



# How to Monitor and Listen Online

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Social media is a valuable tool for promoting your personal brand. But it's also used to monitor conversations and watch competitors.

Social listening is the process of tracking mentions of certain words, phrases, or even complex queries across social media and the web, followed by an analysis of the data.

You'll gain valuable insights to help you evaluate not only your own personal brand but the reputation of companies you are interested in potentially working for.

Social listening lets you track messages across every platform to find the ones that matter the most to you.

People may be talking about you or things you care about like target companies, industry news or other important topics. You don't want to miss the opportunity to be part of the online conversation.

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## 1. Monitor Your Brand

You must know what people say about you online (and offline). The best way to monitor this is to set up alerts for your name and to search your name within each social media platform. This will give you the opportunity to respond as necessary. Make time to do this regularly to anticipate and mitigate bad social media crises.

## 2. Engage In Real-Time Conversations

Being an expert or providing timely advice is a noteworthy quality. Be the person who offers help by engaging in real-time conversations. Is someone discussing an issue that you can solve? Reach out and help them. Did someone say nice things about you or your employer? Thank them for their thoughts and share them with your audience.

The more you're able to respond to these conversations as they're taking place, the more you build authenticity around your brand. You show that you are a real person who actually cares, which is so valuable to employers.

## 3. Identify Where People Talk About Companies

Don't assume LinkedIn is the only place people talk about companies. See what is being said on Twitter, Facebook and even Instagram. You may notice conversations by happy employees on Facebook or candidates griping on Twitter about the interview process.

## 4. Assess What Resonates With Your Followers

By evaluating which posts you share do well and gain engagement, you learn what people like and can deliver more. By listening and assessing what people are saying about topics you care about, you can have meaningful conversations and begin building relationships with people who share similar interests.



## **5. Respond and Reciprocate**

When someone likes, comments or shares something of yours, say thanks. It only takes a second to thank the person for sharing, liking, or commenting. And if you want to take it a step further, ask a follow-up question related to the subject of the post.

Next time you notice the person has posted something, be sure to reciprocate the sentiment by liking, commenting or sharing something of theirs.

## **6. Monitor Brands You Are Interested in Working For**

Monitor companies to see how people feel about companies you are interested in as customers and employees. This will help you find the right cultural fit. What events and organizations do they support? How quickly do they respond to customer questions on social media? Or do they have profiles that are only self promotional? All your research will help you ask smarter questions when you network and eventually interview with the company.

## **7. Conduct Competitive Analysis**

Research what other professional's in your field are doing and saying to promote themselves. Check out their LinkedIn profiles and see what their activity section looks like. This is your competition so it's a good way to understand the skills, knowledge and experience other's possess and how they promote themselves. You may even decide to "borrow" some of their ideas.