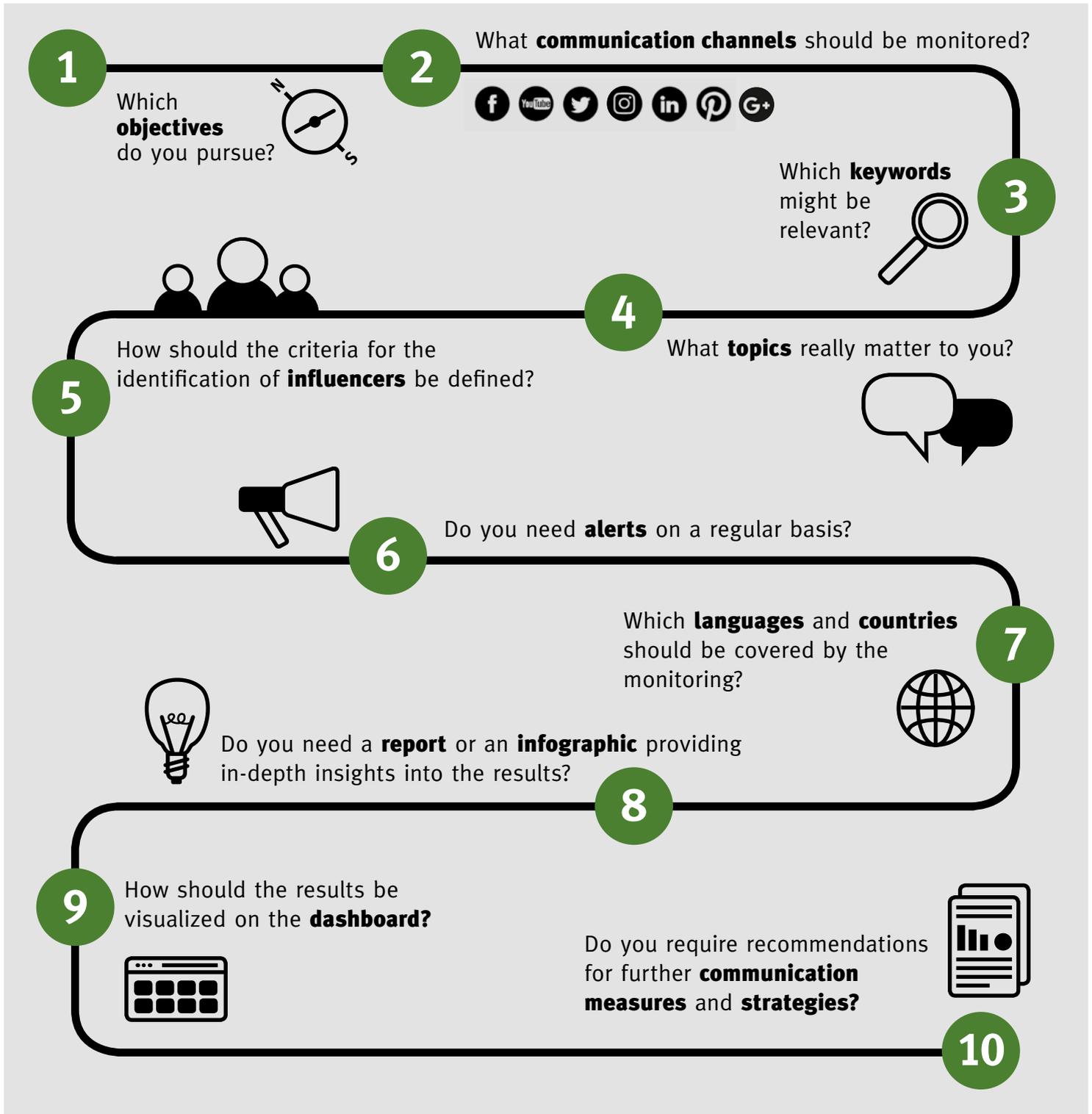


# Social Media Monitoring

## That's How You Keep an Eye for the Essentials!

Professional social media management requires a systematic approach to both the monitoring of your own communication channels as well as those of all relevant comments posted on the social web. pressrelations offers you customized solutions and services enabling you to monitor on a daily basis emerging discussions about your company, products and competitors as well as sector-relevant trends and critical topics. Starting out with a setup of your monitoring and alert system customized to your specific needs and requirements, ensuring constant maintenance of the bots/search agents, and including the delivery of individual reports, we assist you comprehensively in achieving your communication and PR objectives.

# Ten questions to set up your social media monitoring



Selected from a veritable plethora of postings on the social web, we provide you with all relevant articles in any desired format. In order to ensure best possible quality standards, we rely on our proven hybrid approach. In addition to continuous automatic crawling of the social web by our bots, experienced social media experts evaluate the collected data in terms of context and relevance. You thus receive informative results in excellent quality without undesired duplicates or spam. Additionally, we keep you posted in real time about critical incidents occurring on the social web. This hybrid approach enables you to react both in time and prior to any possible critical escalation of events.