


7 Steps to Free Internet Monitoring



by Pete Codella, APR
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Road map

- Why listen?
- Free listening tools
- Other tools / methods



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Why listen?

- Know how effective you've been
- Find out what others are saying
- Know how to adjust your messages



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Set the baseline

- Google Search your name
- First page results – your top 10
 - Highlight the positive results in green
 - Neutral in yellow
 - Negative in red
- What's your Google score?

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Listen a la Google



gmail.com

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Google Reader



google.com/reader

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Google Blog Search

The screenshot shows the Google Blog Search interface. The search term 'cactus' is entered in the search bar. The results page displays several blog entries, with the top one titled 'Terrell Owens signs with Buffalo Bills'. A red circle highlights the search bar. Below the search bar, the URL 'blogsearch.google.com' is displayed.

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blogsearch.google.com

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Google Blog Search

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4

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Google Reader

The screenshot shows the Google Reader interface. The search term 'cactus' is entered in the search bar. The results page displays several blog entries, with the top one titled 'Terrell Owens signs with Buffalo Bills'. A red circle highlights the 'Add a subscription' button.

5

blogsearch.google.com

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Twitter Search

The screenshot shows the Twitter search interface. The search term 'codella' is entered in the search bar. The results page displays several tweets, with the top one from 'codella' mentioning 'working on my social media presentation'. A red circle highlights the search bar.

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search.twitter.com

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Sort in Google Reader

The screenshot shows the Google Reader interface. The search term 'cactus' is entered in the search bar. The results page displays several blog entries, with the top one titled 'Terrell Owens signs with Buffalo Bills'. A red circle highlights the 'Star' button.

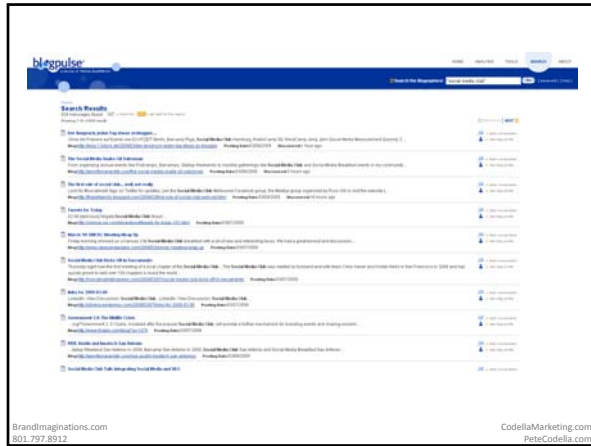
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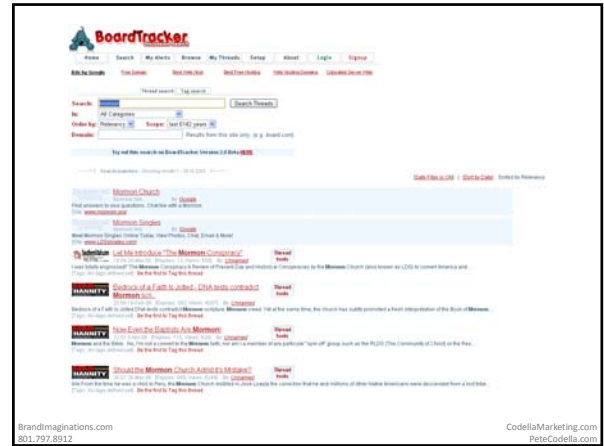
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S = Star | Shift + S = Share | E = Email



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Key takeaways

- Use Google to your advantage — *for free*
- Listening is only the beginning
- Put systems in place to respond



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