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PROJECT LISTEN

If you're new to social media, listening to the conversation first – before you start talking – will help familiarize you with how your peers and clients are using social media. What are they saying? What are they sharing? This listening activity will help you to learn more about the people you want to connect with.

STEP 1: DETERMINE WHO YOU WILL LISTEN TO.

Who is your target audience?
(e.g., caregivers, practitioners, peer organizations, etc.)

What is the demographic of this audience?
(e.g., age, gender, geographic location)

Which individuals or peer organizations would you like to follow online?
(e.g., an agency that also serves your target audience)

STEP 2: DETERMINE WHAT YOU WILL LISTEN FOR.

What key words are related to your organization, work, or mission?
(e.g. older adults, immunizations, vaccines, adults, flu)

What do you want to learn about your audience?
(e.g., what kind of information they are seeking)

STEP 3: START LISTENING!

1. For your first listening activity, try using Twitter, Facebook, or both. If you don't already have an account, create one now. You can also conduct this activity using other tools (e.g., Tumblr or Pinterest) to better understand how your target audience is using these tools.

2. Search for the organizations and people that you identified in Step 1 and begin to "follow" or "like" them.

3. Look at whom these people/groups follow or like, and begin to follow other users that seem similar to you or aligned with your interests.

4. Make an appointment with yourself for the next three weeks to look at your Twitter or Facebook feed once a day for seven minutes.

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STEP 4: REFLECT

Take notes of what you see and hear to learn more about your target audience and how others are communicating using social media. Use the questions below to help guide you.

1. What types of content or information are people/organizations sharing?

2. What types of information are people/organizations seeking?

3. What types of content are people/organizations retweeting or liking?

4. What do you like/dislike about the way other people have written their tweets or posts?

5. What did you learn?

6. What can you use for the your project, agency, or organization? Or for your own personal use?

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