



Social listening

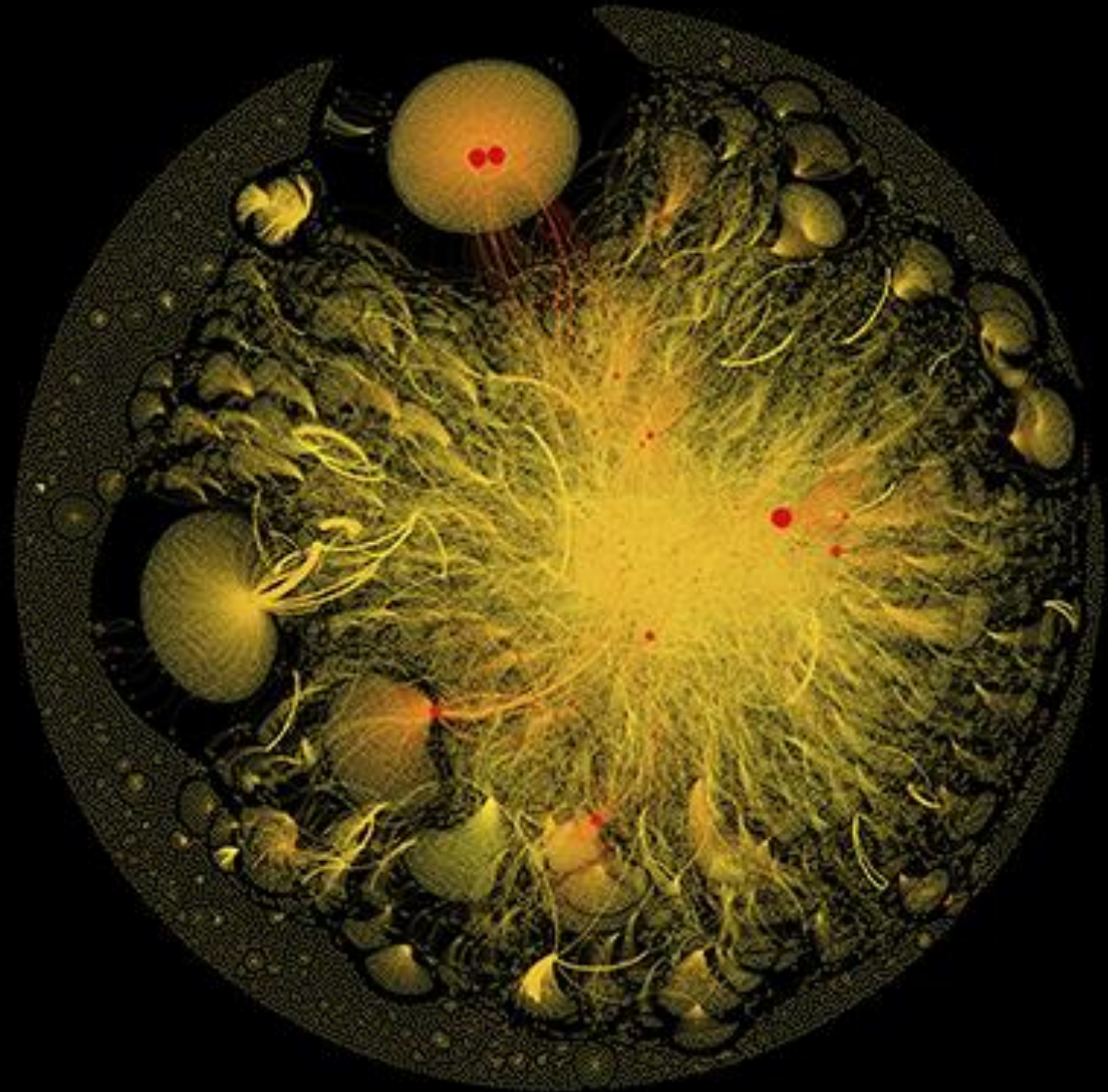
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8th June 2017

What is social listening?

3 examples

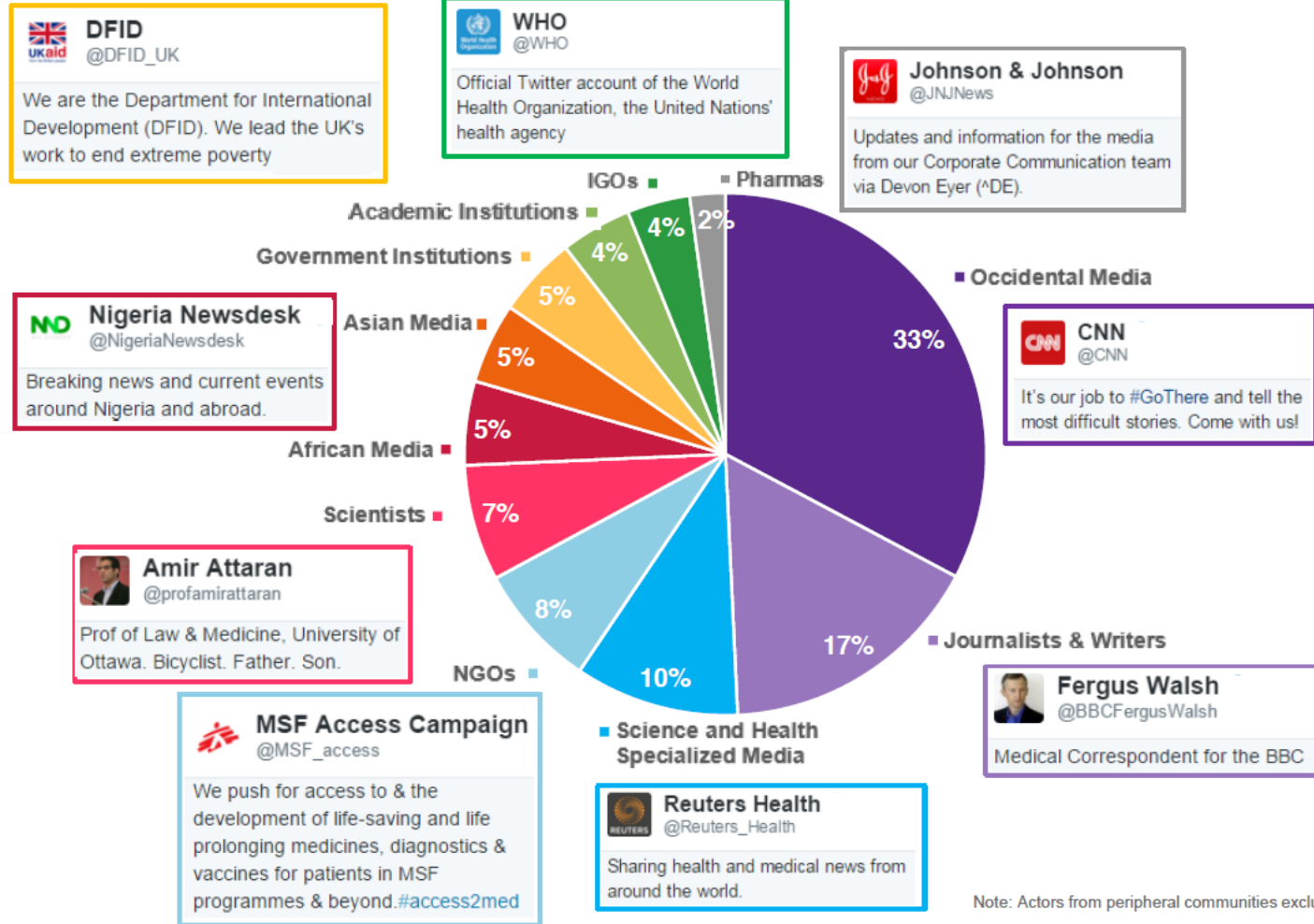
1. Visualising the ecosystem – are you in a bubble or cutting through?



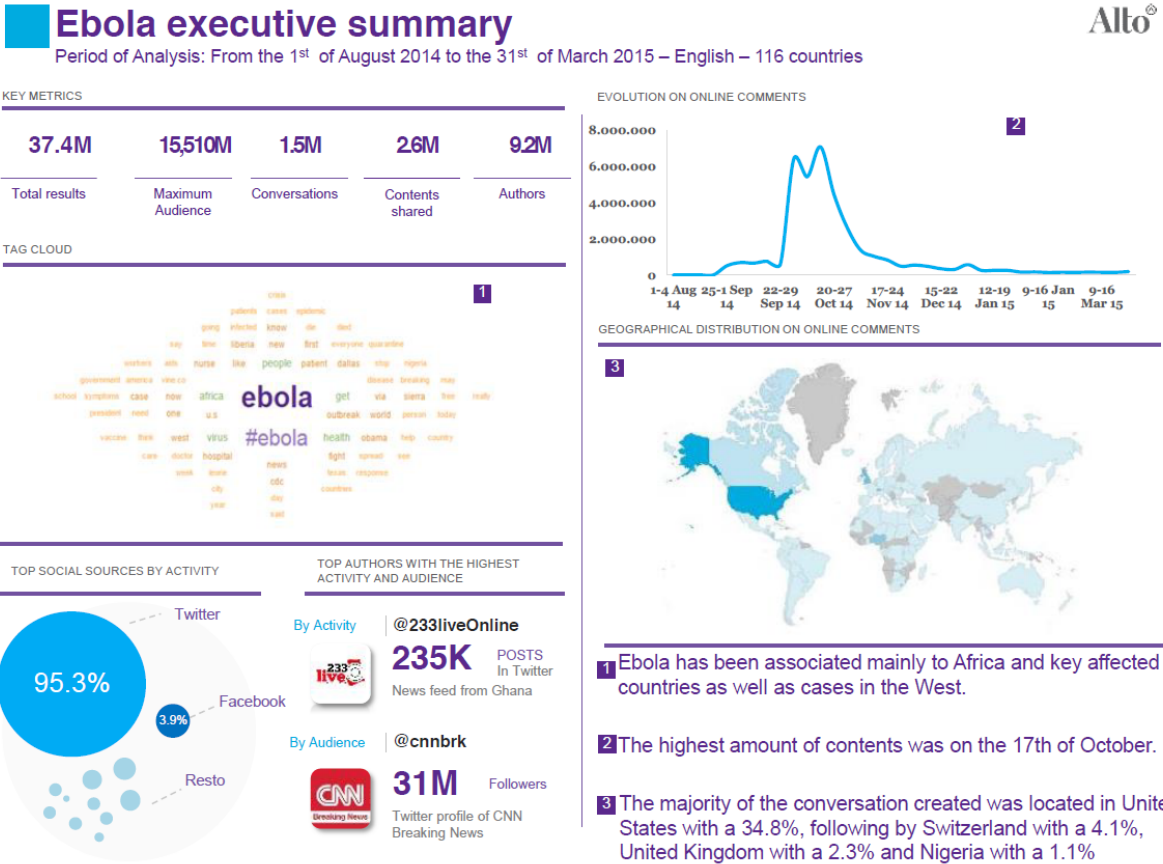
[illegible]

Top 400 influential actors related to Ebola vaccine

Period of Analysis: From the 1st of August 2014 to the 31st of March 2015 – English – 116 countries



3. Insight to inform effective engagement





vaccines are|



vaccines are **bad**
vaccines are **safe**
vaccines are **evil**
vaccines are **poison**

Press Enter to search.

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do vaccines |



do vaccines **cause cancer**
do vaccines **work on viruses**
do vaccines **cause autism**
do vaccines **work against viruses**

Press Enter to search.

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How to go about social listening

Key pointers

- Be clear on what you are trying to achieve / what are your research objectives
- Outline the key research questions you want answered
- Set parameters (what time period will you track, which languages will you track, which countries/markets will you track, which keywords are most pertinent)
- Work with experts (in-house or agency) – depending on needs and budget
- Move quickly to insights – the amount of data can be overwhelming

Some tools

Free tools

search.twitter.com

Google analytics

Google keyword planner

Google search

Google alerts

Facebook insights

Social Mention



Thank you

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