



Suhas Bhairav

AI Social Listening and Brand Tracking Setup

**Turning online conversations into actionable,
scalable brand responses.**

Build an AI-enabled social listening and response
system with guardrails, ownership, and measurable
impact.

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Automation Map: Listening & Responses

Identify repeatable tasks across listening, triage, and draft responses. Structure automation to augment humans, not replace them.

Key move Set a weekly review cadence and a single owner for brand voice.

PRACTICAL CHECKLIST

- 01** Ingest data from social platforms, forums, reviews into a unified data store.
- 02** Apply lightweight sentiment and topic modeling to categorize conversations.
- 03** Flag potential crisis signals for immediate human review.
- 04** Identify brand mentions by product, region, and campaign.
- 05** Automate draft responses for common inquiries using agentic templates (Claude or ChatGPT) with guardrails.
- 06** Route high-risk or policy-disallowed content to escalation.
- 07** Maintain a human-in-the-loop for tone and final edits.

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4-Week Adoption Plan

Break the setup into small weekly sprints with clear ownership. Start with listening + auto-respond templates, then add governance.

Key move Secure approvals before launching the first automation pilot.

PRACTICAL CHECKLIST

- 01** Define sources, data schema, and access controls; connect social APIs to a data lake.
- 02** Implement sentiment, topic tags, and auto-draft replies templates for common questions.
- 03** Launch human-in-the-loop reviews; set tone guardrails and escalation paths.
- 04** Define success metrics, dashboards, and weekly governance rituals; assign ownership.
- 05** Secure approvals for data handling, privacy compliance, and model usage policies.

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Guardrails, Approvals, and Risks

Define approvals, data handling policies, and escalation paths. Ensure privacy, compliance, and bias considerations are addressed.

Key move Require post-launch review within 30 days to calibrate tone.

PRACTICAL CHECKLIST

- 01** Document data sources, retention limits, and access roles.
- 02** Obtain required approvals for data usage and auto-responses.
- 03** Set brand voice guidelines; require human edits for tone deviations.
- 04** Implement privacy and consent checks for customer data.
- 05** Define escalation paths for negative sentiment or policy violations.
- 06** Establish a metrics-driven review cadence to stop or adjust automation.

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ABOUT THE CREATOR

Suhas Bhairav

I build AI systems that combine distributed architecture, retrieval, knowledge graphs, security, and practical workflow design. My focus is AI that can be used repeatedly by real teams: understandable, reliable, and grounded in the work people already do.

EXPERTISE

- Principal systems architecture and applied AI engineering
- Production-grade AI systems, agentic workflows, RAG, and knowledge graphs
- Full-stack workflow applications across AWS, Google Cloud, Azure, on-premise, and hybrid environments
- Practical AI implementation patterns for automotive, manufacturing, finance, logistics, cybersecurity, sales, and customer operations
- Security, governance, observability, approvals, and failure-mode thinking for operational AI systems

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