



Daily participation and tracking

From **Word of Mouth Marketing: How Smart Companies Get People Talking**
 by **Andy Sernovitz** | www.wordofmouthbook.com | www.wordofmouth.org

You want to follow the conversation every day. Use this worksheet to track **who on the team is tracking discussions, who is responding, and what the results are.**

Where *Who follows?*
Who responds? *Results*

	<i>Where</i>	<i>Who follows?</i>	<i>Who responds?</i>	<i>Results</i>
Real-time tracking	Google Alerts			
Blogs				
Communities				
Social networks	LinkedIn Facebook Twitter			
Other				


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