

Monitoring Blogs

Nan Dawkins

Some of our clients have serious issues...

global warming, pollution, genetically modified foods, equal pay, labor rights, corporate misconduct, predatory lending, medical malpractice reform, death penalty reform, right to die, gay marriage, abortion, illegal immigration, stem cell research, school choice, foster care reform, child poverty, wilderness protection, energy policy, biotechnology, youth voting, public health, Iraq war, privacy rights, AIDS, social security, animal born disease, civil rights, separation of church and state, community development, affordable housing, youth violence, teen pregnancy, homelessness, microenterprise development, higher education reform, disaster relief, poverty relief, family planning, violence against women, racial profiling, welfare reform, campaign finance reform...

What Our Advocacy Clients Have Taught Us:

- Identity is negotiated in the online space, not managed
- The negotiation takes place primarily in the process of engaging
- The Blogosphere levels the playing field between David and Goliath

Why Blogs?

Blogs are an important “microclimate” in CGM:

- Source of problems on SERPs for broad, brand searches
- Source of long-term, consistent buzz (detractors or supporters)
 - One mention often turns into many*
 - Bloggers create CGM across multiple channels*
- Synergistic relationship with mainstream media

What can be monitored?

Key Metrics:

- Total Buzz
- Influentials, Detractors, Supporters
- Positive vs Negative
- Conversation Topics & Trends (Brand, Product, Feature)
- New vs Existing Voices
- Demographics of Voices
- Sentiment (confident, cynical, etc.)
- Competition
- Conventional Press Cites
- Message Pick Up (Campaigns)

Patterns, Patterns, Patterns

HOW: Some Free Tools



blogpulse™
a service of Intelliseek

HOME ANALYSIS TOOLS SEARCH SHOWCASE

Search the Blogosphere: [advanced]

Search

Search Results

137 messages found  trend this  get feed for this search
Showing 1-10 of 137 results

PREVIOUS | NEXT

Group Urges New Approaches to Engage Major Economies in Stronger International Climate Change Effort; Pew Center Dialogue Includes Participants From 15 Countries, 7 Major Companies

 track conversation
 view blog profile

... n strengthened international **climate change** efforts in a report to be released today by the **Pew Center on Global Climate Change**....Meetings of the **Climate** Dialogue at Pocantico were held at the Pocantico Conference Center of the Rockefeller Brothers Fund in Tarrytown, New York. ... The dialogue was supported by the **Pew Charitable Trusts**, the U. N. Foundation, the Wallace **Global** Fund, and the Rockefeller Brothers Fund....The **Pew Center** is an independent, nonprofit, and non-partisan organization dedicated to providing credible information, straight answers, and innovative solutions i ... n the effort to address **global climate change**....

Blog:http://www.howlingthemoon.org/archives/2005/11/group_urges_new.html **Posting Date:**11/21/2005

Empfehlungen zum Klimawandel

 track conversation
 view blog profile

Eine Studie des **Pew Center on Global Climate Change**, "outlining options and recommendations for advancing the international **climate change** effort post-2012"...

Blog:<http://blogg.zeit.de/fundsachen/eintrag.php?id=314> **Posting Date:**11/18/2005

Homeward bound?

 track conversation
 view blog profile

The quadrennial America's Place in the World survey, conducted by the **Pew Research Center** for the People & ...

HOW: Some Free Tools

Date	Title
11:25 19....	Will Chinese Innovation Protect Us From Peak Oilers' Gloomy Predictions?
10:10 19....	More gloom and doom
09:02 17....	SOLAR INFLUENCE OF CLIMATE CHANGE MORE SIGNIFICANT...
22:57 16....	Panel Calls for Flexible Climate Treaty
13:19 16....	What happens after kyoto, how do we get the deep cuts we need?
11:00 16....	The Legal Dimensions of Climate Change - Session 2: US Domestic Perspectives
21:12 15....	Sometime I Need to Cook Gazpacho
10:29 14....	PEW Center Information
20:03 08....	When Cleaner Air is a Biblical Obligation
16:20 08....	New Christian Fundamentalist Chant: "God Is Green!"

Feed : [\[Technorati\] Pew Center + climate change](#)
Title : [Panel Calls for Flexible Climate Treaty](#)

Technorati™

... at the United Nations' convention on **climate change** in Montreal. The **Pew Center's** report endorses the Bush... **Center** on Global **Climate Change**, calls for negotiators to revise the 1997 treaty to allow some... aligned" with the report's recommendations. He said the approach to **climate change** emphasizes the need ...

Antidogmatron

Actions Read on

HOW: Some Free Tools

[Home](#) > [Tools](#)

BlogPulse Profiles Beta

The fun stuff available with BlogPulse Technology

Profile results for: [Howling At A Waning Moon](#)



New Profile Search:

[Moon](#)

OVERVIEW

POSTS

CITATIONS

TRENDS

SOURCES

NEIGHBORHOOD

General Information

Blog Title	Howling At A Waning Moon
Blog URL	http://www.howlingthemoon.org
Rank (by citation count)	4424 (5 citations from 2 source(s) in past 30 days)
Post Frequency	13 per week

Rank Trend

A blog's rank is determined by the number of times it's cited by other bloggers over time. Rank is a moving average over 30 days.

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HOW: Some Free Tools



Home > Tools

Conversation Seed: +pew climate

- 11/15/2005 [Christians for the Environment](#) (from: keatsian's Journal)
- 11/15/2005 [The Power Of Us : Mass collaboration on the Internet is shaking up business](#) (from: VNL MindONOMICS)
- 11/16/2005 [What is driving the growth in GHG emissions?](#) (from: Climate Protection Campaign)
- 11/17/2005 [Homeward bound?](#) (from: Liberals Against Terrorism -)
- 11/17/2005 [Panel Calls for Flexible Climate Treaty](#) (from: Antidogmatron)
- 11/18/2005 [Empfehlungen zum Klimawandel](#) (from: Fundsachen)
- 11/18/2005 [Hagel, Murtha, etc.](#) (from: Untelevised)
- 11/19/2005 [The Wages of War Lies](#) (from: pdxleft)
- 11/20/2005 [The Young Marriage of 'Aishah, Mother of the Believers, May Almighty Allaah be pleased with her](#) (from: The Truth about Islam)
- 11/21/2005 [Briefs](#) (from: Arthur)
- 11/21/2005 [Group Urges New Approaches to Engage Major Economies in Stronger International Climate Change Effort; Pew Center Dialogue Includes Participants From 15 Countries, 7 Major Companies](#) (from: Howling At A Waning Moon)

HOW: S

Clusty

Web+ News In

avian flu

Cluster by: Posts

All Results (279)

- + [Flu Pandemic](#) (51)
- + [China, Deaths](#) (38)
- + [Avian flu outbreak](#) (20)
- + [H5n1 Avian Flu](#) (20)
- + [Cases of avian flu](#) (16)
- + [Ducks, Avian flu found](#)
- + [Wild birds](#) (12)
- + [Strain Of Bird Flu](#) (14)
- + [Worries](#) (11)
- + [Review](#) (7)

[more](#) | [all clusters](#)

Tell us what you think
clusty@clusty.com

- Open in new window
- Show in clusters
- Toggle preview frame

Clusty

Web+ News In

avian flu

Cluster by: Posts

All Results (279)

- + [Flu Pandemic](#) (51)
 - + [Tamiflu](#) (13)
 - [Risk](#) (4)
 - [Opinion](#) (3)
 - [Bird Flu Viruses, H5n1](#) (3)
 - [Educate yourself. Prepare yourself](#) (3)
 - [Deadly H5N1 strain of avian flu](#) (3)
 - [Flock, Destroyed](#) (2)
 - [Perspective](#) (2)
 - [Thanksgiving Approaching. Should We Be Concerned](#) (2)
 - [Resources, Threat](#) (2)
- + [China, Deaths](#) (38)
- + [Avian flu outbreak](#) (20)

[more](#)

Jobs Customize!

Cluster

avian flu (Details)

...t to know if little brothers are important!" "Of course they are, Liam!"
Over a discussion of the impending threat of **avian flu** and also
in Connor has), I have no qualms discussing death or dying with my
want them to have unreasonable [...] a few examples, Liam could ask a
be deeply into discussion. He reminds me of me, I am very much the
of how a person thinks, the hows [...]

[R60KUBsdd3EGXQ!1137.entry](#) - Technorati, Feedster

...n the past months, kfc starts a tv ad campaign to emphasize its safety.
in kfc, nothing to fear. [...] bought a computer bag on website. it's better
o shopping experience, really not bad.. cheap price, good bag. the firm

[KWMV_lyZENT8xw!468.entry](#) - Technorati, Feedster

...es Headlines

...ogdigger Advertising Network, and helps support Blogdigger's free
feedback about this ad to help us improve our system.

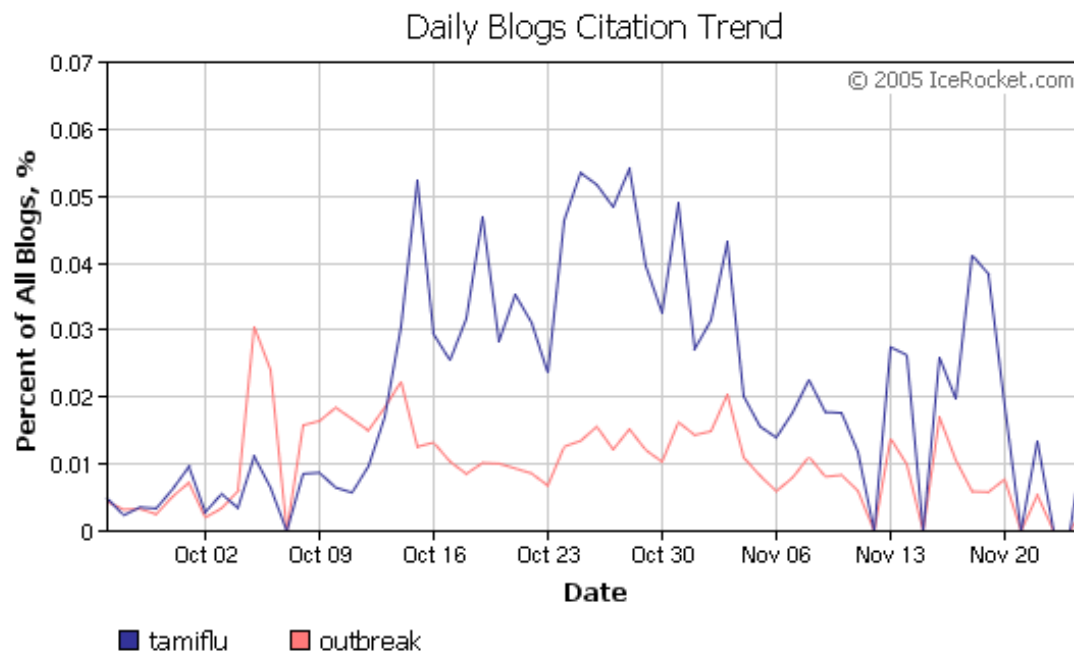
[?partner=rss.blogdigger](#) - Blogdigger

...in Florida

HOW: Some Free Tools



Blogs Trend Tool: tamiflu VS outbreak



Trend Terms / Back to search results	Posts per day	Average %	Total posts
tamiflu	173.44	0.0212	10,580
outbreak	83.16	0.0100	5,073

BUT...

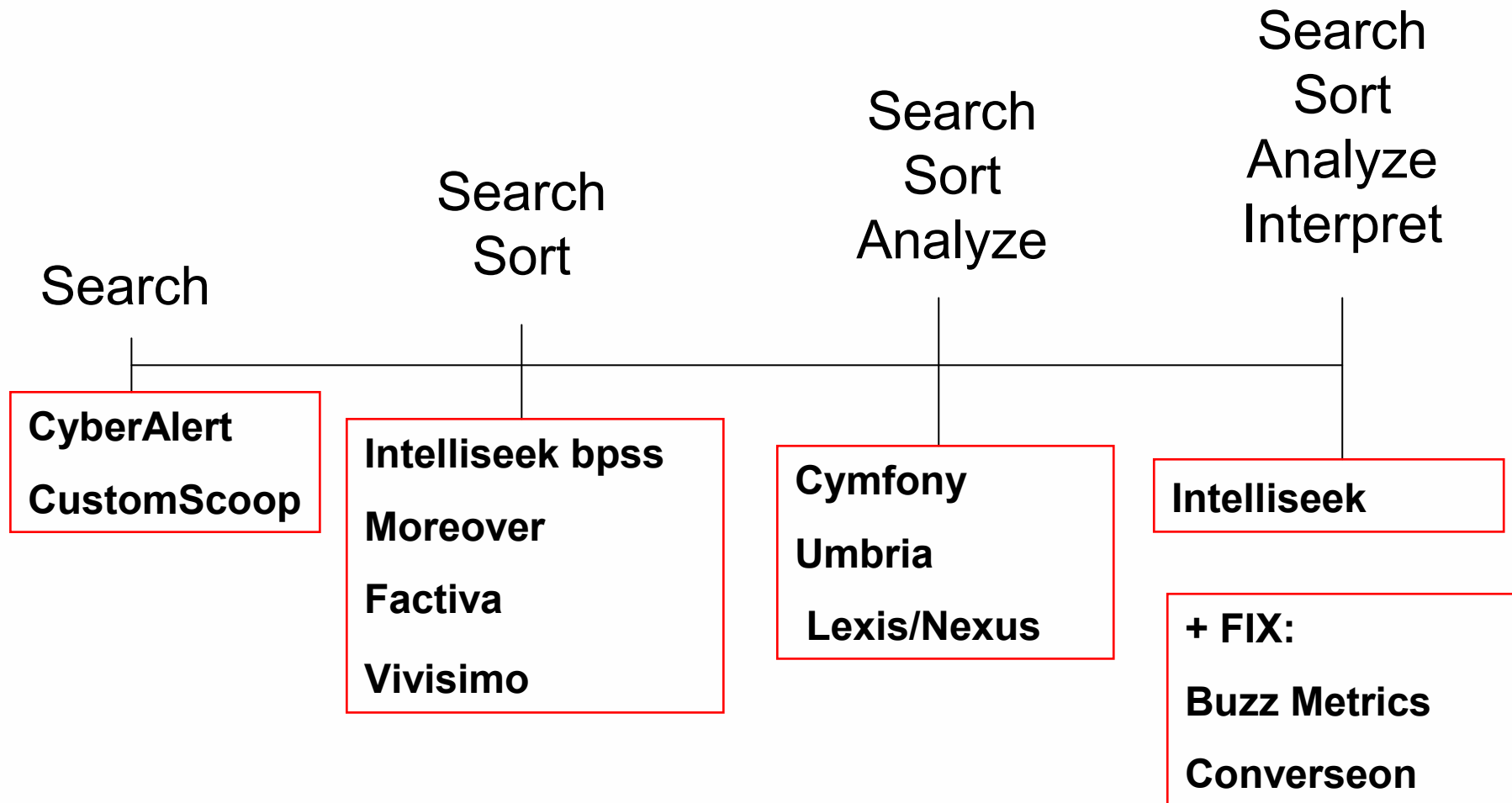
who has time

to study a forest

tree by tree by tree?



Solutions Providers: *Range of Services*

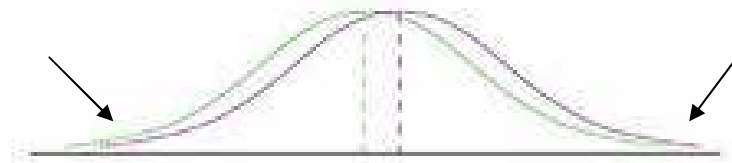


Solutions Providers: *Key Distinctions*

- **Methodology**
- **Metrics**
- **Sources/Types of CGM**
- **Balance of Technology & Humans**
- **Delivery**
- **Spam**
- **End Use**
- **Cost**

Tip #1: What you see depends on what you take into account

- You need the long tail
- Detractors are not the only, or most important voices
- “Pick up” of your advertising/PR message is only one thread in the tapestry of your identity



Tip #2:

Data is only valuable if you know what to do with it



Furniture Causes

PRINT MAIL COMMENTS

By [Kristen Philipkoski](#)

02:00 AM Aug. 11, 2005 PT

Most of us have been the eat, anyway.

Jose Avila recently found two rents after moving to ratty, unwanted couch, A boxes.

Fanciful as his creations may seem, [FedEx](#) is not amused. The shipping giant's lawyers have sent Avila letters demanding he take down [the site](#) he created to document his project, invoking, among other things, the [Digital Millennium Copyright Act \(.pdf\)](#), or DMCA.

A WOM Marketing Opportunity for FedEx?

Tip #3: **Sometimes you need a Mediator, not a Marketer**

- Part of “getting the space” is knowing when marketing/communications is not the right response
- Productive “one to one” response may give you the biggest boost in Search Engines
- IMHO: Your PR Firm should not have the “one to one” conversation with serious detractors

Tip #4: What you call a thing impacts how you respond to it

“Web Logs are the prized platform for an online lynch mob spouting liberty but sneering lies, libel, and invective” Daniel G. Lyons, *Harvard Magazine*

Lyons Advice on

NO

Management:

“BASH BACK. If you are attacked, dig up dirt on your assailant and feed it to sympathetic bloggers. Discredit him.”

**There are many stories in the
naked city. Yours is only one.**

www.rbdrodeo.com

Launching June 1, 2007