

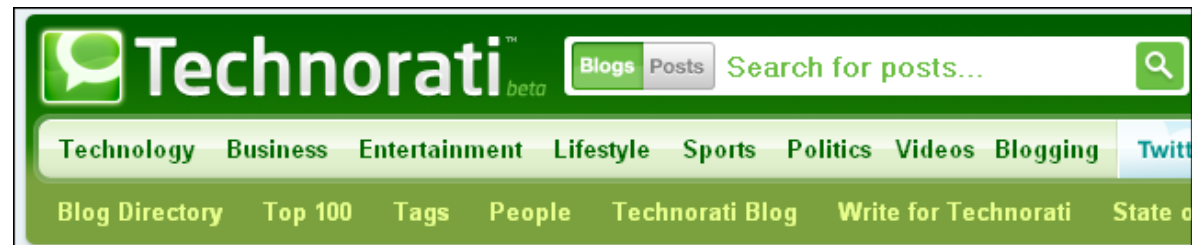
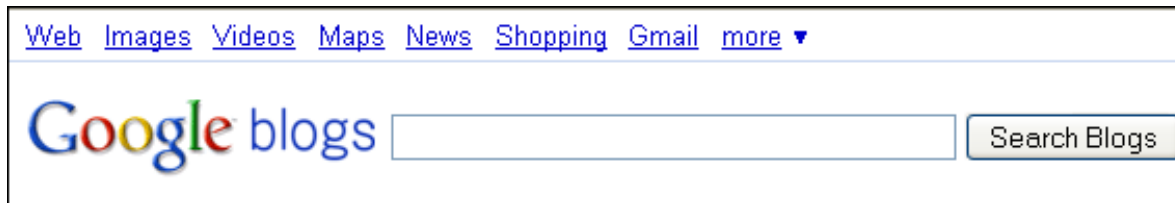
Online Listening How-To

Agenda

- Identify potential influencers
- Qualify by relevant content
- Qualify by influence

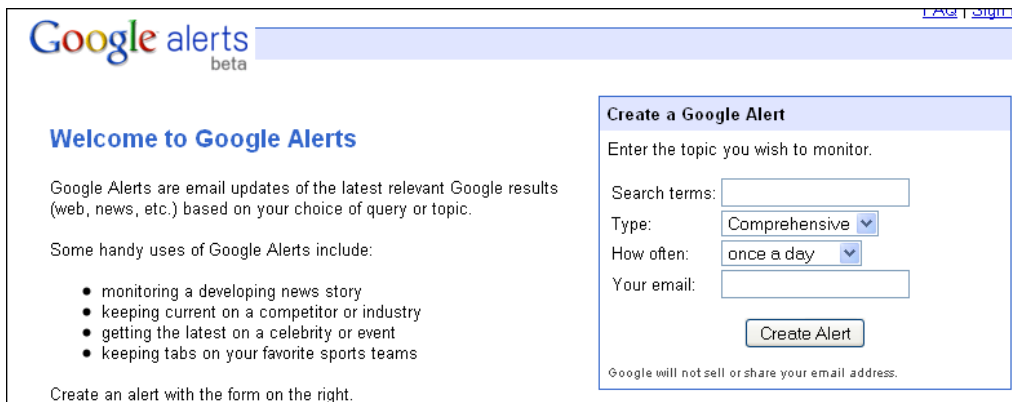
Identify Potential Influencers

- Search by keywords for blogs that discuss relevant issues.



Identify Potential Influencers

- Create Google Alerts for relevant keywords and monitor via Google Reader.



Google alerts
beta

Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.

Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Your email:

Google will not sell or share your email address.



An Example Post

ROOM FOR DEBATE

A Running Commentary on the News

November 22, 2009, 7:00 PM

Haves vs. Have-Nots at Public Universities

By THE EDITORS

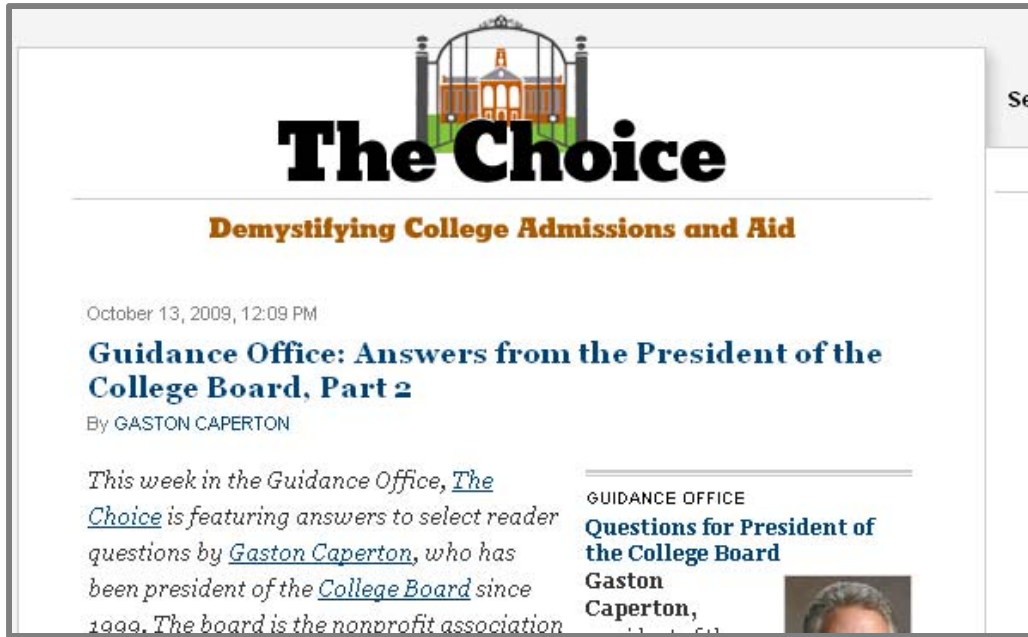


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WHAT STARTS HERE CHANGES THE WORLD

NYT: The Choice

<http://thechoice.blogs.nytimes.com/>



The Choice
Demystifying College Admissions and Aid

October 13, 2009, 12:09 PM

Guidance Office: Answers from the President of the College Board, Part 2
By GASTON CAPERTON

This week in the Guidance Office, The Choice is featuring answers to select reader questions by [Gaston Caperton](#), who has been president of the [College Board](#) since 1999. The board is the nonprofit association

GUIDANCE OFFICE
Questions for President of the College Board
Gaston Caperton,

Estimated Monthly Visitors	13,900
Inbound Links	303
Technorati Rank	N/A
MSM Citations	8
Outlet Type	MSM Blog

Site Description:

- The Choice is a New York Times blog that focuses on issues regarding college admissions.
- The blog offers advice to high school seniors and discusses political changes that might affect them.

Recommendations:

- Monitor for mentions of your university or for opportunities to respond to relevant issues.
- Respond when your university can add to the conversation in a meaningful way.
- Consider partnership with The Choice to guest blog about key issues.

Contact:

- Jacques Steinberg
- thechoice@nytimes.com

Qualify based on content

- Add the list of potential influencers to Google Reader.
- Actively monitor sites and note those that regularly discuss issues that you care about.



☆ Google Alerts - university of ... SLENZ Update, No 152, November 23, 2009 « Second Life Education ... 6:35 AM

SLENZ Update, No 152, November 23, 2009 « Second Life Education ...

from Google Alerts - university of texas by johnwaugh

Quoting Jorge Peña, assistant professor in the College of Communication at the **University of Texas**, at Austin, the on-line magazine said that although often seen as an inconsequential feature of digital technologies, ...

[Second Life Education New Zealand - http://slenz.wordpress.com/](http://slenz.wordpress.com/)

☆ Add star Like Share Share with note Email Keep unread Add tags

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WHAT STARTS HERE CHANGES THE WORLD

Qualify Based on Influence

- **Technorati Authority:** <http://technorati.com/>
- **Unique Monthly Visitors:** <http://www.quantcast.com/>
- **Mainstream Media Citations:** Factiva
www.lib.utexas.edu
- **Links:** www.google.com
- **RSS subscribers & posts per week:**
www.google.com/reader

Select Influencers & Monitor

- Based on budget/ time, select the top influencers for your unit.
- Add their RSS feeds to your Google Reader.
- Monitor daily using keywords that are relevant to your unit.

