



A week in the life of a successful  
**COMMUNITY MANAGER**



with a little help from...



**Digimind.**  
social

# CONTENTS

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KEY TAKEAWAYS	3
FOREWORD	4
INTRODUCTION	5
A. LISTEN: MONDAY	7
1. Set up your personalised dashboard	
2. Find relevant mentions	
3. Create and save custom filters	
4. Create smart email alerts	
B. ANALYSE: TUES, WEDS, THURS	13
1. WHAT: Analyse key concepts	
2. WHEN: Trend graph	
3. WHERE: Media breakdown	
4. COMPARE: Benchmark your campaigns, competitors & brands	
C. ENGAGE: TUES, WEDS, THURS	21
1. WHO: Key influencers	
2. HOW: Sentiment analysis	
3. SHARE: Promote content	
D. REPORT: FRIDAY	28
1. TRENDS: Optimise your online reputation	
2. EXPORT: Add charts to Dashboard	
3. CUSTOMISE: Create unique reports	
4. REPORT: Create and send reports	
CONCLUSION	33
MORE DIGIMIND EBOOKS	35
CONTRIBUTORS	36
ABOUT	37
Digimind Services	
Digimind	
CONTACT DIGIMIND	38

## KEY TAKEAWAYS

Thank you for downloading Digimind's eBook: A Week in the Life of a Successful Community Manager. Inside this guide, you will find all the insights and best practices you need to effectively utilise a social media monitoring tool, such as Digimind Social, to optimise your brand's online voice.

**We guide you through:**

- ✓ how to listen to & monitor mentions of your brand on social media
- ✓ how best to analyse the data gained from social listening
- ✓ how to engage effectively on social media and who to engage with
- ✓ how to present your findings using Dashboards and Reports

## FOREWORD



Thank you for downloading this eBook. Digimind is constantly working to bring you useful and insightful content to make your job easier and help you navigate the complex world of social media.

With the launch of our next generation social media monitoring tool, Digimind Social, in October 2013, we are now better equipped than ever to assist you through these turbulent waters. Beyond our technology, our teams in North America, Europe, Asia and Africa are constantly gleaning the latest social media and digital marketing trends and insights and delivering them in easily digestible formats.

We are very happy to share our insights with you and we hope you find this eBook interesting and insightful. If you like what you see here, you'll find many more similar resources and best practices on our website.

Enjoy,

A handwritten signature in blue ink, consisting of stylized letters that appear to be 'P' and 'V' followed by a horizontal line.

**Paul Vivant**  
Founder & CEO

## INTRODUCTION

There is a common misconception that Community Managers spend their working days tweeting and posting to Facebook. If you are one of those people, think again. In fact, the job of a Community Manager is much, much more than posting and replying to comments on social media. As the social media sphere has evolved, the role of the Community Manager has become more tightly connected with marketing strategy and organisations who fail to harness the insights this role can glean, are likely missing out.

In fairness to the above harbourers of misconception, the role of a Community Manager can be somewhat ambiguous. Lying at the crossroads of marketing, customer support and social media, the core responsibilities of the Community Manager are often a little blurred. What is more, any ambiguity associated with the tasks of a Community Manager can lead to a real lack of daily structure and focus for the employee, thus affecting their productivity and the overall effectiveness of social media campaigns. Understandably, amid the mass of social networking sites – from Twitter to Tumblr – it is often difficult to know where to start!

show you how the the functionalities of the social media monitoring software, Digimind Social, can work synergistically to support and optimise the daily and weekly tasks of the Community Manager.

### In this eBook...

...we provide the **Community Manager** with a focused weekly social media strategy for organising the large number of weekly tasks associated with their job: Listening, Analysing, Engaging and Reporting. In parallel to this, we

“... Digimind Social can work synergistically to support and optimise the daily and weekly tasks of the Community Manager...”

## A. LISTEN: Monday

The beginning of the week is an important time for the Community Manager. Monday mornings should be used to set up the listening environment for the week and tune-in to any social media mentions of your brand which may have come in during the weekend and overnight.

Using the social media monitoring tool, Digimind Social, setting up a listening environment which fits around the daily tasks of the Community Manager, could not be easier.

# SET UP LISTENING SPACE

# MONITOR MENTIONS

# FILTERS

# EMAIL ALERTS

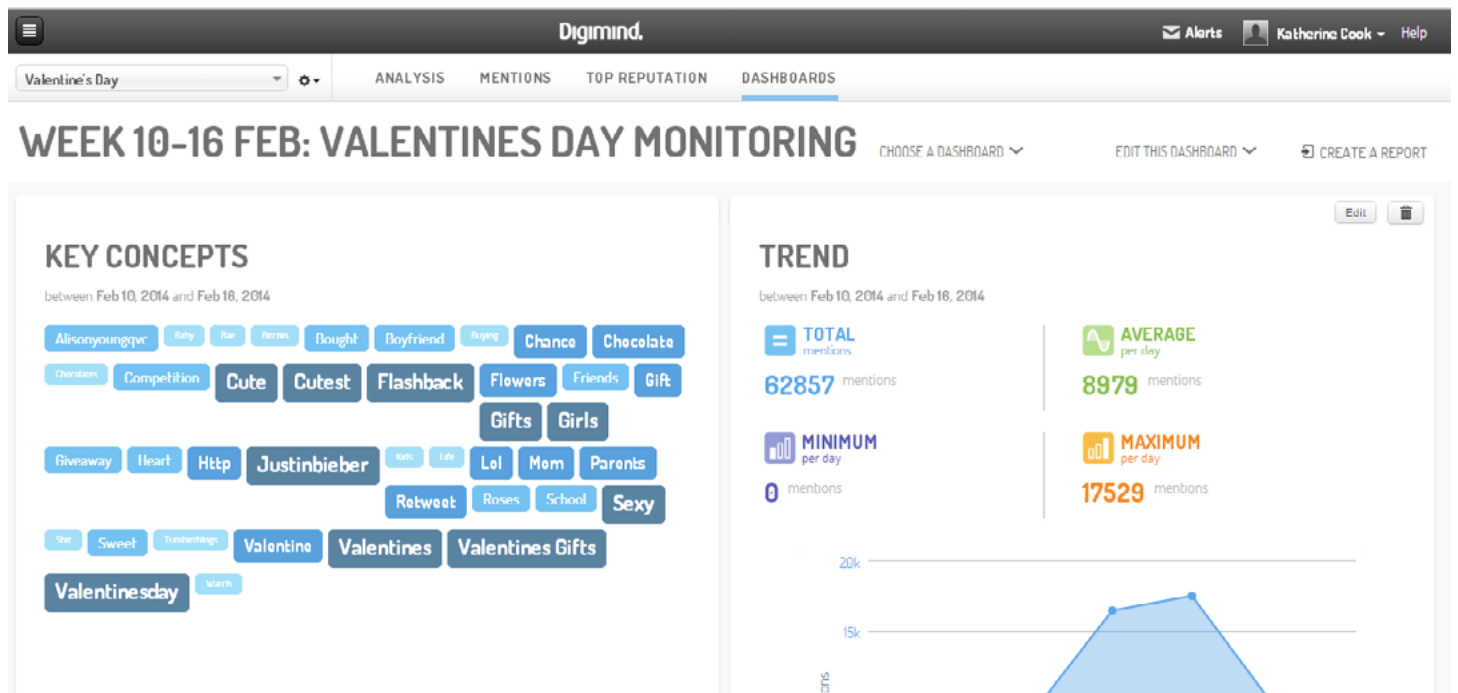


## 1. Set up your Personalised Reporting Dashboard [5 MINUTES]

On the Digimind Social platform, the Reporting Dashboard provides a space for you to gather together all the social media monitoring analytics, collected over a particular period of time. Depending on how your organisation operates, Dashboards may be created on a daily, weekly, monthly or yearly basis. For the purpose of this eBook, Let's assume a company creates reports on a weekly basis.

In the example, which monitors Valentine's Day, we have set up a reporting dashboard:

- Add a clear title for your Dashboard, perhaps including dates/topics monitored
- Decide layout: 1 column or 2 column
- Edit the Dashboard for more options, such as pinning a reminder (Post-it portlet)





## 2. Find relevant mentions [15 MINUTES]

On a Monday morning, it is necessary to find relevant mentions which have accumulated over the weekend. The unique, built-in intelligent reading system in Digimind Social, allows Community Managers to quickly scan for relevant mentions

What makes Digimind Social Mentions different from other platforms?

- **Read mentions:** turn from white to grey, meaning you never have to read the same mention twice
- **Clustering:** similar mentions are grouped together so you don't read about the same things twice (unique feature in the SMM market)

- **Sorts mentions by relevance:** quickly see mentions which have the greatest influence on a given topic
- **Intelligent summary:** quickly understand the context of a mention and decide whether or not content is relevant/interesting before opening it

TWITTER
RANK 4
FOLLOWERS 622
5H AGO

**Margaret Newcomb** @MN\_Fine\_Art  
 RT @naturefineart: 1000+ Ways to Make this Valentine's Day Unforgettable >>> <http://traffic.shareaholic.com/e?a=1&u=fineartamerica.com/profiles/ju...> #gifts #Valentine

[... Read More](#)

see 2 similar mentions
 POSITIVE
#VALENTINESDAY

---

TWITTER
RANK 5
FOLLOWERS 2K
5H AGO

**Orenda** @OrendaMagazine  
 RT @PostalMuseum: Happy #ValentinesDay! If you #love museums as much as we do, check out our "I Heart Museums" Pinterest board: [t.co...](https://t.co...)

POSITIVE
#VALENTINESDAY

---

TWITTER
RANK 2
FOLLOWERS 107
6H AGO

**Jayvon Makers Cater.** @ChefJuvon  
 Y go out when u can hire ur own Affordable Personal Chef. #ValentinesDay special 4 a 4 course meal. Make It Happen [jm-cater.com](http://jm-cater.com)

NO SENTIMENT
#VALENTINESDAY

## 3. Create and save custom filters

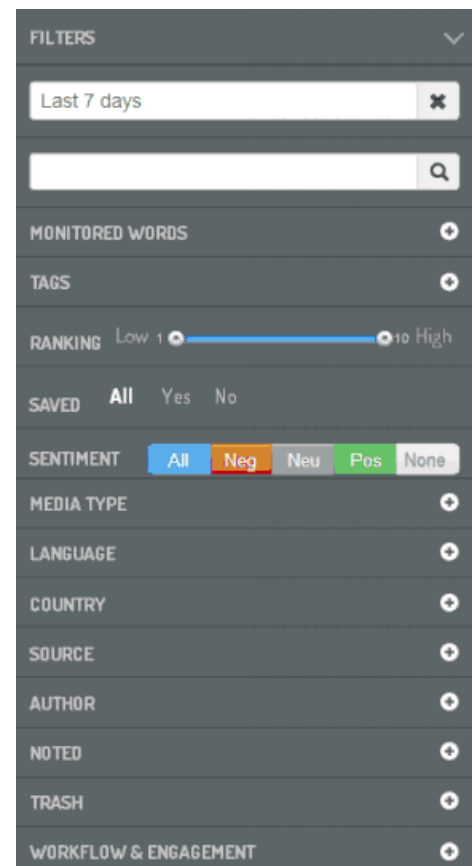
[10 MINUTES]

At the beginning of the week, you may want to create and save custom filters. Custom filters allow Community Managers to apply specific filters depending on what you want to monitor. Digimind Social allows you to apply up to 15 different and customised filters, depending on what you want to monitor. For example, if you wanted to monitor Negative mentions from Influencers with a Rank between 7-10, you could set this at the beginning of the week.

Why save filters now? It will save you time later in the week! Instead of applying your custom filters each time you go to your topic, you have already saved them – handy or what?!

### How to save custom filters?

- Choose your custom filters
- Go to Filters (drop down arrow)
- Select Save filters
- You're done!
- Reuse these filters throughout the week



## 4. Set up smart email alerts [5 MINUTES]

When you configure a Topic, a daily email is automatically sent to you containing the most important mentions. Digimind Social allows you to create your own alerts emails which match specific, custom filters chosen by you! You can also set the frequency of alerts, recipients and choose to receive an email alert if the number of mentions exceeds a certain threshold.

EMAIL ALERT

Cancel Save

Digimind Social will generate a mail alert using the following rules.

Recipients

Select Some Options

Threshold

send all the mentions which match these filters

Frequency

daily

Set Filters

Preview Mentions

Q

Mentions

Actions ⌵ ⚙ ⌵

ROYAL FAMILY

All

Prince George [00260]

Kate Middleton [00234]

The Queen [7439]

HOLLYPOST

RANK

3

AUDIENCE 4M

14 MIN AGO

Prince Harry and Cressida Bonas Have Date Night at a Burger Joint

.....

Prince Harry and Cressida Bonas Have Date Night at a Burger Joint. The royal and Cressida Bonas have been hanging out regularly out of the spotlight despite reports of a split Read More. This is an

## MONDAY RECAP: YOUR SOCIAL MEDIA MONITORING SCHEDULE

To Do List	Digimind Social Feature	How long on SMM?	Done?
Set up personalised dashboard for the Week	REPORTING DASHBOARD	10 minutes	
Find relevant mentions	MENTIONS	15 minutes	
Create and save custom filters	FILTERS → ACTIONS → SAVE FILTERS	10 minutes	
Set up smart alerts	SMART ALERTS	5 minutes	
		TOTAL: 40 minutes	

## B. ANALYSE: Tues, Weds, Thurs

Now that you have set up your listening environment and started off the week without mentions mayhem, you can now begin to analyse the social media statistics more closely on a daily basis.

Digimind Social enables Community Managers to quickly and easily analyse social media campaign statistics with the 5Ws functionality: What, When, Where, Who and HoW and the compare tool, which we will explain more about in the following section.

# ANALYSE

## WHAT

## WHY

## WHEN

## HOW

## WHERE

## COMPARE



## 1. WHAT: Analyse Key Concepts [5 MINUTES]

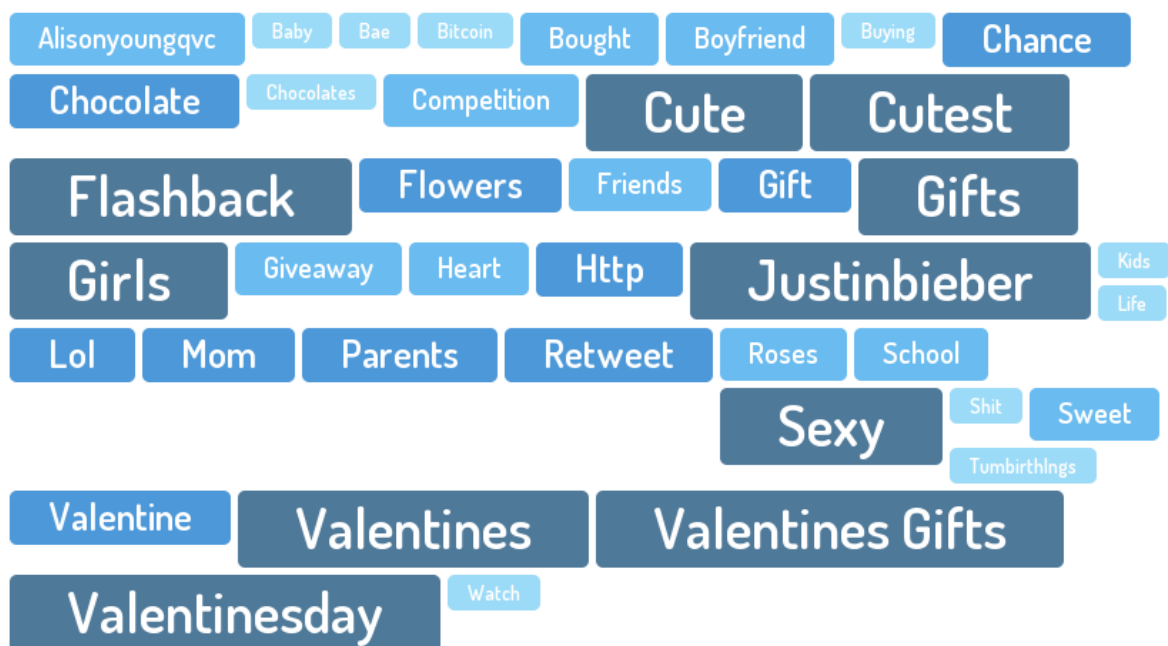
On Monday, you dealt with individual mentions and put in place a system of alerts (early-warning signs) and filters to more effectively manage mass mentions. Now, you must begin to look at the bigger picture with regards to mentions and that's where the WHAT tool comes in. The main feature of the WHAT tool, is the Smart Word Cloud, which Community Managers can use to quickly access a visual overview of:

- (1) Number of mentions
- (2) Audience reached by mentions

Words or phrases in dark blue have the greatest number of mentions associated with them:

### KEY CONCEPTS

between Feb 10, 2014 and Feb 16, 2014



Mentions about "Valentines Day" between 10th - 16th February 2014

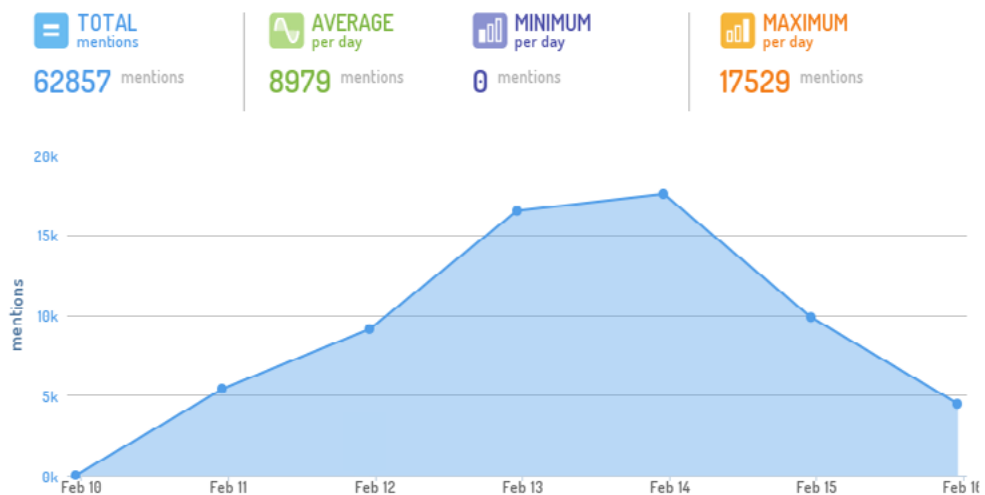
## 2. WHEN: Trend graphs [10 MINUTES]

Now that you have established an overview of what is trending on social media about your brand, you may want to see when people have been talking about your brand on social media.

The WHEN tab on Digimind Social displays the number of mentions analysed over a given period, with complementary information like the average, minimum, and maximum number of **mentions per day**...

### TREND

between Feb 10, 2014 and Feb 16, 2014



...and mentions per hour:

### TREND

on Feb 13, 2014



## 3. WHERE: Media Breakdown [10 MINUTES]

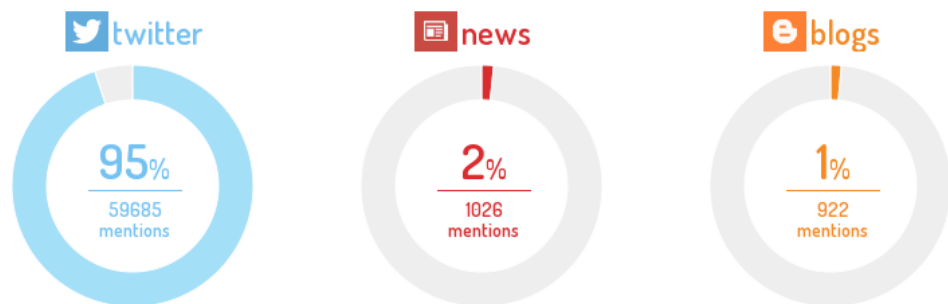
Comparing the media breakdown of sources is critical for the Community Manager, as it is important to know which social media channel is driving the most inbound traffic.

Inside the WHERE function of Digimind Social's smart monitoring platform, each media type is represented by a circle with the number of mentions cited inside. You can also filter by Potential Audience (reach) of mentions - often news articles will possess a larger audience than individual Twitter users, despite the latter dominating the mentions space.

In the example below, mentions are tracked by number of mentions and Potential Audience. Despite the majority of mentions originating from Twitter the potential audience from News sites is much larger:

### MEDIA BREAKDOWN

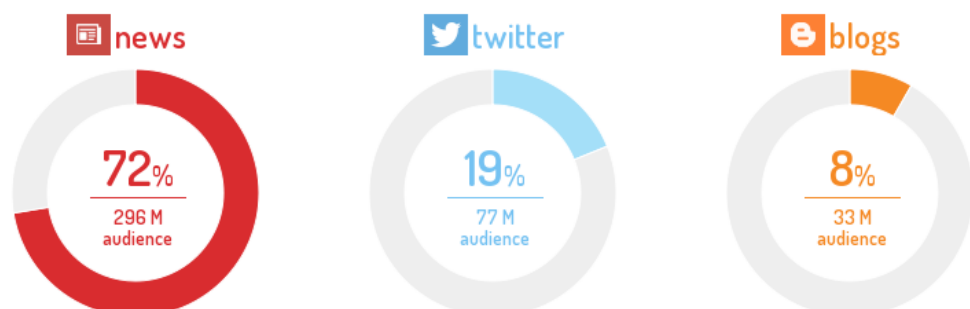
between Feb 10, 2014 and Feb 16, 2014



Media Breakdown by Mentions

### MEDIA BREAKDOWN

between Feb 10, 2014 and Feb 16, 2014



Media Breakdown by Audience

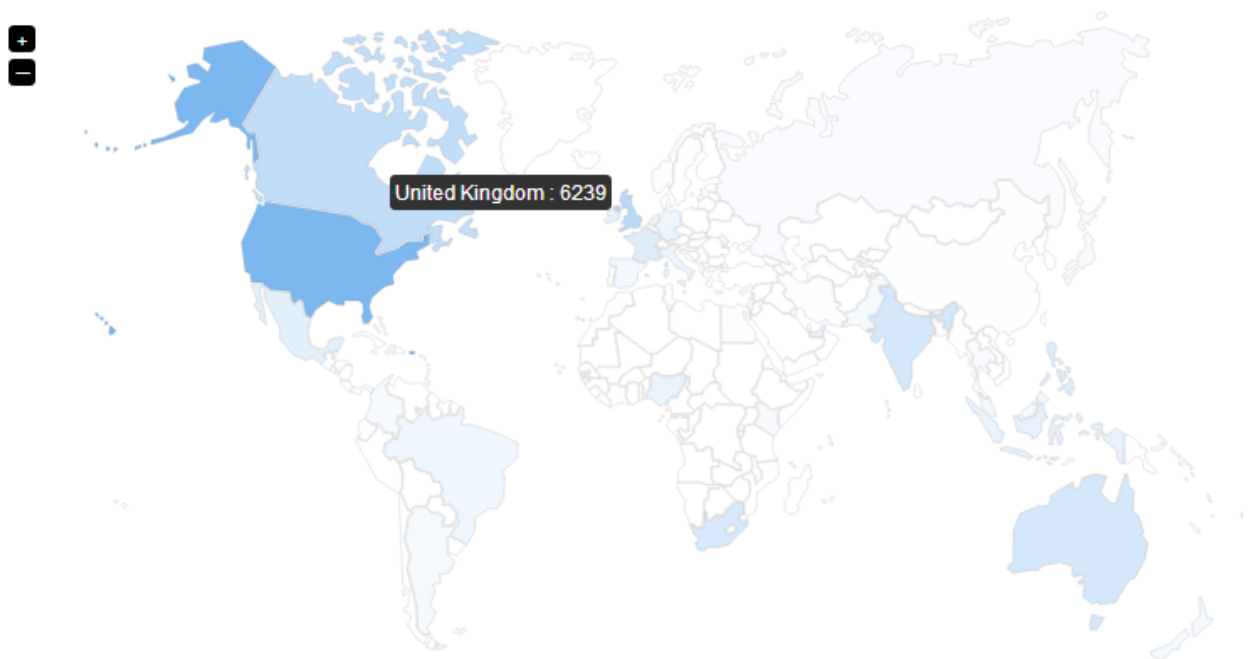


## Geographical Coverage

The geographical coverage feature of the WHERE tool is a unique feature to Digimind Social and enables the Community Manager to see which areas of the globe are being most influenced or informed about your brand.

### GEOGRAPHICAL COVERAGE

between Feb 10, 2014 and Feb 16, 2014



The bar shows the color scale for this map. The country from which the most information is posted is in the darkest blue.

## 4. COMPARE: Benchmark your campaigns, competitors and brands [15 MINUTES]

Digimind Social's advanced benchmarking tool really sets it apart from competitors in the social media monitoring space and is a feature which should be used on a daily basis by Community Managers.

### How does the advanced benchmarking tool work?

Digimind Social allows benchmarking by keywords, tags, media type, geography, language and sentiment. This means that you can look at your campaigns, competitors and brands side-by-side and compare their progress.

### Got a spare 5 minutes?

If you've got a little time to spare and want to check on the overall progress of your campaigns without too much effort, the Overview tool is for you. The Overview table summarizes the essential data (5Ws) for each of the studied elements, allowing you to quickly and easily compare:

## OVERVIEW

between Mar 1, 2014 and Mar 7, 2014

	VOLUME	TREND	AUDIENCE POTENTIAL	SENTIMENT AVERAGE	RANKING AVERAGE	MENTIONS PER RANK		
						HIGH 10 - 8	MEDIUM 7 - 4	LOW 3 - 1
SAMSUNG	64352 Mentions 58%	↓ -22%	469 M 27%	6	3 LOW	●	●	●
NOKIA	18605 Mentions 16%	↓ -47%	377 M 22%	5	3 LOW	●	●	●
BLACKBERRY	10808 Mentions 9%	↓ -39%	318 M 18%	4	3 LOW	●	●	●
HTC	9843 Mentions 8%	↓ -34%	207 M 12%	5	3 LOW	●	●	●
SONY	6858 Mentions 6%	↓ -56%	341 M 19%	6	3 LOW	●	●	●

## Want to dig deeper?

If you want to more closely compare your brands, competitors and campaigns, you can click on the Compare button within one of the 5Ws tabs of Digimind Social and create the following customised comparison graphs. The main benefit of these graphs is that they show your queries side-by-side to facilitate statistical comparisons.

Here are a few examples of the types of graphs you can create using Digimind Social:

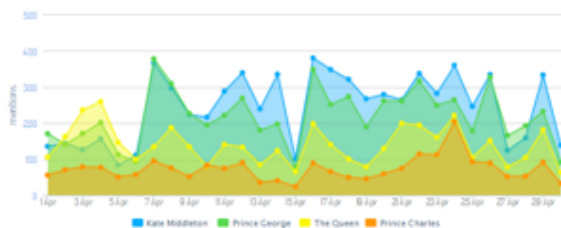
### KEY CONCEPTS

between Apr 1, 2014 and Apr 30, 2014



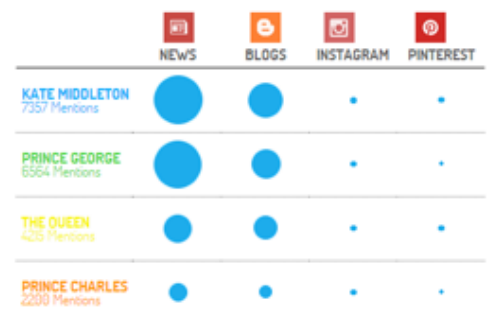
### TREND

between Apr 1, 2014 and Apr 30, 2014



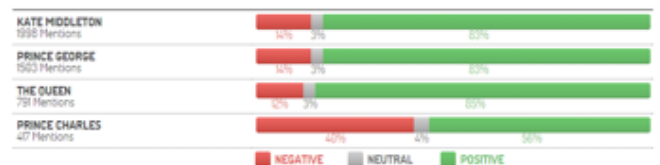
### MEDIA BREAKDOWN

between Apr 1, 2014 and Apr 30, 2014



### SENTIMENT

between Apr 1, 2014 and Apr 30, 2014



### ROYAL FAMILY EVENTS

between Apr 1, 2014 and Apr 30, 2014



## B. TUES, WEDS, THURS RECAP: YOUR SOCIAL MEDIA MONITORING SCHEDULE

To Do List	Digimind Social Feature	How long on SMM?	Done?
Analyse key concepts	WHAT: WORD CLOUD	5 minutes	
Find out when mentions of your brands are highest	WHEN: TREND GRAPH	10 minutes	
Which media source has the largest share of mentions?	WHERE: MEDIA BREAKDOWN	10 minutes	
Benchmark campaigns, competitors and brands	COMPARE: ADVANCED BENCHMARKING	15 minutes	
		TOTAL: 40 minutes	

## C. ENGAGE: Tues, Weds, Thurs

The modern Community Manager is also often responsible for managing online customer relations, which can be an overwhelming task... unless you have a social media monitoring tool, like Digimind Social, at your disposal!

Engaging with customers on social media networks has a habit of being somewhat addictive, so it is important for Community Managers to set aside a dedicated period of time each day, to respond to the most relevant tweets. But how, you must be wondering, can a Community Manager pinpoint the most worthwhile tweets to respond to? Enter Digimind Social.

**COMMENT**

**SHARE**

**REPLY**

**ASSIGN**











## 1. WHO: Key Influencers [15 MINUTES]

Social media influencers can be a friend or a foe to a firm. Mitigating the malicious mentions of irate, influential internauts, however, is key to masterful management of social media crises. Using a social media listening tool makes eradicating social media enemies from your social media sphere easier than ever and is an essential step in saving social media face.

Digimind Social's 'Key Influencers' feature (WHO) allows you to monitor social media menaces in your midst and measures the influence of their social media posts, giving them a ranking between 1 and 10:

## INFLUENCERS

between May 7, 2014 and May 13, 2014

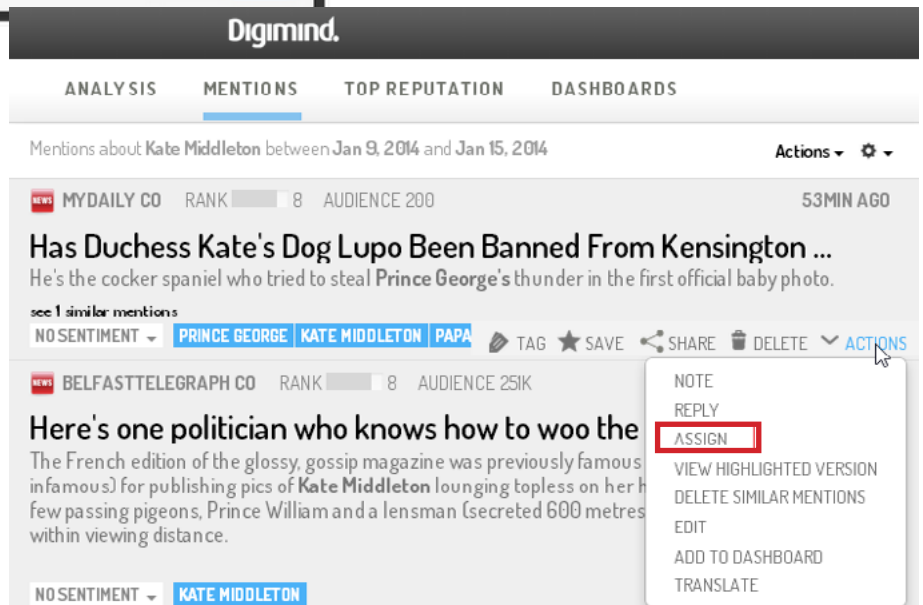
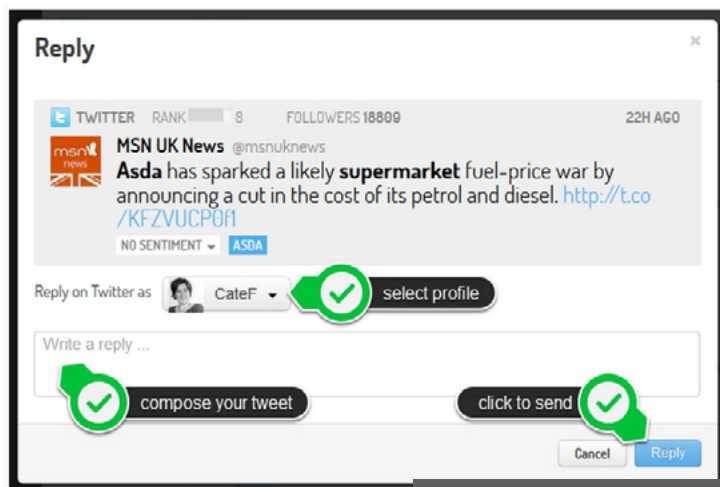
Name	Location	Score	Ranking	Mentions	Following	Followers	Klout	Tweets	Lists
 DiMarkco S Chandler	Connecting Writers & Readers	70	<div><div></div></div> 10	7	144552	250068	56	86796	1812
 Salon.Com		30	<div><div></div></div> 10	3	5383	337998	82	47248	11127
 Prodavinci		30	<div><div></div></div> 10	3	6849	112379	70	66688	1856
 DJ Enuff Hot97	Brooklyn, Ny	20	<div><div></div></div> 10	2	2080	259271	82	39595	2031
 Tina Daheley	Agent: Ncanham@Thersp.Com	10	<div><div></div></div> 10	1	391	239597	64	4027	920
 Complex	New yorK	10	<div><div></div></div> 10	1	39340	325848	NA	154250	4470
 Someecards	New York, Ny	10	<div><div></div></div> 10	1	544	2220224	74	18088	12124
 Geoff De Weaver	Usually Byron Bay + Nyc	10	<div><div></div></div> 10	1	30149	563560	NA	206671	786

## Replying to Followers

Here at Digimind, we understand that as a Community Manager, you are probably managing several different social media accounts at once. That's why we have designed a built-in reply function, which allows you to reply directly to comments and tweets.

## Don't have time to tweet?

Digimind understand that sometimes you just don't have time to reply to tweets and comments on your own and occasionally, you don't have the right knowledge to reply effectively to tweets and comments. That's why we have built-in an assign function, which allows the busy Community Manager to assign social media tweets/comments to colleagues.



## PICK AND MIX (X4)

To add some variety to your working day, why not mix and match the platforms you post on each day? Digimind recommend choosing 3 or 4 of the following platforms and engaging with internauts for 20 minutes each day:

- **Twitter** (5 minutes) – retweet content from industry influencers
- **Facebook** (5 minutes) – promote and share content/images with followers
- **Google+** (5 minutes) – share content with your circles
- **LinkedIn** (5 minutes) – start or contribute to an existing group discussion
- **Pinterest** (5 minutes) – pin recent visual content
- **Instagram** (5 minutes) – promote cross-channel by sharing content images





## 2. HOW: Sentiment analysis [10 MINUTES]

Civilians may have Superman to save the day, but who can brands bank on when social media mayhem occurs? Social media monitoring tools, like Digimind Social, of course!

Digimind Social's smart listening software puts together a portfolio of what the public is liking, sharing and tweeting about your brand. Digimind's sentiment analysis tool, keeps an ear-out for all those not-so-sunny sentiments on behalf your brand. This is critical for crisis management, as you can track change in sentiment before and after your response. Take 10 minutes out of your day to survey social sentiment surrounding your brand and you might just save your brand from social media meltdown:

### SENTIMENT

between Feb 10, 2014 and Feb 16, 2014



Nota: Mentions without sentiment are not shown in this analysis.

With **Digimind's multi-level analysis** feature, you can zoom in on the negative, positive or neutral sentiment segment and see which mentions are making waves – for good or for bad – in your social sphere.

## 3. SHARE: Promote content [15 MINUTES]

Digimind Social offers Community Managers the chance to shout about what's buzzing about their brand from the comfort of their own desk.

Using Digimind Social's mentions tool, you can share meaningful mentions about your brand on social media networks, including:

- Twitter
- Facebook
- GooglePlus
- LinkedIn

What is more, if you see an interesting mention – perhaps complementing one of your colleagues – you can email it straight to that colleague, from within the Digimind Social platform – clever, or what?

The screenshot displays the 'MENTIONS' tab in the Digimind Social interface. It shows a list of mentions from February 10, 2014, to February 16, 2014. Each mention entry includes the source (EXAMINER, MIRROR CO), rank, audience size, and date. The first three mentions are related to Valentine's Day gifts. A sharing menu is open over the second mention, showing options to share via Twitter, Facebook, Email, GooglePlus, and LinkedIn. The fourth mention is partially visible at the bottom.

Source	Rank	Audience	Date	Title	Content	Actions
EXAMINER	10	6M	13/02/2014	Valentine's Day: celebrating love, part 4 of 4, trivia	On average, men spend almost twice as much as women on Valentine's Day gifts.	NO SENTIMENT   VALENTINE'S DAY GIFTS   TAG   SAVE   SHARE   DELETE   ACTIONS
EXAMINER	10	6M	13/02/2014	Valentines day gifts from the heart; online	February 13, 2014 Valentines day gifts from the heart; online	NO SENTIMENT   VALENTINE'S DAY GIFTS   [Sharing Menu]
EXAMINER	10	6M	14/02/2014	Top 5 Valentines Day Gifts to steal her heart	Seven creative Valentine's Day gifts for any budget	NO SENTIMENT   VALENTINE'S DAY GIFTS
MIRROR CO	9	3M	14/02/2014	It's Valentine's Day! To celebrate, here's a selection of sweet, smug ...	Alongside a wedding shot with wife Ayda, the Candy singer wrote: "Happy #ValentinesDay everybody."	see 1 similar mentions   POSITIVE   #VALENTINESDAY

## TUES, WEDS, THURS RECAP: YOUR SOCIAL MEDIA MONITORING SCHEDULE

To Do List	Digimind Social Feature	How long on SMM?	Done?
Find influential internauts in your field	WHO: KEY INFLUENCERS	5 minutes	
Engage with influential figures on social media	MENTIONS: REPLY & ASSIGN	+ <u>15 minutes</u> 20 minutes	
Check social sentiment and crisis manage	HOW: SENTIMENT ANALYSIS	10 minutes	
Share mentions on social media & by email	MENTIONS: SHARE	10 minutes	
		Total: 40 minutes	

## D. FRIDAY: REPORT

At the end of a long, hard week, we understand that the last thing you want to do is put together a report. Why? They're time-consuming, your results are saved in a multitude of locations and don't even get us started on formatting the things!

Sound familiar? Well, here at Digimind Social, we recognised that reporting shouldn't have to be a struggle...especially at the end of a busy week like yours! As a result, we have created a user-friendly reporting interface, which is built-in to the Digimind Social platform. In one-click, Digimind Social allows you to see all of your daily, weekly or monthly social media reports in one place, customise and create your report and share it with your colleagues - it's as simple as that!

**TRACK TRENDS**

**CUSTOMISE**

**EXPORT**

**REPORT**





## 2. EXPORT: Add relevant insights to Dashboard [5 MINUTES]

Picture this: it's the end of the week and you've got to put together a report. Instead of spending the last hour of your working week tirelessly tracking down where you saved each and every graphic, mention and chart, thanks to the Digimind Social **personalised dashboard** everything of interest to you is grouped in a single place. This means if you've been adding important info to the Dashboard during the week, when Friday arrives you've already made the majority of your report!

Adding relevant insights to your Dashboard couldn't be easier! In the top right hand corner of the graph you want to add to your dashboard, just click EXPORT → ADD TO DASHBOARD (A) or Add Analysis Portlet (graphs, charts, mentions) straight from the Dashboard (B).

It's one-click at its best!

The screenshot displays the Digimind dashboard interface. At the top, the user is logged in as Katherine O. The main navigation bar includes 'NS', 'TOP REPUTATION', and 'DASHBOARDS'. Below this, there are filters for 'What', 'When', 'Where', 'Who', and 'How', along with a 'COMPARE' button. The main content area shows a search for 'EPTS' on 'y 5, 2014'. A list of tags is visible, including 'Hugo Boss', 'Clearance Sale', 'Eau', 'Fail', 'Fantastic Internet Store', 'Funny', 'Gift', 'Gifts', 'Happyvalentinesday', 'Hugoboss', 'Junior', and 'Lmao'. A dropdown menu for 'Export' is open, showing options: 'Export', 'Export as Excel', 'Export as image', and 'Add to Dashboard' (highlighted with a red box). Below the search results, there is a section titled 'MY DASHBOARD' with a 'CHOOSE A DASHBOARD' dropdown. The dashboard itself is divided into two main sections: 'SENTIMENT' and 'MEDIA BREAKDOWN'. The 'SENTIMENT' section shows data for 'about Kate Middleton between Dec 17, 2013 and Jan 15, 2014', with a bar chart showing 161 Negative mentions (14%), 26 Neutral mentions (2%), and 960 Positive mentions (84%). The 'MEDIA BREAKDOWN' section shows data for 'between Dec 17, 2013 and Jan 15, 2014', with a donut chart showing 65% for news (12469 mentions), 31% for blogs (5897 mentions), 3% for pinterest (495 mentions), 2% for instagram (387 mentions), and 1% for video. A dropdown menu for 'EDIT THIS DASHBOARD' is open, showing options: 'ADD ANALYSIS PORTLET', 'ADD MENTIONS PORTLET', 'ADD POST-IT PORTLET', 'SHOW 1 COLUMN', 'RENAME', and 'DELETE'. At the bottom, there is a 'LATEST MENTIONS' section with a list of mentions, including 'Kate Middleton Reportedly Shopping For Traveling Nanny For ...'.

### 3. CUSTOMISE: Personalise your Reports [5 MINUTES]

From your Dashboards tab, you can create reports in just a few clicks. Digimind Social also offers the possibility to customise your report templates. There are 7 templates available in Digimind Social or you can upload your own custom template, for example, using your corporate colors and format.

### 4. REPORT: Finalise and download [5 MINUTES]

Last but not least, Digimind gives you the option to Create a report in either PDF or PPT format, making everything from printing to presenting a piece of cake!



## FRIDAY RECAP: YOUR SOCIAL MEDIA MONITORING SCHEDULE

To Do List	Digimind Social Feature	How long on SMM?	Done?
Track trends and optimise your online reputation	TOP REPUTATION	10 minutes	
Export relevant insights to Dashboard	DASHBOARD: Add analysis portlet	5 minutes	
Customise your report style/template	DASHBOARD: Create Report	5 minutes	
Finalise your reports	DASHBOARD: Create Report	5 minutes	
		Total: 25 minutes	



## CONCLUSION

As you can see, setting up a structured social media strategy is of utmost importance for any Community Manager hoping to achieve social media mastery on a weekly basis. As a Community Manager and Digital Marketer myself, going through the process of writing this eBook was extremely rewarding – not only did it help me to redefine and emphasise the importance of my role, but it gave me a clearer idea of how to prioritise the vast number of tasks associated with Community Management.

Although the schedule outlined in this eBook will provide you with a comprehensive strategy for tackling social media monitoring using Digimind Social, there is some room for customisation and flexibility. Feel free to adjust the timings to fit your busy schedule, adjust the tasks to fit in with your organisation's weekly strategy and alter the relative importance of each section depending on your organisational goals. However, above all, don't forget to...

### LISTEN, ANALYSE, ENGAGE AND REPORT!

Invest the time to fully understand and effectively utilise the power of Digimind Social – social media monitoring software of the future – and see your social media results skyrocket... Ignore it at your peril!

“...a structured social media strategy is of utmost importance for any Community Manager hoping to achieve social media mastery on a weekly basis...”

## MORE DIGIMIND EBOOKS



A week in the life of a successful Community Manager [INFOGRAPHIC]

<http://www.digimind.com/resources/infographics/social-media-week-in-the-life-of-a-successful-community-manager-infographic/>



How to throw a party for 2 billion people?  
<http://www.digimind.com/resources/white-papers/your-guide-to-social-media-success/>



How to predict the future using Social Media Monitoring  
<http://digimind.com/blog/social-media/predict-future-using-smm/>

Read our latest analyses and articles on our blog: <http://digimind.com/blog/>

## CONTRIBUTORS



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Katherine is a member of the marketing team in Digimind's Paris office. She is an experienced digital marketer and writes extensively on social media.

## ABOUT

### Digimind

Digimind is a leading global social media monitoring and competitive intelligence company that provides businesses with unrivaled insights into their true standing in the market. Digimind's proven intelligence technology has provided Fortune 500 brands around the world with critical information for their business for more than 15 years. Profitable since its founding, Digimind has a 92 percent customer retention rate and more than 100 employees across offices in North America, Europe, Asia, and Africa. For more information, please visit Digimind at <http://www.digimind.com>

### Digimind Services

Digimind's experienced consultants and analysts form the backbone of our Services Team, which helps our customers implement and succeed in their digital strategy. We provide a wide range of services, from working with you to build your digital strategy to providing fully outsourced analysis and reporting services.

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