

# How to Get Started with Social Listening

1

**Decide What You Want to Listen For**

Common things to listen to include chatter around a product release, industry terms, or a brand crisis.

2

**Come Up with Relevant Keywords**

Build a monitor with your brand's name, your product's name, and the name of any events your team puts on.

3

**Build Out Filters**

Drill further into social data with keywords more specifically related to the topic at hand.

4

**Utilize Dashboards**

Utilize the dashboard provided by your tool to analyze consumer sentiment, trending words within social media posts, and more.

5

**Leverage Social Listening Data**

Use the data you uncover to enhance your brand experience, customer experience, crisis management, competitive analysis, content strategy, and influencer marketing.

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