

Harvesting Insights From Social Media

Mary Ellen Bates
Reluctant-Entrepreneur.com
June 18, 2017

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Real-life uses of social media

Get leads to new information

ID/validate an expert

Professional development

Monitor a live event / news

Monitor mentions of your org

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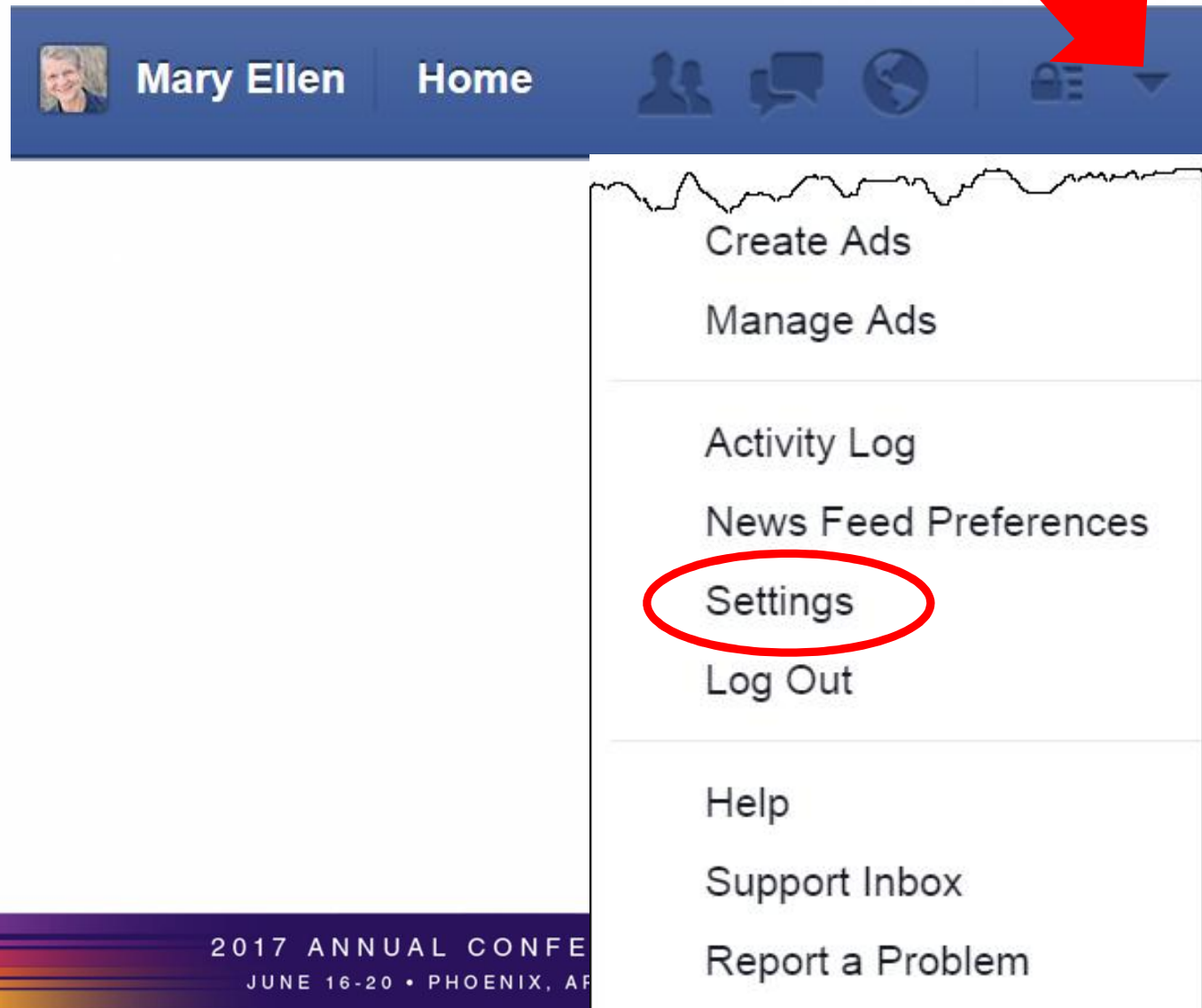


Privacy concerns

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Facebook



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Use this to modify:

Who can see your posts (past and future)

Who can send you a friend request

Who can find you via email or phone #

Who can tag you

Who can post on your timeline

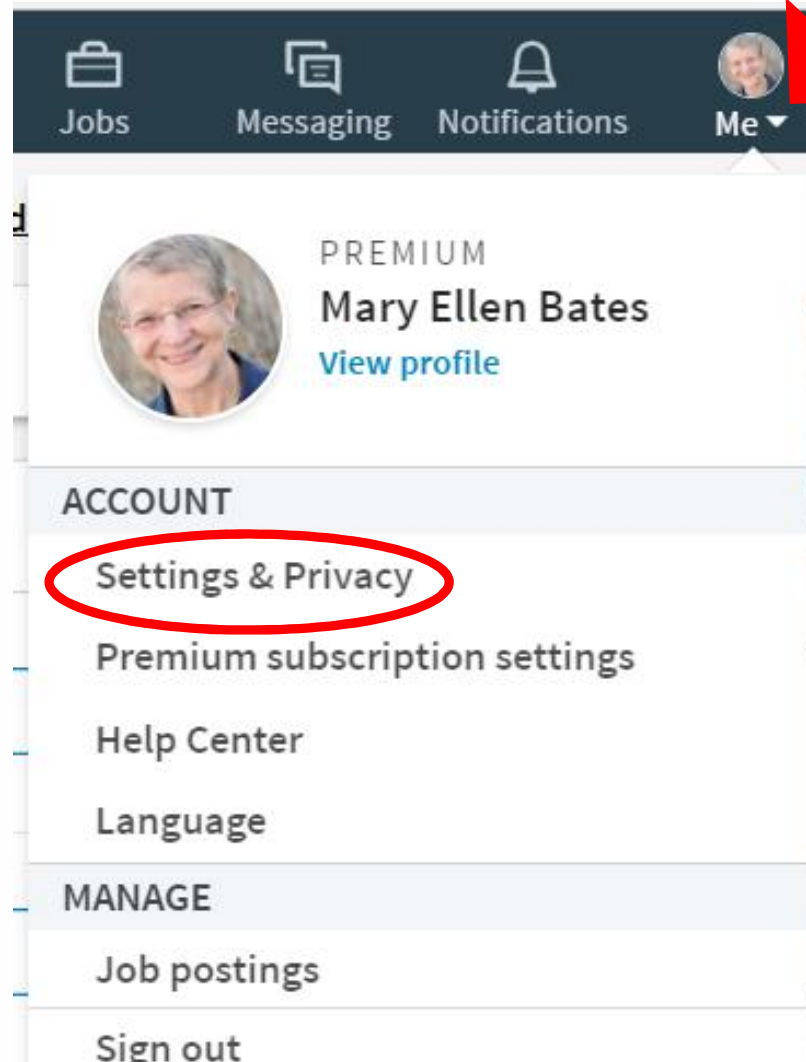
Who can follow you

etc....

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LinkedIn



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Use this to modify:

Who can see your full name

Who can follow you

What portions of your profile are public

Who can see your connections

Who can see if you've viewed their profile

Who's notified when you update your profile

etc....

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Mary Ellen Bates



[REDACTED] • 1st

Passionate About Sales, Growing People and Technology



Someone in the Information Services industry from Wellington & Wairarapa, New Zealand



Someone at Bluesun Inc.



[REDACTED] • 3rd

Senior Vice President, Service & Operations at **[REDACTED]**

Found you via LinkedIn Search

InMail

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Twitter



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Use this to modify:

Who can view your tweets

Who can tag you in photos

**Whether your email or phone number is
searchable**

Who can send you a direct message

etc....

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Search DOs and DON'Ts

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DOs

DO remember what you're searching

People's thoughts & pointers, not articles

DO manage clients' expectations

DO understand your org's policies re: social media research

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DOs

Do use Advanced Search
(LinkedIn, Twitter, Google)

DO manage your privacy settings

DO consider premium accounts
(LinkedIn, HootSuite/Tweetdeck)

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DON'Ts

DON'T just lurk – participate!

DON'T assume the usual 80:20 rule

Look at the 4th page of search results

DON'T believe everything you read

DON'T *dis*believe anything you don't agree with

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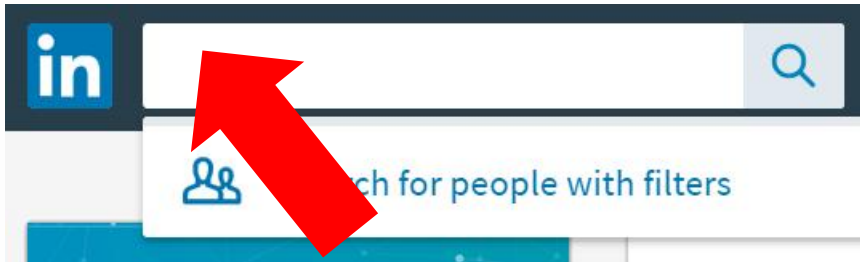
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Searching LinkedIn

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Where's Advanced Search???



Click the search box

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Search

Search

Top

People

Jobs

Posts

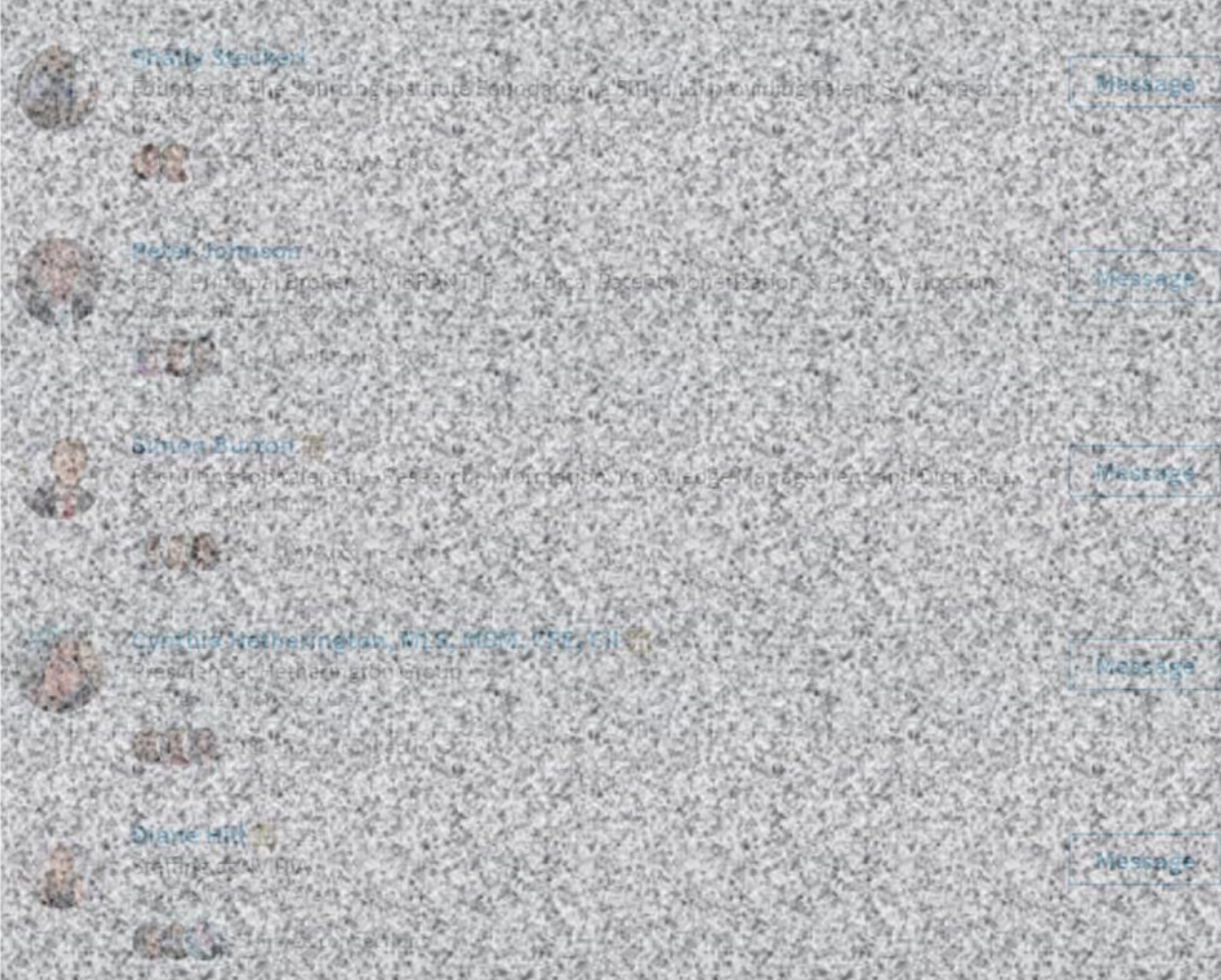
Companies

Groups

Schools

Better Decision-Making - Are you a CEO? Join a CEO group to gain peer-to-peer advice from other CEOs Ad ...

People results



Filter people by

Connections

☒ 1st ☒ 2nd ☐ 3rd+

Keywords

Locations

Current companies

Past companies

Industries

- ☐ Information Technology and Services
- ☐ Marketing and Advertising
- ☐ Management Consulting
- ☐ Computer Software
- ☐ Information Services

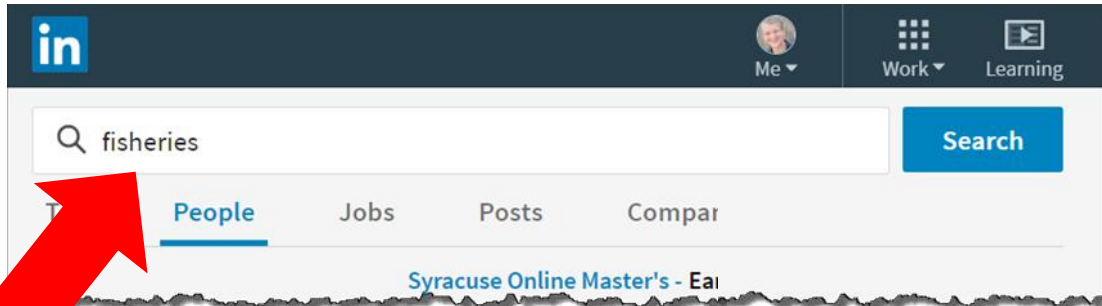
+ Add

Profile language

Nonprofit interests

Schools

Marco Rubini • 1st



in

Me Work Learning

fisheries Search

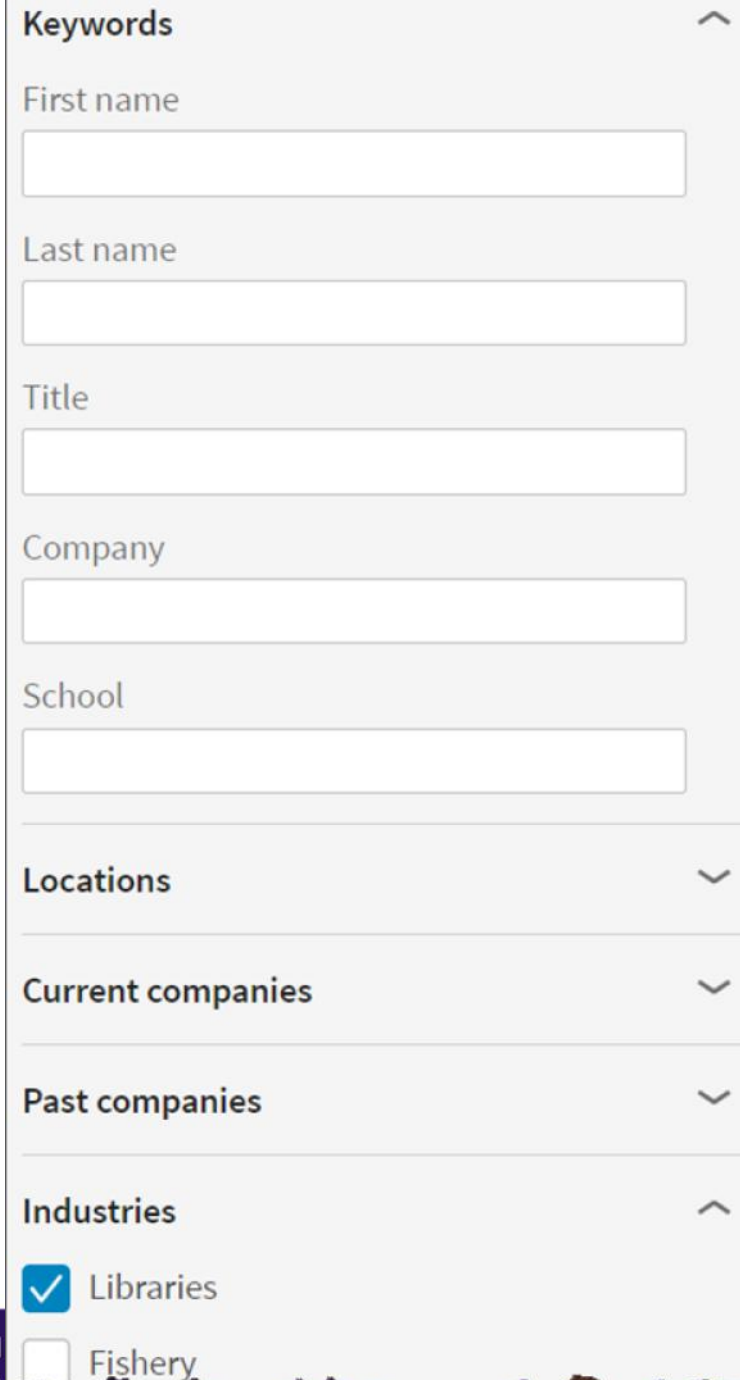
People Jobs Posts Comparisons

Syracuse Online Master's - Eai

**Use top search box for
keywords**

and the filters to refine

**PRO TIP: Use “Libraries”
Industry to find info pros**



Keywords

First name

Last name

Title

Company

School

Locations

Current companies

Past companies

Industries

☒ Libraries

☐ Fishery

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LinkedIn search tips

Know what clues to look for in results

Industry, location, alternative names

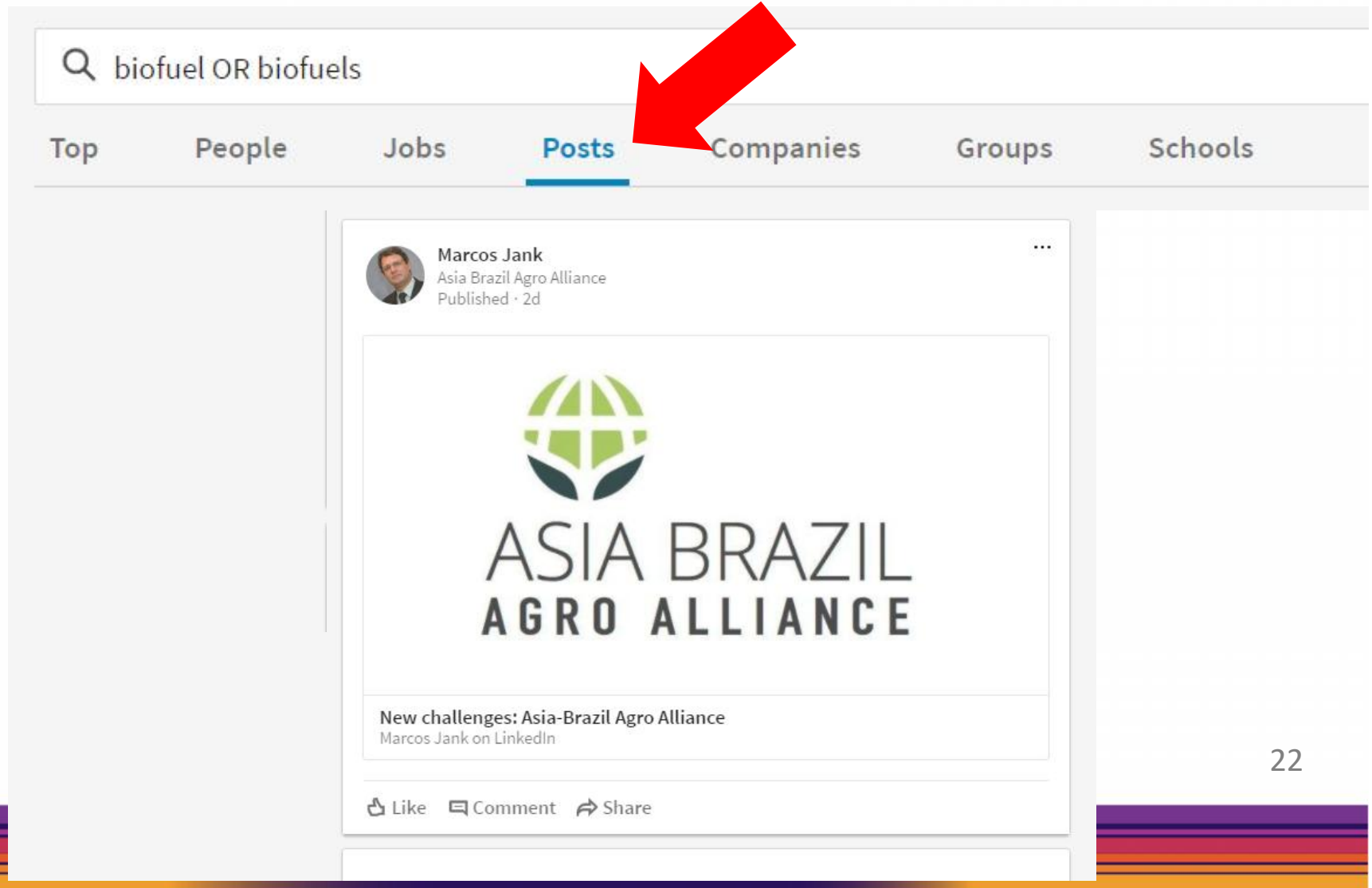
Reverse-image search the person's profile photo

Google Images, Bing Images, TinEye

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Search *Posts* for links to resources



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ID *similar* orgs in LinkedIn



Nordic World Heritage Foundation

Civic & Social Organization
1-10 employees

Home


The Nordic World Heritage Foundation (NWHF) is a category II centre, working under the auspices of UNESCO, supporting the implementation of UNESCO's World Heritage Convention (1972) for the Protection of the World's Cultural and Natural Heritage in cooperation with the World Heritage Centre.


NWHF is organised as a non-profit Foundation supporting international activities within the programme framework of UNESCO.


NWHF has since 1996 worked with the role of culture, nature and environment in development cooperation and has extensive knowledge and experience in the field of bi- and multilateral cooperation. Poverty alleviation, coordination, and partnership development are key themes. The main geographical focus areas are Southeast Asia and Sub-Saharan Africa and the Pacific.


Website http://www.nwhf.no	Industry Civic & Social Organization	Type Non Profit
Headquarters Norway @mebs	Company Size 1-10 employees	


Similar companies


**Nordic Heritage Museum**
Museums and Institutions
11-50 employees

**OVPM / OWHC / OCPM**
Government Relations
11-50 employees

**HUGH STUART EXPLORATION CONSULTANTS LTD**
Mining & Metals
2-10 employees

**American Institute for Conservation of Historic and Artistic Works**
Nonprofit Organization Management
11-50 employees

**UNESCO**
International Affairs
1,001-5,000 employees



2017 ANNUAL CONFERENCE
JUNE 16-20 • PHOENIX, ARIZONA

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Professional development

Develop a voice, share news

Participate in groups

Make it easy for recruiters to find you!

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Searching Twitter

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Twitter's advanced search

Search by:

AND/OR/NOT

Phrase

Twitter handle

Near a location

Date range

twitter.com/search-advanced

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Twitter search hacks

Look for engagement

min_retweets:*n*

min_faves:*n*

Millennials (brands OR marketing)

min_retweets:5

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Professional development

Use dashboard: HootSuite, TweetDeck, etc.

Monitor conference via live-tweeting

Build list of thought leaders!

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Searching Facebook

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Searching Facebook

Good luck!

Syntax that *sometimes* works

People/friends who like ...

People who work at ...

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Facebook's GraphSearch replicated

SearchIsBack.com

**Search for people who..., posts by or about a topic
(Events and Photos search – meh)**

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Search for All people ▼

Gender: All ▼

Interested in: All ▼

Relationship status: All ▼

Current location: ▼ 

Interest:

Current ▼ company:

Current ▼ school:

Job title:

Language spoken:

Major:

Born ▼ : year

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Name:

Find people!

Friends ▼

posted ▼

posted

commented on

tagged in

liked

Text in post:

Find posts!

Can't ID a phone number?

Look it up in Facebook!

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3037727095



All

Maps

Videos

Images

Shopping

More

Settings

Tools

About 49 results (0.51 seconds)



3037727095



Top

Latest

People

Photos

Videos

Shop

Pages

Places

POSTED BY

- ☒ Anyone
- ☐ You
- ☐ Your Friends
- ☐ Your Friends and Groups
- ... Choose a Source...



People



Mary Ellen Bates

Owner at Bates Information Services
Read 100 Things To Do In Denver Before You Die
Lives in Boulder, Colorado

3037727095, remote caller information for 303 772 7095, 3037727095, remote caller information for 303-772-7094 · **3037727095**, BATES INFORMATION ...

Search Pakistan Phone Numbers (+92) 30377270... Mobile Directory ...

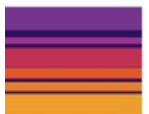
[inspecteasy.com](#) › [Phone Directory](#) › [Pakistan](#) ▼

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Privacy Settings and Tools

Who can see my stuff?

Who can see your future posts?

Public

Review all your posts and things you're tagged in

Limit the audience for posts you've shared with friends of friends or Public?

Who can contact me?

Who can send you friend requests?

Everyone

Who can look me up?

Who can look you up using the email address you provided?

Everyone

Who can look you up using the phone number you provided?

This applies to people who can't already see your phone number.

 **Everyone** ▼

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Following breaking news

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Following breaking news

Twitter

#keyword NEAR:*location* WITHIN:*n*mi

NO SPACE after prefix

Use keywords used by locals

Skim tweets for trending #hashtag

@mebs

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#mmj near:"Boulder, CO" within:15mi

Top

Live

News

Photos

Videos

More options ▾



Trill Alternatives @TrillBoulder · 3h

A fat-
cannabinoid found in water? We'll keep our eyes on this story.
dpo.s
@denverpost #THC #CBD #cannabis #mmj

Top

Live



Colorado town finds THC in its water, warns residents not to drink or ...

The Lincoln County Sheriff's Office said Hugo's well No. 1 showed signs of tampering.

denverpost.com



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Lolly Daskal follows



Holistic Cannabis @holisticcannabis · Jul 20

Are you a patient or health practitioner interested in #cannabis? Download the #HolisticCannabisSummit today! bit.ly/1ogPnJy #mmj



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SLA
PHX
SLA 2017

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Following breaking news

Twitter

Use content filters (look for tweets with ...)
filter:videos, filter:images, filter:news

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Following breaking news

Google

Use intitle: and site: and limit to last 24 hours

site:youtube.com intitle:listeria

site:washingtonpost.com intitle:budget

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Social media search tips

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Search social media on Google

site:twitter.com “name” {and maybe a city or profession}

site:facebook.com, site:linkedin.com, etc.

ALSO use Twitter, LinkedIn advanced search

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Searching for individuals

Watch for name variants

LinkedIn: Katherine J. MacArthur

Facebook: Kathy MacArthur

Twitter: CatMac

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Searching for individuals

Find people by their email addresses

Don't know it? GUESS!

Try Google's * (term placeholder)

"mary.*.bates@acmewidgets.com"

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Use Google Trends to find weirdness

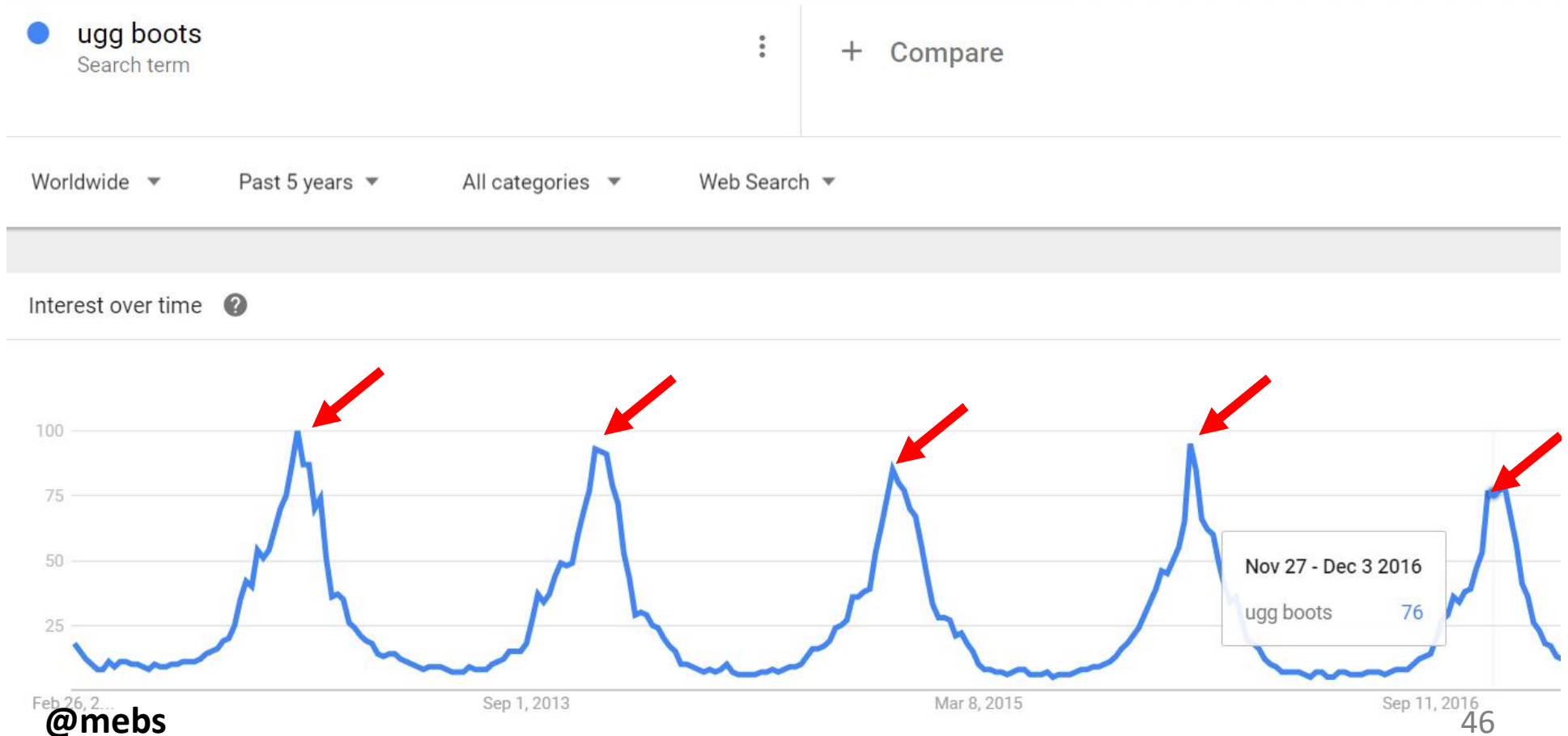
Put key concept in Google Trends and look for unusual spikes

google.com/trends

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See big spike in search for *Ugg boots* around Black Friday every year.



Expand your search

Job aggregator sites show where & who an org is hiring

Indeed.com, Glassdoor.com, CareerBuilder.com

Glassdoor also tells you about *work environment, hiring process*

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Benchmark your own org

Get baselines for

Twitter: likes, followers, retweets, mentions

Facebook: likes, followers, comments

LinkedIn: likes, followers, comments

Compare to stats when news hits

“The number of followers increased X%; comments increased Y%.”

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Be creative, try new approaches!



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Where's Mary Ellen?

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mbates@batesinfo.com

Reluctant-entrepreneur.com

Twitter: @mebs

LinkedIn: maryellenbates

Facebook: maryellenbates

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