

MEDIA MONITORING

Media monitoring is the act of monitoring the output of print, online and broadcast media to capture subject matter portraying your organization other information relevant to your objectives.

MEDIA MONITORING EXPECTATIONS

- Implications on the events you are focused on
- Keep leadership and staff informed
- Develop a methodology to track news coverage on a daily basis
- Finding the information that affects your overall agency and geographic location



MEDIA MONITORING TOOLS AND RESOURCES



MEDIA LISTS

regular review of media contact reporting



PRESS RELEASE DISTRIBUTION SERVICES

Complete with tracking and reporting



COVERAGE ALERTS

Notification when your subject



DIGITAL MONITORING & ANALYTICS SERVICES

In-depth tracking, trends and notification

SOCIAL MONITORING

- Looks back
- Gathers information
- Focuses on details
- Measures success

SOCIAL LISTENING

- Looks forward
- Analyzes information
- Looks at big picture
- Guides strategy

DIGITAL MEDIA MONITORING

Track information relevant to your organization:

- Brand mentions (with or without @ mention)
- Relevant hashtags
- Mentions of your competitors/partners
- General trends that apply to your industry

USE OF APPROPRIATE NEWS SOURCES

- Use online news aggregators
- Scour the internet
- Social/Digital media; #Follow
- Bloggers

MEDIA CONTENT ANALYSIS

Be critical

- Discern fact from opinion and question reliability

Be timely

- Ideal news window is ~16 hours

Be focused

- Summarize the story, focus on impact, repercussions and next steps



BRIEFING TECHNIQUES

- Do not give an operational or intelligence assessment of the situation
- Provide audience/stakeholder perception and reaction and i impact to organization
- Do not read the story! Give a synopsis
- Brevity and clarity are critical!

1. Each story should be briefed in less than one minute
2. Provide context
3. Assign relevance to overall mission

