**How Social Listening Improves Your Brand**

****People who complain on social platforms give brands a chance to listen and genuinely improve, says Vincent Washington, social media manager at UPS. Since taking over, Washington has shifted his team's focus from reactive to proactive social listening.

***SocialMedia.org's Blog 8/9/16***

<http://socialmedia.org/blog/vincent-washington-on-proactive-social-listening-at-ups/>