

Campaign Listening Matrix – Example

Organization	<i>Org name</i>	Pro-Wall Paper People		Campaign Names	<i>Campaign #1</i>	Ethical Removal
	<i>#orghashtag</i>	#wallpaper4ever			<i>Campaign #2</i>	Sophisticated Patterns
					<i>Campaign #3</i>	
People	<i>Executive Director</i>	Jemima Sticks		Events	<i>Event #1</i>	#wallpaperrocks
	<i>Staff</i>				<i>Event #2</i>	#morewallpaper
	<i>Staff</i>				<i>#eventhashtag</i>	#wallpaperborders
Issue #1	Allies		Neutral		Opponents	
	Removing wallpaper in a manner which preserves its integrity.					
	<i>Ally #1</i>	<i>Ally #2</i>	<i>Neutral #1</i>	<i>Neutral #2</i>	<i>Opponent #1</i>	<i>Opponent #2</i>
	Paste Producers of America	Wallpaper Everlasting	Walls Everywhere		New Homeowners Association of America	Paint Producers of North America
	<i>"peeling"</i>	<i>"covering"</i>	<i>"steaming"</i>		<i>"scouring", "stripping"</i>	<i>"scrapping", "dissolving"</i>
	Term #1					
Term #2						

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