



Social Media Listening Planner

Team/Department/Organisation name:

Plan owner:

Project/Campaign:

Plan valid until:

Define your audience

Audience location

Risks and issues

Examples and existing data

Keywords

Social Media Listening Planner - Guide

Team/Department/Organisation name: *Who is this planner for? Also think about who will have access to it.*

Plan owner: *Who in the organisation is responsible for this planner?*

Project/Campaign: *What is the planner being used for?*

Plan valid until: *Review your plan once you have a week's worth of data from listening*

Define your audience

Who are you trying to listen to? Try to make this as specific as possible.

Audience location

Where might you expect to find the defined audience online?

There are more locations than just the main social media channels. There are also forums, comment sections, local and niche sites and channels.

Risks and issues

Keep in mind any bias these channels and communities have.

Data and research

What existing data or examples do you have to get you started?

You can use sites such as Google Analytics, Google Trends, Google Search Console and AnswerThePublic to learn more about your audience.

Keywords

Write down all the keywords and search strings that you think will be most useful. Remember to include misspellings, acronyms and commonly used names and well as official names.