

# **Part 1: Final Project**

## **Social Media Audit**

- and -

## **Listening/Monitoring Research & Report**

For your final project, you will conduct some social media research in preparation for creating a social media plan for an organization of your choice.

- Choose an organization that posts on a minimum of two social media channels regularly (at least once a week, ideally more).
- Choose an organization “large” enough that finding conversations through listening and monitoring will be possible, but not so large that there is too much noise to be able to really hear what people are saying. “Large” is relative, of course. Even small businesses can be part of vibrant, active communities of interest.
  - *Tip: Choose three or four organizations and do some initial searches to see which works for this assignment.*

### **Part One: Social Media Audit**

Before making recommendations on expanding or adjusting social media initiatives, it’s important that you understand the current use of the tools in your organization. A full social media audit is much more extensive than we will do for this class, however, I think you’ll be able to make strategic recommendations based on this abbreviated audit.

For this assignment, you will:

- Create a chart of all the organization’s social media channels and profiles. Include: Name, URL, Bio/Info, Number of fans/followers/subscribers
- Monitor these channels for a minimum of a week (you can also go back and read previous content to get a more complete picture).
- Develop a one - two page report that answers the following questions:
  - What type of content is being shared? (ex: customer service, “brand” content/ promotions, resources or links, etc.)
  - Does there appear to be a schedule for content? or are the posts irregular/ inconsistent?
  - What kind of “personality” does the organization seem to have in its social media content & conversations?
  - Based on content, what are the organization’s key messages?
  - What seems to be working well/not working well?
- Choose relevant posts/content/quotes to demonstrate the assertions you’re making in the report.

Deliverables:

1. Your social media chart
2. Your report

Grading Criteria:

1. Completed chart
2. Insight and analysis in the report.

### **Part Two: Listening/Monitoring Research & Report**

In this part of the assignment, you will listen & monitor, record your data and provide analysis for an organization of your choice.

This assignment gives you an opportunity to learn how to monitor blog and other social media content in a way that provides similar insight offered by more traditional environmental scanning methods.

For this assignment, you will:

- Monitor the online conversation that has occurred about an organization or brand of your choosing during the past 4 weeks
- Create a table for your data, and
- Write an analysis of the conversation.

#### **Monitor**

Identify key search terms for your client. Don't just rely on the organization's name. Include things such as the CEO name, product names, or issues.

Now, monitor consumer conversation about your organization or brand. Create a dashboard using Netvibes or Yahoo Pipes that monitors the following sites (you may need to monitor #6 & 7 separately).

1. **Twitter:** Check out Twitter mentions of your client.
2. **Flickr:** Check out Flickr mentions of your client.
3. **Blogs:** Conduct key word searches on various blog search engines like IceRocket, Socialmention.com, Technorati, blogsearch.google.com for blogs about your organization or brand.
4. **Web:** Search the Web for Web sites about your organization or brand.
5. Set up a **Google** alert on key words.
6. Find **Facebook** and **MySpace** pages created by fans or critics of your organization/brand.
7. Search **message boards** for users who post about your organization/brand or boards dedicated to your organization/brand.
8. \*Wild Card\* - Based on your organization, identify at least one other channel that's relevant. (ex: retailer/service orgs may want to monitor Yelp! or location-based tools.)

Your goal is to find 10 nuggets of information across multiple social media about your organization or brand. NOTE: Do NOT use social media channels, profiles, or boards that are sponsored by your company or brand or use information from articles published by mainstream media sources.

### **Create a Data Table**

Create a table with the following columns: Source, source credibility, date/time, comments.

### **Write the Report**

Your report will be approximately two pages long and include the following sections:

**Purpose:** First, introduce your organization/brand and provide additional facts about it. Then include a statement of purpose that describes the need to monitor the online conversation about your organization/brand.

**Methodology:** The methodology section describes how you conducted your research. What social media sites did you visit? How did you locate these sites? What is the timeframe (specific dates)? How did you determine the credibility of sources?

**Results:** The results section is the most important section of the report and therefore, should be the longest (about a page). In this section, you will summarize what you learned about the organization/brand after reading the online conversations. You should organize the information by category.

**Conclusion:** In this section, the researcher(s) will briefly summarize and interpret the results.

Deliverables:

1. Your Dashboard: Netvibes or YahooPipe
2. Your report

Grading Criteria:

1. Effectiveness of search terms: Used appropriate search terms
2. Thoroughness: Search included all 8 areas listed above
3. Technical Mastery: Use of Netvibes or Yahoo! Pipe
4. Quality of the Report: Each section fulfilled purpose listed above