

MEDIA & JOURNALISM

Media Monitoring, Social Listening & Reputation Intelligence

A two-day programme in media monitoring & social listening, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Designed for brand risk managers, media analysts, and PR directors, this course covers advanced methodologies for continuous social listening, multi-channel media tracking, and converting qualitative conversation data into strategic corporate intelligence.

What participants will learn

- 01** Proactive Intelligence: Convert unstructured conversational noise into clear trend signals and business intelligence.
- 02** Brand Health Monitoring: Track brand reputation equity using continuous multi-channel metrics.
- 03** Emerging Risk Identification: Detect negative sentiment spikes and brand attacks early.
- 04** Competitive Analysis: Audit competitor positioning, share of voice, and public sentiment continuously.

Who should attend

Media and communication professionals, PR teams, content producers, journalists and organisational spokespersons.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application. Capstone: Delivering an integrated reputation intelligence blueprint.

Detailed programme

Day 1: Architecture of Listening & Real-Time Monitoring

01 The Reputation Intelligence Framework

- Moving from passive media monitoring to proactive, continuous reputation intelligence.
- Unifying monitoring across dark social, open web, broadcast, forums, and decentralized platforms.
- Audit: Mapping enterprise monitoring blind spots.

02 Advanced Boolean Logic & Crawler Configuration

- Constructing complex Boolean query matrices to filter out noise and capture precise signals.
- Multi-language, dialect-sensitive, and visual search tracking configurations.
- Practical Lab: Writing complex search strings for a multi-national brand.

03 AI-Driven Sentiment Analysis & Natural Language Processing

- Understanding sentiment engines: Irony, sarcasm, local colloquialisms, and context-aware NLP.
- Categorizing brand attributes: Trust, product quality, employer brand, and ESG perception.
- Exercise: Calibrating sentiment analysis models for brand precision.

04 Visual Listening & Multimodal Tracking

- Tracking logo placements, OCR (optical character recognition) in memes, and un-tagged video mentions.
- Audio transcription crawlers for real-time podcast and broadcast monitoring.
- Case Study: Discovering un-tagged brand crises via visual logo tracking.

Detailed programme

Day 2: Analytics, Competitor Audits & C-Suite Reporting

05 Competitor Benchmarking & Market Intelligence

- Auditing competitor share of voice, share of search, and audience sentiment shifts.
- Identifying whitespace opportunities and messaging vulnerabilities in competitor strategies.
- Practical: Building a comparative real-time competitive matrix.

06 Community Health & Share of Voice (SOV) Metrics

- Distinguishing authentic user conversations from coordinated bot network activity.
- Calculating net sentiment scores, volume intensity, and passion indexes.
- Lab: Analyzing an active viral hashtag campaign to measure organic reach.

07 Synthesizing Data into Strategic C-Suite Insights

- Translating millions of data points into a concise 1-page executive brief.
- Linking media intelligence metrics to operational and business outcomes.
- Workshop: Drafting an executive reputation report for the C-suite.

08 Designing the Enterprise Intelligence Command System

- Establishing escalation thresholds and automated stakeholder notification flows.
- Integrating listening data into corporate CRM, risk management, and PR workflows.
- Capstone: Delivering an integrated reputation intelligence blueprint.

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TRAINER PROFILE

Sharves Bala

A corporate communications strategist and executive trainer with more than 20 years of experience in PR, media relations, reputation management and stakeholder engagement. Her sessions use practical frameworks, case studies and simulations.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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