

How to monitor conversations on social media

A guide to better monitoring and social listening on
online platforms such as Twitter, Facebook and Google.

Twitter lists allow you to:

- Monitor a Twitter account without following it
- Organize your Twitter stream into thematic lists
- Make a list public or share with colleagues
- Follow other people's lists

How to find Twitter lists:

- View an account's list on its profile
- View what lists an account is using

How to find out which Twitter lists a specific account is on

<https://twitter.com/firstdraftnews/memberships>

Replace with Twitter account

How to find lists using a Google site search

[site:twitter.com/*/lists Cats](https://www.google.com/search?q=site:twitter.com/*/lists+Cats)

Replace with search term

Don't forget about Reddit



Think you can't track Reddit?

Think about setting up alerts for subreddits about topics you're interested in. So if you're monitoring covid misinfo try r/coronavirus or r/covid19.

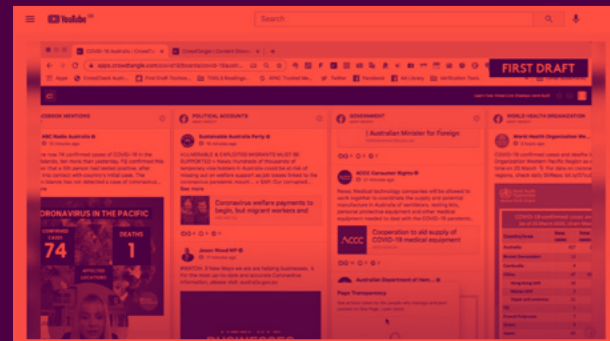
Use removeddit.com to retrieve a thread or comment that has been deleted. For example, if you see a thread that's been deleted, replace "reddit" in the URL with "removeddit."

Want to find a particular subreddit? Try using a site search to find reddit boards related to a specific search term.

`site:reddit.com/r/cooking`

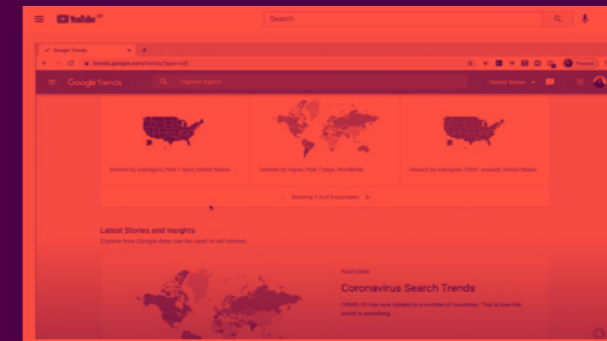
You can also use site searches to search within a reddit board for example:

`site:reddit.com/r/cooking (tomato AND soup)`



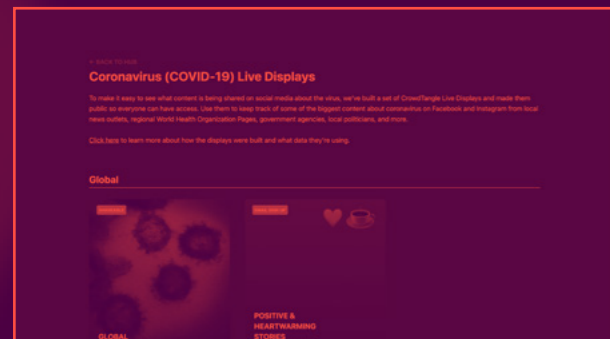
How to use CrowdTangle's public Coronavirus Live Displays →

Watch a tutorial to using CrowdTangle's Coronavirus Live Displays.



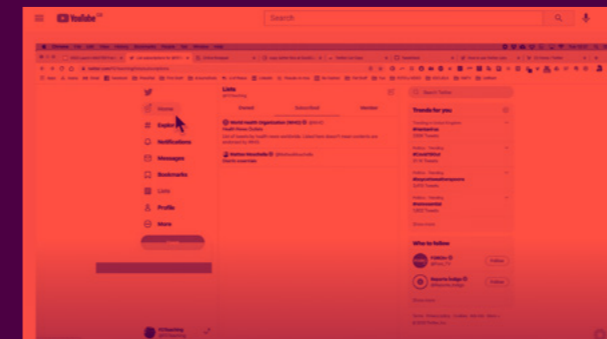
How to use Google Trends' Coronavirus Dashboard →

Watch a video on how to discover data deficits by finding what people are searching for on Google.



Covid-19 CrowdTangle Live Display →

Get free access to an easy-to-use tracker of Covid-related content.



How to find Twitter Lists using advanced Google search →

Watch a tutorial on how you can use a Google shortcut to find public Twitter Lists by topic.

With the ability to build your own syllabus, live interpretation in your language and on-demand lesson recaps, this highly customizable course is designed for busy schedules and varied levels of knowledge and experience.

Learn more at firstdraftnews.org/vaccineinsights/#training

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| 2. | HOW TO IDENTIFY THE KEY VACCINE NARRATIVES | 7. | HOW TO TRACE SOURCES |
| 3. | HOW TO SEARCH ONLINE | 8. | HOW TO AVOID AMPLIFYING MISINFORMATION |
| 4. | HOW TO MONITOR CONVERSATIONS ON SOCIAL MEDIA | 9. | HOW TO PUBLISH RESPONSIBLY |
| 5. | HOW TO MONITOR CONVERSATIONS IN CLOSED SPACES | 10. | HOW TO ANSWER QUESTIONS (BEFORE THEY'VE BEEN ASKED) |

Up next:

How to monitor conversations in closed spaces