

	Posts	Impressions	Likes	Comments	Shares	Clicks	Max Followers b..	Date
Facebook	2,125	179M	45K	72K	153K	144K	401K	4/1/2015
Instagram	1,056	78M	21K	37K	77K	74K	248K	10/16/2017
LinkedIn	669	65M	17K	29K	48K	53K	103K	
Twitter							1,300K	
Grand Total							2,052K	

Mastering Social Media for Strategic Watch

Chapter 3, Part 1: Planning, Reputation & Curation

Covered Today:

- 🔍 The Systematic Approach to Social Media Monitoring
- 🛡️ Protecting Your Brand with Reputation Monitoring
- 🌟 Becoming an Authority with Content Curation

Key Concept

Strategic Watch

Core Focus

Intelligence Gathering

Primary Goal

Brand Protection

"Social media is not just an activity; it is an investment of valuable time and resources. Surround yourself with people who not just support you and stay with you, but inform your thinking about ways to WOW your audience." - Sean Gardner

Beyond Scrolling: Social Media as an Intelligence Source

The Reality

Social media is the world's largest, real-time focus group
Vast, unstructured database of public opinion, competitor moves,
and emerging trends

The Challenge

Without a system, it's just noise

The Solution

Apply the strategic watch process to transform random browsing
into systematic intelligence gathering

Key Concept

We are moving from being passive consumers of social media to
active analysts



Step 1: Planning - Defining Your Social Media KITs

💡 The Principle

You must know what you're looking for. A social media monitoring plan starts with clear **Key Intelligence Topics (KITs)**.

🚀 Actionable KITs for Social Media



Competitive

"What features are users requesting from our competitors on Twitter?"



Reputational

"What is the primary complaint in negative reviews of our brand on Facebook?"



Market

"What are the emerging discussions around sustainability in our industry on LinkedIn?"

📋 Your First Task

Before you log in, write down your KIT. This is your **mission objective**.



Step 2: Collection - Where to Listen

Different Platforms, Different Intelligence



Twitter (X)

Real-time news, customer complaints, public conversations, and trend spotting

Use for speed and public sentiment



LinkedIn

Company news, B2B marketing, industry thought leadership, executive movements

Use for B2B intelligence and network building



Facebook/Instagram

Brand sentiment, customer reviews (Facebook), visual marketing strategies (Instagram)

Use for community engagement and visual insights



Reddit & Forums

Unfiltered, detailed user opinions, technical problems, and niche community trends

A goldmine for honest feedback



Rule of Thumb: Choose your platforms based on your KIT and where your audience and competitors are most active.

Introduction to Reputation Monitoring

What It Is

The continuous process of tracking what is being said about your **brand**, **products**, or **key individuals** online

Why It's Non-Negotiable



Crisis Management

Identify and contain small issues before they become PR disasters



Customer Service

Discover and respond to public complaints that weren't directed at you



Brand Health Check

Understand your brand's true public perception



The Goal: To never be surprised by what your customers are saying



What to Monitor for Reputation



Direct Mentions

When someone uses your **@brandname** handle



Indirect Mentions

When someone talks about your brand without tagging you
Example: "that phone company with the bad coverage"



Sentiment

Is the conversation **Positive**, **Negative**, or **Neutral**?



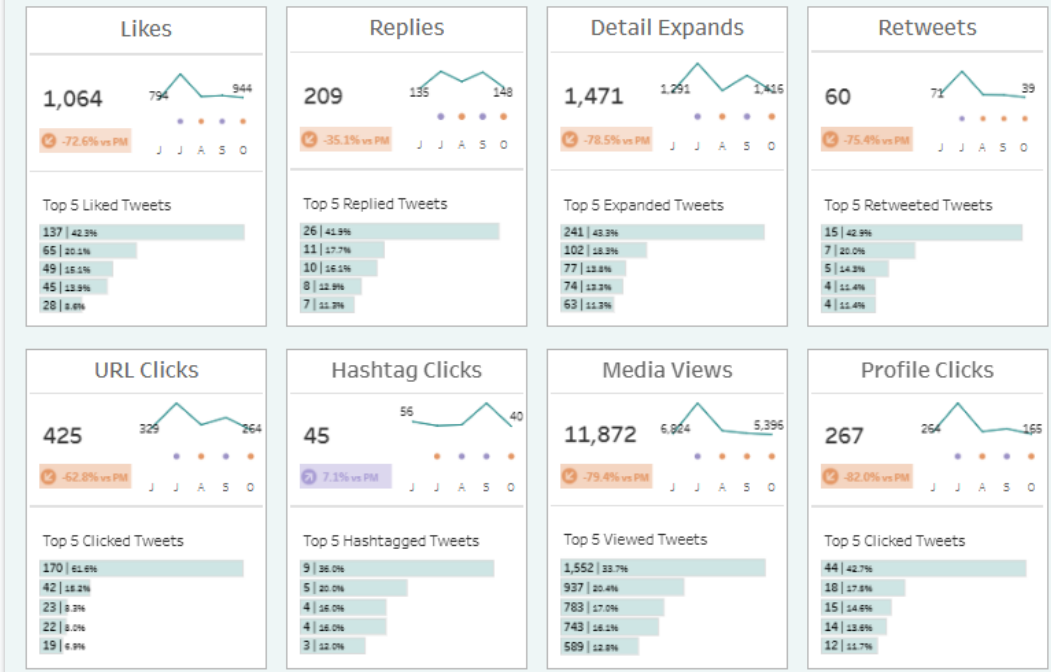
Key Influencers

Who is driving the conversation?
A journalist? A popular blogger? A dissatisfied customer with a large following?



Reputation Dashboard

Social Media Analysis | August 2020



A Practical Reputation Monitoring Workflow



1

Set Up Alerts

Use [Google Alerts](#) and platform-native alerts for:

- Brand name
- Common misspellings
- Key executives
- Product names



2

Daily Check-In

Spend **10 minutes daily** on:

- TweetDeck or similar dashboard
- Scan for mentions and relevant keywords
- Review sentiment trends
- Check competitor activity



3

Triage & Categorize

Classify mentions by priority:

Urgent

Negative sentiment from influencer or widespread complaint. Respond immediately.

Important

Customer service question or valid critique. Respond within hours.

Informational

Positive mention or neutral news. Like, share, or file it.



4

Escalate

Report to communications team:

- Major sentiment shifts
- Potential crises
- Recurring themes in complaints
- Emerging opportunities

Create a [reputation scorecard](#) to track trends over time

Case Study: The Power of Listening



A small restaurant chain notices a **30% increase** in negative Google Reviews mentioning "**slow service**"



The Old Way

Assume it's a bad week and do nothing

Result: Reputation continues to decline, customer satisfaction drops, revenue suffers



The Strategic Watch Way

- 1 **Plan:** KIT = "What is the root cause of the negative sentiment about our service speed?"
- 2 **Collect:** Monitor reviews and social media mentions. Find tweets complaining about a new, complicated digital menu system.
- 3 **Analyze:** The intelligence reveals the new menu, not staff performance, is causing delays and frustration.
- 4 **Act:** Simplify the menu and tweet an apology, explaining the change and offering a discount. Sentiment improves within days.



Lesson: Reputation monitoring provides the diagnosis, not just the symptoms.

Introduction to Content Curation



What It Is

The process of **finding**, **organizing**, and **sharing** the most relevant, high-quality content on a specific topic with your audience



What It Is NOT

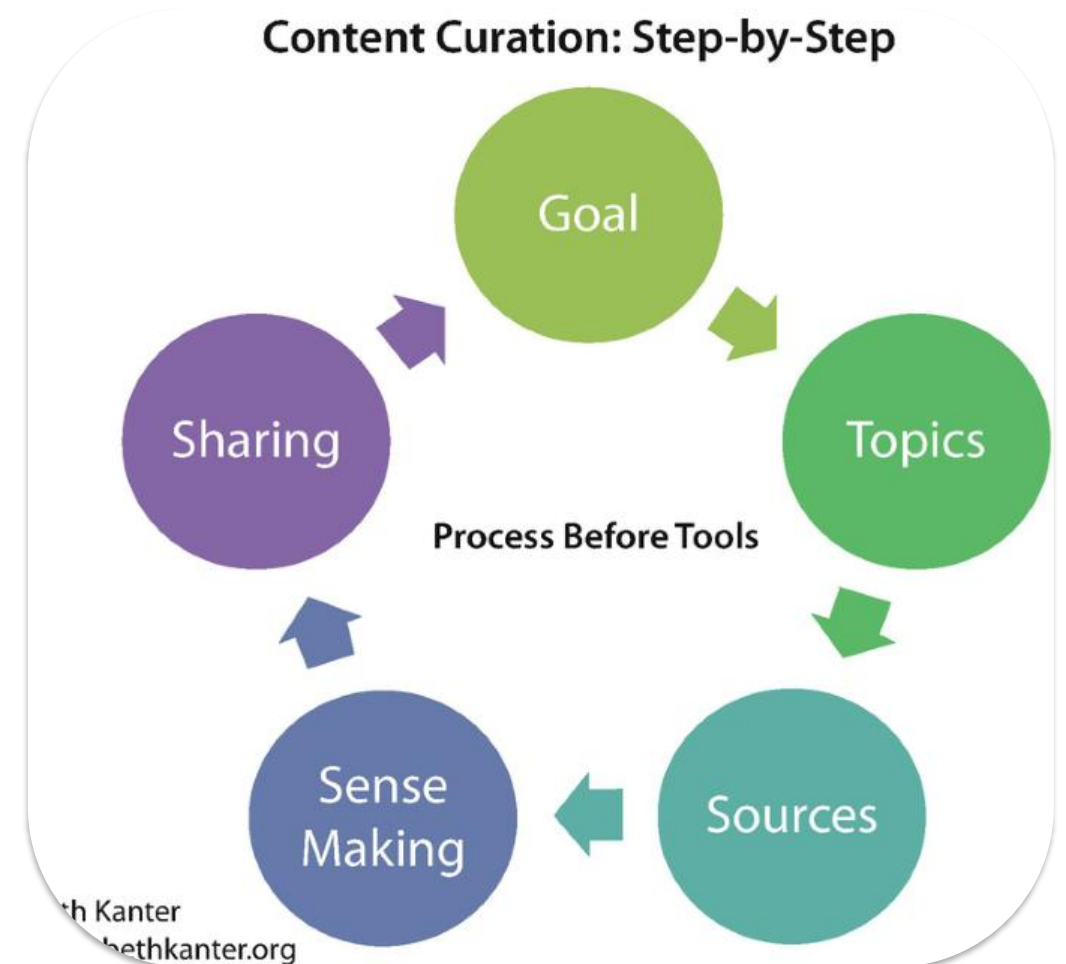
- Creating original content
- Automated content spinning

★ The Value Proposition

Positions you as a **helpful, knowledgeable authority** and a go-to resource in your field

You become the **"signal" in the noise**

Content Curation: Step-by-Step



Why Curate? The Strategic Benefits



Builds Trust and Credibility

Demonstrate **industry knowledge** by sharing valuable insights from other experts



Saves Time and Resources

Significantly **faster to curate** quality content than to produce all original material



Fuels Your Content Engine

Provides a **consistent stream** of valuable posts for your social media channels



Strengthens Relationships

Sharing others' content and **tagging them** can build relationships with influencers and peers



Provides Competitive Intelligence: The process of finding content to share naturally keeps you informed of competitor activity and industry trends

The Curation Process: Find, Filter, Add Value, Share



FIND

1

Use your collection tools ([Feedly](#), [Twitter Lists](#), [LinkedIn hashtags](#)) to gather a pool of potential content



FILTER

2

Apply the **"3 S" Test**. Is the content:

Smart?

Insightful and accurate

Specific?

Relevant to your KIT and audience

Shareable?

Engaging headline and visuals



ADD VALUE

3

This is the **critical step**. Don't just share a link. Add your own perspective.



SHARE

4

Post it on the appropriate platform with your commentary



How to Add Value When You Curate



The **"Value-Add"** is what transforms you from a repeater into a thought leader



Ask a Question

Engage your audience with thought-provoking questions

"This article on AI in healthcare is fascinating. How do you think it will impact patient privacy?"



Summarize Key Points

Extract the most valuable insights for your audience

"The main takeaway from this report is X. I found point Y particularly relevant for our industry because..."



Offer a Different Perspective

Share your unique viewpoint or experience

"While the author makes a good case for A, my experience has shown that B is also a critical factor."



Relate to Current Events

Connect content to what's happening now

"This analysis of supply chain trends perfectly explains the delays we're seeing in the news this week."



Bad Curation Example



Your Brand

@yourbrand

Interesting article on social media trends: [link]



Good Curation Example



Your Brand

@yourbrand

This article on social media trends confirms what we've seen with our clients. The shift to video content is accelerating faster than expected. What's your experience? [link]

Organizing Your Curated Content



The Problem

You find a great article, but you forget about it by the time you need to post



The Solution

A **Content Library** to organize and track your curated content



Tool: Trello Board

Create a board titled "**Content Curation Library**"

Use lists: **Ideas**, **To Share This Week**, **Scheduled**, **Shared**

Each card is a piece of content

Use the description to draft your "value-add" commentary



Tool: Notion Database

Create a database with columns for:

Title

URL

Topic/Category

Value-Add Commentary

Sharing Date



Benefit: This turns curation from a reactive activity into a proactive, organized strategy

Bringing It All Together: The Analyst's Workflow

Your Daily/Weekly Routine



Plan

1

Review your **KITs** for reputation and content ideas



Collect & Monitor

2

Check **Feedly** and **Twitter Lists** for industry news to curate

Scan **TweetDeck** columns for brand mentions and sentiment



Analyze & Add Value

3

Triage reputation mentions: crisis or opportunity?
Draft insightful commentary for the best articles



Disseminate & Act

4

Respond to reputation issues
Schedule curated content with added value



This integrated workflow makes you a **strategic asset**

Key Takeaways & Your Mission

💡 Key Takeaways



Planning is Paramount

Always start with a **KIT**. Without it, you are just aimlessly scrolling



Reputation Monitoring is your Early-Warning System

Allows you to be **proactive**, not reactive, in managing your brand's image



Curation Builds Authority

Sharing valuable content with your own insight builds trust and keeps you informed



Organization is Key

Use tools like **Trello** or **Notion** to manage reputation alerts and content library



Your Mission

1

Define one **KIT** for your personal brand or a company you admire

2

Set up one **collection tool** (Twitter List or Feedly board) to monitor it

3

Find one piece of content this week, **add value**, and share it