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## 1. Executive Summary

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Once upon a time, social media monitoring was a niche activity, often undertaken by PR agencies keen to make sure that a rant by a disgruntled customer on an obscure blog didn't end up on the front pages of the national press. As the level of conversation has increased so has its significance and usefulness to brands<sup>1</sup> and to a wider range of departments. For example, Customer Service teams can listen out for customer issues online and then and resolve them. Competitor Intelligence departments can find out what customers are saying about competitors' products. PR managers can get early warning of pending PR disasters before they hit main-stream media and most of all, by listening first, companies can be better prepared to join online conversations and become 'social'. Instead of revealing what were typically the extremes of opinion of a small but vocal minority, social media monitoring now brings observational research to a mass audience.

Many online conversations can be accessed easily and for free, using Google or other search engines. Simply using your brand name as a search term, or using phrases that are associated with your brand (e.g. for Starbucks you could search for "Starbucks" or "whole bean coffee") you can find conversations that are related to your brand. Taking that process a step further you can set up Google Alerts so that you get an email when someone mentions your keywords.

However, if you search in this way you'll probably end up with hundreds of thousands of returned results and a limited number of ways to categorise and then analyse the data further. You will also get a mixture of professional and user generated content. It is possible to use some free buzz tracking tools to harvest social media sources. For example Omgili and Board Tracker are great ways to search forums. But until Google enters the social media monitoring market, the best way for enterprises to track social media is by using a paid-for tool.

A vast number of software and services companies have created software tools to search and categorise this wealth of social media data. These are known as social media monitoring tools, and it is important to note that the industry itself is still in a nascent, ever-changing state.

These tools deal with the issues of gathering, categorising and analysing online conversations. They use web crawling technology similar to search engines in the way that they read online conversations. However, unlike search engines, the tools clean, de-duplicate and categorise the conversations and then store them in a database. As our report will show, some tools do this better than others.

Social media monitoring tools also allow you to enter Boolean search strings into a database so that you can customise the way you view the results. The tools count the conversations that contain your search terms and provide you with the ability to display this information in charts. Most tools also allow you to sort by location and media type (e.g. Twitter or blogs) and at the cutting edge, some social media monitoring tools provide workflow management process that can help you disseminate conversations within your organisation, others are starting to

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<sup>1</sup> According to Nielsen, consumer recommendations have now become the most powerful form of advertising (78% of people trust customer reviews)

# How To Write An Executive Summary For A Research Paper

**David Kirk**



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