

Purpose	The purpose of this tool is to monitor and evaluate how the Australian seafood industry is portrayed in the press and social media.
When?	<ul style="list-style-type: none">• Weekly monitoring of media coverage• Monthly or quarterly stocktake of media coverage
Resources	<ul style="list-style-type: none">• 10 minutes a week to recap media coverage• 1 hour a month/quarterly to take stock of media coverage
Rating	

What is media monitoring and why is it important?

Media monitoring is listening. It is tracking topics – such as the seafood industry and your brand – across all media channels including newspapers, Facebook, and forums. In the past, media monitoring required scouring newspapers and cutting out articles relevant to the seafood industry – now there is online software which does the job automatically¹.

Media monitoring is important because:

- It allows you to track how the seafood industry is depicted in the media, including key champions and detractors.
- It provides a more complete picture across all media channels rather than a partial picture which comes from reading a single newspaper, relying on word-of-mouth or what comes across your Facebook news feed.
- It allows you to track how media coverage of the seafood industry changes over time by providing a systematic process for collecting mentions.
- It allows you to track the impact of your promotions on news coverage

An overview of three media monitoring options is below, in order from the simplest free tool (Google Alerts) to the gold standard (Isentia/ Media Monitoring Australia).

Google Alerts

Google Alerts is a free, easy-to-use tools are best for those just getting started in media monitoring. Google Alerts tracks online news (including The Australian, the Sydney Morning Herald, and regional newspapers), websites and blogs. Each week you receive an email with a list of the articles most relevant to your chosen search terms. Google Alerts is simple to setup – see the box below.

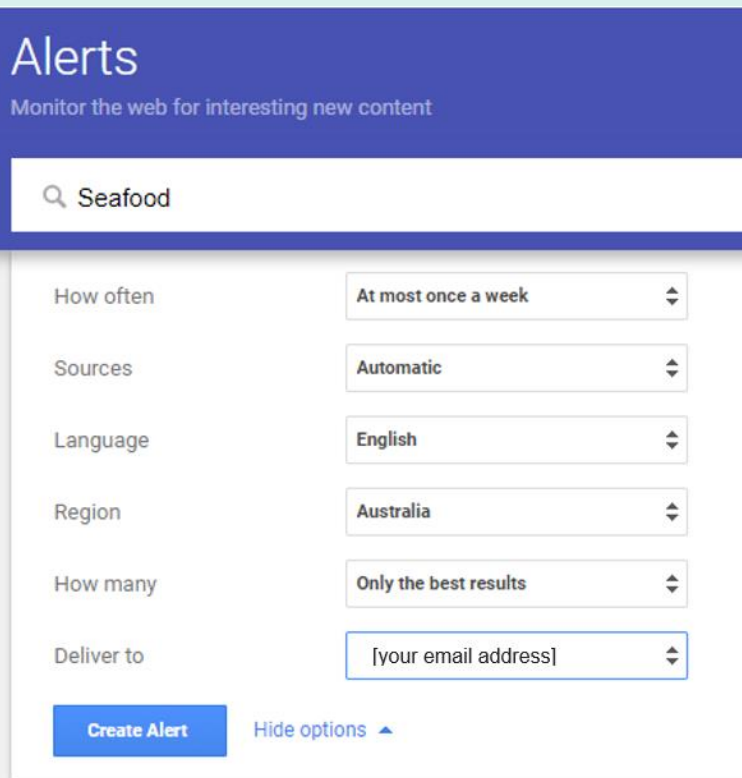
The trick with Google Alerts is to identify the best **search terms**. Search terms are the topics and keywords that you be alerted for. Guidance on how to select search terms is below:

¹ <https://www.agilitypr.com/media-monitoring-ultimate-guide/>

- Avoid generic keywords such as 'seafood' which will flood your inbox with alerts that are not useful. Instead, stick to specific, precise keywords that you know will be relevant to you.
- Make multiple alerts with different search terms. There is no limit to the number of alerts you can set.
- Use speech marks to look for specific phrases (e.g. "seafood industry")
- Combine search terms to look for specific topics (e.g. "seafood industry" sustainable)
- We highly recommend familiarising yourself with the use of what are termed 'Boolean operators'. These are special words or symbols to limit, widen, or define your search. You can search for diverse guides to these online, although [this article from Lifewire](#) is a good place to start.

How to setup Google Alerts

1. Login to your Google Account. If you do not have an account, create one [here](#).
2. Go to <https://www.google.com.au/alerts>
3. Type in the search terms you want to monitor
4. Refine the options to receive alerts once per week and to only track newspapers and blogs from within Australia
5. Click 'Create Alert'



The screenshot shows the Google Alerts setup page. At the top, the word "Alerts" is displayed in a large font, followed by the subtitle "Monitor the web for interesting new content". Below this is a search bar containing the text "Seafood". Underneath the search bar, there are several dropdown menus for configuring the alert: "How often" is set to "At most once a week", "Sources" is set to "Automatic", "Language" is set to "English", "Region" is set to "Australia", "How many" is set to "Only the best results", and "Deliver to" is set to "[your email address]". At the bottom left of the form is a blue "Create Alert" button, and at the bottom right is a "Hide options" link with a small upward-pointing triangle.

Hootsuite

While Google Alerts monitors newspapers, websites and blogs, it does not monitor social media. We recommend you augment this with a paid social media monitoring option such as [HootSuite](#). Hootsuite offers an integrated platform that allow you to run your own media monitoring program. This platform is more complicated than Google Alerts and allow you to monitor multiple social media channels, including Facebook, Instagram, Youtube, LinkedIn, and Twitter. In addition to monitoring these channels you can create and schedule content through the platform.

Isentia (formerly Media Monitoring Australia)

[Isentia](#) (also known as Media Monitoring Australia) is an all-in-one solution which allows you to monitor and analyse both print and social media, including TV and radio. This provider offers an integrated platform similar to Hootsuite, with the option for additional premium support services which includes a social media consultant who will analyse and provide insights on a regular basis.

Conduct a stocktake of media articles

As well as regular media monitoring, we recommend undertaking a periodic ‘stocktake’ of the information collected to give yourself a higher-level overview of how the seafood industry is being portrayed in the media. The purpose of this session is to identify the key articles and authors that are speaking about the industry, understand the extent to which media are supportive or unsupportive of industry, and how this changes over time.

Table 1 contains the media article log. For the major article from each period, the following details should be recorded:

- The news **source** – the press media outlet or the social media page that posted the article
- The specific **topic** mentioned
- Publication **scale** – whether the article appears at a local or national scale
- The level of **reach** of the article
- **Rating** on a scale from Very Supportive to Very Unsupportive - refer to Figure 1
- A summary of the **comments section** of the article (if applicable)

Table 1 Media articles log

Source	Topic	Publication scale	Reach	Rating	Comments
The Age	Employment			Supportive	

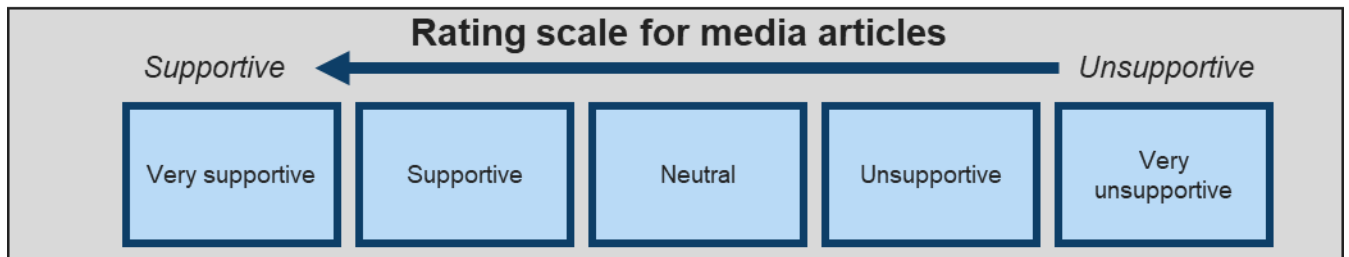


Figure 1 Rating scale for media articles

Note: Press media articles will normally have much greater reach than social media posts. Social media posts should only be included in the log if they have high reach – that is, they are posted by an important page with a large audience. The number of social media posts with low reach does not add value to this evaluation because the data is likely to be unrepresentative.