

Episode 13 Worksheet



Social Listening

This worksheet will help you take action after (or along with) tuning in to Episode 13 of Social Strategy Fundamentals. If you've downloaded the [Fundamentals of Social Media Strategy](#) book, chapter 13 shares more detail about using social listening on campus.

Manual Social Listening

Find plaintext mentions of your campus you may miss in your social media notifications. Use our [Social Listening Cheat Sheet](#) for a list of free social listening tools and tactics to get you started.

Observations Lead to Insights

These questions will help you start thinking about turning the observations you find into insights you can use in your strategy.

Who is contributing to the conversation about campus? Your audience might include students, parents, prospects, alumni, key individuals, etc.

What do they talk about? Consider topics and hashtags.

When do they talk about it?

Where do they talk about it? Search social media sites, news, forums, and blogs.

How do they talk about it? Consider the sentiment and emotion in the conversations you find.
