

# ONLINE ENGAGEMENT: LISTENING ONE PAGER



## WHY LISTENING IS IMPORTANT:

- **Before we start to engage our communities**, it's necessary to take a step back and listen to folks. We need to identify the topics that are important to the people in our groups and see how people react in order to craft our posts or responses.

## THINGS TO LISTEN FOR:

- **Topics**
  - Different places will talk about varied topics.
  - Look to see what topics people are talking about like the **economy, climate, choice, politics, or VP Harris and Governor Walz** in your places.
- **Reactions**
  - Different places can affect how people react to topics.
  - Look to see if posts on current events, VP Harris, or issues you care about **are met with a positive or negative reaction.**

## TIPS FOR LISTENING:

- **Check your community rules.** A lot of groups don't permit political discussions. Be mindful of the rules of your community.
- **But there may be opportunities to engage that aren't explicitly "political."** Think broadly about connections to key issues.
- **Focus on opportunities for conversations.** We don't want to do a one-off post and never look at it again. Think about places to post in replies to other posts, or for moments to start a dialogue.

## LISTENING EXAMPLE:

- **Our first example is a group chat conversation with family members**
  - Before we engage right away, we want to take a step back and listen for both the Topics and Reactions.
- **Topic:** Our main topic in this example is related to the **Climate Crisis**
- **Reaction:** By reading the replies, we can get a better understanding of how others feel about the topic. The main reactions here involve **feeling worried/fearful**

Wow, I can't believe how hot it was today in Raleigh. Hope everyone is staying safe.

<https://abc11.com/post/nc-weather-forecast-raleigh-durham-fayetteville-north-carolina/15032687/>

This is ridiculous!

I'm staying inside today.

I've never experienced heat like this before! 117!?

I think I'll go check on the neighbors to make sure they're ok

## LISTENING EXAMPLE:

- **Our next example is a Facebook post in a group for New Moms**
  - Before we engage right away, we want to take a step back and listen for both the Topics and Reactions.
- **Topic:** Our main topic in this example is related to **Reproductive Rights**
- **Reaction:** The main reaction from the post here involves **feeling anger or fear for the future**

This is infuriating. I'm sorry for the political post but my two children wouldn't be here without IVF. What is this world coming to. |

<https://thehill.com/homenews/senate/4720506-senate-republicans-block-ivf-legislation/>



## LISTENING EXAMPLE:

- **Our next example is a post from the NextDoor app**
  - Before we engage right away, we want to take a step back and listen for both the Topics and Reactions.
- **Topic:** Our main topic in this example is related to **Inflation/Cost of Living**
- **Reaction:** The main reaction in the replies here involves **agreement with the original poster and feelings of despair/distress**

I just went to the Walmart on Vine St. and my weekly groceries cost me almost \$250. I'm so tired of how expensive everything is. I wish our politicians would do something. It's been really hard for my family. Are others feeling like this too?

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Us too. It's so bad out there.

Agreed.