



FM

FLOWMATRIX.DEV

Premium Workflow

A practical guide – step by step

Social Listening

Monitor brand mentions and trends across channels: collect posts, analyze sentiment and alert the team to spikes.

MARKETING & ANALYTICS

ADVANCED

ABOUT 3 HOURS SETUP

OVERVIEW

Social Listening

Monitor brand mentions and trends across channels: collect posts, analyze sentiment and alert the team to spikes.

CATEGORY	DIFFICULTY	DURATION
Marketing & Analytics	Advanced	About 3 hours setup

What you use it for

Brand and marketing teams monitoring reputation.

Tools in this workflow

n8n · OpenAI API · Supabase · Slack

How to implement it

1

Collect mentions from channels

In this step, all mentions of the brand are collected from various social media platforms and online channels to gain a comprehensive understanding of brand perception.

WHAT YOU NEED TO DO

1. Create a new workflow in n8n
2. Add the Twitter node and configure it with API keys
3. Add the Facebook node and configure it with API keys
4. Set filters for relevant keywords and hashtags
5. Connect the nodes with an HTTP request node to collect data

CHECK AT THE END

- ☐ Twitter node is correctly configured
- ☐ Facebook node is correctly configured
- ☐ Keywords filters are set

RESULT

All relevant mentions of the brand are collected from social media.

2

Detect language and sentiment

This identifies the language of the aggregated content and analyzes the sentiment to categorize positive, negative, and neutral mentions.

WHAT YOU NEED TO DO

1. Add an OpenAI API node to n8n
2. Configure the node with your OpenAI API key
3. Set the node for language and sentiment analysis
4. Connect the node to the previous HTTP request node
5. Save the results in a JSON format

CHECK AT THE END

- ☐ OpenAI API node is correctly configured
- ☐ Language and sentiment analysis is enabled
- ☐ Results are saved in JSON format

RESULT

The language and sentiment of the aggregated mentions are analyzed and categorized.

3

Cluster emerging topics

The collected data will be analyzed to identify emerging topics and trends by grouping similar mentions.

WHAT YOU NEED TO DO

1. Fork an additional OpenAI API node
2. Configure the node for topic clustering
3. Connect the node to the sentiment analysis node

4. Set parameters for cluster size

5. Save the cluster results

CHECK AT THE END

☐ OpenAI API node for clustering is configured

☐ Cluster size is correctly set

☐ Cluster results are saved

RESULT

Emerging topics and trends are identified and grouped into clusters.

4

Store trends in Supabase

The identified trends and themes are stored in a Supabase database for later access.

WHAT YOU NEED TO DO

1. Create a new table in Supabase for trend data
2. Add a Supabase node to n8n
3. Configure the node with Supabase API keys
4. Connect the node to the cluster node
5. Store the data in the Supabase table

CHECK AT THE END

- ☐ Supabase table for trends is created
- ☐ Supabase node is correctly configured
- ☐ Data is stored in the Supabase table

RESULT

Trends and themes are stored in the Supabase database.

5

Alert on spikes

The team will be informed about sudden spikes in mentions or sentiment to quickly respond to crises or viral trends.

WHAT YOU NEED TO DO

1. Fork a Slack node in n8n
2. Configure the node with Slack API keys
3. Set trigger for mention peaks
4. Connect the node to the Supabase node
5. Send alerts to the Slack channel

CHECK AT THE END

- ☐ Slack node is correctly configured
- ☐ Trigger for mention peaks are set
- ☐ Alerts are sent to the Slack channel

RESULT

The team receives alerts about sudden spikes in mentions or sentiment.

RECOMMENDED TOOLS & RESOURCES

Recommended Tools & Resources

All tools in this workflow with their official website.

n8n

<https://n8n.io/?ref=flowmatrix>

Official URL

OpenAI API

<https://platform.openai.com/?ref=flowmatrix>

Official URL

Supabase

<https://supabase.com/?ref=flowmatrix>

Official URL

Slack

<https://slack.com/>

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