**Report: Marketers Find Value In Social Listening**

More than 8 in 10 marketers consider social listening an important part of their strategic planning and more than 60% maintain a system and monitor keywords, according to a Social Media Today survey conducted with Meltwater. Marketers primarily use social listening to monitor for brand sentiment, followed by awareness, industry trends and competitive analysis, and cite time and employee bandwidth as the most restrictive factors.

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[*https://www.socialmediatoday.com/news/the-state-of-social-listening-in-2022-report/623865/*](https://www.socialmediatoday.com/news/the-state-of-social-listening-in-2022-report/623865/)

*Image credit:*

[*https://cdn.business2community.com/wp-content/uploads/2013/06/Social-Listening.png*](https://cdn.business2community.com/wp-content/uploads/2013/06/Social-Listening.png)