

# Social media management and monitoring

Automatically monitors social media mentions, analyzes sentiment, and creates appropriate response actions across client accounts. Reduces manual monitoring time by 80% while ensuring no brand mentions go unaddressed.

Download PDF

Get Your Blueprint

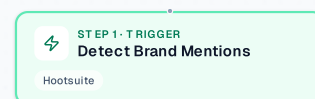


## WORKFLOW TRIGGER

New social media mention or tag detected for any client brand

## Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.



STEP 2 · ACTION  
Analyze Mention Sentiment  
Hootsuite

STEP 3 · DECISION  
Route Based on Priority

STEP 4 · ACTION  
Create Response Tasks  
Asana Monday.com

STEP 5 · ACTION  
Update Client Dashboard  
HubSpot Google Analytics

STEP 6 · ACTION  
Schedule Follow-up Monitoring  
Hootsuite

STEP 7 · OUTPUT  
Generate Response Report  
HubSpot Google Analytics

+  
-  
☰

# Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

⚡ TRIGGER

## Detect Brand Mentions

Social listening tools automatically capture new mentions, comments, or tags across all social platforms for client brands. Webhook triggers immediately when mention is detected.

2

 ACTION

### Analyze Mention Sentiment

AI analyzes the tone, context, and urgency level of the mention to categorize as positive, negative, neutral, or crisis-level. Extracts key details like platform, audience size, and topic.

Hootsuite

3

 DECISION

### Route Based on Priority

Workflow branches based on sentiment and urgency: positive mentions go to engagement queue, negative mentions require immediate response, crisis-level mentions alert account managers.

4

 ACTION

### Create Response Tasks

Automatically generates tasks in project management system with pre-written response templates, assigns to appropriate team member, and sets deadline based on priority level.

Asana

Monday.com

5

 ACTION

### Update Client Dashboard

Logs mention data into client's HubSpot record and updates real-time social monitoring dashboard. Tracks response times and engagement

6


 ACTION

### Schedule Follow-up Monitoring

Sets automated follow-up checks to monitor thread for additional responses or escalation. Creates calendar reminders for account managers on high-priority mentions.

Hootsuite

7

 OUT PUT

### Generate Response Report

Produces automated report showing mention volume, sentiment trends, response times, and team performance metrics for client review.

HubSpot

Google Analytics



### Outputs

- Prioritized response task queue
- Real-time client sentiment dashboard
- Weekly social monitoring performance report



## Key Metrics

- Average response time to mentions
- Sentiment score improvement rate
- Team task completion rate



## Tools & Integrations

- Hootsuite
- Asana
- Monday.com
- HubSpot
- Google Analytics

## AI Business OS

Actionable AI implementation strategies for business leaders ready to transform their operations.

### COMPANY

[About](#)

[Industries](#)

### CONNECT

[MVP.dev](#)

[LinkedIn](#)

### RESOURCES

[Articles](#)