



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.

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.

Small Businesses:

1. Business name (Ex. Bob's Shoes)

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

3. Direct competitors (Ex. Lucky Shoes)

4. Key trade organizations or information sources (Ex. Small Business Association, local chamber, Shoe Makers of America)

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