

Listening Matrix



Listening Category	URL / Unique Identifier	
Web site(s)	<a href="http://yourorganization.org">http://yourorganization.org</a>	
Blog	<a href="http://blog.yourorganization.org">http://blog.yourorganization.org</a>	
Twitter	<a href="http://www.twitter.com/yourorg">http://www.twitter.com/yourorg</a>	
Facebook	<a href="http://www.facebook.com/yourorg">http://www.facebook.com/yourorg</a>	
Flickr	<a href="http://www.flickr.com/photos/yourtag">http://www.flickr.com/photos/yourtag</a>	
YouTube	<a href="http://www.youtube.com/user/yourorg">http://www.youtube.com/user/yourorg</a>	
Organization	Org name #orghashtag	
Senior Staff / People	Executive Director Staff	
Issue areas	Issue #1 Issue #2 #issuehashtag	
Org Program Names	Program #1 Program #2 Program #3	
Allies	Ally #1 Ally #2 Ally #3	
Opposition	Hater #1 Hater #2	
Events	Event #1 Event #2 #eventhashtag	

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