

How does the PR industry monitor social media?

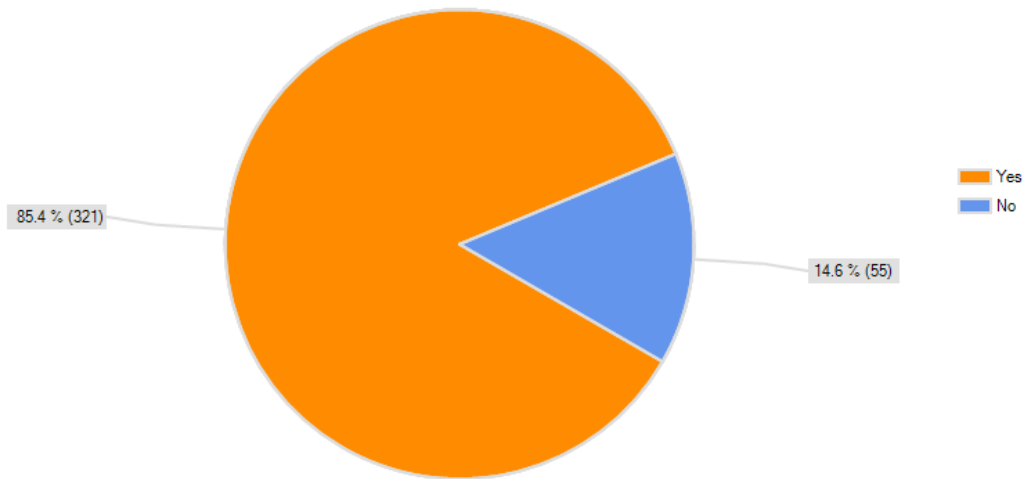
October 2010

How does the PR industry monitor social media?

376 PR agencies and PR departments took part in our survey. It was carried out during October 2010.

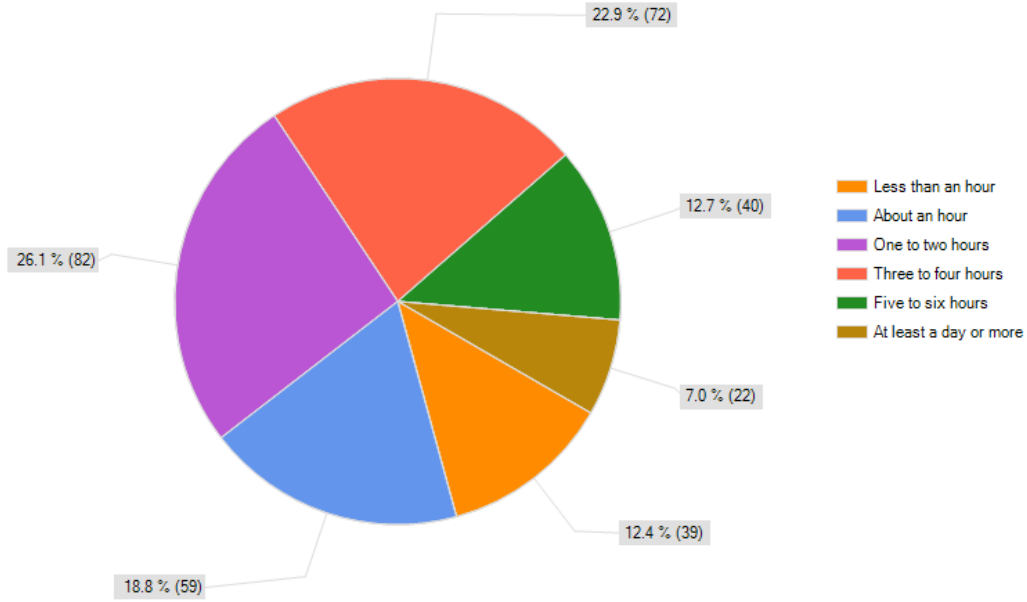
Q1

Do you monitor social media, such as blogs and forums or platforms such as Facebook and Twitter, for coverage and conversations mentioning either clients or your organisation?



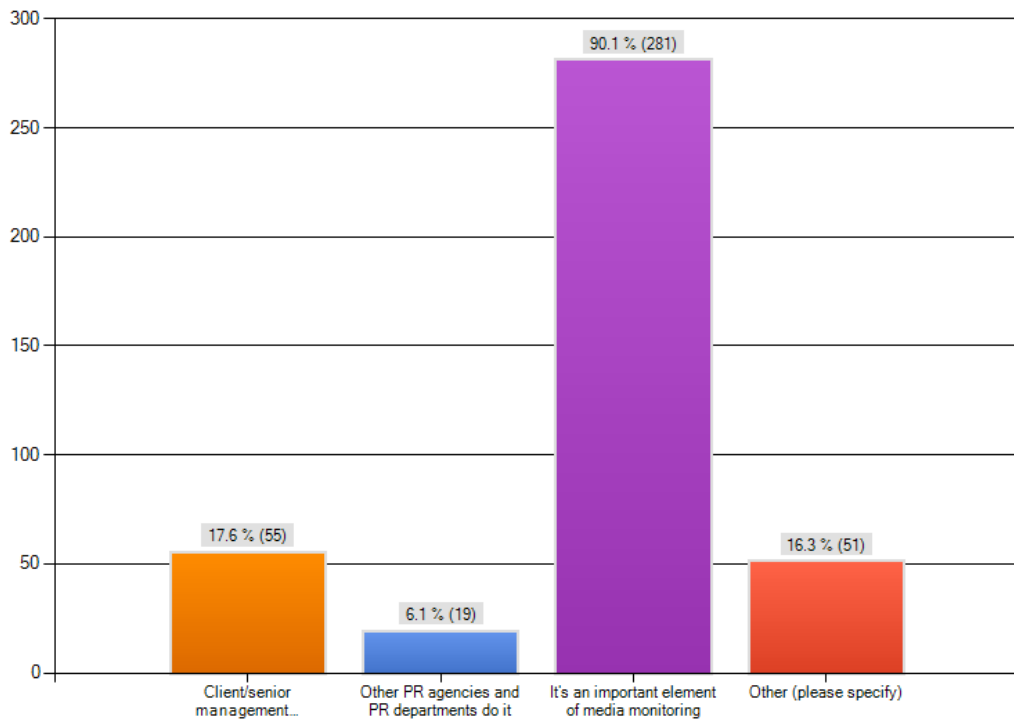
Q2

On average, how much time do you dedicate monitoring social media each week?



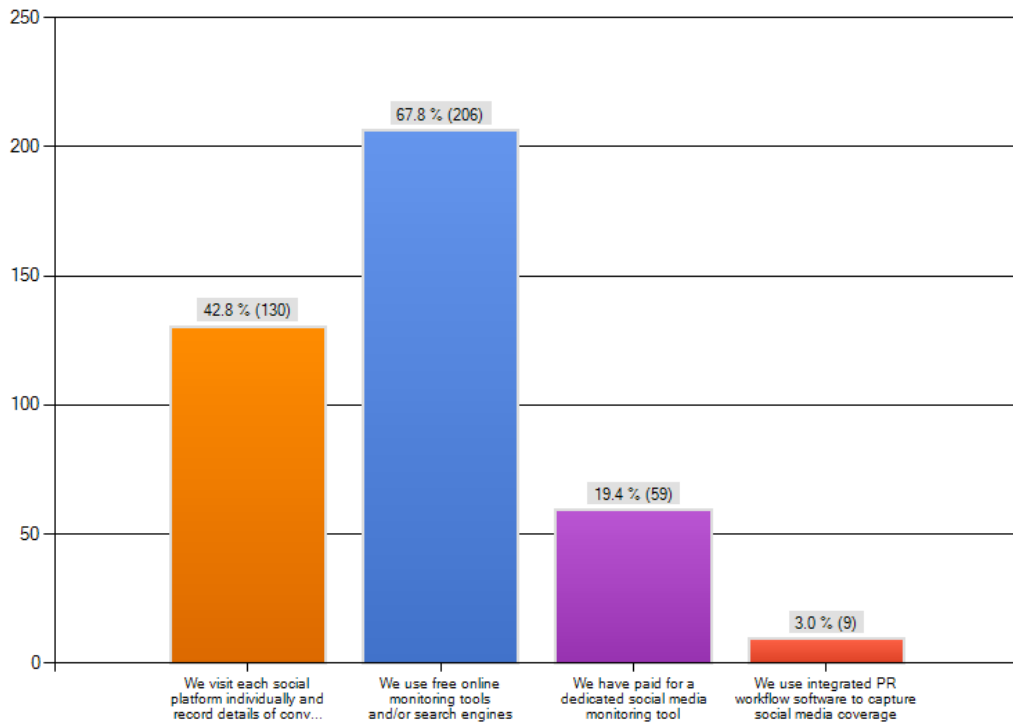
Q3

Why do you monitor social media?



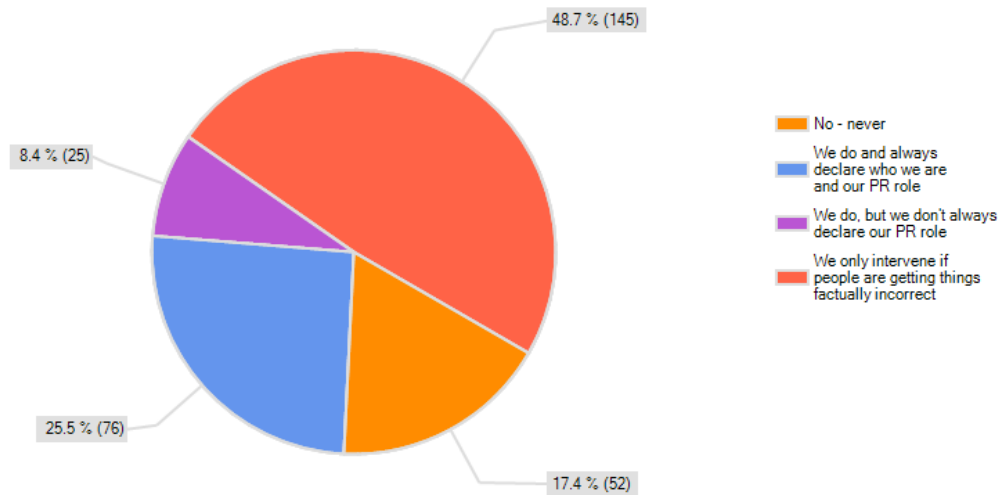
Q4

How do you monitor for coverage and conversations?



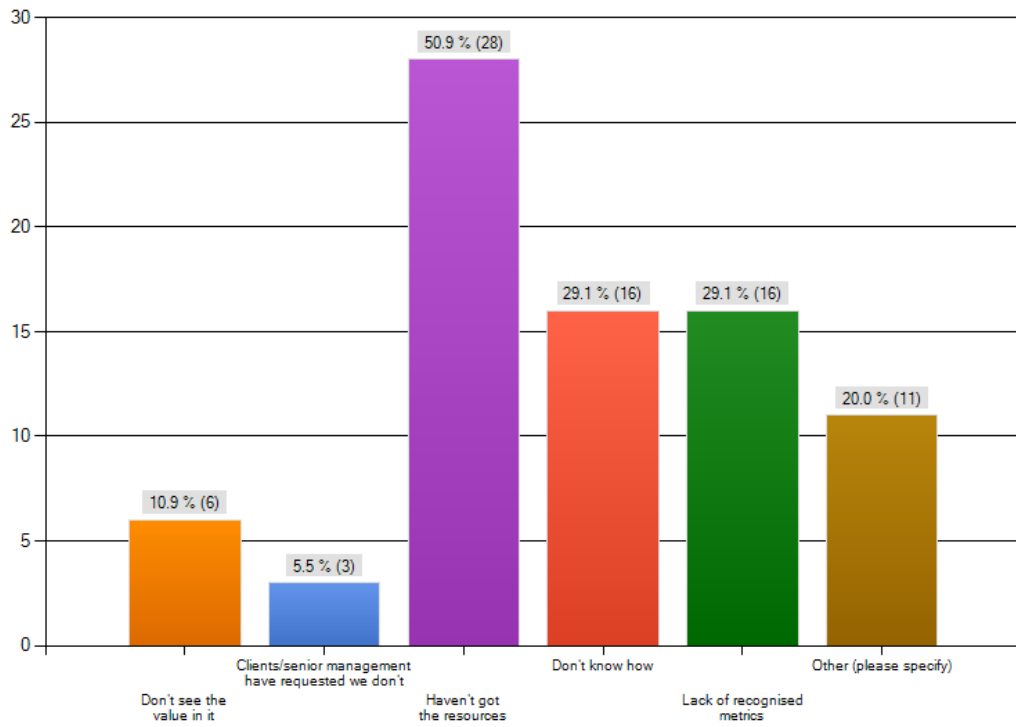
Q5

Do you ever intervene if a client or your organisation is receiving a negative reaction on social media?



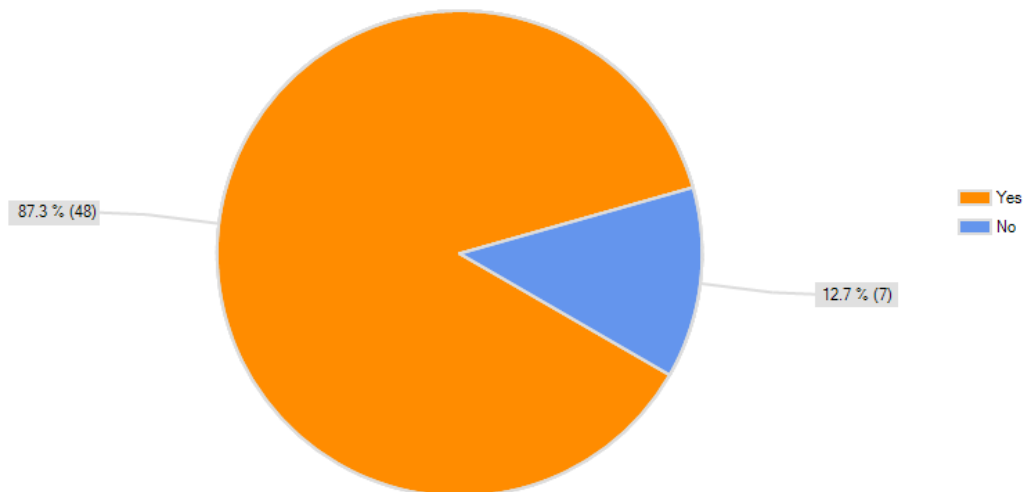
Q6

Why don't you monitor social media?



Q7

Would you consider using social media monitoring if there was more information available explaining how to do it effectively?



About Daryl Willcox Publishing

Daryl Willcox Publishing (www.dwpub.com) provides information services for people in journalism, public relations and marketing. Launched in 1997, the company connects media professionals to create opportunities for timely, relevant press coverage. Products include the Response Source Journalist Enquiries System, SourceWire and Response Source press release wires, the Freelance Journalist Directory and the FeaturesExec media database. Over 2,500 companies use Daryl Willcox Publishing's media relations services, including around 120 of the top 150 PR Companies.

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