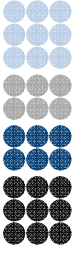


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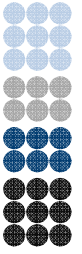


MEDIA MONITORING

and beyond..
May 10, 2010

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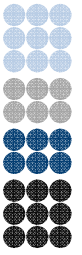


NATIONAL & law firms

- Xstrata bid for Falconbridge
- Canada Life fending off Manulife
- Brian Mulroney's Airbus lawsuit
- Menu Foods pet food recall
- Toyota pricing class actions
- Air Canada vs Westjet
- Ogilvy Renault
- Borden Ladner Gervais

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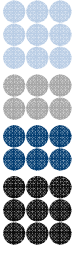


External information can be...



- Scattered
- Overwhelming
- Irrelevant
- Hidden
- Expensive
- Exclusive
- Questionable

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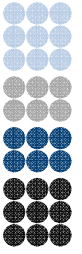
The 'ask'





- Crisis is brewing
- Ongoing current awareness
- Issue tracking
- Press release/event pickup
- Competitor coverage
- Program impact measurement
- Media profile



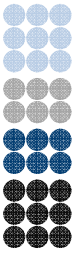
The sources





- Local, national or international
- Language requirements
- From instantaneous to long lead
- Medium (print, online, broadcast)
- Is it news or paid for?
- Copyright, reproduction & distribution
- Vendor offerings & contracts
- Public libraries



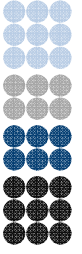
The tools




- Outsource or in-house?
- Breaking news sources
- Daily news options
- A magazine mess
- Broadcast options
- Social media



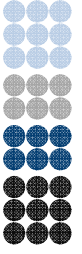
More on online and social media tools




- News breaks first online
- Exclusive content growing exponentially
- Real time conversations
- Ignorance is risk
- Target sources and monitor closely
- You will miss something...but not for long



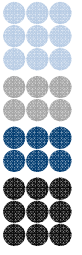
Social media monitoring works best for...




- Canadian owned companies
- Consumer products & services
- Politics
- Technology
- Sports & entertainment
- Healthcare



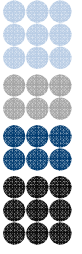
But not so well for...





- Canadian subsidiaries of international companies
- Small companies
- Manufacturing industries
- Low conversation levels



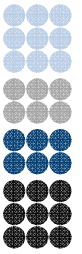
Where to monitor





- Blogs (9 of 10 are commercial)
- Forums & message boards
- Twitter
- Social networks (Facebook)
- Video & other sharing sites
- Consumer & other reviews
- News website comments



Some online/social monitoring favourites



- Google & Yahoo news alerts
- Specialty news searches like [NewsNow](#), [Topix](#), [yourversion](#) & [Press Display](#)
- [WebSite Watcher](#)
- [Twellow](#) Twitter directory & [monitter](#) for real time monitoring
- [Blogcatalog](#) to find relevant blogs
- [WhosTalkin](#) monitors social media conversations



Selection



- Clients depend on our experience & judgment
- Know the subject and follow the news
- Don't be afraid to filter and choose
- Build context
- Analyze & synthesize
- Advise and recommend