WHAT IS MEDIA MONITORING?

• TRACKING NEWS ON DIFFERENT PLATFORMS - (newspaper/TV/magazines/social media)
• LOOKING AT QUANTITY AND QUALITY OF MENTIONS
• PERCEPTION TRACKING
TOOLS

• GOOGLE ALERTS

• KEYWORD SEARCHES ON GOOGLE site:BBC.com/allintitle:RedCross/allinurl:RedCross/“Red Cross India”

• SOCIAL MEDIA (TWITTER and FACEBOOK)
HOW TO REPORT YOUR MONITORING?

• DAILY MONITORING REPORT
• EVENT BASED MONITORING REPORT
• WEEKLY MONITORING REPORT
• MONTHLY MONITORING REPORT
WHAT IS OUR LONG TERM GOAL?

CHANGE/ENHANCE PERCEPTION

1. REACHING OUT TO THE JOURNALISTS/INFLUENCERS TO MAKE THEM AWARE OF THE RED CROSS
2. INVITING THEM TO RED CROSS PROGRAMS
3. UNDERSTAND HOW THE MEDIA WORKS
100 YEARS OF THE IRCS

• HOW DID THE IRCS FARED?
• WHAT WAS THE PUBLIC PERCEPTION?
• WAS THERE ANY BAD PRESS?
• AREAS OF IMPROVEMENT?
QUESTIONS?