

Media Monitoring Essentials

Guide to Reputation Management & Social Listening

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1. Choosing your keywords

Please watch the corresponding video for this section first: "[Choosing your keywords](#)"

This section is designed to help you think about which keywords to monitor for your brand: **what kind of mentions will give you the most value?**

Your choice of keywords will depend on your goals. For reputation management, the best keywords to monitor are the ones that show you how people talk about and feel toward your brand.

Activity


Answer these questions to find your base keywords and key phrases:

1. What is the name of your company or brand?
2. Which branded hashtags does your company use?
3. Who are the key figures (CEO, brand ambassadors, influencers) that people most often associate with your brand?


Here's what the base keywords would look like for Dunder Mifflin (of course we can monitor more keywords and phrases for even more comprehensive data — this is just the bare minimum for beginners):

Keyword NECESSARY


The main keyword or phrase for which your project will **collect data**.




Not case sensitive



Not case sensitive



Not case sensitive



Not case sensitive

2. Who is talking about your brand?

Please watch the corresponding video for this section first: [“Who is talking about your brand?”](#)

Find out who is talking about your brand. These people are important because they are the ones who are driving the conversations that shape your reputation.

Monitoring brand mentions shows you exactly who is talking about your brand — and how. Do they love your brand? Not so much? Or you might discover something totally unexpected!

Here are just a few examples of some brand mentions for Dunder Mifflin and what we can learn from them:

1. This mention names a viable alternative or competing brand that Dunder Mifflin might want to keep an eye on (you know, if Dunder Mifflin were a legit paper company 😊).



2. This brand mention shows us that Dunder Mifflin has a high level of brand recognition (a significant aspect of **brand awareness**).

For more information on brand awareness, please see these videos: [How to grow brand awareness](#) and [How to measure brand awareness](#).



3. This one shows us something a little more broad, which can be applied to many brands; it speaks to the importance of *transparency* in PR.

No person and no brand is perfect. Even if you make a mistake, addressing it and apologizing can go a long way towards making things right again with your customers or clients, which is key to maintaining and protecting your brand reputation.



Activity

If you're following along inside [Brand24](#), just head to the **Analysis Tab** to get a quick overview of your most popular brand mentions, and see what sticks out for *your* brand.

Next, return to your **Mentions Tab** and scan through your mentions for the day. Do this on a regular basis (even if you only have 10 minutes a day) to get a feel for the general tone and your number of mentions. This will help you establish what is considered typical for your brand, which is crucial to identifying potential PR issues before they have a chance to turn into full-scale disasters.

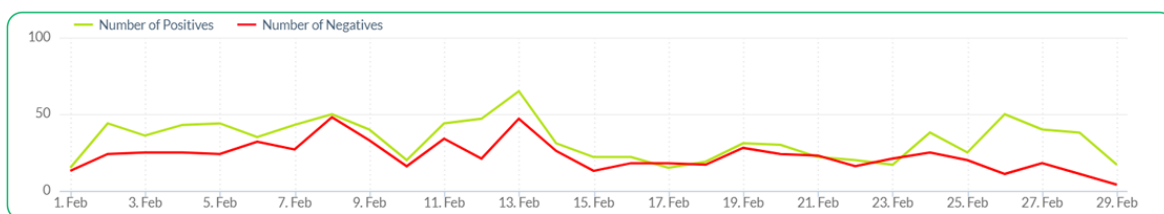
3. Sentiment analysis

Please watch the corresponding video for this section first: "[Sentiment analysis](#)"

Monitor your brand sentiment regularly to understand what "normal" means for your brand. And don't forget to consider *general* brand sentiment as well as brand sentiment on *individual platforms* (sentiment won't always be consistent on different platforms).

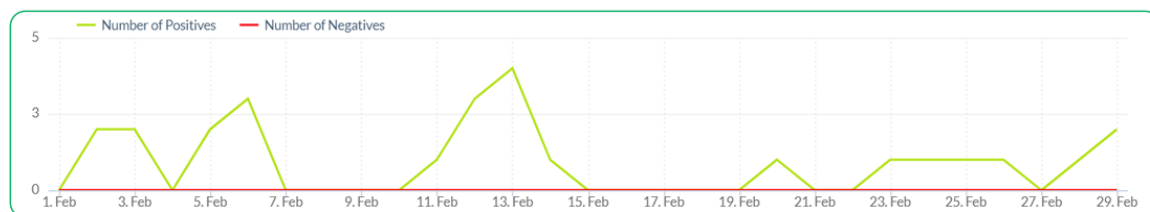
We can see this in the example for Dunder Mifflin below:

General brand sentiment for Dunder Mifflin



Monitoring just the base keywords for Dunder Mifflin for 1 month, we can observe some peaks in positive sentiment (yellow line) and negative sentiment (red line).

Brand sentiment on just blogs for Dunder Mifflin



However, this is in sharp contrast to Dunder Mifflin's brand sentiment on blogs only. There are quite a few peaks in positive sentiment (yellow line) from blog posts about Dunder Mifflin, but virtually no negative sentiment (red line) in blog posts.

This tells us that the red peaks from *general* brand sentiment are coming from mentions on other platforms, which can easily be verified inside our media monitoring tool.

Knowing your brand's typical levels of sentiment will help you spot a potential PR issue during its earliest stages, so you can take necessary action before it's too late.

While it may be normal for Dunder Mifflin to have some red peaks in their *general* brand sentiment (so they wouldn't necessarily be alarmed by some negative mentions), this is not the case for their sentiment from blog mentions alone.

And this is important because it means that they would react differently to a negative mention in a blog post (especially if it came from a big industry blog) vs. a negative mention from a different platform. And the same may be said for other sources, such as Twitter, forums like Quora, or on podcasts... which can all be observed inside our media monitoring tool.

Activity

Following along inside [Brand24](#), you can observe your levels of sentiment inside your **Mentions Tab**. Make sure you look at both your *general* brand sentiment as well as your sentiment on *individual platforms*.

Monitor them regularly to get a sense of your brand's "normal" levels of positive and negative sentiment — so you know what is acceptable, and what are potential signs of trouble. Then, move on to the second aspect of brand sentiment: filtering your mentions for the most relevant data.

4. Brand mentions vs. product mentions

Please watch the corresponding video for this section first: "[Brand mentions vs. Product mentions](#)"

Knowing how to filter your mentions to find the most relevant data is another key aspect of brand sentiment.

To measure sentiment towards your brand, you want to look at mentions that apply to your brand in general — and filter out mentions that focus on a super specific aspect (like one of your products, or a particular feature).

On the other hand, to measure sentiment towards a specific product or aspect of your brand, you would filter out mentions that are too general.

It all depends on what you want to measure.

If you get a lot of mentions every day, I recommend adding *keyword qualifiers* to your media monitoring project. If you get a manageable amount of daily mentions, you can forego the keyword qualifiers and just use *Boolean search operators*.

Here's what using keyword qualifiers and Boolean search operators look like in our example:

Even though Dunder Mifflin isn't a real company, people talk about it on the Internet... *a lot*. So, applying keyword qualifiers to our project settings is a good idea in this case.

If my goal were to focus on mentions that talk about Dunder Mifflin in general — and *not* about specific employees, I would add the names of those employees as **Excluded Keywords** inside my project settings (to avoid collecting mentions that talk about Michael or Pam)

:

Keyword <small>NECESSARY</small> The main keyword of phrase for which your project will collect data.	Required keywords <small>OPTION</small> Additional keywords - Each of which must appear in order for the mention to be collected.	Excluded keywords <small>OPTION</small> Additional keywords - None of which can appear if the mention is to be collected.
<input type="text" value="Dunder Mifflin"/> <small>Not case sensitive</small>	<input type="text"/> <small>separate keywords with a comma</small>	<input type="text" value="Michael, Pam"/> <small>separate keywords with a comma</small>

What this would look like using Boolean search instead of keyword qualifiers:

To collect mentions that talk about a specific aspect of Dunder Mifflin, like their paper delivery service, I would also add mentions of the phrase “delivery” under **Required Keywords** (to *only* collect mentions that talk about delivery):

Keyword <small>NECESSARY</small> The main keyword of phrase for which your project will collect data.	Required keywords <small>OPTION</small> Additional keywords - Each of which must appear in order for the mention to be collected.	Excluded keywords <small>OPTION</small> Additional keywords - None of which can appear if the mention is to be collected.
<input type="text" value="Dunder Mifflin"/> <small>Not case sensitive</small>	<input type="text" value="delivery"/> <small>separate keywords with a comma</small>	<input type="text" value="Michael, Pam"/> <small>separate keywords with a comma</small>

What this would look like using Boolean search instead of keyword qualifiers:

Activity

Answer these questions to help you decide whether you should apply keyword qualifiers to your project settings or just use Boolean search operators:

1. How many brand mentions do you get per day, on average?
2. Is this something you can manage on a daily basis?
3. If you answered 'yes' to the question above, you don't need to apply keyword qualifiers to your project (yet). You can just use Boolean search operators to filter your data.
4. If the answer is no, setting up keyword qualifiers will help you avoid collecting data that may not be relevant (note: your project will collect less mentions in general).

Whether you decide to use keyword qualifiers or Boolean search, you want to filter your mentions for relevance. Answer these questions to help decide which keywords you may want to filter out:

1. Does your brand offer many products?

For example, Microsoft offers many products, such as tablets, laptops, desktop computers, stylus pens, keyboard covers, etc... to measure your general brand sentiment instead of your product sentiment, you may want to filter out mentions of specific products (e.g., filtering out keywords like: tablet, laptop, desktop, stylus, keyboard, etc...)

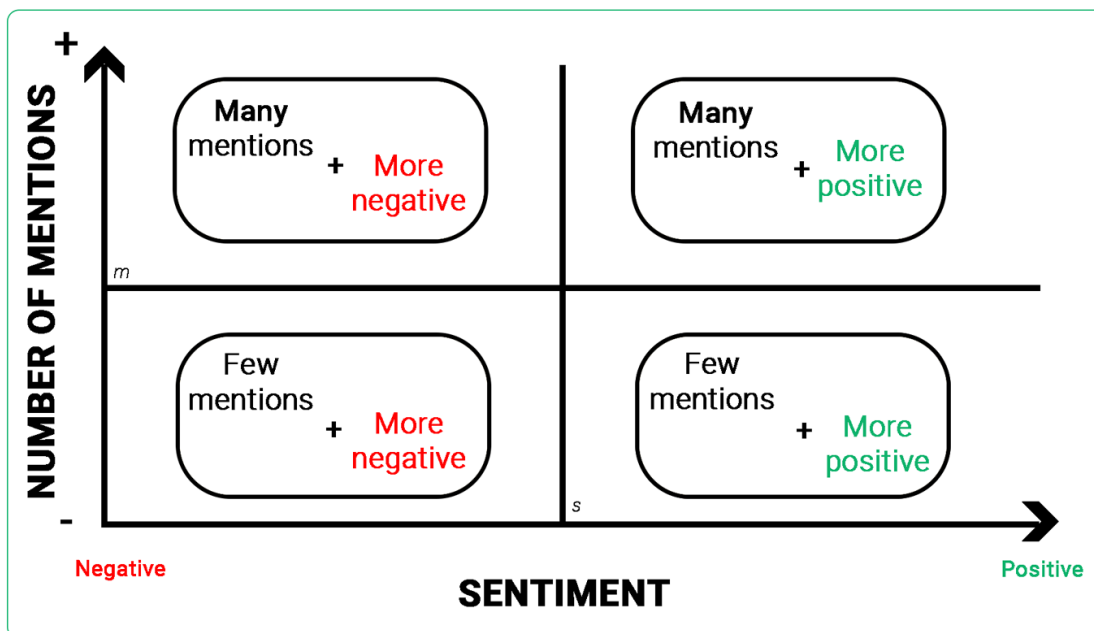
2. If your brand doesn't offer many products, what about product features? Some mentions may only refer to specific features or updates, and not your brand in general.
3. Customer service is often representative of a brand, so you may or may not want to filter out mentions that apply to service.

Now, just apply your keyword qualifiers or Boolean search operators to your media monitoring project for more relevant data!

5. Protecting your reputation

Please watch the corresponding video for this section first: "[Protecting your reputation](#)"

To identify the crucial moment at which it becomes necessary for your brand to take action (due to bad press or negative publicity), you need to first identify the values for *line m* and for *line s* inside the matrix.



Activity

Answer these 2 basic questions about your brand to identify the key points that will tell you when it's necessary for you to take action to protect your reputation:

1. What is the typical number of mentions that your brand gets per week? *Your answer is the value for line m.*
2. What are the typical levels of sentiment that your brand gets per week? *Your answer defines the value for line s.*

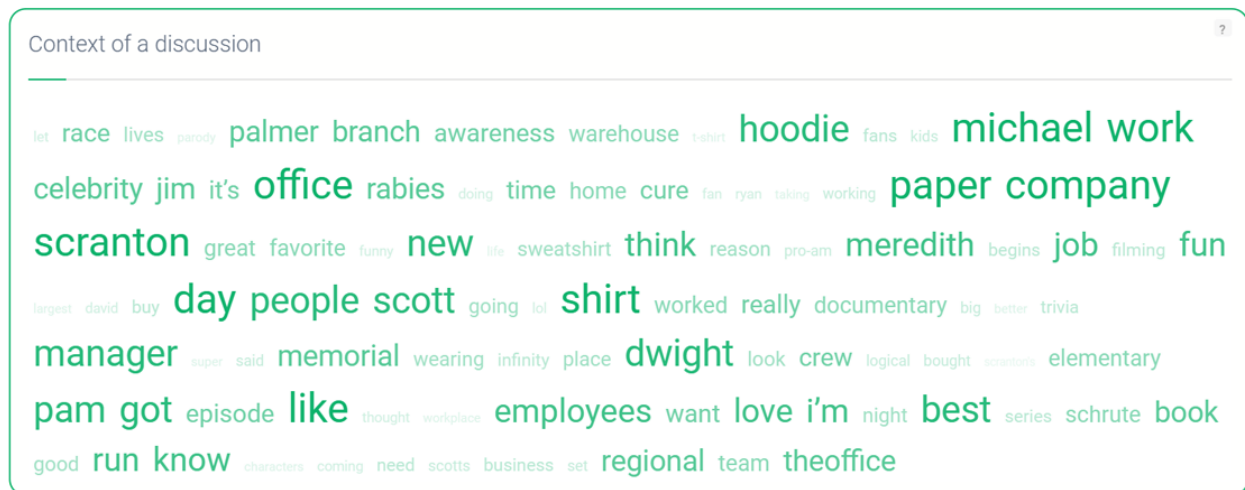
When your total number of mentions is above *line m* and your levels of sentiment are also to the left of *line s (toward the negative side)*, this means that your brand is getting a significant amount of negative buzz, and you've reached a crucial moment where you need to take action to protect your reputation.

6. Understanding context in data

Please watch the corresponding video for this section first: "[Understanding context in data](#)"

Context tells you what people are talking about in reference to your brand. Word clouds show you popular fixed (i.e., unaffected by time) topics that come up (or have come up) with mentions of your brand.

This is what the word cloud looks like for our example:



Since word clouds are fixed, they don't reflect trending periods, where one topic may have generated more buzz than other topics.

For a more in depth analysis (and where you'll ultimately find the most value), take a closer look at your individual brand mentions.

1. This mention suggests that people think Dunder Mifflin employees don't work very hard:



2. This one singles out a hard-working employee who doesn't get enough credit:



3. Not all mentions will be positive, but we can still learn from them. Perhaps Dunder Mifflin might want to improve their HR image? (Although, that would probably make for a much less entertaining show 😊). Maybe consider some new hires?



Activity

You can look at the context of your data via the word cloud and from the Mentions Tab inside [Brand24](#):

1. To see popular fixed topics that come up with mentions of your brand, head to the Analysis Tab and scroll down to the bottom of the page to view your word cloud.
2. For a more indepth view, go through your individual brand mentions inside your Mentions Tab. This will provide you with a lot more detail about context. Tag your mentions (e.g., #service, #questions, #suggestions, #complaints, etc...) as you go through them so you can categorize and respond to them appropriately.

7. Competitor analysis

Please watch the corresponding video for this section first: "[Competitor analysis](#)"

Compare the strength of your brand reputation against a competing brand to see where you stand (and how you can improve).

Activity

1. Select a competing brand to monitor. I recommend choosing a brand that offers the best alternative to your product or service.
2. Now, analyze your competitor just as you did with your own brand, following the steps in sections 1-6.
3. Compare your typical number of mentions and your average levels of sentiment. You can check this automatically inside the Comparison Tab within your media monitoring project, which also gives you some additional information about the sources of your mentions.

Thank you for taking this class!

And that's it for now... I hope all the materials I prepared helped you gain a deeper understanding of media monitoring, and that you now have a much better idea of what it is and how it works after taking this class.

If you have any questions, feel free to reach out to me! I'll be checking the Discussions section of this class on Skillshare or you can tweet at me: [@ChiaSays](#). (I'm not a heavy Twitter user, but I'll respond as soon as I see your message). Otherwise, enjoy using the new skills you just learned to monitor your *own* brand! 🤖

Thanks again and happy monitoring!