



Final Projects

Listening/Monitoring

- Dashboarding



Conversation Index

- Timeframe
- Keywords
- Quantity of mentions (total & by channel)
- Tonality
- Potential for response
- Reach of mention
- Action



Network	Instance - link or text	Date	Sentiment	Response? Y/N	Reach	Competitive Mentions
Twitter	http://twitter.com/delicious_shop/status/16464747246	18-Jun	P	Y - code	1000 followers	n/a

- Conversation Index

Planning

- Situation Analysis
- People
- Objectives
- Strategies
- Technologies
- Measurement
- Timeline
- Budget



Final Deliverables

- 2 page social media audit
 - Organizational social media chart
- 2 page “listening/monitoring” report
 - Netvibes or Yahoo! Pipes Dashboard
- Social media plan (6 - 8 pages)
 - One written component/demonstration per team member