Imagine a doctor with his stethoscope...

During a routine check, he uses a stethoscope to **monitor** the heartbeat of a patient, in order to detect any anomalies

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Let's say the doctor identifies an anomaly in the heartbeat of his patient...

Now his next steps are crucial, the life of his patient might depend on it. He must:

- **Understand** the origin of the symptoms by doing more tests
- **Analyse** the results of these tests to identify the cause
- **Take action** and prescribe a treatment to the patient

What the doctor did is exactly the equivalent of social monitoring and social listening!

- **Social monitoring** = the routine check: **what** is happening in the heart?

- **Social listening** = the next 3 steps: **why** the heartbeat has an anomaly?

Social listening is a 4-step activity and social monitoring is the 1st step

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The 4 steps of social listening

1 **Monitoring** social media for conversations around your brand, competitors, industry and relevant topics/keywords

2 **Understanding** the social media sentiment behind the conversations

3 **Analysing** these conversations to identify trends that bring improvement and growth opportunities

4 **Decide on actions** based on the conclusions from the previous steps

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In short...

Social monitoring:

what are people saying?

🎯 **Identify conversations and participate to better engage with the audience**

Social listening:

why are they saying this?

🎯 **Analyse conversations for insights and take actions (marketing, PR, strategic...)**

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That's a wrap!

Our Digital Wingmen work as your extended team to lead your pharma organisation to excellence

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