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Create a
Listening Grid

Within the enterprise, listening is more than a linear process. Monitoring social media means not only being able to hear what's being said about your brand, but understanding what to do with that intelligence once you have it, and how to make sure the right people on your team have access to it.

You need a listening grid – a system of gathering information, categorizing and segmenting it based on your needs, communicating internally about responses and engagement, and having up-to-the-minute notification of happenings in social media that are relevant to you.

From your email or IM alerts or the workflow section of your River of News, you can assign posts, classify them according to customized labels, track sentiment of items, and notate the engagement for each post to create a trail of responses and outcomes of each.

Workflow

Radian6's workflow capabilities and Conversation Sidebar enable you to have an internal conversation with team members about each post and tracking capabilities for each mention to capture responses and share notes and insights among your team.

In addition to your communications or community team, you can share these valuable insights with customer service, sales, product and executive teams – anyone using the system – to coordinate responses, notify your team members of emerging issues, or keep account teams apprised of new details that can lend insight into their accounts.

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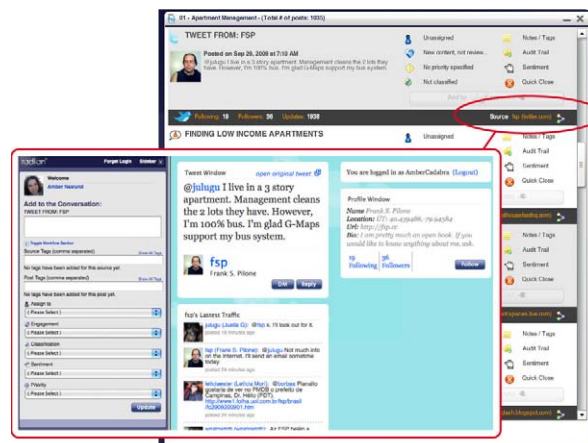
Social Web Caller ID

One challenge of having many team members engaged in outreach or business development also means that information and intelligence about sources is golden. A moment to add a source tag for a post, and every user on your team now has instant information about that source.
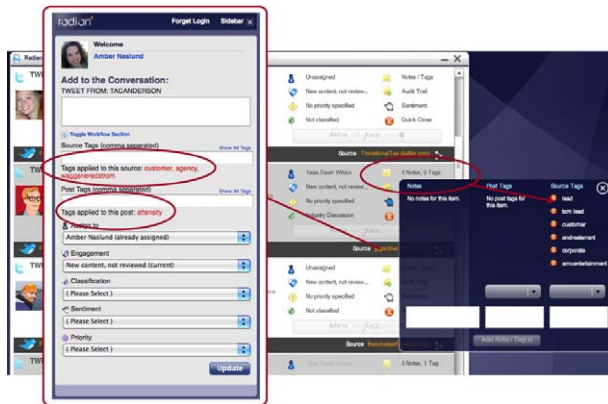

Label your customers, competitors, fans, or influencers. Keep track of posts from a particular event or announcement. Tags provide context for outreach and engagement (never worry about a salesperson reaching out to a competitor again), expands the corporate knowledge base, and encourages others to share information they have about sources or contacts across the social web. The more information you capture, the more ways you have to analyze it.

Source tagging provides you with a social web caller ID system to help identify, manage, and segment the sources engaging in discussion around your brand.

Get Notified

Sometimes you're not working in the Radian6 dashboard, but you'd like to stay on top of a particular topic profile. Now, Radian6 offers the ability for users to get email or Jabber-compatible IM notifications for specific topic profiles at intervals they select.

Alerts are delivered to your inbox or IM client as results are discovered, and include a link to open the alert in your web browser. There you'll find the
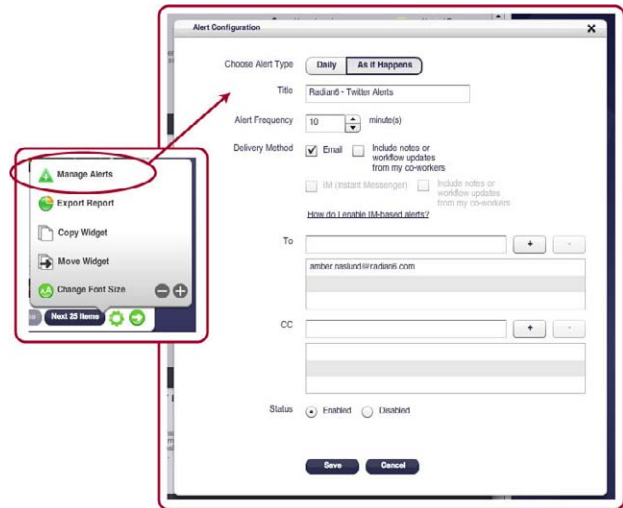
Conversation Sidebar and workflow capabilities for team collaboration and response. Once you act on an alert and update the Conversation Sidebar, a new alert will be issued with the updates so everyone stays in the loop about the most recent activity. And if you assign a post to a member of your team, they'll get an email notifying them so they can act on it. Never miss a relevant post again.

Radian6 brings you internal communication around your social media engagement and the ability to scale your social media interactions across a team, or even across departments. We'll help you build a framework for enterprise-wide social media – from monitoring to engagement to measurement and analysis.

social media monitoring + engagement