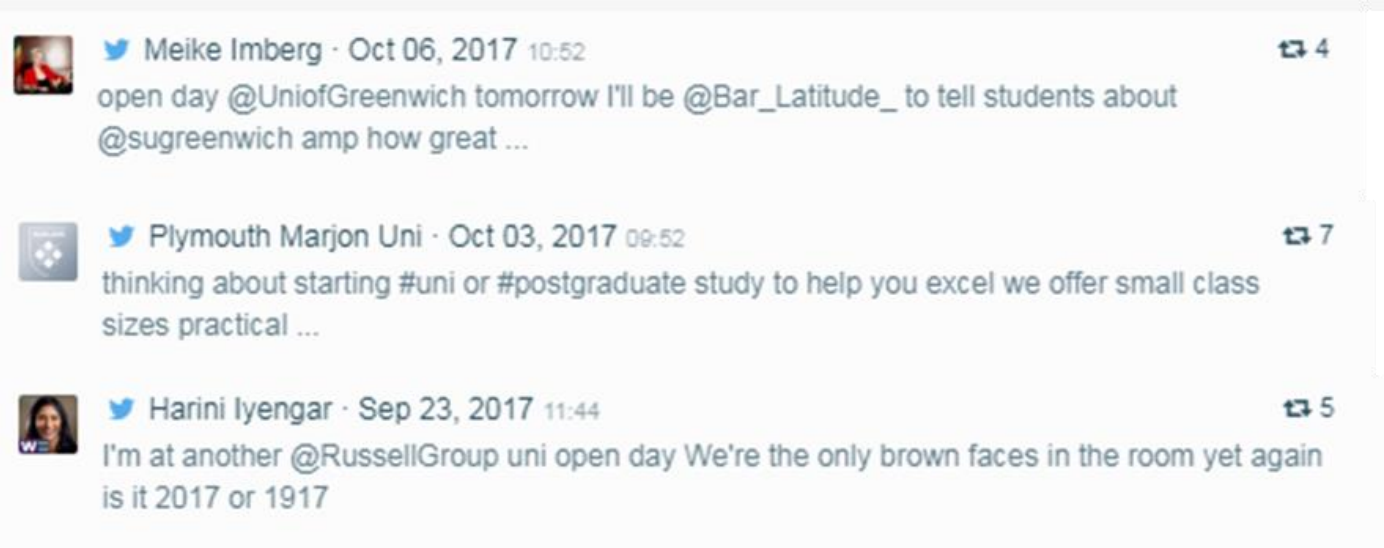
Using all of this information we can track, monitor and take action on conversations across social media



In addition, the keywords which we monitor don't necessarily have to be related The University of Leeds. We could for example, monitor the activity and conversation taking place about our competitors, allowing us to benchmark accordingly.



Social listening allows us to:

Monitor conversation

Track themes and topics

Be responsive to our audience

Be more agile on social

Uncover influence

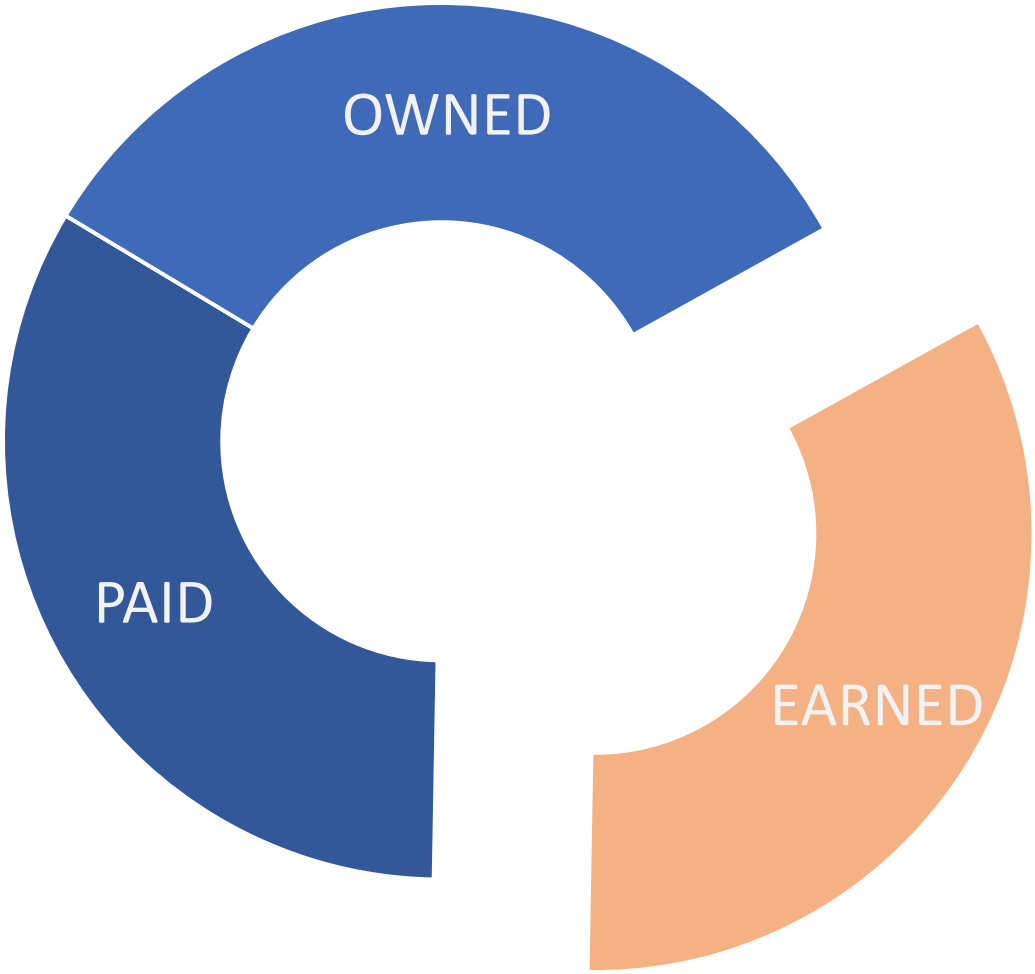
Understand the market

Perform visual search

Benchmark against competition

Manage priorities

Find user generated content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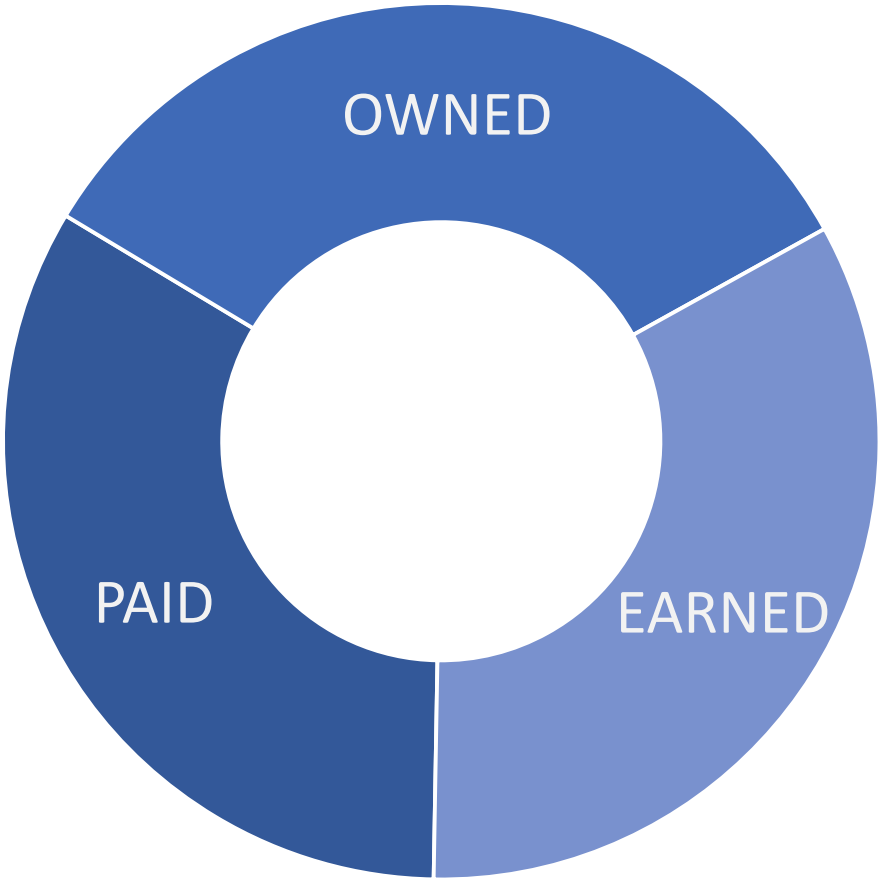
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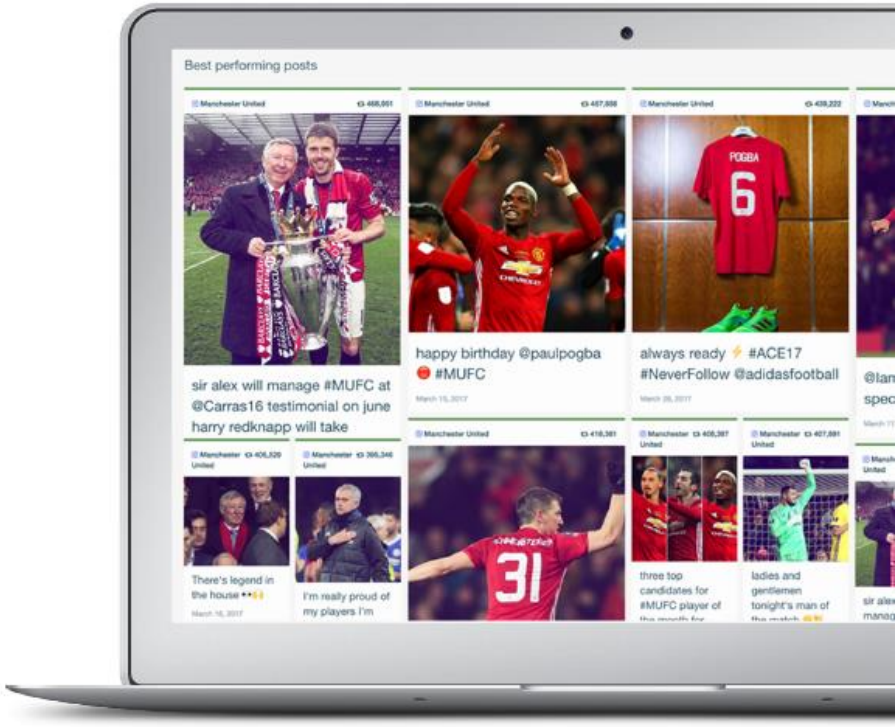
Introducing Pulsar

Pulsar CORE

CORE is Pulsar's analytics tool that measures and helps optimise your social media performance across difference markets and channels, with the ability of also benchmarking it against competitors.

What does it tell you?

- A benchmark of the audience size, content activity and performance over time against key competitors and selected markets across the globe
- An understanding of the type of content that drives the most engagement – on what channel and at what time.
- Build a clear understanding of your social media footprint and how you stack up against peers



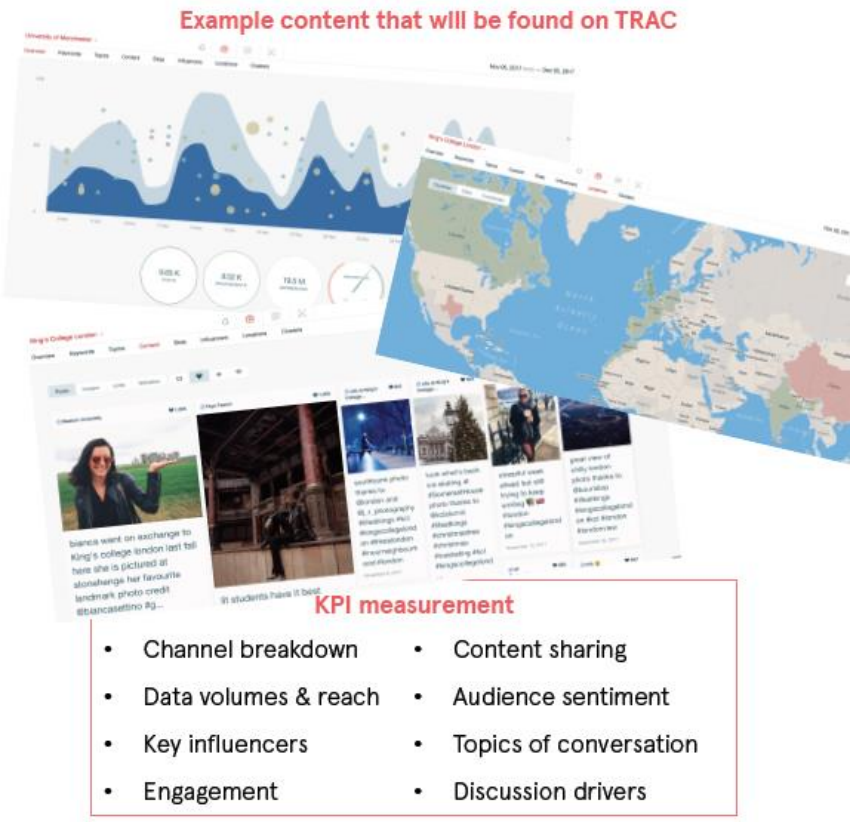
Pulsar TRAQ

TRAC is Pulsar's social media listening platform. It gives us access to consumer posts from social media sources.

We can collect posts discussing the brand, competitors, product areas, audience followers, people visiting your website and links you are sharing

What does it tell you?

• A sense of how your brand and Industry are being talked about – in quant and qual terms – and how this fluctuates over time.
• Competitor benchmarks to provide a more holistic overview of social discussion around the category.
• Understanding of where discussions are happening and who influences the chatter
• Uncovering perceptions, emotions, attitudes towards the University



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Features and capabilities

- Pulsar covers 175 languages including Chinese, Japanese, Arabic, Turkish, Persian and Russian

- Global coverage: Europe, Africa, North and South America, Asia & the Middle East

- Pulsar Tracks: Public Facebook, Instagram, Twitter, News, Blogs, Forums, Review Sites, Reddit & YouTube

- We can set up both brand (University of Leeds, Uni Leeds etc) and non-brand (applications, clearing, open days, accommodation) to understand conversation about us, and conversation our audience or potential audiences are having

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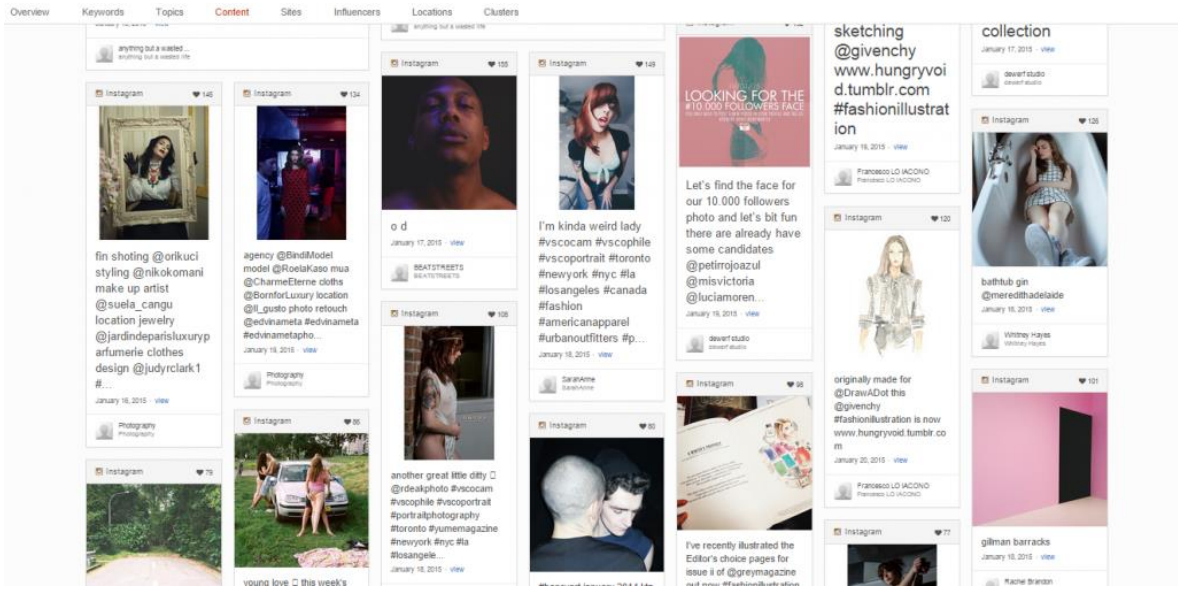
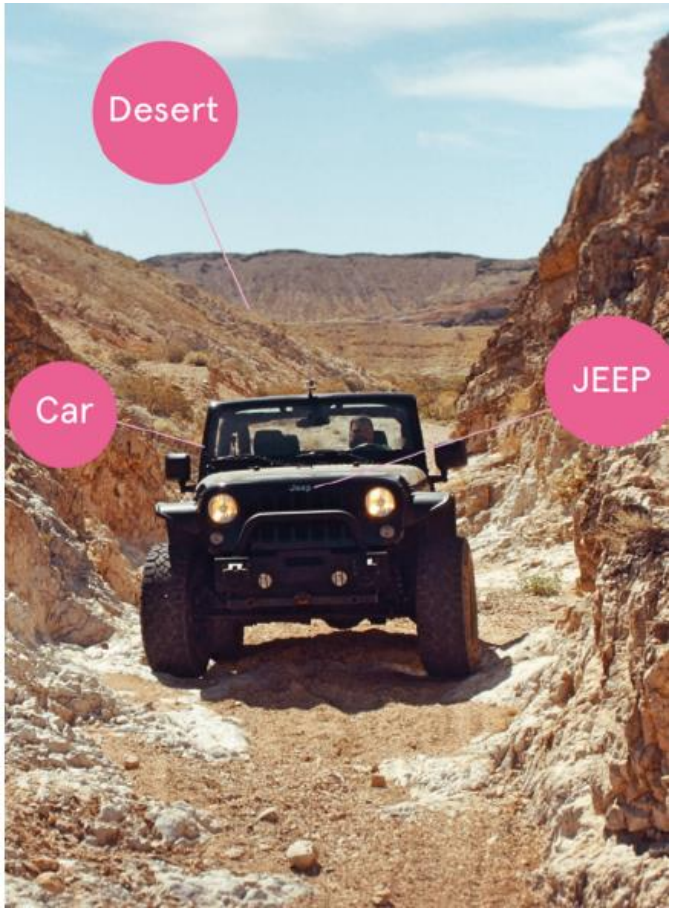
VISUAL SEARCH IS REALLY COOL





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URL TRACKING

What sort of thing can I ask Pulsar?

It is best to have a question in mind when utilising social listening and analytics tools

Think of what you want to know as if you were going to input this question into Google.

This will allow you to go in and pinpoint the data you are looking for quicker, rather than spending time in the tool hoping to stumble across something mildly interesting.

Questions which wouldn't work well:

"What are students talking about today?"

"What are young people interested in?"

"What do journalists want to know about research?"

Questions which would work well:

""What are people saying about this event?"

"Who is talking about the news article we recently published?"

"Is anyone in the local area talking about this campus development?"

How can I access Pulsar?

Martin and Dan are first-contact for accessing the social listening information in Pulsar

We can support with setting up searches for specific topics and providing access to the results.

Thanks.