

## Web listening. What our users are saying

Speed Session 1. Dissemination &  
Addressing Users Needs  
Date: 01/06/2016

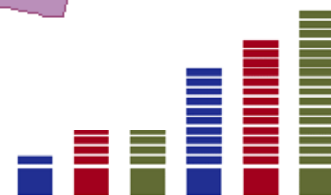
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# Getting to know our users

We ask

They say/do



# Setting things up

## What

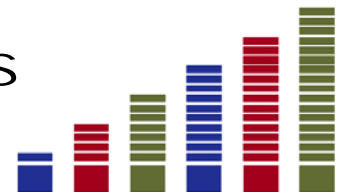
Mentions of selected words/phrases  
Brand name, activity related

## Where

All internet public spaces  
Webs, blogs, forums, social,...

## What for

Quantity and quality  
Relevance, mood, opportunities



# Findings (so far)

## Media

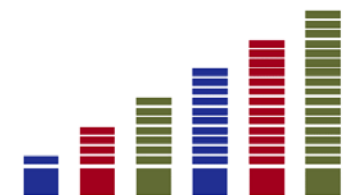
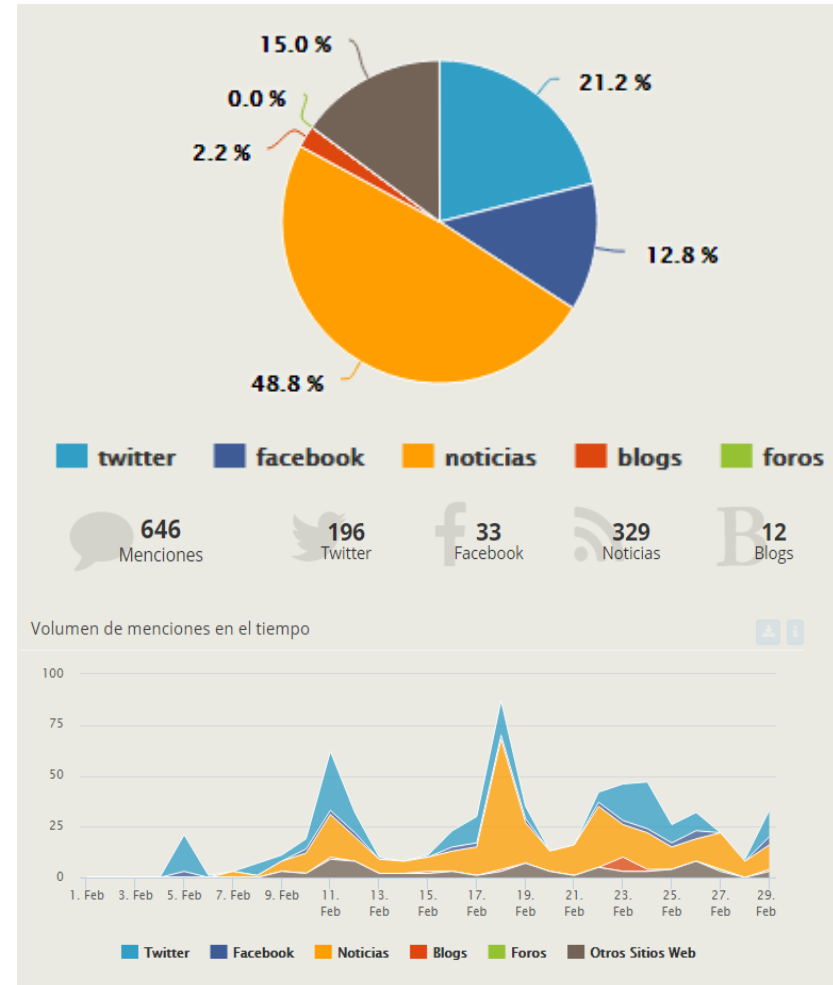
Newspapers  
 Twitter  
 Facebook

## Topics

IT topics

## Timing

Follows publication



## Limitations

Time

Resources

Money

Restricted (password protected)

Basque language poorly supported

## Opportunities

Areas of improvement

Relations with prescriptors

