

**TIG SM Session- Listening Checklist**

**Google, Bing, Yahoo** = Lets all Ego Surf! Use your name, your company name, use quotes, don't use quotes, do use industry terms, use generic terms. What do you find?

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**Google Blog Search (<http://blogsearch.google.com/>) and Twitter Search** = Who are your influencers? Who is already in this space?

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**Search YouTube** = What do you find?

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**Partner Organizations?**

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**Methods of Staying Connected =**

Google Alerts

RSS Feeds on Information Sources

Social Mention.com

**What did you find?**

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