

Project Listen Worksheet



Developing a social media listening strategy is just as important as your social media communications strategy. 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 intended audience? <i>(e.g., youth, family planning clients, peer organizations, parents, healthcare providers, community partners)</i>	
What is the demographic of this audience? <i>(e.g., age, gender, geographic location)</i>	
Which individuals or peer organizations would you like to follow online? <i>(e.g., an agency that also serves your intended audience)</i>	

STEP 2: DETERMINE WHAT YOU WILL LISTEN FOR.

What keywords are related to your organization, work, or mission?
(e.g. sexual health, family planning, adolescent health)

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 Instagram, 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., Twitter or LinkedIn) to better understand how your intended 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 Instagram or Facebook feed once a day for seven minutes.

STEP 4: REFLECT

What types of content or information are people sharing ?	
What types of information are people/ organizations seeking ?	
What types of content are people/ organizations sharing, retweeting, or liking ?	
How are people commenting or engaging ? What are they saying?	
What do you like about the way other people have written their posts?	
What are things you would like to change about the way other people have written their posts?	
What did you learn ? What can you use for your organization?	

Adapted from:

- Hootsuite Blog. [What is Social Listening, Why it Matters, and 10 Tools to Make it Easier.](#)
- National Minority AIDS Council. [HIV Prevention Goes Social Part II: Social Media Strategy, Policy, and Monitoring Workbook.](#)

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