
Social Monitoring - Taking Social Listening to the Next Level

2019 Q2 Webinar | Host: Lauren Batalis | Presenter: Jessica Leachman



Social Media

Breaking down the social media process



Agenda

01 What is Social Engagement

Outlining the second step in the social media process

02 Why you Should be Engaging

Defining the value proposition of social engaging

03 Starting a New Digital Channel

Questions to ask your team before starting a new channel

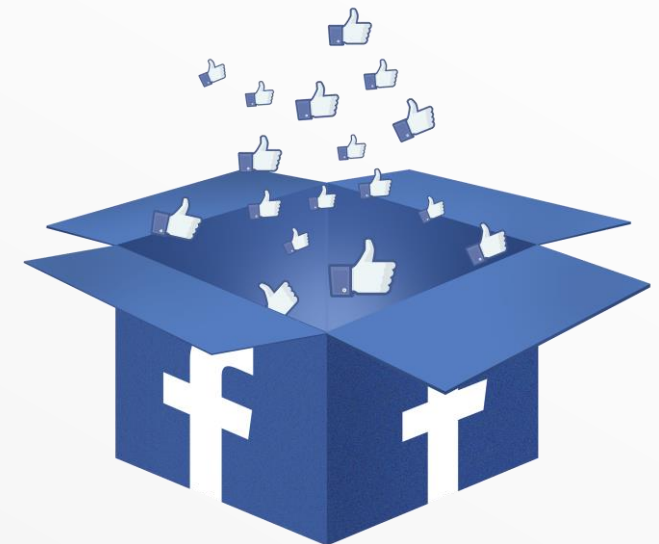
04 Best Practices for Active Channels

Global checklist

05 Additional Resources

Helpful resources available

06 Q&A



Quick Reminder: What is Social Listening?

The process of monitoring of digital conversations

Uncensored Verbatims



Brand Management



Competitive Edge

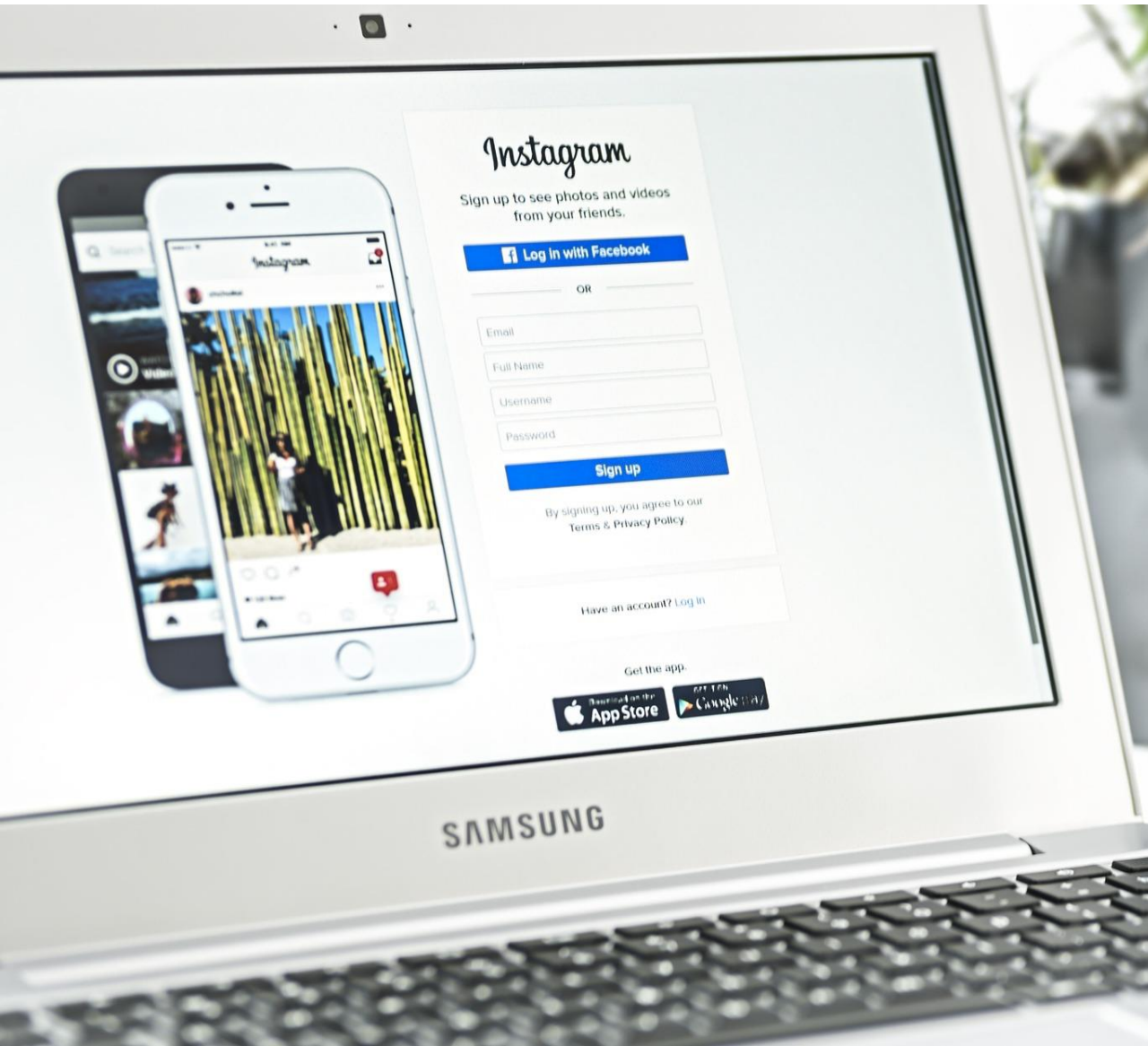


Ready-to-use Data



What is Social Engagement

Identifying and responding to individual brand mentions



SOCIAL ACCOUNTS ARE LIVE

- **Micro** level look into conversations
- **Directly respond** to online customer inquiries
 - ✓ Inbox / direct messages
 - ✓ @mentions
 - ✓ Post comments

The Value of Social Engagement

Bridges the gap between consumers and brands

Social media **creates opportunities** for interaction and connection

Continued communication that **builds trust** with your target audience

Exceeding customer expectation through timely responses

Starting a New Digital Channel

Important questions your team should be able to answer prior to launching a channel

GETTING STARTED

- What is the **strategy** or **goal**
- Who is the **primary target**
- What **resources** will support the channel
- How will the **content** be developed and refreshed



Best Practices for Active Channels

Checklist for building successful digital channels through engagement

- 👍 Treat social customers as **humans, not transactions**
- 👍 Make **engaging** with customers a **habit**
- 👍 **Stay out of conversations** where you don't belong
- 👍 Acknowledge complaints **publicly**
- 👍 **Proof read** all posted content
- 👍 **Connect** your accounts to Social Studio
- 👍 Have **ongoing** personnel and compliance **training**
- 👍 Monitor representative conversations to create **consistency**
- 👍 **Link** social media to website header or footer

Additional Resources for Social Engagement



[RDC Social Media Playbook](#)



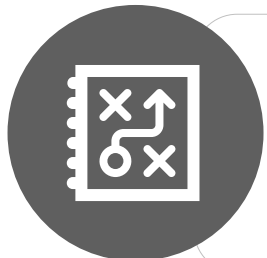
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[Social Studio](#)



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[ABCD Community Playbook](#)



[Digital Governance | Registry](#)

Contact Information

For all things social media and Social Studio

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Doing now what patients need next