



Listening Report Template

POSITIVE MENTIONS:

Summarize the key themes: Is this what you want people to know, think, feel, or do? Has anything changed when you look at the themes over time?

Link to a couple of examples: Title of Post/Article, Author
Pull out any insightful quotes

NEGATIVE MENTIONS:

Summarize the key themes: What is a perception? What is a true complaint? How can you address it or fix the problem? Who needs to know? New issue or recurring?

Link to a couple of examples: Title of Post/Article, Author
Pull out any insightful quotes





NEUTRAL MENTIONS:

Summarize the key themes:

ACTION:

Summarize what you've learned related to your program, brand, or issue. What decisions can you make?

Describe in a sentence any ideas for applying the information in your outreach, messaging, program improvement, etc

New Ideas for content, programs, etc.

Influencers: Identify any individuals that you think may be influencers in the social media space that you want to cultivate

Engagement: Where have you engaged with individuals?

DISTRIBUTION:

Who should receive a copy of the report?

Do you need to point a specific listening data point to a particular program or individual?

