

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