# NOVEMBER '13 RELEASE NOTES

At Salesforce Marketing Cloud customer success is our top priority and we're working hard to continuously improve your Marketing Cloud solution.

That's why, with this release, we're exploring new territory with expanded listening abilities, even more support for listening on your social channels and helping customers automatically prioritize posts.

In this release we're expanding listening with initial support for 17 new languages and a new fully supported language with Hungarian, bringing us to a total of 41 languages. We've also expanded our Facebook Managed Account support to Radian6 Mobile so you can see, respond and workflow posts from your company's brand properties on the go. There are many more features, so read on.

This release features enhancements to our social listening, and social advertising solutions. Our Buddy Media team is hard at work developing new exciting advancements you'll hear about soon!

| salesforce radian6 | salesforce social.com |
|---|---|
| • Initial support for 17 new languages. Expanded global reach with new Romanian language coverage<br><br>• Full support for a new European language, Hungarian along with the addition of 123 news and forums in that language<br><br>• Facebook Managed Accounts features in the Radian6 Mobile app<br><br>• Support for Facebook hashtags in the Engagement Console<br><br>• A custom scoring system that automatically workflows priority posts | • Support for Unpublished Page Posts, the best way to test multiple variables without cluttering your timeline<br><br>• A/B test status posts, image posts and link posts to uncover the best results |

Marketing Cloud is constantly working to improve our offerings and we couldn't do it without you—please contact your Account Executive with your feedback.

Sincerely,

Salesforce Marketing Cloud team

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# Listen

## Data Acquisition

### Improved Language Support for 17 New Languages

The key focus of our November '13 release is expanding listening for our customers and improved language support is a key part of that. We're adding support for new languages in their original form as well as "transliterated" versions, meaning the original language alphabet is converted to the English alphabet. These enhancements lay the groundwork for full language support in the future. Here's the list of the languages:

- Albanian
- Transliterated Arabic
- Bulgarian
- Croatian
- Icelandic
- Latvian
- Lithuanian
- Macedonian
- Transliterated Pashto

- Transliterated Farsi (Persian)
- Transliterated Serbian
- Slovak
- Slovenian
- Somali
- Ukranian
- Transliterated Urdu
- Transliterated Uzbek

Here's how to find the new languages among your posts:

In your Topic Profile choose "all languages" and then open a Topic Analysis widget, segment by language and you can see the breakdowns. Open a River of News off one of the languages and you can see the posts that make up that segment.
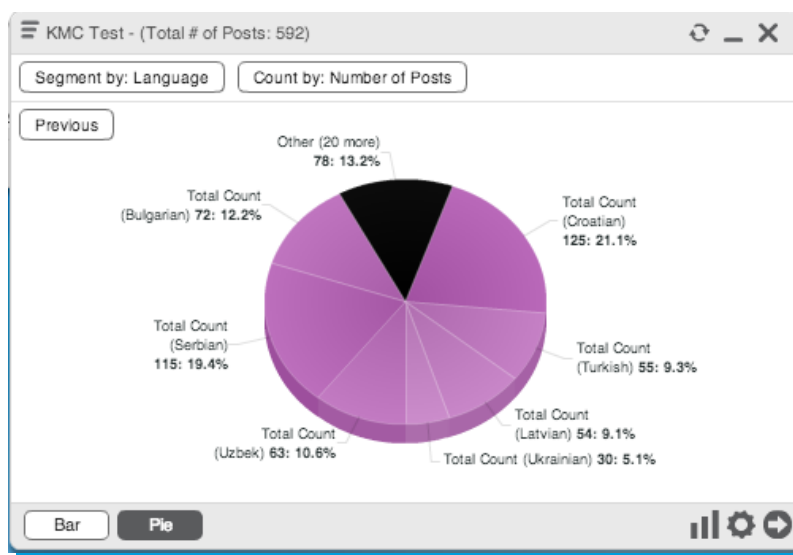
Because we are in the early stages of supporting these languages, you cannot yet filter by the language in your Topic Profile. Instead, use the methods detailed above. Also any content you pull will be from our existing sources, Twitter and Facebook being primary examples. You may also find character indexing and searching limited on certain non-latin characters. We will keep you posted on our progress as we continue to add full support for more languages.

### Hungarian

We've introduced full language support for the Hungarian language with this release bringing us to 24 fully supported languages. Search for Hungarian language posts using the methods described above, as well you can filter by Hungarian in your Topic Profile.

We have added 123 new Hungarian sources to support this new language. Most of new additions are mainstream news sites including origo.hu and femina.hu. As well, we added 5 new popular forums including nlcafe.hu and portolio.hu.

# Radian6 Mobile

## Facebook Managed Accounts for iOS

In our last major release in August we launched Facebook Managed Accounts allowing customers to share their corporate Facebook page content among teams and respond to customers and prospects. We've now introduced that feature for Radian6 Mobile so customers can get all their posts and workflow the important ones using their iPhone or iPad.

If you're new to Managed Accounts, talk to your Account Executive about adding this important feature to your account. Here are the steps involved with registering a Facebook account, making it a Managed Account so it can be shared and then setting up the stack for use with Radian6 Mobile.

Register a Facebook Managed Account

Log in to the Social Account Manager at https://social-accounts.radian6.com/social-account-management. This is where all Social Accounts and Managed Accounts are registered for use in the Radian6 platform.

1) Select "+ New Account" and choose Facebook. Enter your Facebook credentials when prompted and click "allow" to grant access to our application. This sets up your Facebook page as a Social Account.
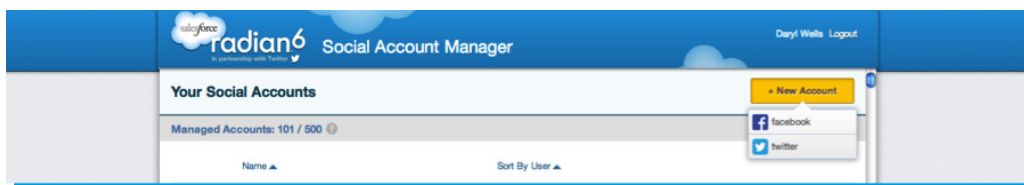


2) Next you'll want to designate it a Managed Account. Click "Register" to do that.

3) Set the visibility of the account to public so every Radian6 user in your organization can see it, project to choose a team or private to keep access limited to yourself.  "Content to include (Posts & Comments and Inbox Messages)" should remain checked.  You can update the Topic Name that is displayed if you wish.  Click "Save".

Now all your Facebook Managed Account post content will be brought into the Radian6 platform.

## Using Facebook Managed Accounts in Radian6 Mobile

Now you're ready to set up a Facebook Managed Account stack in the mobile app.

1) Choose "Add a Stack" from the main menu.  Then choose "Managed Account Stack" and "Facebook Managed Account".  Name your stack and associate it with a Managed Account that you've set up in the Social Account Manager.  Choose any Advanced Settings you'd like to set up like what type of content you want to see in your stack.

2) Once complete, choose "Save" from the top right.

Your Facebook Managed Accounts stack will show you the last 7 days of data.  When you see a post that you want to respond to, simply click it to bring up the workflow panel.  You will see all the workflow options you're familiar with as well as options that are specific to Facebook like  "comment" or "reply" depending on the type of post you've chosen.

Choose reply and then you can click to see the previous context of comments and the original post in a dropdown.  You will also see the account that your reply will be sent from.  Any reply will be added as a note to the post or comment for reference.

### Complex Searches for the Quick Search beta

At Salesforce Marketing Cloud we're passionate about unlocking the power of social for our customers. We've developed a new Quick Search feature that will help anyone across the organization get the benefit of social listening even if they're not experienced Radian6 users.  With Quick Search testers can search the social web instantly by typing a few keywords into the Quick Search window.  They can review the content and continue to refine the search as needed.

Now we've made Quick Search available on the iPad.  We've also added support for more complex searches using the Quick Search feature.  Beta testers can now use Boolean terms like OR and NOT to include or remove words.  They can also type a phrase like "Colts Football Team" and use brackets for a combined search query like "(Colts AND football) NOT horses".

We're looking forward to hearing what beta testers think about this new enhancement and look forward to releasing easy to use features like this to all our customers in the future.

## Analysis Dashboard

We've added new features to the Analysis Dashboard that customers have been asking for to help achieve their social listening goals:

Sentiment for Twitter and Facebook Managed Accounts – now you can manually set positive, negative and neutral sentiment for your Twitter and Facebook Managed Account data.  This is important to customers for reporting and viewing data by sentiment to understand how much of the conversation is positive and negative.  Radian6 automated sentiment is dependent on Topic Profiles and keywords, so we are researching ways new ways to offer sentiment on Managed Account data.  Look for it in an upcoming release!

Support for 2 letter Asian words – We now support 2 character Asian words in the Conversation Cloud.  This is part of the support we're developing for Sina Weibo and Tencent Weibo, major networks in China that we'll be bringing into the Radian6 platform.

User Names Support Spaces - we've added support for spaces in the user names customers use to login to the platform.

True Twitter domains - Radian6 Insights "Domains Mentioned" now shows the true domain for URLs from Twitter content instead of t.co.

# Engagement Console

### Support for new Facebook Hashtag Feature

Facebook recently launched support for hashtags, making them clickable so that you can easily search for all the posts on that topic. For example: https://www.facebook.com/hashtag/salesforce.  We're supporting the new feature by making Facebook hashtags clickable from any Engagement Console stack.  Simply click through to see the conversation on Facebook.
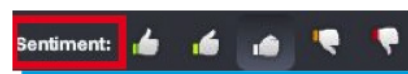
### Manual sentiment for Twitter and Facebook Managed Accounts

Now you can set the sentiment for the posts in your Twitter and Facebook Managed Accounts as you can with other stacks.  Then filter your Twitter and Facebook stacks based on sentiment so you can quickly prioritize posts and tweets for engagement.

### Addition of photo and video posts without captions

We're now bringing in Facebook content where a photo or video has been posted without a caption. We don't have the ability to include the photo/video at this time but this is an important addition that ensures we capture any comments or replies to the original.  In the stack you will simply see "photo post from xyz" as the content.

# Salesforce Social Hub

We've launched a handful of features for the Social Hub that work hand in hand to boost the power of our automated rules engine for your enterprise needs.

### Support for keyword proximity within conditions

You're familiar with keyword proximity from the Analysis Dashboard but it's used differently between the applications.  In the Dashboard proximity is
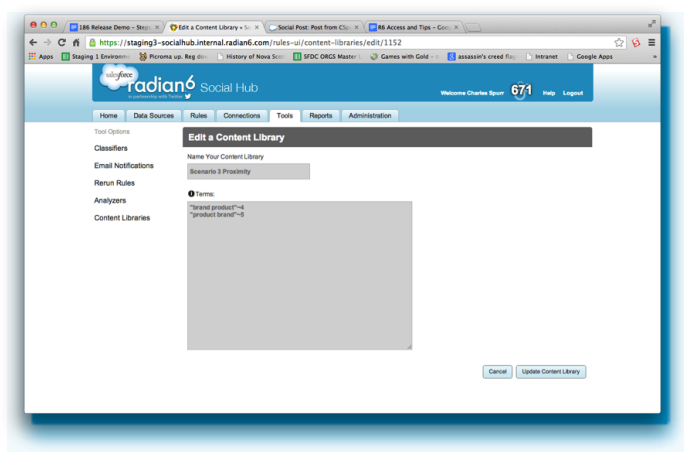
used to find mentions.  If my brand is "Air Canada", I'll want to find posts that have "Air" and "Canada" within five words or less to ensure authors are talking about my brand.

The new keyword proximity feature in the Social Hub helps customers find relevancy line of business specific posts.  For example, if a blog post mentions Air Canada within 5 words it will be captured by the Topic Profile.  However using the Social Hub you can then say if Air Canada and Help is mentioned within 7 words of each other, this is likely to be much more relevant to social customer service applications than a blog post where help is mentioned incidentally hundreds of words away from your brand mention.

## Support for libraries

We've added the ability to add a library of words to a rule.  This means that in the Social Hub you can add a list of words into a single rule rather than parse the library into individual rules for each set of 10 words (the maximum previously allowed).

Many of our customers have created a profanity library and now they'll be able to copy and paste the library of terms into a single condition.  In testing, one of our customers was able to reduce their rules from 500 to 50 allowing them to save time managing their extensive foul language library.
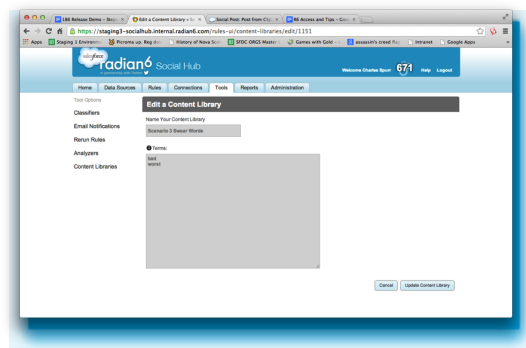


## Advanced Origin Analysis

Our Advanced Origin Analysis feature provides developers useful information on the source of the post to help set its priority.  We've now expanded the feature to include source filter information in addition to Topic Profile name and keyword groups.  This allows you to prioritize posts from a Topic Profile based on a specific Source Filter (site).
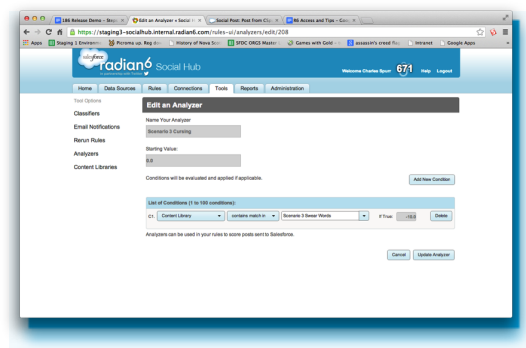
## Analyzer Score

The new Analyzer lets you score the relevance and importance of a social post you are sending to Salesforce.com. Set up your own custom relevancy system using all the conditions available in the Social Hub including the new Library and Proximity conditions. Define and weight each of your criteria and add or subtract to a score you are associating to the post. If you're sending posts to salesforce.com you'll be able to make smarter priority and skill based routing decisions to perform social customer service efficiently.
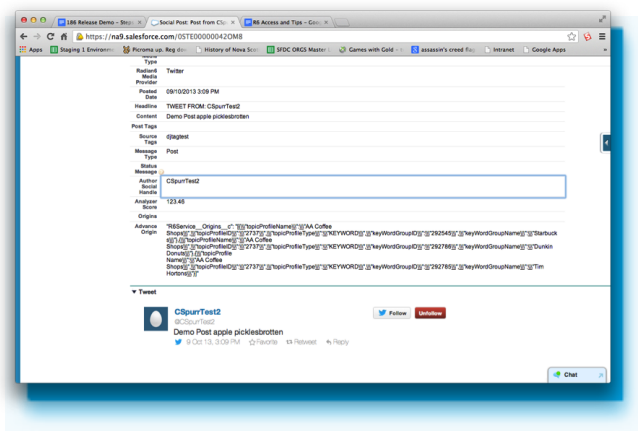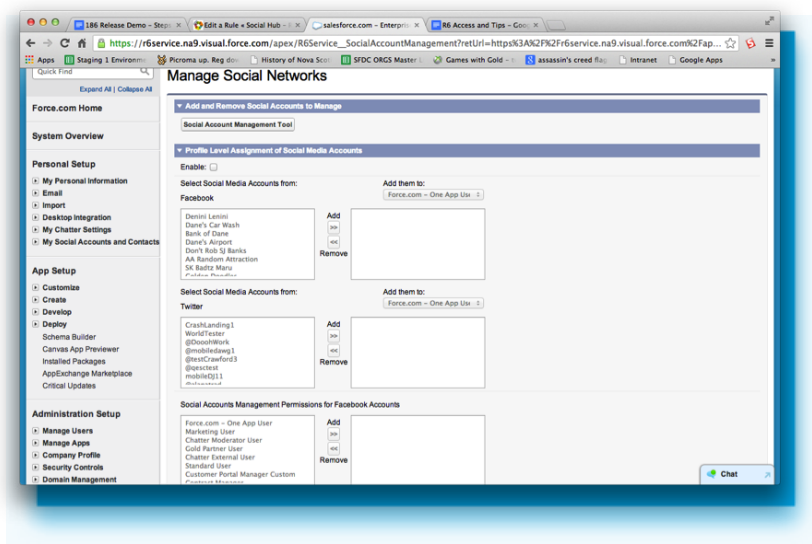


# Radian6 for Salesforce

## Sharing Social and Managed Accounts

We're introducing sharing of Managed Accounts so that you can control who can access the Account you want to respond to social posts with. As an administrator for a Facebook Page you can add your credentials to the Radian6 Social Account Manager, then choose which users in Salesforce.com can use those credentials based on their Security Profile.
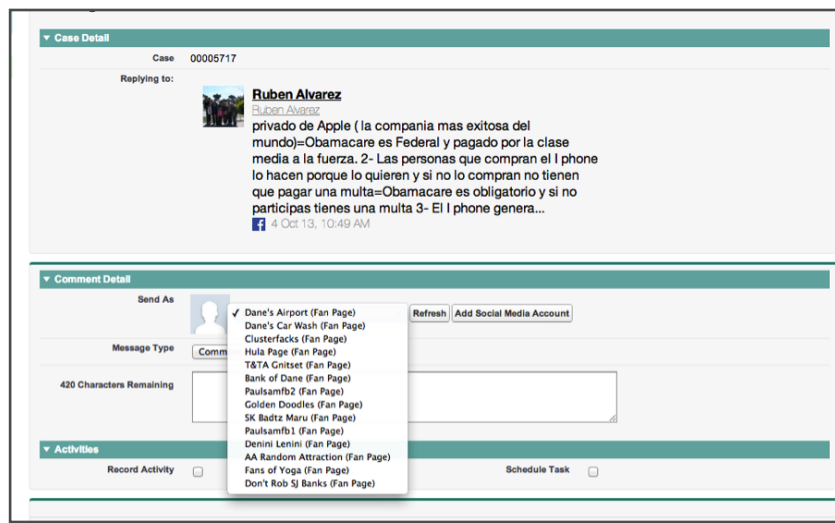
When you upgrade to the November '13 release (version 186), the admin will need to register the Managed account in the Social Account Manager again if it was previously added. We've removed previous personal Facebook accounts so that they can be set up securely with the proper access parameters. This means you no longer need to delegate administrator access to all the end user and they don't need to each individually register Facebook Accounts.



## Discontinuation of Support

We plan to discontinue support for versions of the Radian6 for Salesforce AppExchange package previous to 185 in February 2014. As part of our strategy to produce the best in class software our customers require we are increasing our focus on new releases. Please make plans to upgrade to 185 or 186 so you can enjoy our latest features and enhancements and continue to receive support and troubleshooting assistance from our support department.

# Advertise

## Social.com

### Now Create Unpublished Page Posts for Facebook in Social.com

Unpublished Page Posts are a powerful new way for effectively advertising in the news feed. 'Unpublished' means that the posts you promote as sponsored Page posts won't be visible in your Page's timeline. This means you can use multiple variables to test your creative assets in the feed, without spamming your page. And as with all our optimization tools, you can ensure that the right posts are reaching the right audiences.  Here are the types of posts you can build out and A/B test:

Status Posts - Status Posts allow you to send out informational messages to your audience, or for amplifying messages that don't require a photo or video.
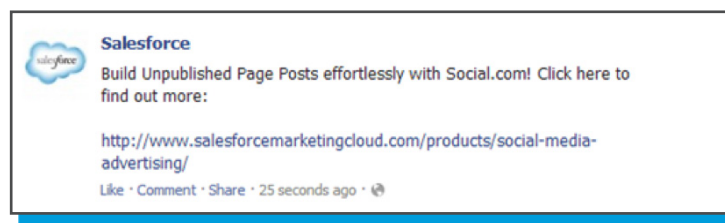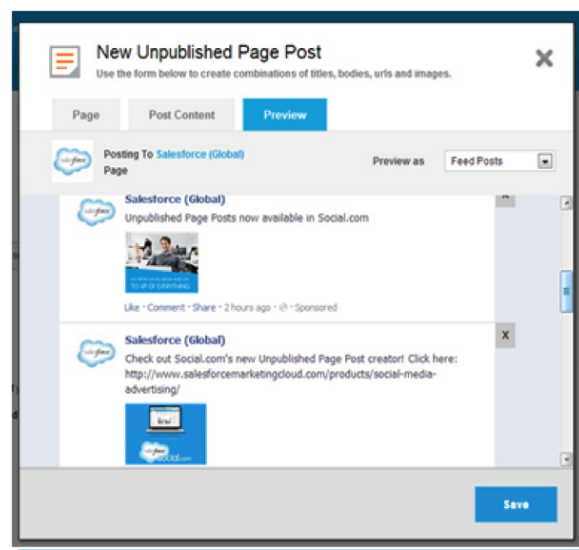


Image Posts - Image Posts are a great visual way vto reach users when you want to drive engagement, product awareness, or even offsite. Social.com allows you to effortlessly test which combination of creative assets works best for each audience segment.

Link Posts - A Link Post is an effective tool for direct response campaigns, whether you want to drive people to your website, or to your Facebook Pages and Applications. Customers have found that page post link ads in the news feed often outperform domain ads on the right-hand side. Use Link Posts to A/B test the different ad types to discover what engages and converts better for you!