



SOCIAL MONITORING TOOLS

KEYWORD ALERT WORKSHEET

The goal of an alert is to notify you when particular keywords of interest are used in articles or blogs online. Below is a list of the types of keywords you can use to set up your alerts. Keywords can be about people, institutions, projects, issues, or most importantly your business or organization.

Start with just a few alerts and get a feel for the volume of mentions and alerts you will be receiving. You can always modify, add or delete alerts.

Chambers:

1. Chamber name (Ex. Great Lake Chamber of Commerce)

2. CEO/President name (Ex. Bob Smith)

3. Direct competitors or key collaborators (Ex. Group Health Care Purchasers of Ohio, Local CVB, Economic Development Partners)

4. Major community initiatives or advocacy/lobbying issues (Ex. Health care reform, Lincoln Park Restoration Project)

5. Important projects your chamber is involved in (Ex. Main St. Development Project)

See days 3 and 4 of the 60 Day Plan for detailed Keyword Alert set up instructions.

