

# Comprehensive Social Media Listening Setup Checklist

## Brand Keywords and Hashtags

- ☐ List your primary brand name and all variations (including common misspellings)
- ☐ Identify branded hashtags currently in use by your company
- ☐ Track product-specific keywords and phrases
- ☐ Include company slogans and taglines
- ☐ Monitor executive names and social handles
- ☐ Track campaign-specific hashtags
- ☐ List acronyms commonly used for your brand

## Competitor Monitoring

- ☐ Identify direct competitors (3-5 minimum)
- ☐ Track competitor brand names and variations
- ☐ Monitor competitor hashtags and campaign terms
- ☐ Track competitor product names
- ☐ Set up alerts for competitor new product launches
- ☐ Monitor industry influencers who engage with competitors
- ☐ Track competitor executives and spokespersons

## Industry Terminology

- ☐ List broad industry category terms
- ☐ Identify trending industry hashtags
- ☐ Monitor industry-specific events and conferences
- ☐ Track industry publications and news sources
- ☐ Identify industry thought leaders and influencers
- ☐ Monitor relevant regulatory terms or compliance language
- ☐ Track industry award programs and recognition keywords

## Sentiment Analysis and Customer Feedback

- ☐ Set up alerts for negative sentiment indicators (e.g., "disappointed," "unhappy," "problem")
- ☐ Configure alerts for customer service terms (e.g., "help," "support," "broken")

- ☐ Monitor phrases indicating customer churn (e.g., "canceling," "switching to")
- ☐ Track positive feedback indicators (e.g., "love," "great," "recommend")
- ☐ Set up specialized tracking for crisis-related terms
- ☐ Monitor complaint hashtags related to your industry
- ☐ Track question-based posts (e.g., "anyone know how to fix [product]?")

## Product and Service Tracking

- ☐ Create saved searches for all current product names
- ☐ Include previous product names and legacy offerings
- ☐ Track product feature-specific terminology
- ☐ Monitor service package names and descriptions
- ☐ Set up alerts for product comparison terms (e.g., "[your product] vs")
- ☐ Track accessories and add-ons
- ☐ Monitor geographic-specific product references

## Alert Configuration

- ☐ Set up real-time notifications for urgent issues (e.g., service outages, PR crises)
- ☐ Configure daily digests for moderate-priority mentions
- ☐ Establish weekly summaries for trend analysis
- ☐ Create platform-specific alert parameters (e.g., Twitter vs. Reddit)
- ☐ Set minimum engagement thresholds for alerts (e.g., posts with >10 interactions)
- ☐ Configure alerts based on influence level (e.g., verified accounts only)
- ☐ Set up location-based filters for regional campaigns

## Reporting Schedule

- ☐ Schedule automated daily mention summaries
- ☐ Set up weekly sentiment analysis reports
- ☐ Create monthly competitor comparison reports
- ☐ Configure quarterly trend analysis reports
- ☐ Schedule automated reports for executive stakeholders
- ☐ Create campaign-specific reporting timelines
- ☐ Establish regular reporting for industry benchmark comparisons

## Team Response Management

- ☐ Assign team members to respond to customer service inquiries
- ☐ Delegate PR-sensitive responses to appropriate stakeholders
- ☐ Assign technical issue responses to product specialists
- ☐ Create escalation paths for critical mentions

- ☐ Establish response timeframe standards (e.g., 1 hour for urgent, 24 hours for standard)
- ☐ Document response protocols for different scenarios
- ☐ Create templates for common response situations

## **Tool Integration**

- ☐ Connect social listening tools with customer support platforms
- ☐ Integrate findings with CRM systems
- ☐ Set up data sharing with marketing analytics tools
- ☐ Create connections to content management systems
- ☐ Establish workflows with internal communication tools
- ☐ Configure automated actions based on specific triggers
- ☐ Set up dashboard sharing with relevant teams

## **Performance Metrics**

- ☐ Define KPIs for social listening program
- ☐ Track response time averages
- ☐ Measure sentiment change over time
- ☐ Monitor share of voice compared to competitors
- ☐ Track resolution rates for identified issues
- ☐ Measure influence of engaged accounts
- ☐ Calculate ROI based on issue prevention and resolution