

## **NEA CrowdTangle Virtual Training**

### ***Overview***

- **What is CrowdTangle?**

CrowdTangle is a social media monitoring and performance tool. It uses its API connection to Facebook, Twitter, and Instagram to give you insights into the performance of pages, public, verified profiles, public accounts and the public content that comes from them.

- **What can you do with CrowdTangle?**

- Tracks a competitors' social performance
- Get notifications about specific content
- Track your social performance
- Discover content
- Monitor topics in the media

- **Crowdtangle Structure**

- **Dashboards**
  - Monitors one social media platform. It houses lists, saved searches, and notifications
- **Live Display**
  - Cross platform view from your CrowdTangle dashboard that updates in real time

### ***Demonstration***

- **Jordan Live Display**

- **Streams**
  - Where do they come from and what are they monitoring?
  - How do we use streams?
    - Monitoring your own content performance
      - What is performing well, what isn't performing well?
    - Monitoring local conversations
      - What are people talking about, what are they not talking about?
- **Metrics**
  - Toggle between post type, time frame, and order
    - **Overperforming:** how well a piece of content is performing by comparing it to the average

engagement that type of content on that social media page receives (of the last 100). This figure adjusts based on the amount of time that has passed.

- **Total Interactions:** Total number of engagements
- **Interaction Rate:** Average number of engagements for all of the account's posts in a specified time frame divided by the number of followers/fans.
- **Underperforming:** Calculated the same way as overperforming. Just the opposite.

- **Khashoggi Live Display**

- **Streams**

- **Saved Searches**

- How can we use saved searches to monitor campaigns, important news stories, foreign policy priorities etc.

- **Examples**

- [redacted] will discuss Lebanon and Iraq election monitoring, Jerusalem Embassy opening
  - [redacted] will discuss how NEA/PPD uses CrowdTangle (NEA Region Display)

- Iran Live Display
    - NEA/PPD Live Display

- **Email Notifications (Weekly digests and overperforming emails)**

- What type of information can you glean from the notifications?
  - Review of what overperforming content means
  - How you can report out on this information?

## **Access**

- **Levels of Access**
  - Live Display Only
  - Full user
  - Brief demo of the team structure, team dashboards, and live displays
- **How to get added to new structure**
  - Who should get added
  - Additional training requirements

## ***Questions***

Social Media Hub Article for further reference

## Ukraine, Kyiv - EUR

### Summary

Overall, great content. I would try to post for the platform. Cater content to the specific platform. The video with the officers was very creative and your audience responded well!

### Restrictions/Security/Cultural Considerations

#### Internet

- 52.5% of the total population has access to the internet
- Top Websites: Google.com.ua, Youtube.com, Google.com, Facebook.com, vk.com (social network), olx.ua (Shopping), ukr.net (News), ok.ru (social media), Yandex.ua (search engine), Instagram.com
- Average time spent per day on the internet is 77.4 minutes, and 121.8 minutes spent watching TV

#### Social Media

- 51.1% of the population uses social (Men - 51%, Women - 51%)
- Facebook is estimated to have 5 million accounts (11% of the population) as of 2015
  - Preference for Facebook fell from 90% in May 2017 to 63% in June 2018
- VKontakte is a Russian created, Eurasian social media platform and is the 2nd most popular social media site in Ukraine, although it has been banned temporarily in an effort by the Ukrainian government to stop Russian influence in the country
  - 5.3 million users in Ukraine (12% of the total population) as of 2017

#### Traditional Media

- Television is the dominant form of mass communication
- Powerful commercial business groups own major networks including; Inter TV and 1+1 (Attract most viewership), STB, Novy Kanal, ICTV, Ukrayina, 5 Kanal, TV 112, Hromadske TV (web based) and UA First (Public, replaced state owned UT1)
- There are several radio Stations; State owned UR1, Roskoye Radio, Europa Plus, Hit FM, Nashe Radio, Era FM.
- Print titles include: Fakty i Kommentarii, Vesti, Segodnya, Komsomolskaya Pravda v Ukraine, Argumenty i Fakty v Ukraine, Zerkalo Nedeli, Vecherniye Vesti

#### Government/Censorship

- Freedom House ranks Ukraine as "Partly Free" overall with a rating of 62 out of 100, with press and internet freedoms as "Partly Free" with a rating of 53 out of 100
- A united patriotic agenda has been adopted following the Russian annexation of Crimea and armed conflicts
- Presence of violence against journalist, and government attempting to control the media due to security issues

- Since March 2017, websites VKontakte and Odnoklassniki (social media sites developed in Russia), Mail.ru (Email), Yandex (search engine), were banned in an attempt to shake off Moscow's political influence

## Content

### Facebook

Great use of creative content for Facebook videos. Very engaging. Great images. Make sure to cater content to audience. Photos with words rate pretty well.

### Twitter

Use different content for different platforms. Test on images usually don't perform well but they have in your posts. Cater content to audience. Try adding photos to each tweet. They perform higher than tweets with no images.

### Instagram

Images are clear. Use different photos for different social media platforms. For instagram, could use more behind the scenes content. Also, making words on images text square as opposed to reposting content from Facebook could help with engagement on a photo.

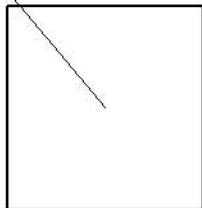
### YouTube

Great videos! I would post all videos on Youtube to increase subscribers and engagement.

### WhatsApp

Do you have a WhatsApp account or VKontakte?

## Hootsuite License Holders



## Pages Connected

### Twitter

USEmbassyKyiv

### Instagram

Usembkyiv

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Facebook

U.S. Embassy Kyiv Ukraine

Social Media Roles	
PAO	
IO	
SM Coord	
PD Desk Officer	
Press Officer	

Social Media Links	
Facebook	<a href="http://www.facebook.com/usdos.ukraine">http://www.facebook.com/usdos.ukraine</a>
Twitter	<a href="https://twitter.com/USEmbassyKyiv">https://twitter.com/USEmbassyKyiv</a>
YouTube	<a href="https://www.youtube.com/user/USEmbassyKyiv">https://www.youtube.com/user/USEmbassyKyiv</a>
Flickr	<a href="https://www.flickr.com/photos/usembassykyiv">https://www.flickr.com/photos/usembassykyiv</a>
Instagram*	<a href="https://www.instagram.com/usembkyiv/">https://www.instagram.com/usembkyiv/</a>
Medium	<a href="https://medium.com/@usembassykyiv">https://medium.com/@usembassykyiv</a>
Blog	<a href="https://usembassykyiv.wordpress.com/">https://usembassykyiv.wordpress.com/</a>
Embassy Website	<a href="https://ua.usembassy.gov/">https://ua.usembassy.gov/</a>

**CrowdTangle**

<https://apps.crowdtangle.com/statedepartmentanalyticsfacebook/boards/missionukrainelivedisplay?ignoreEdit=true>

**Social Bakers**

<https://www.socialbakers.com/statistics/facebook/pages/total/ukraine/>

**Media Landscape**

<https://drive.google.com/file/d/1QfdcTpn2BcGzuCrnVfz0acD2EloLLtwE/view?usp=sharing>

**Past Trainings and Support**

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8/1/18

Consult with [REDACTED]

7/27/18

Request for Hootsuite Account

9/5/18

Consult with

- Interested in additional resources (Graphics, Video)
- Videoblocks
- Pixabay

Concerned

**Social Media Strategy**

Do you have a social media strategy? If so, please send our way.

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**Notes**

8/1/18 Consult

**Follow-Up**

Set up a separate consult with [REDACTED]

9/5/18

Send article of graphic resources to [REDACTED]

Can you follow individual profiles? On Crowdtangle?

Interested in tracking individual accounts

UScan Software for tracking?

5/29/19

Requests Hootsuite Information

Crowdtangle

**This article is OBE as of October 2019.**

## CrowdTangle Features

**This article is intended for users with Team Member access to CrowdTangle.**










- If you are looking for access to your Live Display, please visit Diplopedia (insert link).
- If you believe that you or a member of your team require a Crowdtangle account, please contact [iipsms@state.gov](mailto:iipsms@state.gov).
- Just need an introduction to Crowdtangle? Check out this article (link to hub article).

For those with Team Member access, this article guides you through the basic features of CrowdTangle which you will now be able to create and edit: lists, saved searches, notifications, and the live display. This article should serve as a refresher or a supplement to CrowdTangle virtual trainings and consultations; please direct any further questions to [iipsms@state.gov](mailto:iipsms@state.gov).

## Lists

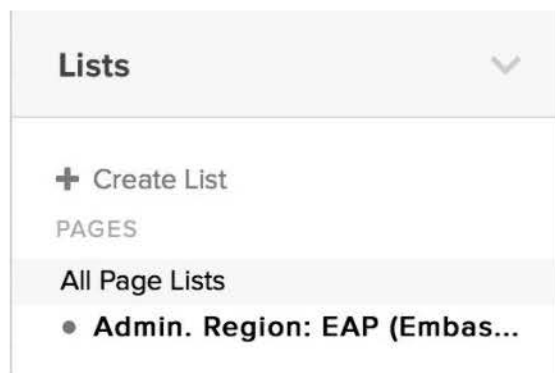
As a Team Member, you have access to post specific dashboards [Example: *Embassy Algiers (Facebook)*] and Regional Dashboards [Example: *NEA(Facebook)*].

In these dashboards, you have the ability to create and edit lists, saved searches, notifications, and live displays. CrowdTangle's list feature allows users to track specific social media accounts. Lists for social media networks are created and appear on their respective dashboards. For example, a media list with Twitter accounts will be housed on the Twitter dashboard. Your Regional Dashboards house Admin Region lists. This is a standard list for each region, which features all embassy and consulate properties. This list is maintained and updated by IIP.

	Embassy Muscat (IG)	
	Embassy Muscat (Twitter)	
	NEA (Facebook)	
	NEA (IG)	
	NEA (Twitter)	

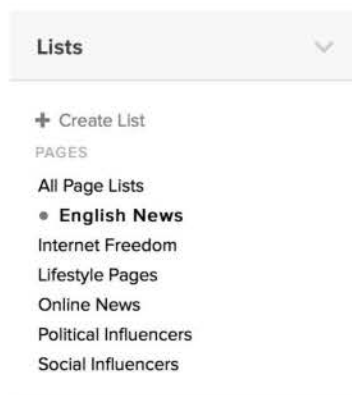
*(Examples of Embassy and Regional dashboards within a Team)*





*(Example: Admin Region list on the EAP Regional Facebook dashboard, maintained and updated by IIP)*

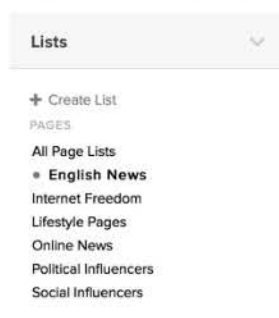
You are responsible for creating and maintaining lists on your post specific dashboards. In general, most posts create media lists. Media lists allow you to monitor local and regional news sources. Read below to learn how to create and edit lists.



*(Example of lists on US Embassy Bangkok's Facebook dashboard)*

### ***How to: Create and Edit Lists***

Log into Crowdangle. Navigate to the dashboard where you want to create your list. On the toolbar on the left side of the screen click on *Lists*. Then click *Create List*.



Next, give your list a name.

**Give it a name...**  
 ✕ You must fill in a name!

Posts   Leaderboard   Notifications   **Manage**





View Pages   **Add Pages**   Advanced Settings   ✕ Delete List

Search...

Now you are ready to starting adding social media accounts. Start by entering the name of an account in the search bar. Then click the blue plus sign icon to add the social media account to your list. In this view, you will also be able to see what other lists these social media accounts are on. You can also add accounts to additional lists by selecting from within the drop down menu.

View Pages   **Add Pages**   Advanced Settings   ✕ Delete List

Search Bangkok

	<b>Bangkok, Thailand</b> 2,533,003 Page Likes	Select...	+
	<b>Foody Bangkok</b> 1,847,510 Page Likes	<div>✕ Test List</div> <div>Your Page List(s)</div> <div>English News</div> <div>Internet Freedom</div> <div>Lifestyle Pages</div> <div>Online News</div> <div>Political Influencers</div>	-
	<b>Bangkok Airways</b> 1,066,154 Page Likes		+
	<b>Bangkok Post</b> 938,948 Page Likes		+


To edit an existing list, select the list that you would like edit. You may need to scroll through to find it. Then select *Manage*. From this view, you have the ability to remove social media accounts that are currently on your list or add accounts by selecting *Add Pages*.

Posts   Leaderboard   Notifications   **Manage**



---

**View Pages**   Add Pages   Advanced Settings   ✕ Delete List


---

Find a page you follow 


---


**Bangkok Post** 
838,527 Likes
Get History Edit Details Remove

---


**BK Magazine**
228,940 Likes
Get History Edit Details Remove

---



**Coconuts Bangkok**
12,644 Likes
Get History Edit Details Remove


## Saved Searches


Crowdtangle's saved search feature helps users identify content containing keywords. Saved searches work by tracking keywords in an existing list using boolean logic. This can be a very useful feature for media monitoring. Some examples of saved searches include "Trump" or "Pompeo" for VIP visits. Saved searches can also be particularly useful for campaigns. For example an anti- corruption campaign might search for words within lists like " whistleblower" or "transparency". Note that these saved searches can also be done in other languages. Read below to learn how to create and edit saved searches.


### ***How to: Create and Edit Saved Searches***


Navigate to *Saved Searches* on the left side toolbar. Select *New Search*. Then select *More search options*.


Lists 


Saved Searches 

 New Search

Saved Posts 



Weights 

 **TRENDING NOW** [Albert Belle](#) [Lindsey Graham](#) [Villanova Wildcats](#) [Qantas](#) [Fitbit](#)


Pages ▾ Search our entire database... 

[More search options](#) **Save Search** **Search**

**Posts**

Overperforming ▾ Last 2 Hours ▾ All Posts ▾ More ▾  

Type in your search term(s). This is a boolean search block, so commas can be used to separate keywords. You can also exclude words. For example, the EAP Crisis Communications saved search for natural disasters excludes the word “internet” to avoid confusion between “storms” and “internet storms.” Then select the list(s) you want to search within. You’ll note you also have the option to search within specific pages, and exclude lists and pages that you do not want to search within. Finally, click *Save Search*.

Pages ▾ Bangkok, US Embassy Bangkok, US Embassy 

All of these words

None of these words

Remove Page(s) whose name includes this word or phrase

Search Within ☐ Include URLs [What does this mean?](#)

Only these lists

Only these Page(s)

None of these lists

None of these Page(s)

[Hide additional options](#) **Save Search** **Search**

To edit your saved search click the name within the *Saved Searches* list, then click *Edit Search*.

f Embassy, Bangkok (FB) > Saved Search > 1 Keyword/Link

## Bangkok, US Embassy Bangkok, US Embassy

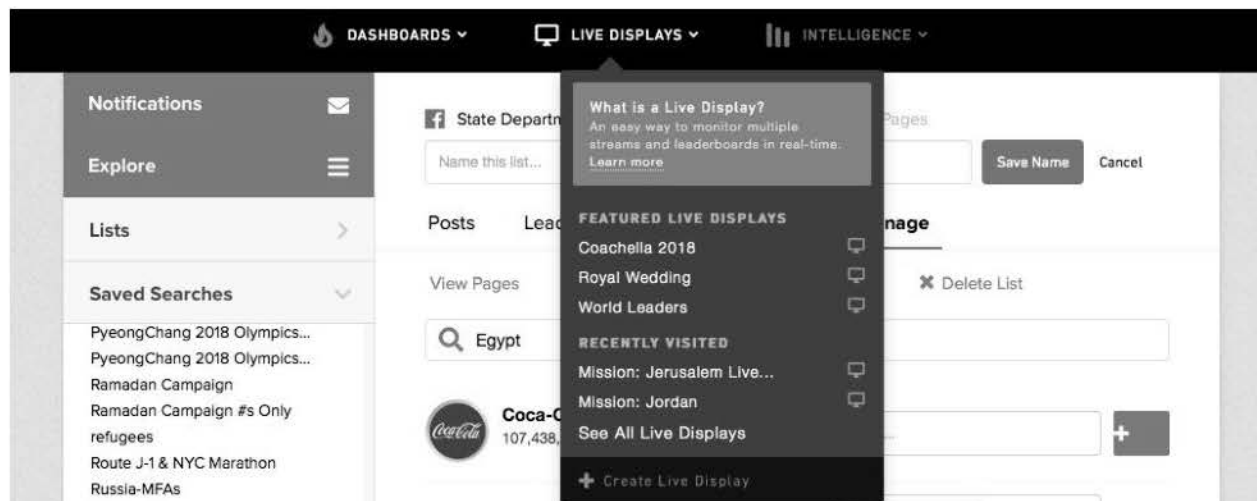
**Posts**    Leaderboard    Notifications    ⚙ Edit Search

Overperforming ▾    Last 2 Hours ▾    All Posts ▾    More ▾



### Live Displays

Every mission has a live display. Live displays are a cross-platform view for your CrowdTangle dashboard. It updates in real time. Live display columns can be added and removed as you see fit. As a Team Member you can create and edit live displays. To navigate to your live display click on *Live Display* on the toolbar at the top. Then click on *See All Live Displays*.



You have access to all the live displays within your Team. However, we ask that you only make edits to your live display. Additionally, please refrain from making a new live display when possible. If you think your mission needs a new live display, please first consult us at [iipsms@state.gov](mailto:iipsms@state.gov). Read below to learn how to edit a live display.

Account > State Department Analytics > Live Displays



## Live Displays

Live Displays in your account. Public Live Displays are accessible to anyone with the link.

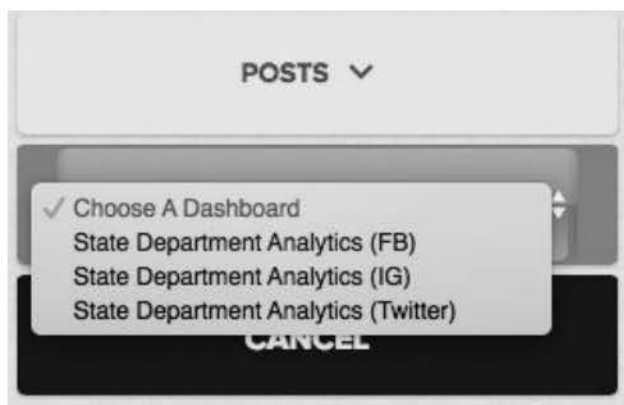
LIVE DISPLAYS	TEAM	LAST VIEWED
#Africa4Her	None	
#Africa4her_test	None	April 4th, 2018
#APEC Summit	None	
#EndItMovement <span>public</span>	None	
#YALIChecks <span>public</span>	None	April 3rd, 2018
#YouAreWelcomeHere <span>public</span>	None	
16DaysToFightGBV <span>public</span>	None	
2016 Presidential Election <span>public</span>	None	
Admin: SCA (Central Asia) <span>public</span>	None	April 5th, 2018

## How to: Create and Edit Live Displays

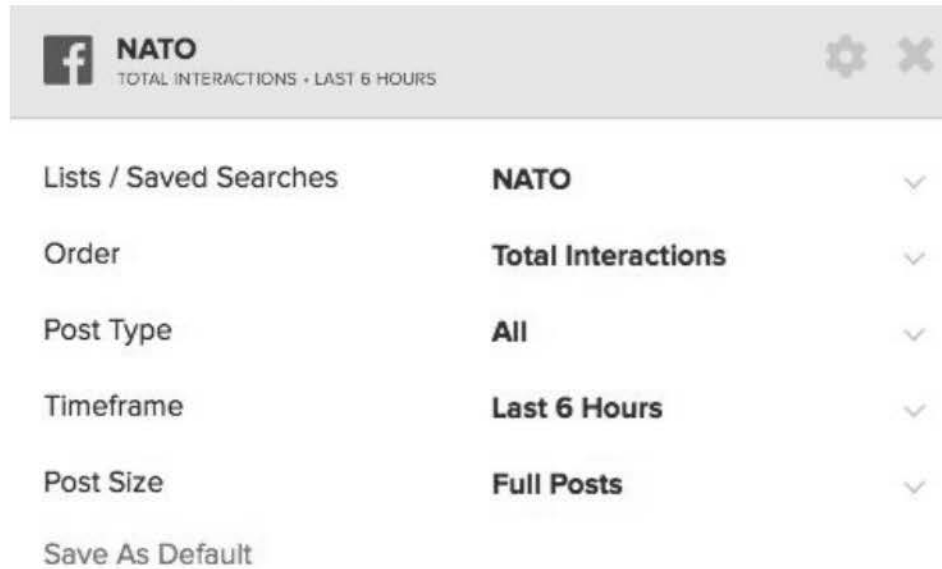
When your in your live display, scroll all the way to the right to find the *Create New* button. To create a new column select *Create New*.



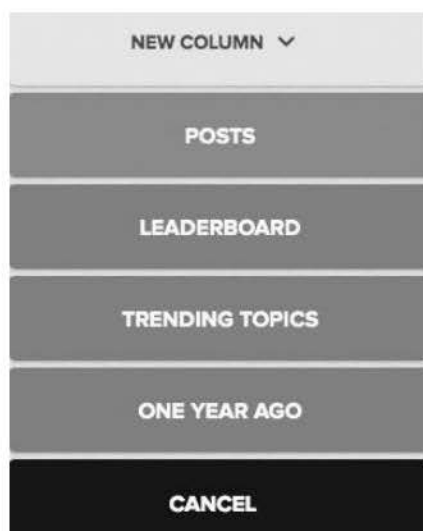
Next select *Posts*. Then choose the dashboard where you would like to pull your list or saved search from.



Lists and saved searches are all accessible from the same drop down menu. You will need to scroll down to access the saved searches. Remember they must first be created before you can add them to your live display. Once you locate your list or saved search click *Save*. To adjust the settings on your new column click on the gear icon. Toggle between the different selections and if you want to save these settings click on *Save As Default*. Note that Crowdtangle always defaults to overperforming.

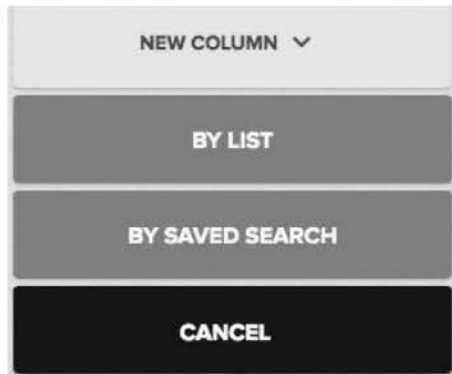


In general, you will be creating columns from lists and saved searches. However, in some cases you may want to insert a leaderboard. A leaderboard allows you to see how a single account or a group of pages/accounts are performing over a set period of time. To add a leaderboard column select *Leaderboard*.



Then select either *List* or *Saved Searches*. Next select your dashboard.





A vertical stack of four buttons. The top button is light gray with the text "NEW COLUMN" and a downward arrow. The second button is medium gray with the text "BY LIST". The third button is medium gray with the text "BY SAVED SEARCH". The bottom button is black with the text "CANCEL" in white.

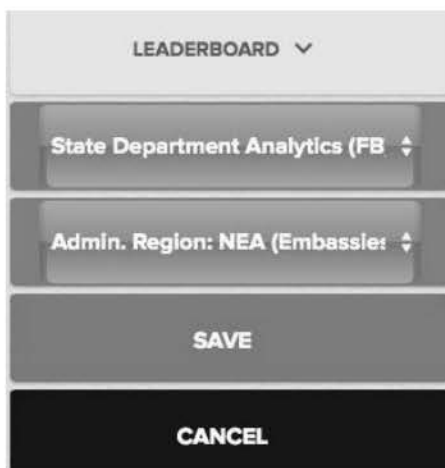
NEW COLUMN ▾

BY LIST

BY SAVED SEARCH

CANCEL

Select your list or saved search from the dropdown menu. Finally, click Save.



A vertical stack of four buttons. The top button is light gray with the text "LEADERBOARD" and a downward arrow. The second button is medium gray with the text "State Department Analytics (FB)" and a double-headed arrow. The third button is medium gray with the text "Admin. Region: NEA (Embassies)" and a double-headed arrow. The bottom button is black with the text "CANCEL" in white.

LEADERBOARD ▾

State Department Analytics (FB) ⇅

Admin. Region: NEA (Embassies) ⇅

SAVE

CANCEL

## Notifications

The final feature you have the ability to create as a Team Member is notifications. There are four different kinds of notifications that you can set:

**Digest:** An email digest of posts — ranked by either overperforming, underperforming, total interactions, or interaction rate. Includes the option to choose frequency, post type and number of posts in the email.

**Leaderboard:** An email digest of either list or search leaderboards to show rankings of social accounts (lists) or top accounts mentioning specific keywords (search).

**Alert:** A real-time alert when a post starts to overperform on social. Choose from lists or search, select a viral threshold, and send to either email or Slack.

**Referral:** A real-time alert for a saved search match. This is often used to get alerted when someone links to your URL.

Read below to learn how to set up a notification.





### Create a Notification

Navigate to the dashboard where you want to create a notification. *Please only create notifications for your post specific dashboards.* Select *Notifications* in the toolbar on the left. On the next screen, select which type of notification you would like to create.

#### Manage Notifications [jacobybm@america.gov](mailto:jacobybm@america.gov)

Manage your email subscriptions, as well as, your team's subscriptions. Or set up new notifications to receive via email or Slack. Dashboard weights apply to your notifications unless custom weights are applied.

##### CREATE NEW NOTIFICATION

 DIGEST	 LEADERBOARD	 VIRAL ALERT	 REFERRAL ALERT
---	--	--	---

An email digest of posts — ranked by either overperforming, underperforming, total interactions, or interaction rate. Includes the option to choose frequency, post type and number of posts in the email. [See example.](#)

Schedule Email:  > More Scheduling Options

Name:

Subject Line:

Lists and Saved Searches:

Include Stats 
☐

Subscriptions
Subscription management is available once the email is created.

Advanced Options

▼ Hide Options

Ranking Type
Overperforming

Type Of Posts To Include
All Posts

Number Of Posts
10

Minimum Interactions
0

Custom Weights NEW
☐

Cancel
Create & Subscribe

Fill in the necessary details - name, email subject line, the lists and saved searches you want to pull from, adjust advanced options. Note that details will vary for each notification. Finally, click *Create & Subscribe*. After creation you will be able to adjust who receives the email.

### Edit Notifications

To edit notifications scroll down to the bottom of the *Manage Notifications* page. Hover over the notification that you want to edit. Then select *Click to Edit*.

YOUR SUBSCRIPTIONS		UNSUBSCRIBE
OTHER AVAILABLE SUBSCRIPTIONS		SUBSCRIBE
DIGEST	Daily Online News Digest Sent Daily Online News 1 Subscriber <a href="#">Click To Edit</a>	<input type="checkbox"/>
DIGEST	Embassy, Bangkok (FB) Daily Digest	<input type="checkbox"/>
VIRAL ALERT	Embassy, Bangkok (FB) Viral Alert	<input type="checkbox"/>

From here you can edit details, and adjust the subscription list.

DIGEST

Daily Online News Digest

Schedule Email

Custom

More Scheduling Options

Name

Daily Online News Digest

Subject Line

Daily Online News Digest

Lists and Saved Searches

Pages

Online News

Include Stats

(b)(6)

Subscriptions

Manage Other Subscriptions (1 Subscriber)

Email Address

Subscribe

Advanced Options

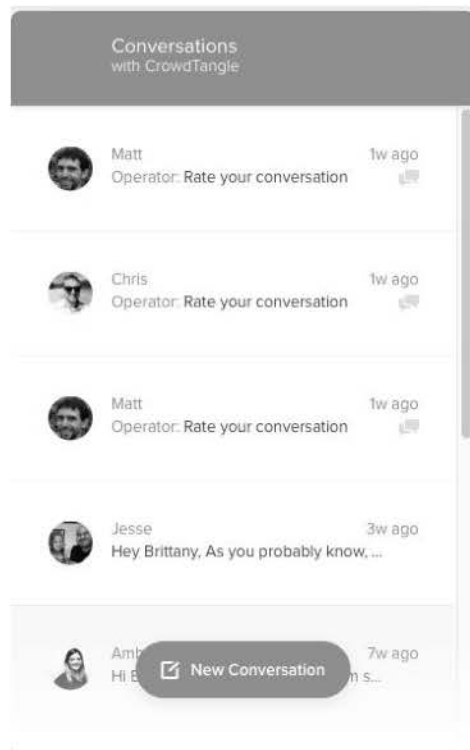
Show Options

Delete

Send Test

Save

Have additional questions on Crowdtangle? Be sure to check out our social media hub article (insert link) and visit the [help section](#) of Crowdtangle's website. They have useful guides and webinars available. You also have the ability to to ask Crowdtangle a question directly by navigating to the *Conversation* icon in the lower right corner.



# Social Listening with CrowdTangle

September 2018  
Bureau of European and Eurasian Affairs  
U.S. Department of State

EDDE  
European and Eurasian Data  
Development and  
Dissemination

**Go to [www.menti.com](https://www.menti.com)**

**Use code 11 11 37**

- 1. What is Social Listening?**
- 2. Social Listening Tactics**
- 3. CrowdTangle Demo**
- 4. Working with Live Displays**



# What is Social Listening?

**Social listening is the process of tracking conversations on digital channels to devise a strategy that is tailored to *your* audience.**

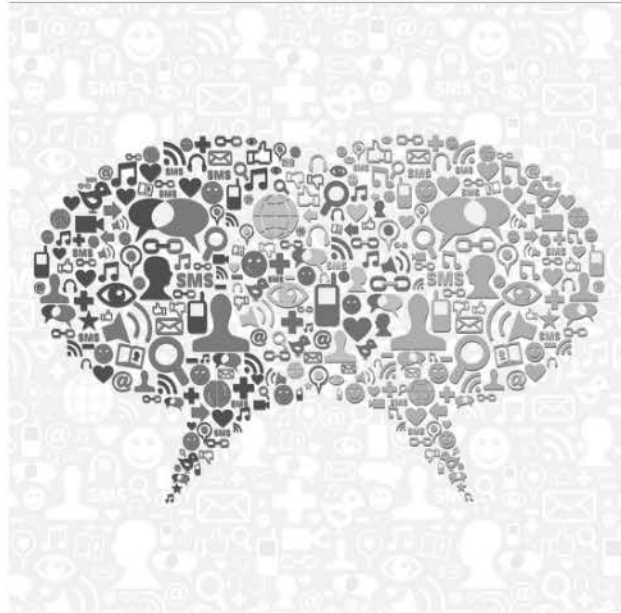
***“The direct, unfiltered, brutally honest nature of much online discussion is gold dust to big companies that want to spot trends, or find out what customers really think of them.” –***

**The Economist, March 2006**

# Monitoring vs. Listening

## Monitoring

- Passive
- After you craft a campaign or content
- Focus is on your organization
- Collects every social mention and action
- Use information for reporting



## Listening

- Active
- Before you craft a campaign or content
- Focus is on the target audience
- Requires analysis and reflection
- Use information for strategy and decision-making

***“Monitoring sees trees; listening sees the forest.”***

## Listening in your Strategy

### “Listen before you leap.”

*Listening, engagement, and analytics are three interconnected parts of your strategic planning.*

**Listening** helps you identify engagement opportunities and brand perceptions. **Engagement** is the way you interact with and respond to your audience. **Analytics** are how you bring the data together from your engagement and listening activities to report on outcomes.



# Key Questions for Listening

## Who is talking?

- Audience segments
- Influencers
- Peers
- Competitors

## What are they saying?

- Prevailing narratives
- Counternarratives
- Related conversations

## What is the sentiment?

- Positive
- Negative
- Neutral

## Which platforms does your audience use?

- Social media / blogs
- News outlets
- Other websites?

## What content is gaining traction?

- Topics
- Content type / format

## Where are *your* opportunities or obstacles?

- Potential partners, new audiences, content ideas
- False information, perceptions, competition

## SOCIAL LISTENING

## Not Listening



NIVEA

Mar 31 at 7:00pm · 🌐

Keep it clean, keep bright. Don't let anything ruin it,  
#Invisible



DiGiorno Pizza ✓  
@DiGiornoPizza

#WhyIStayed You had pizza.

9/8/14, 11:11 PM



Delta ✓  
@Delta



Follow

Congrats team #USA 🇺🇸! Nice goal  
@clint\_dempsey @soundersfc!  
#USAvGHA #USMNT #DeltaSEA  
pic.twitter.com/7C8iRzPzoa

🔍 Reply 🔄 Retweet ★ Favorite \*\*\* More



RETWEETS  
628

FAVORITES  
374



5:08 PM · 16 Jun 2014

Flag media

## SOCIAL LISTENING

## Not Listening - Government Examples

Meet Drinky, an alcohol-drinking robot that can keep you company when you are drinking alone! [goo.gl/1O24kX](https://goo.gl/1O24kX)



**A Lonely Inventor Built This Alcohol-Drinking Robot to Keep Him Company**  
Drinky is the perfect companion for hitting the bars solo.  
[motherboard.vice.com](https://motherboard.vice.com)



**British Embassy @UKinUSA · 16h**

Commemorating the 200th anniversary of burning the White House. Only sparklers this time!



## SOCIAL LISTENING

## Good Listening



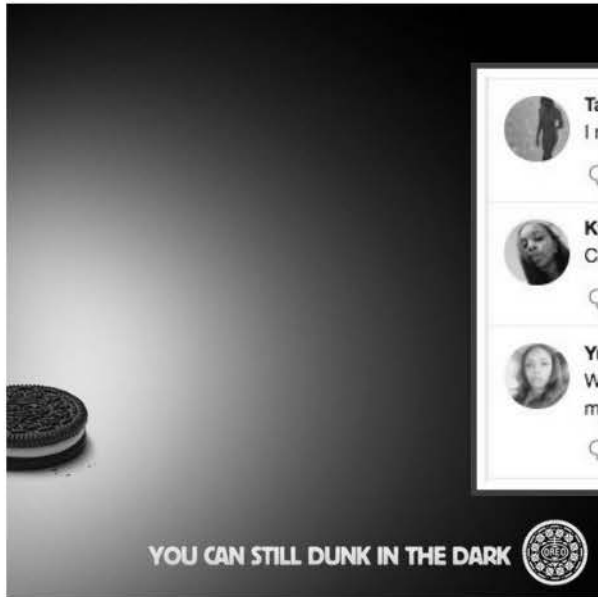
**Oreo Cookie**

@Oreo



Follow

Power out? No problem.



RETWEETS  
15,658

FAVORITES  
6,588



8:48 PM - 3 Feb 2013



**Taylor** @c0uture · 30 Dec 2015

I miss **Chipotle** but I don't want **Ecoli** 🤢



1



**Kymi** ✨ @KingKymii · 30 Dec 2015

Craving **chipotle** but i dont want **ecoli**.. 🤢🤢🤢



1



**Yummy Yazz** 🤢 @\_Jamesexoxo · 30 Dec 2015

Want **chipotle** but I feel like I'm not gonna enjoy it cause **ecoli** is gonna be on my mind with every bite



2



1



1



**Marie Buttriss**

@Marie\_0612

Obserwuj



Constant harassment from Virgin mobile as  
made. Told 3 separate calls  
want one #blocked

are @VMUcare · 13.10

Marie\_0612

can inform customer service that you'd like to be on the "do  
this doesn't happen again.



rie\_0612 · 13.10

contacted, I'd just prefer when I've said I don't currently  
to be rung again and again



Virgin Mobile UK Care @VMUcare · 13.10

Understood. Well hopefully, this wont happen again. Thank you for informing us.



1





## SOCIAL LISTENING

## Good Listening - Government Examples



Federal Student Aid

@FAFSA



Follow

If this is you, then you better fill out your FAFSA: [fafsa.gov](https://fafsa.gov)

Reply Retweet Favorite More



RETWEETS

159

FAVORITES

107



Travel - State Dept

@TravelGov



Follow

Not a "10" in the US? Then not a 10 overseas.  
Beware of being lured into buying expensive drinks or worse—being robbed.  
#springbreakingbadly

RETWEETS

87

LIKES

89



1:20 PM - 30 Mar 2016



# Social Listening Tactics

**Go to [www.menti.com](https://www.menti.com)**

**Use code 11 11 37**

## LISTENING TACTICS

## Trending Topics

## Think “emerging” topics.

*Trending topics are ones that are popular **right now**, not necessarily topics that have been popular for a while or on a daily basis. The topics trending on **Facebook** may be similar to **Twitter** but they won't be the same.*

## Use trends to:

- Identify popular hashtags
- Join the conversation
- Get your audience talking

## Trends for you · Change

## #AQuietPlace 🗣️

Critics & fans can't stay quiet about #AQuietPlace, in theatres now.

📺 Promoted by A Quiet Place

## #SciFest

@moira is Tweeting about this

## #PPGC2018

## #FridayFeeling

107K Tweets

## #JobsReport

11.7K Tweets

## #InvasionOfPrivacy 🗣️

Cardi B's debut album has arrived

## White House Correspondents

President Trump will skip the White House Correspondents' Dinner again

## #HealthForAll

@GSMAM4d is Tweeting about this

## #ArchivesDanceParty

1,639 Tweets

## #APATech18

## Trending



- 📺 Ford Motor Company  
Ford recalls about 350,000 F-150s and Expeditions for faulty... - cbbc.com
- 📺 White House Correspondents' Associ...  
Trump Will Once Again Skip the White House Correspondents... - nytimes.com
- 📺 Office of Foreign Assets Control  
U.S. Targets Allies of Putin in Latest Round of Sanctions - wsj.com
- 📺 Invictus Games  
Prince Harry and Meghan Markle Match in Black Polo Shirts at... - vanityfair.com
- 📺 Sergei Skripal  
Skripal's pets died in wake of nerve agent attack - msn.com
- 📺 Donald Trump  
Trump threatens more China tariffs; Beijing ready to hit back - reuters.com
- 📺 Daniel Akaka  
Former U.S. Sen. Daniel Akaka dies at 93 - khon2.com
- 📺 Park Geun-hye  
Former South Korean President Park Geun-hye sentenced to 24 years in... - cnn.com
- 📺 Mark Zuckerberg  
Facebook Secretly Deletes Some of Zuckerberg's Private... - thedailybeast.com
- 📺 Deerfield, Illinois  
Deerfield, Illinois, just banned assault weapons. The penalty? Up to... - msn.com

## LISTENING TACTICS

# Twitter Listening

## Follow Hashtags & Influencers

Use popular hashtags where they make sense. Note thematic days, weeks, or months for future content planning.



Look at what local influencers are saying. Retweet or comment on the topic when appropriate. Consider tagging the person or account.

Host Country  
Government  
Officials

Popular  
Bloggers

Journalists /  
Publications

NGOs /  
Community  
Leaders


## LISTENING TACTICS

# Twitter Listening

## Create or Subscribe to Lists

**Private lists** are a great way to follow a developing local story or crisis.

**Public lists** can be a value-add for your audience.



Department of State

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS	MOMENTS
47.1K	400	3.59M	15	6	2

Subscribed to Member of



+ Follow

Those following #SCFlood - here's a list of local & state accounts providing updates: [twitter.com/FEMALive/lists...](https://twitter.com/FEMALive/lists...)



**NWS Charleston, SC** @NWSCharlestonSC

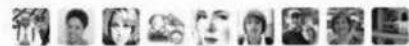
Do not drive into flooded roads, it could cost you your life! It just isn't worth it! #SCFlood #chswx

RETWEETS

113

FAVORITES

40



2:14 PM - 4 Oct 2015

# Twitter Listening

## Advanced Searches

Twitter's Advanced Search is useful for researching ongoing conversations. It allows you to narrow down search results better than using Twitter's regular search feature.

**Advanced search**

**Words**


All of these words

This exact phrase

Any of these words

None of these words

These hashtags

Written in  

**People**

From these accounts

To these accounts

Mentioning these accounts

**Places**

Near this place

**Dates**

From this date  to

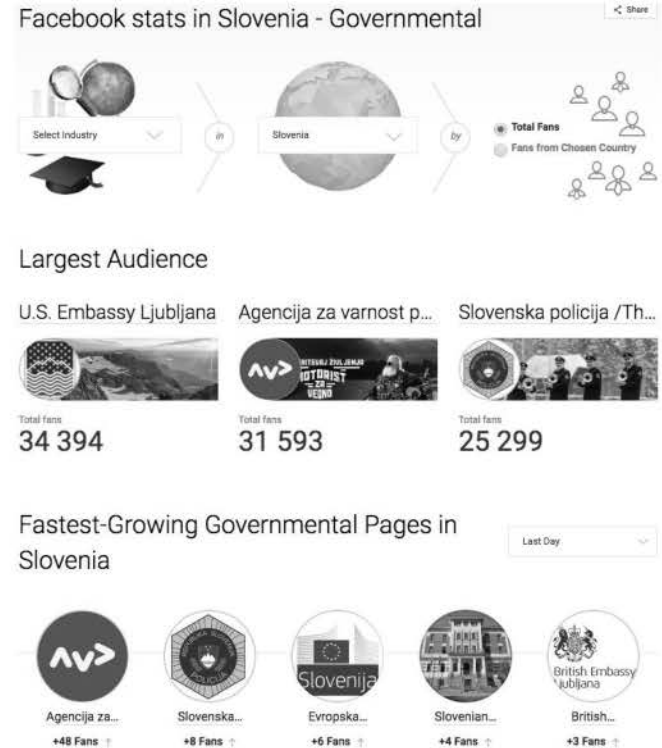
## LISTENING TACTICS

# Facebook Listening

## Identifying Popular Pages

The Facebook Pages with the largest audiences must be doing something right. See what they are doing and find ways you can duplicate their success.

Socialbakers has a free database that lists the most popular Pages filtered by industry and country.

















## LISTENING TACTICS

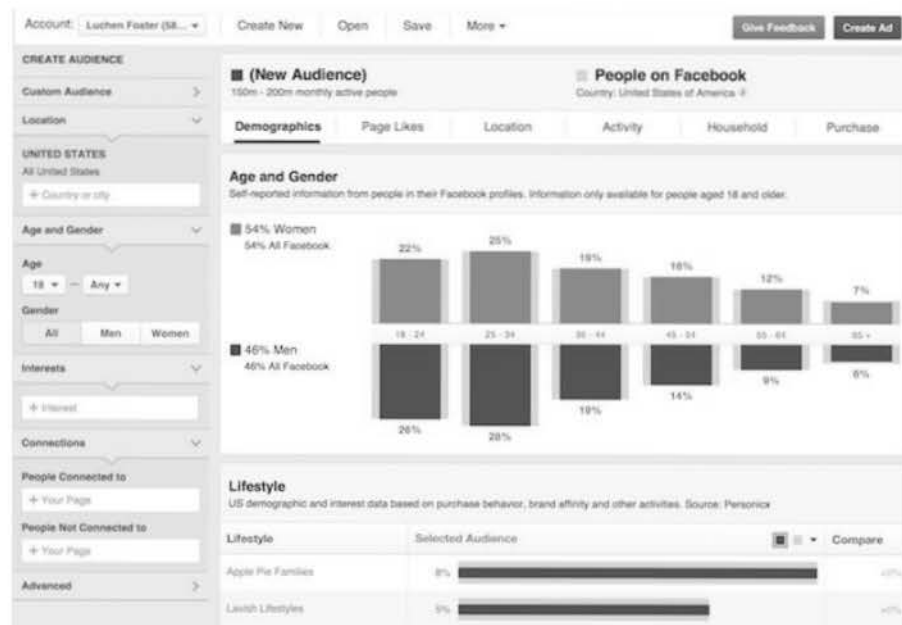
# Facebook Listening

## Graph Search and Ads Interface

Facebook searches don't show you everything on a topic. Most users restrict the privacy setting on posts to "friends-only."

There might be some utility in using Facebook's Graph Search or "Custom Audiences" (in the ads interface) to learn which other pages your audience likes.

	Pages liked by people who like <b>Paddy Power</b>	
	TV shows liked by people who like <b>Paddy Power</b> and <b>Ladbrokes</b>	
	Movies liked by people who like <b>ASOS</b> and <b>Amazon.com</b>	
	Favorite interests of people who like <b>Apple Inc.</b> and live in <b>London, United Kingdom</b>	
	Favorite interests of men over 30 years old who like <b>Paddy Power</b>	
	Movies liked by fans of <b>ASOS</b> who live in <b>Manchester, United Kingdom</b>	



## LISTENING TACTICS

# Facebook Listening

## Audience Interactions

When you want to find out what your audience thinks, try asking them questions directly. Their responses will not only help your account's engagement, but it has potential to be insightful (*if conversations stay on track*).

Hosting Q&A's may reveal common misconceptions among your audience. The two-way dialogue allows you to provide correct information and address the issue directly.

**U.S. Embassy-Dhaka**

March 16 at 1:45am · 🌐

Like Page

NOTE: The chat has ended. Thanks for participating!

Did you know that the United States and Bangladesh regularly participate in various defense cooperation and disaster preparedness programs? Learn about the meaningful connections both countries make through these exchanges! TODAY at 3:00-4:00 PM, join a FACEBOOK CHAT with Lt. Col. Michael Rembold, Senior Defense Official and Defense Attaché at the U.S. Embassy Dhaka.

Post your questions in the comments section below and Lt. Col. Rembold will start answering at 3:00 PM!

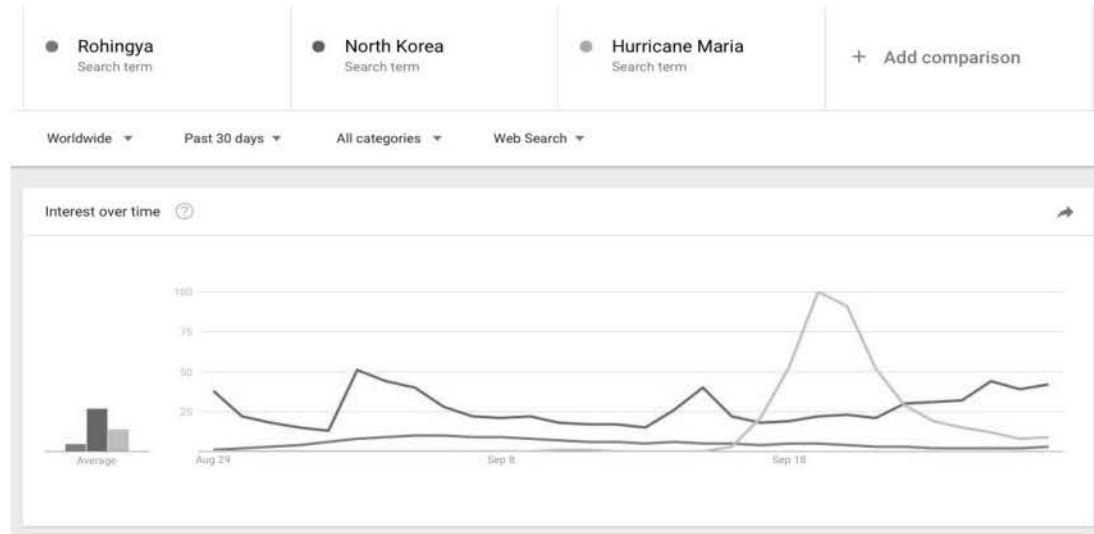


# Website Listening

## Google Trends & Alerts

Google Trends can help you identify common interests and searches among your audience. The tool provides some options for identifying events that cause search spikes as well as how interest in search terms change over time.

Create a Google Alert for your organization's name, country, or key topics (narrowed by boolean queries).



### Alerts

Monitor the web for interesting new content

🔍 Create an alert about...

# CrowdTangle

## Do any of these questions sound familiar?

1

Do you have an easy to way anticipate when a crisis might be unfolding?

3

How can I easily find high-performing social media content in real-time on the priority issues that I want to engage on?

2

How do I benchmark my performance on social media against that of my competitors?

4

My boss wants a regular update on how our social content is performing over the last day, week, etc. How would I do that?

5

How can I get alerts when priority issues are being discussed or going viral on social media?

# CrowdTangle + Strategy

crowdtangle

## Audience Analysis

Figuring out what plays well amongst the followers of your or your competitors' accounts.

## Behavior Results

crowdtangle

## Content

Easy discovery of content that overperforms or goes viral..

## Delivery

## Engagement

crowdtangle

## Follow Up & Evaluation

Ability to track performance over various time intervals.

# CrowdTangle Components

## 1. Lists

*You submitted a list of accounts to Matt before the workshop.*

- Lists allow CT users to track social media accounts in one organized place.
- They are the most fundamental part of CT - if a profile exists, you can monitor it.
- No limit to the number of lists you can build.

## 2. Live Displays

*These are the dashboards we'll be working with.*

- Live Displays are a cross-platform view of the CT dashboard.
- Updates in realtime and pulls in post streams or account leaderboards.
- Visible without a CT account (public and shared via link).

## 3. Keyword Trackers and Notifications

*These can be set up and controlled when you have accounts.*

- Saved searches let you query keywords, hashtags, link, mentions, or account names.
- The boolean filters and functionality extends to CT's entire database.
- Notifications come in the form of digest emails, viral alerts, or referral alerts.

# Metrics Definitions

## Overperforming

Calculated by benchmarking how many interactions that account's posts usually get after a certain period of time. Benchmarks are calculated from the last 100 posts of each post type (photo, video, link, etc.) from the account.

## Underperforming

Relative score as to how posts for that Page or account normally perform. If it's red, it's performing below average.

## Total Interactions

The total number of reactions, shares and comments on a Facebook post; the total number of retweets and likes on a tweet.

## Interaction Rate

Calculated by averaging the number of interactions for all of the account's posts in the specified time frame, then dividing that by the number of followers/fans.



# Live Displays

## LIST OF DOS PROPERTIES

Lists / Saved Searches

ALL DoS Facebook Page

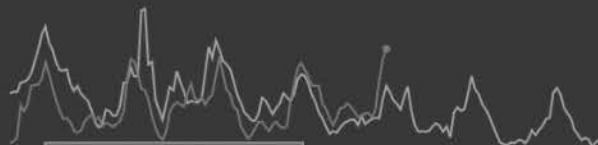
Timeframe

Last 7 Days

TOTAL INTERACTIONS LIKES 981,708 COMMENTS 38,362 SHARES 137,172

1,157,242

● Last Week ● This Week




Reorder the list by sorting by interactions, number of posts, or interaction rate

The top section of the Leaderboard tracks total interactions for all of the pages in the list.

SHARE VOICE

INTERACTIONS + POSTS RATE

10%		Karachi	116,278	60	0.28%
10%		Dhaka	113,224	21	0.16%
8%		American Engli...	97,313	28	0.12%
4%		Phnom PenhCa...	51,770	6	0.89%
4%		U.S. State	50,182	48	0.07%
4%		Nepal	44,106	19	0.28%

## ALL DOS FACEBOOK PAGES

OVERPERFORMING - LAST 1 DAY

Lists / Saved Searches

ALL DoS Facebook Pages

Order

Overperforming

Post Type

All

Timeframe

Last 24 Hours

Post Size

Full Posts



Embaixada dos EUA em Portugal

21 hours ago

"Sempre acreditei que Portugal podia ganhar a competição [Euro 2016], e tive a honra de poder testemunha-lo ao vivo, no estádio em Paris. Foi muit...



49.88x LIKES 3,377 +3,310 COMMENTS 214 +209 SHARES 1,048 +110



Next Level

a day ago

Overperforming metric

Next Level 2.0's MC Ahmad Ali Lewis's "Back in the Day"! #TBT



Back In The Day, Ahmad Released A Record That Only Gets Better...

## State Department Example: EUR CrowdTangle Live Display <https://bit.ly/29H6m4T>

1. What are the top performing posts on Facebook and Twitter?
2. By what factor do these outperform the average? What is the next highest performing posts' overperformance factor?
3. Which account has performed the best on Facebook, Twitter, and Instagram, respectively, over the past 24 hours? *(Hint: this may be a trick question)*
4. In addition to overperforming, CrowdTangle also orders posts by Underperforming, Total Interactions, Reaction Rates, Most Recent, and Hot. Which of these might be useful for your purposes?

## CrowdTangle Live Displays List

**Albania live display**

**<https://bit.ly/2Jtqcz0>**

**Kosovo live display**

**<https://bit.ly/2IJmWy8>**

**Montenegro live display**

**<https://bit.ly/2qiGsL6>**

**Bosnia live display**

**<https://bit.ly/2EDrSIW>**

**Macedonia live display**

**<https://bit.ly/2IDhdKd>**

**Serbia live display**

**<https://bit.ly/2qrdMjp>**

**Slovenia live display**

**<https://bit.ly/2GM0qEl>**

**Georgia live display**

**<https://bit.ly/2qhavDf>**

**Moldova live display**

**<https://bit.ly/2IEscTS>**

**Ukraine live display**

**<https://bit.ly/2qim0Jy>**

## Group Activity

- 1. What are the top performing posts on Facebook and Twitter?**
  - What are the posts about? Who posted it?
  - Why is it doing well? What are these accounts doing right?
  
- 2. What are the top underperforming posts on Facebook and Twitter?**
  - What are the posts about? Who posted it?
  - Why is it doing poorly? What are these accounts doing wrong?

# Next Steps

## NEXT STEPS

## Full CrowdTangle Access - Coming Soon!

(b)(6)

[redacted] is working to get all of you full access to CrowdTangle.

(b)(6)

If you have questions, email [redacted]

In the meantime, proceed to practice with your **live display**.

Check out CrowdTangle's website for helpful videos, articles, and downloadable PDFs.