

# Listening to the Conversation Online

*HighEdWeb 2009 – SOC11*



**I think I might  
need to be in  
this session.**

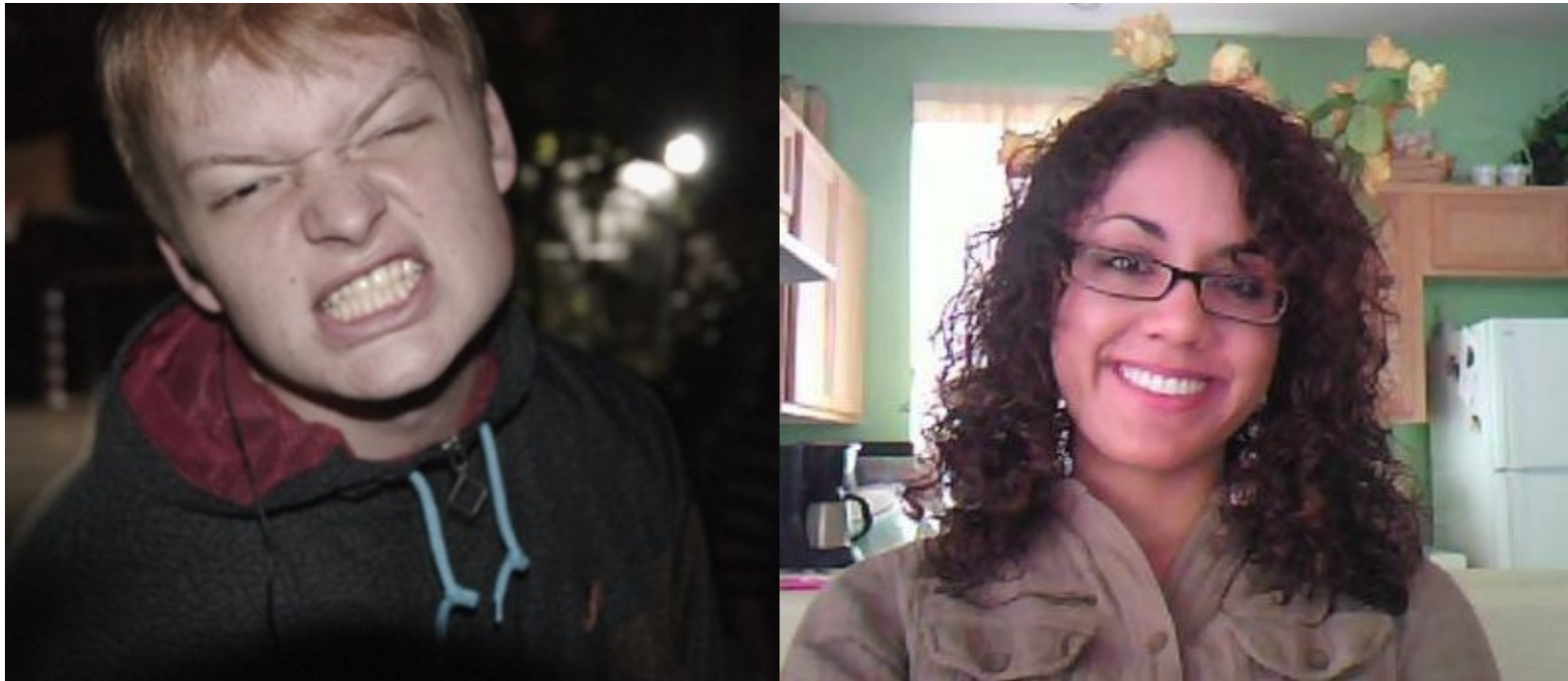
# Agenda

- Trust Me
- Top Ten List
- Tool Belt
- Number Crunching
- Pumpkin Pie



Right Now Someone Is Talking  
About Your Institution Online





People TRUST what they are saying...

# Degrees of Trust

- 90% of consumers trust recommendations from people they know
- **70% of consumers trust opinions online**
- 62% of consumers trust TV advertising
- 41% of consumers trust search engine results ads

A photograph of a man with short, light-colored hair, smiling broadly. He is wearing a dark suit jacket over a light-colored shirt. The background is a blurred indoor setting with some circular lights visible. The text "Top 10 List" is centered over the image in a large, black, sans-serif font.

# Top 10 List

# 10 Reasons Why You Should Listen

1. Understanding **perception & reputation**
2. Identify **engagement** strategies
3. Gather **competitive** intelligence
4. Website enhancements
5. Tweak **advertising** initiatives

# 10 Reasons Why You Should Listen

6. Identify & analyze **influencers** of your institution
7. Crisis management
8. Free **focus group**
9. **Influence** the conversation
10. Build **loyalty** and presence

A person is shown from the waist down, wearing a red tool belt with multiple pouches. The belt is secured with a large silver buckle. The pouches contain various tools, including a yellow tape measure, a hammer, a wrench, and several screwdrivers with colorful handles. The person is wearing light-colored pants. The background is a plain, light-colored surface.

# Tool Belt

# Tools to Listen

- Yahoo Pipes
- Tweetdeck
- Social Mention
- Radian6 (paid)

There are  
many more  
out there!

# Yahoo Pipes

## Images

Flickr, Webshots,  
Photobucket

## Video

Google video, Yahoo,  
Youtube, Grouper, Break,  
Dailymotion, Metacafe

## Blogs

Yahoo & Google  
news, Live,  
Technorati, Findory,  
Icerocket

## Twitter

Summize, Twemes,  
Tweetscan, Dittes,  
Telewebber,  
Terraminds

RSS Feed  
Reader



**BARKLEYREI**

# Yahoo Pipes

- Images  
[http://pipes.yahoo.com/pipes/pipe.info?\\_id=ZG\\_NMZh3RGZNGO16icw5g](http://pipes.yahoo.com/pipes/pipe.info?_id=ZG_NMZh3RGZNGO16icw5g)
- Videos  
[http://pipes.yahoo.com/pipes/pipe.info?\\_id=AHkR4ai42xGIKUilZFUMqA](http://pipes.yahoo.com/pipes/pipe.info?_id=AHkR4ai42xGIKUilZFUMqA)
- News & Blogs  
[http://pipes.yahoo.com/pipes/pipe.info?\\_id=fELaGmGz2xGtBTC3qe5lkA](http://pipes.yahoo.com/pipes/pipe.info?_id=fELaGmGz2xGtBTC3qe5lkA)
- Podcasts  
[http://pipes.yahoo.com/pipes/pipe.info?\\_id=0EQGHMC32xGYBcw4qu5lkA](http://pipes.yahoo.com/pipes/pipe.info?_id=0EQGHMC32xGYBcw4qu5lkA)
- Twitter  
[http://pipes.yahoo.com/pipes/pipe.info?\\_id=c328dbc82f8019c0097eb3318205fa09](http://pipes.yahoo.com/pipes/pipe.info?_id=c328dbc82f8019c0097eb3318205fa09)



# Social Mention

socialmention\*

Blogs

Microblogs

Bookmarks

Comments

Events

Images

News

Videos

Audio

Q&A

All

Search

Trends: [Life Expectancy Calculator](#), [reggie jackson](#), [Shyne](#), [Most Unbreakable Records](#), [www.fluidnow.com claim your weeks](#), [outrageous](#), [Monica Seles](#)

Please forgive us if you encounter random issues with the service. We are working on the problem. :)

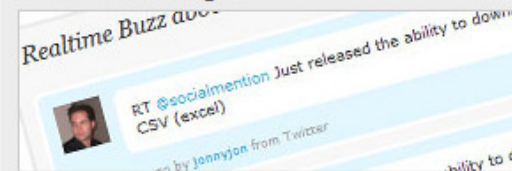
## Social Media Alerts

Like Google Alerts but for social media.

Receive free daily email alerts of your brand, company, CEO, marketing campaign, or on a developing news story, a competitor, or the latest on a celebrity.

[Create an alert](#)

## Realtime Buzz Widget



Display realtime buzz on your site or blog.

[Get the widget](#)

[About](#) - [Alerts](#) - [API](#) - [Trends](#) - [Tools](#) - [Install Search Plugin](#) - [Follow us](#) - [FAQ](#) - [Support](#)

social mention is a real time search platform

4%  
strength6:1  
sentiment26%  
passion12%  
reach

30 minutes avg. per mention

last mention 1 hour ago

54 unique authors

4 retweets

## Sentiment

positive	<div></div>	32
neutral	<div></div>	96
negative	<div></div>	5

## Top Keywords

college	<div></div>	30
nazareth	<div></div>	30
center	<div></div>	7
rochester	<div></div>	7
team	<div></div>	6
ithaca	<div></div>	4
warthog	<div></div>	4
austin	<div></div>	4
wrinkle	<div></div>	4
arts	<div></div>	4

## Top Users

Rachelyd	<div></div>	6
nobody@flickr.com (NazarethCollege)	<div></div>	6
admin	<div></div>	3
pascalliberte	<div></div>	2
VisitRochester	<div></div>	2
Elmira College	<div></div>	2
Ganondagan	<div></div>	2
noreply@blogger.com (Shawn Tribe)	<div></div>	2
MeganRoche	<div></div>	2
hbutter3	<div></div>	2

## Top Hashtags

## Mentions about "Nazareth College"

Sort By:  Results: 

Results 1 - 15 of 133 mentions.

 [McHale and Socha Repeat as Athletes of the Week : Keuka College ...](#)


McHale, a 5-10 outside hitter, led Keuka to a 1-3 showing at the Nazareth College Invitational while being named to the All-Tournament team. It is McHale's second All...

[keukastorm.com/2009/10/06/mchale-and-socha-repeat-as-athletes-of-the-week/](http://keukastorm.com/2009/10/06/mchale-and-socha-repeat-as-athletes-of-the-week/)

1 hour ago - on [google\\_blog](#)

 [Nazareth College Percussion Ensemble: Warthog #5 By Austin Wrinkle: Warthog #5 by Austin Wrinkle: a hand.. http://bit.ly/q2lfb](#)

[twitter.com/SharronPreston/statuses/4655637496](http://twitter.com/SharronPreston/statuses/4655637496)

1 hour ago - by  [SharronPreston](#) on [twitter](#)

 [Nazareth College Percussion Ensemble: Warthog #5 By Austin Wrinkle ...](#)

Warthog #5 by Austin Wrinkle: a hand drumming ensemble piece based on Indian vocalizations, as performed by Kristen Shiner McGuire and the Nazareth College.

[botoxofbeverlyhills.com/2009/10/06/nazareth-college-percussion-ensemble-warthog-5-by-austin-wrinkle/](http://botoxofbeverlyhills.com/2009/10/06/nazareth-college-percussion-ensemble-warthog-5-by-austin-wrinkle/)

2 hours ago - by admin on [google\\_blog](#)

 [Sara Thomas Design Days](#)

... dark chocolate, my incredible friends, loving family and amazing, beautiful husband. Education: University at Buffalo- Ed.M (Master of Education, Elementary Gene...

[sarathomasdesigns.blogspot.com/2009/10/good-morning-i-recently-put-together.html](http://sarathomasdesigns.blogspot.com/2009/10/good-morning-i-recently-put-together.html)

3 hours ago - by Sara Thomas Designs Studio on [google\\_blog](#)

 [Mr. Brundage's French Classes: October 5th](#)

I went to Nazareth College of Rochester where I spent my junior year abroad in Rennes, France where I really fell in love with the French language as well as learn...

[brundagefrench.blogspot.com/2009/10/october-5th.html](http://brundagefrench.blogspot.com/2009/10/october-5th.html)



5 hours ago - by Mr. Michael Brundage on [google\\_blog](#)

 [St. John Fisher College Insider: Horse-ing Around...Fisher Style](#)


The event was held with the equestrian teams from Nazareth College and Rochester Institute of Technology (RIT). It was so fun watching and learning all about the spo...

[fisherinsider.blogspot.com/2009/10/horse-ing-aroundfisher-style\\_05.html](http://fisherinsider.blogspot.com/2009/10/horse-ing-aroundfisher-style_05.html)

13 hours ago - by Fisher Insider on [google\\_blog](#)

 [Next Show: October 24th - Fight The Bite Benefit Show - Otto A. Shults Community Center - Nazareth College - Rochester, NY.](#) [RSS Feed](#) [Email Alert](#) [CSV/Excel File](#)

## CSV Data

 [Sentiment](#) [Top Keywords](#) [Top Users](#) [Top Hashtags](#)

## Realtime widget



Display realtime buzz on your site or blog.

[Get the widget](#)

0%  
strength10:1  
sentiment0%  
passion14%  
reach

6 days avg. per mention

last mention 10 days ago

20 unique authors

0 retweets

## Sentiment

positive	<div></div>	20
neutral	<div></div>	67
negative	<div></div>	2

## Top Keywords

college	<div></div>	122
nazareth	<div></div>	77
university	<div></div>	32
question	<div></div>	22
school	<div></div>	20
resolved	<div></div>	19
rochester	<div></div>	13
topics	<div></div>	13
year	<div></div>	13
colleges	<div></div>	8

## Top Users

ali	<div></div>	1
Billy Goat	<div></div>	1
worriedmom	<div></div>	1
keesha	<div></div>	1
nokhutula	<div></div>	1
YariT	<div></div>	1
vickie	<div></div>	1
Nancy Herbkersman	<div></div>	1
anne	<div></div>	1
curious	<div></div>	1

## Top Hashtags

## Mentions about "Nazareth College"

Sort By:  Results: 

Results 1 - 15 of 89 mentions.

- [Colleges for the partially sighted in california](#)  
colleges for the partially sighted in californiaTopics: can you suggest a 4 year college for low vision students?  
[yedda.com/questions/suggest\\_4\\_year\\_college\\_low\\_vision\\_735179178238920/?src=rss:rq:qb](#)  
10 days ago - by barbara on [yedda](#)
- [College Football](#)  
What college football team is the biggest surprise this year?Topics: sports, ncaa, college football  
[yedda.com/questions/College\\_Football\\_sports\\_NCAA\\_951288121537398/?src=rss:rq:qb](#)  
15 days ago - by twincitiesmark on [yedda](#)
- [Resolved Question: Does 'Nazareth College', in Rochester NY offer nursing courses?](#)  
can you please link me to their site where it explains the topic?  
[answers.yahoo.com/question/index?qid=20090915101537AAgaoPA](#)  
21 days ago - on [yahoo\\_answers](#)
- [Prepare for college financially.](#)  
My son is a junior in high school. He has great intentions of attending college upon graduation. My question is what/how/when with the savings he has accumulated thr...  
[yedda.com/questions/Prepare\\_college\\_financially\\_149134817179825/?src=rss:rq:qb](#)  
21 days ago - by vonbre4 on [yedda](#)
- [College](#)  
Im looking for community college with electrician programs in NY or NJ??Topics: college question  
[yedda.com/questions/College\\_QUESTION\\_627641228385143/?src=rss:rq:qb](#)  
22 days ago - by sboli1 on [yedda](#)
- [Resolved Question: Help with college please!?](#)  
I am thinking about going to both RIT and Nazareth colleges. I didnt get the best of ACT/SAT scores so i am nervous about RIT. I was thinking of doing early decision...  
[answers.yahoo.com/question/index?qid=20090912085721AA3mVRu](#)  
24 days ago - on [yahoo\\_answers](#)
- [Iam thinking of going to mississippi college for ...](#)  
iam thinking of going to mississippi college for master in psych. is it hard, what are the general admissions criteria Topics: colleges, psychology  
[yedda.com/questions/colleges\\_psychology\\_186932006821602/?src=rss:rq:qb](#)  
24 days ago - by Gonzo on [yedda](#)

[RSS Feed](#)[Email Alert](#)[CSV/Excel File](#)

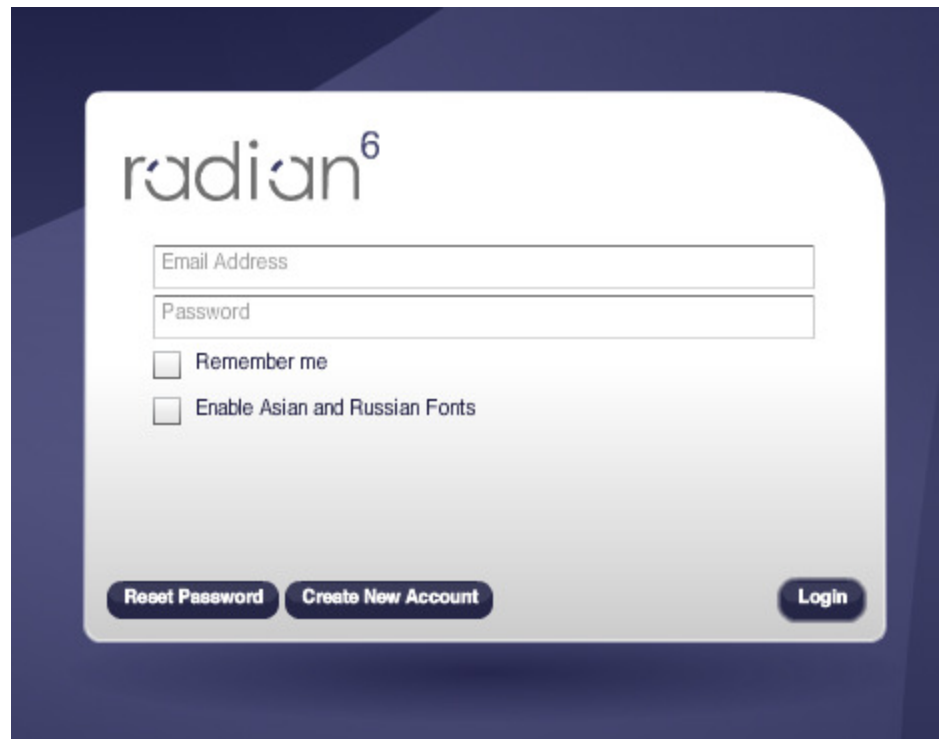
## CSV Data

[Sentiment](#)[Top Keywords](#)[Top Users](#)[Top Hashtags](#)

## Realtime widget

Display realtime buzz on your site or blog.  
[Get the widget](#)

# Radian6



The image shows a login form for Radian6. The form is white with rounded corners and is set against a dark blue background. At the top left of the form is the 'radian<sup>6</sup>' logo. Below the logo are two input fields: 'Email Address' and 'Password'. Under the 'Password' field are two checkboxes: 'Remember me' and 'Enable Asian and Russian Fonts'. At the bottom of the form are three buttons: 'Reset Password', 'Create New Account', and 'Login'.

radian<sup>6</sup>

Email Address

Password

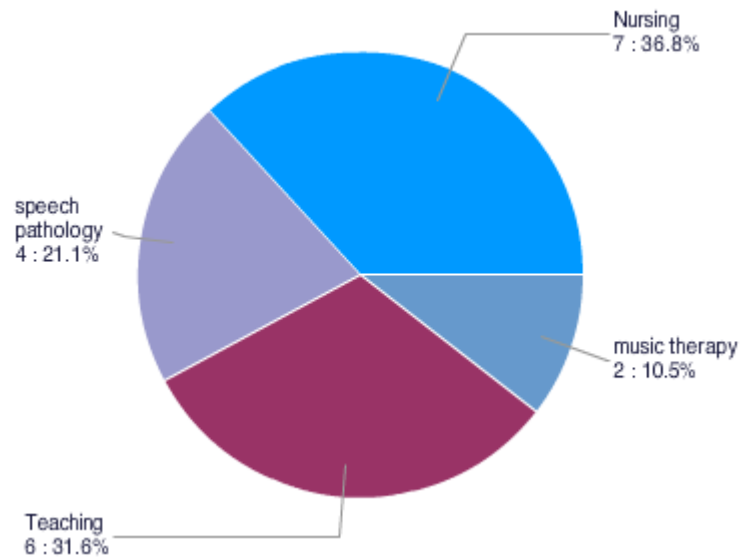
☐ Remember me

☐ Enable Asian and Russian Fonts

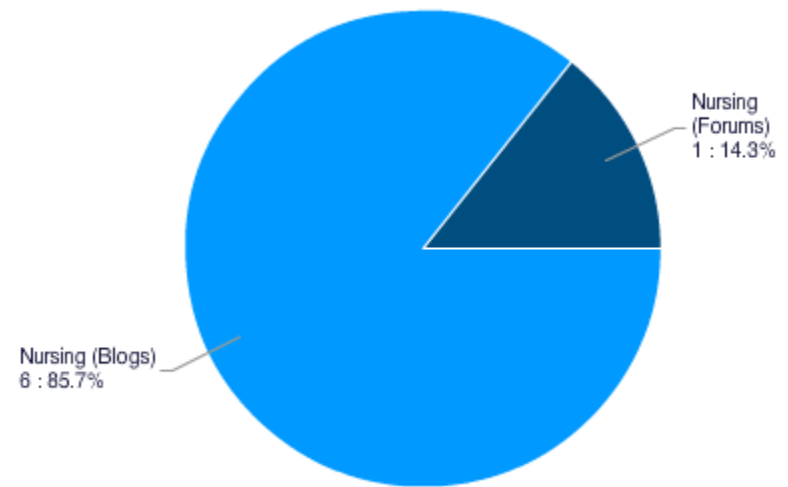
Reset Password Create New Account Login

# Radian6

## By Degree



## By Media Type



**BARKLEYREI**

# Radian6

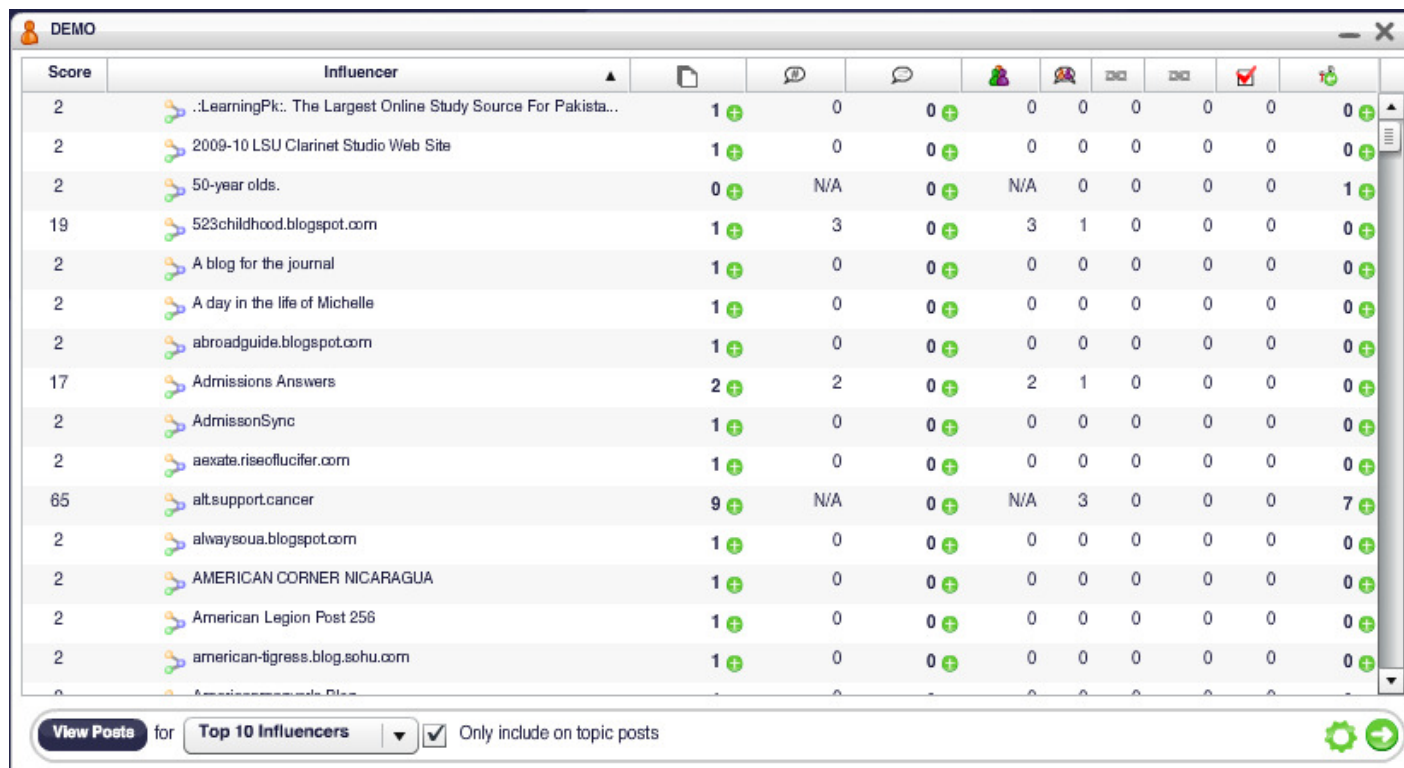
college naegely time tully invitational  
geers central score blocks rochester women  
carthage kills volleyball benjamin smith mchale  
keuka second kauppinen held chelsea  
dropped weekend jefferson record brockport  
team doody match heather junior led  
geneseo point school all-tournament cross  
indiana named country socha suny set  
storm all-tourney nazareth engelbert holly  
runners



BARKLEYREI

# Radian6

## By Influencers



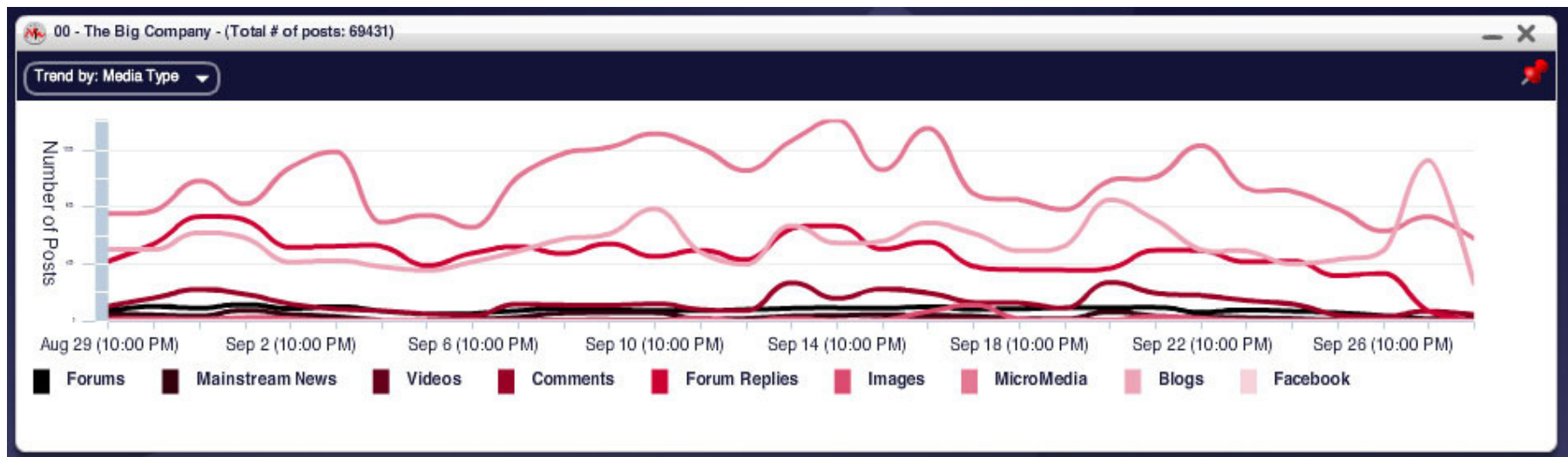
DEMO

Score	Influencer										
2	LearningPk: The Largest Online Study Source For Pakista...	1 +	0	0 +	0	0	0	0	0	0	0 +
2	2009-10 LSU Clarinet Studio Web Site	1 +	0	0 +	0	0	0	0	0	0	0 +
2	50-year olds.	0 +	N/A	0 +	N/A	0	0	0	0	0	1 +
19	523childhood.blogspot.com	1 +	3	0 +	3	1	0	0	0	0	0 +
2	A blog for the journal	1 +	0	0 +	0	0	0	0	0	0	0 +
2	A day in the life of Michelle	1 +	0	0 +	0	0	0	0	0	0	0 +
2	abroadguide.blogspot.com	1 +	0	0 +	0	0	0	0	0	0	0 +
17	Admissions Answers	2 +	2	0 +	2	1	0	0	0	0	0 +
2	AdmissonSync	1 +	0	0 +	0	0	0	0	0	0	0 +
2	aaxata.riseoflucifer.com	1 +	0	0 +	0	0	0	0	0	0	0 +
65	alt.support.cancer	9 +	N/A	0 +	N/A	3	0	0	0	0	7 +
2	alwaysoua.blogspot.com	1 +	0	0 +	0	0	0	0	0	0	0 +
2	AMERICAN CORNER NICARAGUA	1 +	0	0 +	0	0	0	0	0	0	0 +
2	American Legion Post 256	1 +	0	0 +	0	0	0	0	0	0	0 +
2	american-tigress.blog.sohu.com	1 +	0	0 +	0	0	0	0	0	0	0 +
0	American... Blog										

View Posts for **Top 10 Influencers** ☒ Only include on topic posts

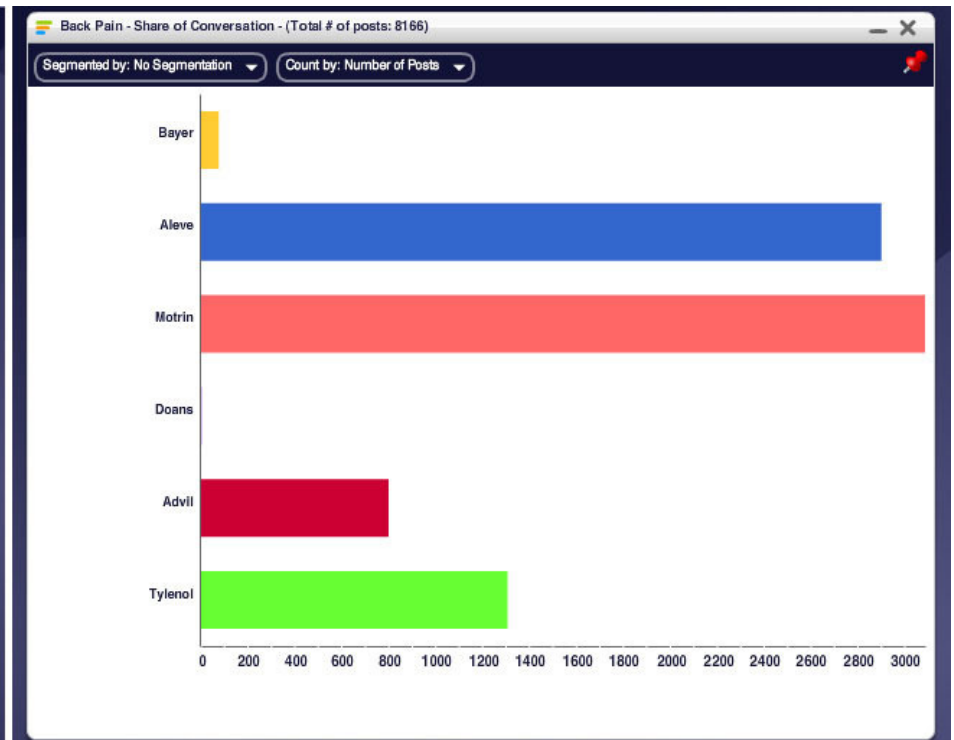
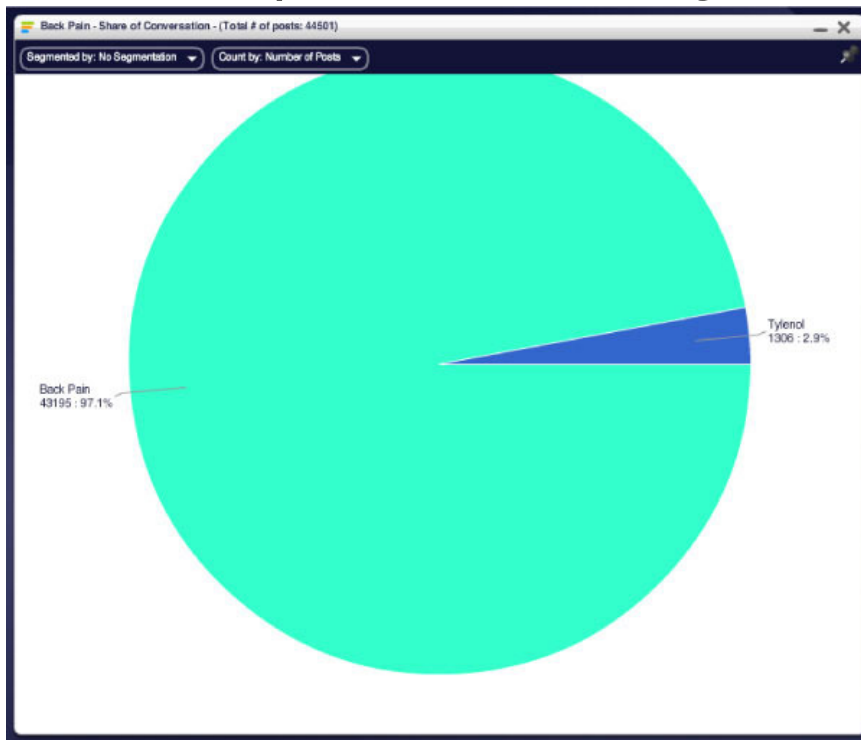
# Radian6

## Media Type Trend



# Radian6

## Competitor Trending



# Number Crunching

# Social Media Measurement

- Reputation
- Participation
- Visibility

**What Are Your  
Marketing Goals?**

**Social Media  
Goals?**

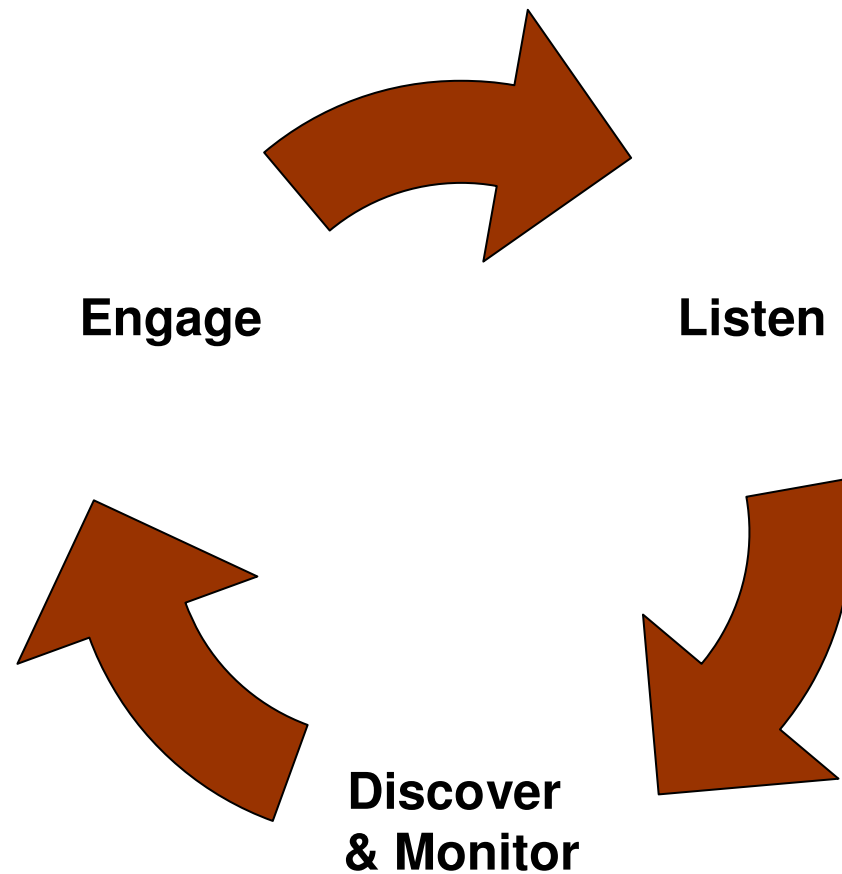
# Social Media Reporting

- Influence
- Brand Awareness
- Sentiment
- Content Contribution
- Special Twitter Tracking
- Content Consumption
- Site Traffic Metrics
- Link Backs
- RSS Subscriptions
- Impressions
- Conversion Rate
- Share of Conversation
- Conversation Volume



# Pumpkin Pie

# Listening = One Piece of the Social Media Pie



**BARKLEYREI**

# Questions?



**BARKLEYREI**

# Thank You!

Holly Maust

hmaust@barkleyrei.com

@hmaust

@barkleyrei



**BARKLEYREI**