

# SOCIAL MEDIA LISTENING AND CUSTOMER SERVICE

SOCIAL MEDIA STRATEGY WORKSHOP  
WEDNESDAY, APRIL 25, 2018 | ERICKSON ALUMNI CENTER

## WHAT IS SOCIAL LISTENING?

Keeping an ear to the ground. Listening is the process of monitoring social platforms for mentions/interactions of your department/program/school, analyzing and then acting on the insights gained. It's the bigger picture look on social.

## MONITORING VS. LISTENING

"Monitoring sees trees; listening sees the forest". A popular or engaging post is great, but only if it's popular for the right (positive) reasons. With listening we're trying to find out how people feel about us. We also have a chance to discover new opportunities.

## CARE

Listening means caring about your customers/followers. What can you help them with? Provide customer service and value.

## LEARN

If you've had a piece of content be successful be sure to ask yourself why. Why did people engage? Use insights gained to create new content that your audience craves.

## LOOK AT BIGGER BRANDS

For instance Wendy's has an edgy/sassy character on Twitter, National Geographic tells stories with captivating photos and captions on Instagram.

## HOW TO LISTEN?

Use a tool like Tweetdeck to set up keywords and topics relevant to your cause. Create Key Searches, for instance:

WVU

WVU excited

#WVUbound

#VisitWVU



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## // CUSTOMER SERVICE

Be prompt, personal, mindful of tone and of course helpful!

## // OPPORTUNITIES

Brands use listening to help their customers make purchasing decisions — alleviate fears, answer questions to close a sale. They also use it to discover problems.

## // HANDY LINKS:

Customer Care:

[toprankblog.com/2018/01/social-customer-care-twitter/](http://toprankblog.com/2018/01/social-customer-care-twitter/)

[blog.hubspot.com/service/customer-service-tweets](http://blog.hubspot.com/service/customer-service-tweets)

Brands:

[librisblog.photoshelter.com/best-brands-twitter-instagram-facebook-2018/](http://librisblog.photoshelter.com/best-brands-twitter-instagram-facebook-2018/)