INTRODUCTION TO RADIAN6
SECTION 1: RADIAN6 OVERVIEW

1.1 What is Radian6?

Radian6 is a platform that enables organizations to monitor and engage in conversations across the social web. When you configure a search, the Radian6 platform retrieves results from more than 150 million sites and sources including:

• Mainstream News

• Blogs

• Forums

• Comments

• Photo And Video Sharing Sites

• Twitter Firehose

• Public Facebook API

Figure 1-1: Media Type Icons from River of News

The platform contains the following elements. You can select from the following Radian6 elements to meet your listening, measuring and engagement needs:

• **Analysis Dashboard**: A web-based social media monitoring and engagement platform that brings you real-time online conversations based on your searches.

Figure 1-2: Radian6 Analysis Dashboard with Widgets

• **Summary Dashboard**: A convenient, pre-configured application that presents an easy-to-read view of the volume, overall sentiment, key demographics, influencers and more around your conversations of interest.

Figure 1-3: Summary Dashboard - Overall Status View
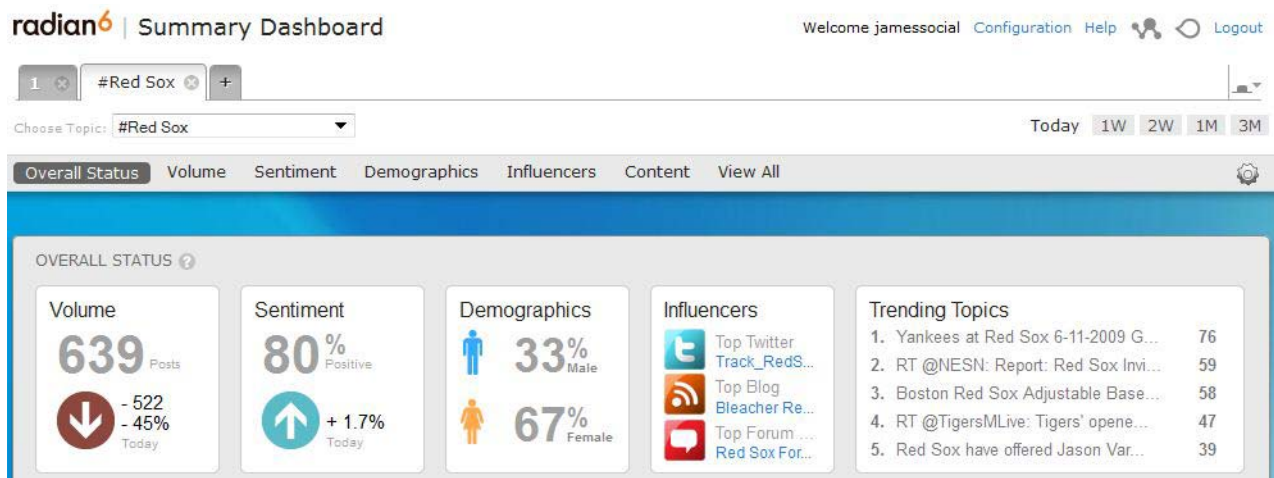
- **Insights:** Combines Radian6 data with information provided by third-party data partners to help you discover more about what lies behind each post. What's the author's gender? Their age group? Where do they live? What are their other interests? Generate lists of the most talked-about people, places, and things, with a deeper assessment of sentiment.

Figure 1-4: Insights using Conversation Cloud and Topic Analysis Widgets
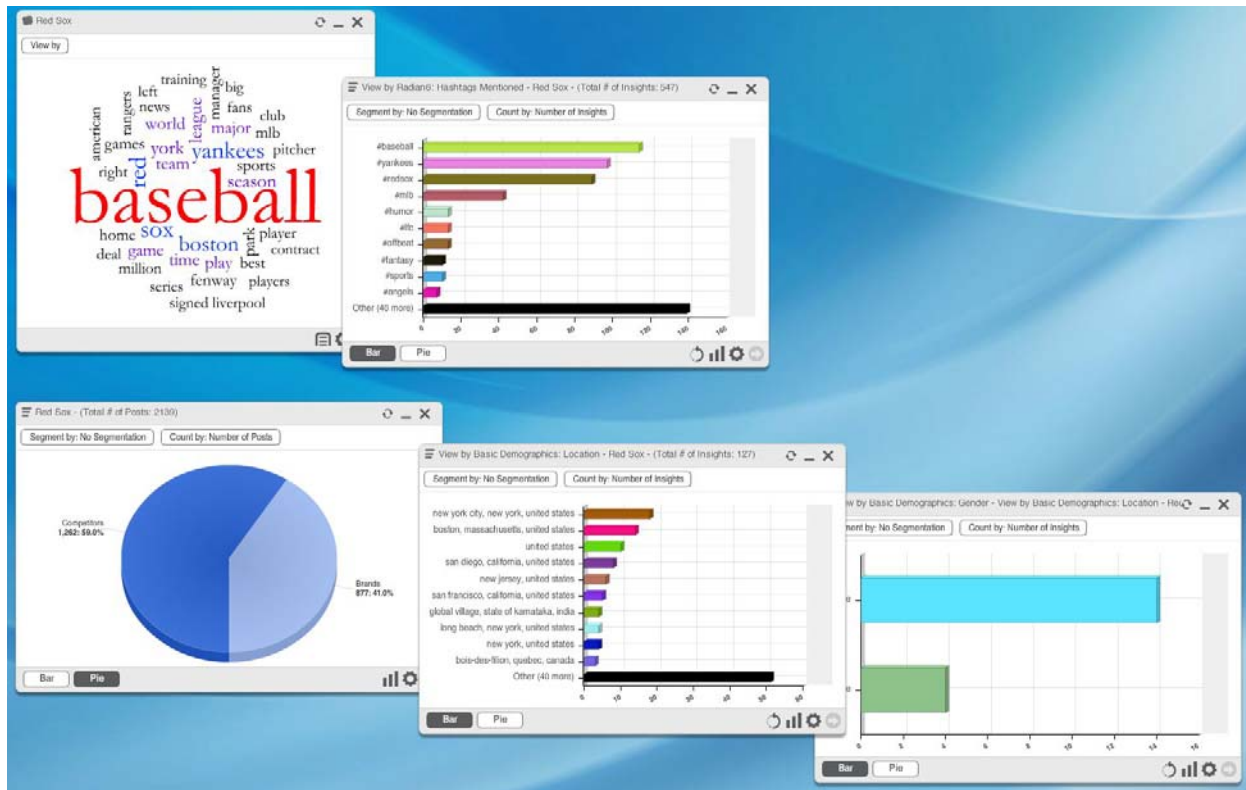
- **Radian6 Mobile App**: Radian6 Mobile brings key engagement functionality from the Radian6 platforms to your iPhone. Engage directly with your community or use workflow to route posts to the most appropriate people, while away from your desk. Radian6 Mobile is available for free to current Radian6 Engagement Console users.

Figure 1-5: Radian6 Mobile App displaying Create New Stack

- **Engagement Console**: Coordinate your team's interaction with relevant social media posts returned by Radian6. You can assign posts for team members to follow up with, and interact with your team as they carry out their assignments. You can directly access and use personal or team Twitter and Facebook accounts from the Engagement Console.

Figure 1-6: Engagement Console with My Tasks Stack, Radian6 Topic Stack and Chatter Stack

1.2 How Can You Use Radian6?

You can use Radian6 for a number of different purposes:

- **Manage and Monitor Conversations**: Understand the life cycle of information you send out to the world. Track the spread of your campaign, press release, or other communications in real time on the web. Follow it as it getsresurrected in blog posts, case studies, or other references online.**Respond to Customers in Real Time**: Build contacts with key influencers and communicate with them to obtain more information.

- **Generate Sales Leads**: Identify potnetial events or find key influencers who are sharing information about up and coming issues.

- **Obtain Competitive Intelligence**: Keep track of what your competition is up to. Compare your mentions tothose of your competition.

- **Understand Industry Trends**: Follow what's being said within your industry and identify needs in your poten-tialmarket.

- **Manage Crises**: Be the first to know when issues spring up. Use intelligence to aid in providing sound and speedy counsel. Identify and manage concerns quickly.

Radian6 currently has over 3,000 clients worldwide from a variety of industries: travel, technology, consumer goods and services, health care, non-profits, manufacturing, consulting, legal, and many more.

1.3 Next Steps

Attend a free **Product Overview** session online:

- Register at: [Radian6 Training Calendar](#)

INTRODUCTION TO RADIAN6
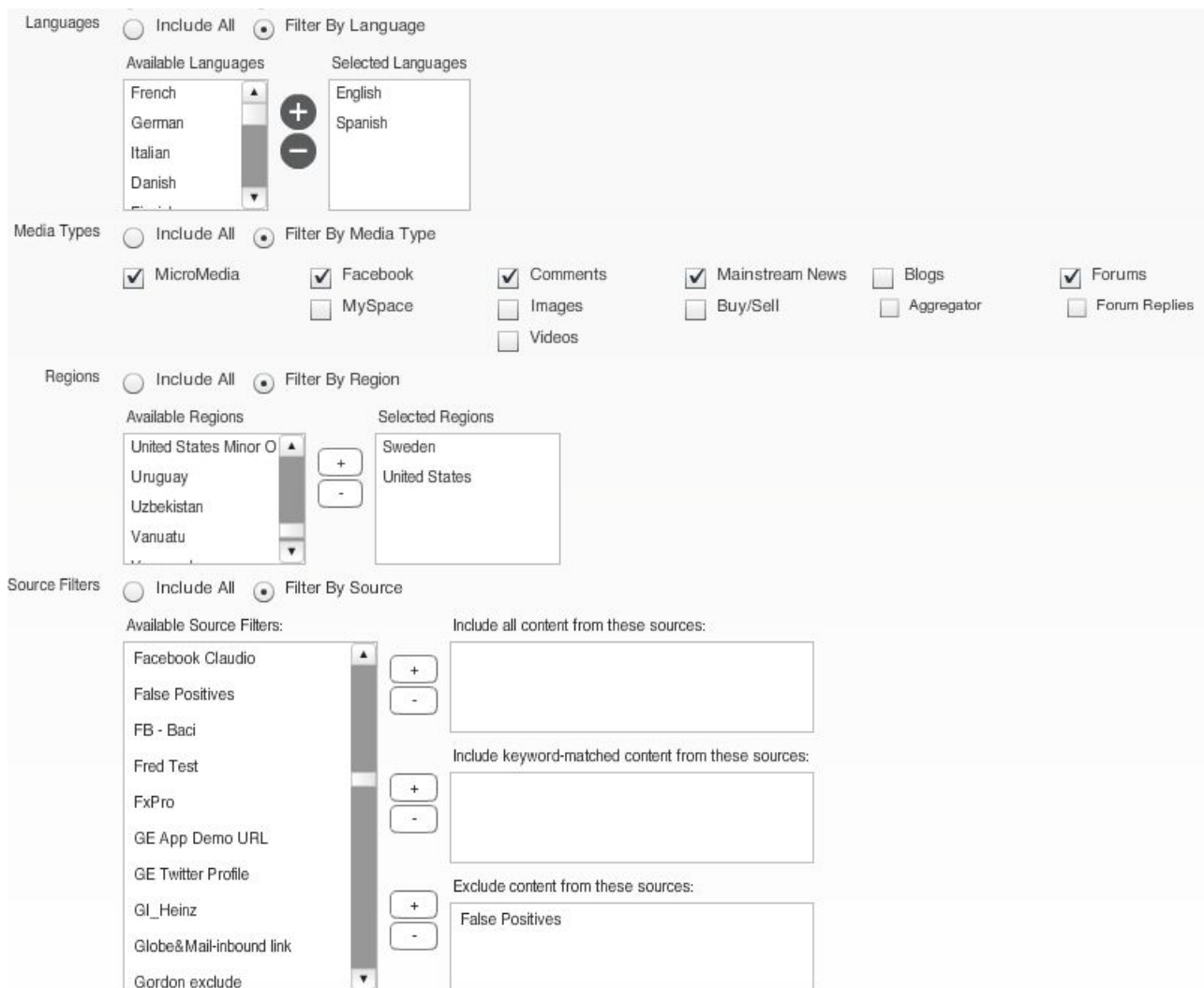## SECTION 2: SET UP YOUR TOPIC PROFILE

2.1 Topic Profile Overview

The basis of Radian6 is the **Topic Profile**. This is a unique set of search parameters (**keywords**) about a company, brand or subject that is of interest to you. You can filter these parameters by changing **language**, **media types**, **region**, and **source** settings.

**Figure 2-7: Topic Profile Filters**

Based on the results you receive, you can adjust your search until you are satisfied with the posts returned. For example, you can check the top mentioned words in your posts using the Conversation Cloud. These results can help you determine which search terms (keywords) to include or exclude in your search.

Figure 2-8: Conversation Cloud to tweak search
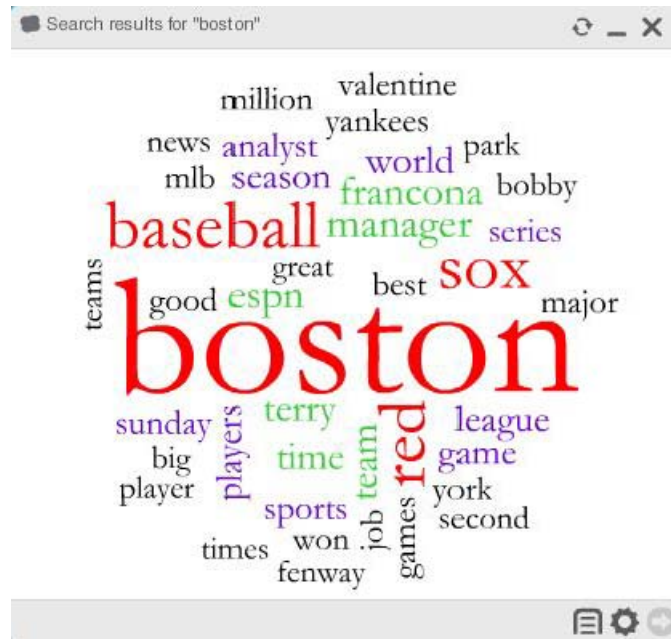
2.2 Determine Your Keywords

In Radian6, search terms are called keywords. You will improve your Topic Profile over time, as you analyze your search results and learn how to filter and hone in on them. To start, identify your initial keywords using the following strategies:

1. What is your brand name or product name?

2. What are the different ways it might be spelled or misspelled? Include all the different ways your clients might write the name in a post.

3. Do you have a Twitter handle? Include this.

4. What sort of posts are you looking for? References to customer service? Product issues? A desire to buy? A comparison to other products? Think of phrases or words people might use for these posts. The Trigger words checklist will give you some ideas.

• For example, if you are looking for customer service issues, think of words and phrases such as **on hold**, **hung up** on or **rude service**. If you are looking for product issues, try words such as **broken**, **won't load** or **crashed.**

5. Listen to how people talk in social media. Learn the different slang and abbreviations that people use, such as **ftw** and **fail**.

6. Group keywords for different business areas together. This will enable you to monitor results by business area.

2.3 Next Steps

Attend a **Topic Profiles and Keywords** session online:

- Register at: Radian6 Training Calendar

Watch **Dashboard Videos**:

- Accessed in the Radian6 platform under the Video Tutorials link: **Topic Profile Manager Series**

  - Add a new Topic Profile

  - Add Keywords and Keyword Groups

  - Add Sentiment Subjects

  - Add a new Project

Read **Blog Posts**:

- Leveraging Keyword Proximity

- Top 5 Tips for Optimizing Your Keywords

- Optimizing Your Topic Profile

QUICK START GUIDE
SECTION 3: GETTING STARTED

3.1 Set Up Your Topic Profile
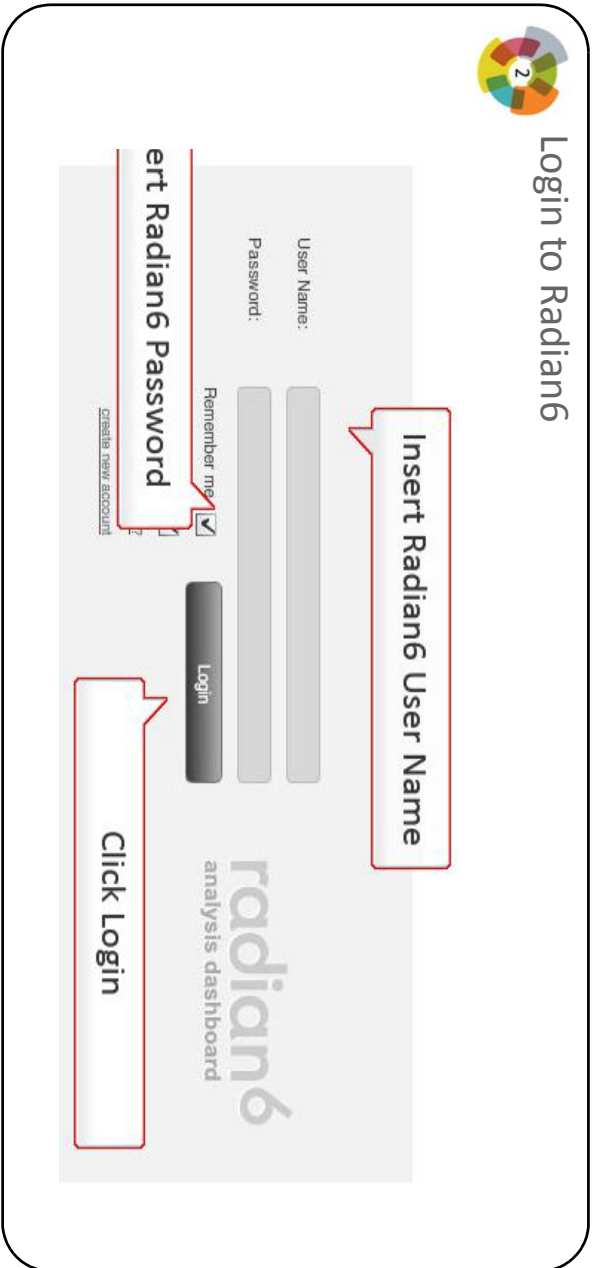
This guide will help you get started fast, by guiding you through the initial tasks you will need to perform to get the most out of Radian6.

Radian6 URL

1

Navigate to
login.radian6.com

Radian6 Dashboard | login.radian6.com

Login to Radian6

2

User Name:

Password:

Remember me

ert Radian6 Password

create new account
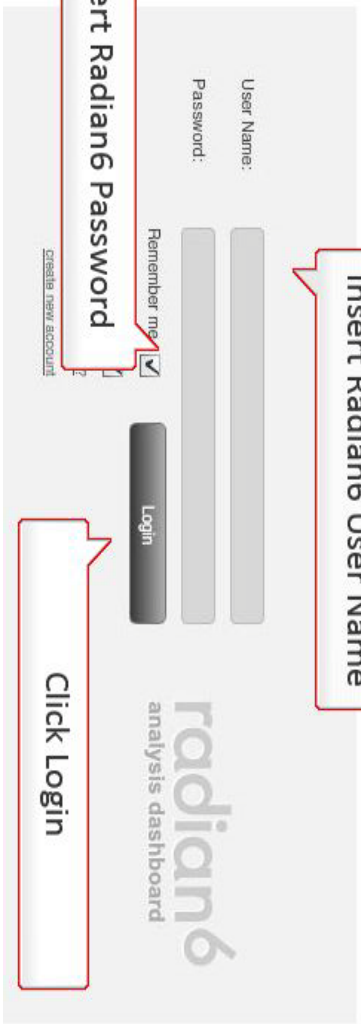
Insert Radian6 User Name

Login

Click Login

radian6
analysis dashboard

Radian6 Main Menu

(3)

radian6

Dashboard Configuration Help Video Tutorials Insights Gallery

Links to the
Analysis Dashboard

Set Keywords and
Filters

Links to the
How to Guides

Links to Training
Videos

Choose Insights

1 2 3 4 5 6 +

Navigate
between
Dashboards

Click + to add
more Dashboa

Gives Reporting
and Dashboard
Options

To
Q
ar

Configuration Menu

(4)

Topic Profiles Account Details Client Details Projects Source Filters Alerts

Set the Topic Profile
Details and Keywords

Modify the settings of
your Radian6 account

Displays all Users
and Topic Profiles

Set up Project
Teams of Users

Set up Alert
Notifications

Set Sources to Filter
within Topic Profile

Add New Topic Profile

(5)

Please select a Topic Profile to the left or

Add New Topic Profile

In the center of the
screen, click Add New
Topic Profile

Topic Profile Details

6

Displays the owner of the Topic Profile

Displays the amount of time that your Topic Profile is able to search

Set which Languages you want to return for your Topic Profile

Set which Regions of the world you would like to return posts from

Topic Profile ID	
Topic Profile Name	Name your Topic Profile here
Topic Profile Owner	
Visibility	Set Visibility - options of Public, Project or Private
Created Date	
Days of Historical Data	
Estimated Monthly Volume	Number of posts returned each month
Status	
Insights	Are Insights in use and which ones
Job# or other Billing Code	
Languages	
Media Types	Set Media to return for your Topic Profile
Regions	
Source Filters	Set Sources or Authors to return for your Topic Profile

---

Select Keywords

7

Simple   ● Advanced features

Select Advanced features option

Add Keyword Group

8

Add   Edit   Delete

Select Add

Name

9

Create a New Keyword Group

Keyword Group Name   [New Keyword Group]

Name your Keyword Group

Cancel   Done

Select Done

Group Type

10

Choose a Group Type

Brands ▼

None
Competitors
Brands
Industry

Select Brand

Contains

Insert multiple variations of your Brand (include common misspellings and abbreviations)

Include content that **CONTAINS** any of the following keywords:

Add Keywords

[Add] [Edit] [Copy] [Move] [Delete]

AND Contains

Insert multiple variations of words which you want to appear with your Brand in the posts returned

AND CONTAINS any of the following keywords:

Add Keywords

[Add] [Edit] [Copy] [Move] [Delete]

Does NOT Contain

Insert multiple variations of words you do NOT want returned

Ensure content **DOES NOT CONTAIN** any of the following keywords:

Add Keywords

[Add] [Edit] [Copy] [Move] [Delete]
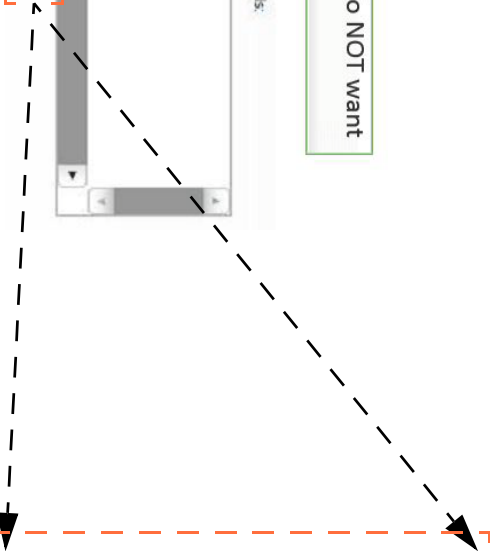
Edit an existing Keyword

Copy an existing Keyword to another Keyword Group

Move an existing Keyword to another Keyword Group

Delete an existing Keyword

[Add] [Edit] [Copy] [Move] [Delete]

Sentiment Subject

14

Enter terms you want to measure sentiment about

Add Sentiment Subject   Edit Sentiment Subject   Delete Sentiment Subject

Add a Sentiment Subject

Delete an existing Sentiment Subject

Add Sentiment Subject   Edit Sentiment Subject   Delete Sentiment Subject

Edit an existing Sentiment Subject

Save Topic Profile

15

Save Topic Profile before proceeding

Save Topic Profile Changes

Dashboard

16

View the data your Topic Profile is returning by opening Widgets on the Dashboard

radian6 | Dashboard   Configuration   Help   Video Tutorials   Insights Gallery

Navigate to Dashboard

Check out our training videos to learn more

Check out our web site Radian6.com to keep up to date with new features

Follow us on Twitter @radian6training

radian6 training

Join us for training, sign up at radian6.com/training-support/training-calendar/

i got schooled
@radian6training

salesforce
marketing cloud

4.1 Dashboard Overview

When you have set up the criteria for your profile search, navigate back to the Dashboard to view the results.

The Dashboard displays the results of your **Topic Profile** keyword search. You can view these results in different ways by using the widgets (tools) down the left hand side of the screen.
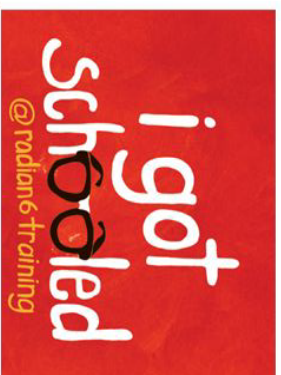
Icons down the left hand side of the screen:

- **Magnifying glass Icon:** Click here to search through Topic Profiles for specific words and phrases. This can help you identify which keywords are bringing back the most useful results.

- **Cloud Icon**: Click to configure a Conversation Cloud. This displays the 50 most used terms associated with a Topic Profile or keywords within the Topic Profile. The most used terms are larger and in different colors.

- **Bar Chart Icon**: Click to open a Topic Profile Analysis. This is recommended as the first widget to open. It displays number of posts, and you can then dig down into the data.

- **Line Chart Icon**: Click to configure a Topics Trend search. This indicates the ebb and flow of online chatter about the specified topic or keywords that you specify.

- **River Icon**: Click to display a River of News for the specified topic or keywords. This brings in each post as it occurs and indicates the type of media source, numbers of following, numbers of followers, and the sentiment level.

- **Person Icon**: Click to obtain an analysis of the key influencers for your specified topic or keyword search.

4.2 Next Steps

Attend a **Dashboard Functionality** session online:

- Register at: Radian6 Training Calendar

Watch **Dashboard Videos**:

- Accessed in the Radian6 platform under the Video Tutorials link:

  - River of News series

- Conversation Cloud series

- Topic Trends Widget series

- Influencer Widget series

salesforce
marketing cloud™

The Search River of News is used to search for posts containing a term or keyword within a Topic Profile

Search results for "boston"

Search results for "tickets" - (Total # of posts: 1799)

Sort by: Publish Date

Filter by: All Content

TWEET FROM: HALLDORMALONEY2
Posted on Jan 18, 2012 at 9:24 AM
New York, Yankees baseball videos and tickets -
click here: http://t.co/QpOANJFo #sports #baseball

Followers: 0   Followers: 5   Updates: 21

TWEET FROM: BARNABASPONLON3
Posted on Jan 18, 2012 at 9:07 AM
New York, Yankees baseball videos and tickets -
click here: http://t.co/VEij5TxH #sports #baseball

Source: BarnabasPonlon3 (twitter.com)

Source: HalldorMaloney2 (twitter.com)

Unassigned
New content, not reviewed
No priority specified
Not classified

Notes / Tags
Audit Trail
Sentiment
Quick Close

Previous 25 items   Next 25 items

The Conversation Cloud widget is a pictorial representation of the 50 most frequently used words in the posts returned by your Topic Profile

million valentine
news analyst yankees
mlb season world park
baseball francona bobby
good espn manager series
boston best sox major
red game
league
team
job york
games second

teams 1 great

Topic Analysis widget comparison application allows you to evaluate the number of posts related to your Topic Profile

No Segmentation   Count by: Number of Posts

(Total # of Posts: 1436)

The Topic Trends widget shows when trends occur, both for key issues and topics related to your Topic Profile

Red Sox - (Total # of posts: 2337)

Posts
70
60
50
40
30
20
10
0

12 AM   7 AM   2 PM
Jan 17   Jan 17   Jan 1

brand mentions   players

POST FROM YVETTE RHAULT
Posted on Jan 18, 2012 at 1:37 PM
Fw: The Red Sox Road Trip 2012 Tour is heading to Solomon Pond Mall this
Sunday! Fans can expect a lot of baseball activity including: • The distribution
purchased vouchers for pre-sale • Red Sox themed promotional Giveaways •
Purchase the Fenway Park 100th Anniversary Official, Definitive Coffee Table

Source: facebook.com Discussions (www.facebook.com)

POST FROM TROY PIERCE
Posted on Jan 18, 2012 at 1:32 PM
Troy, Its not even baseball season yet. Remain prof. At work today. No
fighting with yankee fans.

Source: facebook.com Discussions (www.facebook.com)

TWEET FROM: CHABRE10
Posted on Jan 18, 2012 at 1:31 PM
RT @Marc_Bertrand: The #RedSox will play the #Ya
on Sunday Night Baseball in the first half of the seaso

Red Sox - (Total # of posts: 2120)

Sort by: Publish Date

facebook

facebook

Sentiment

Sentiment

River   Top 10   Workflow

The River of News pulls on-topic posts in from your entire Topic Profile, displaying them chronologically in nearly real-time

---

Influencer Viewer get provides insight into the top 250 ncers for each media in your Topic Profile

View Posts   for   All Influencers

Languages   Mainstream News   Micromedia   Forums / Replies

100
88
84
81
70
64
53
52
51
47
100
69

View Posts
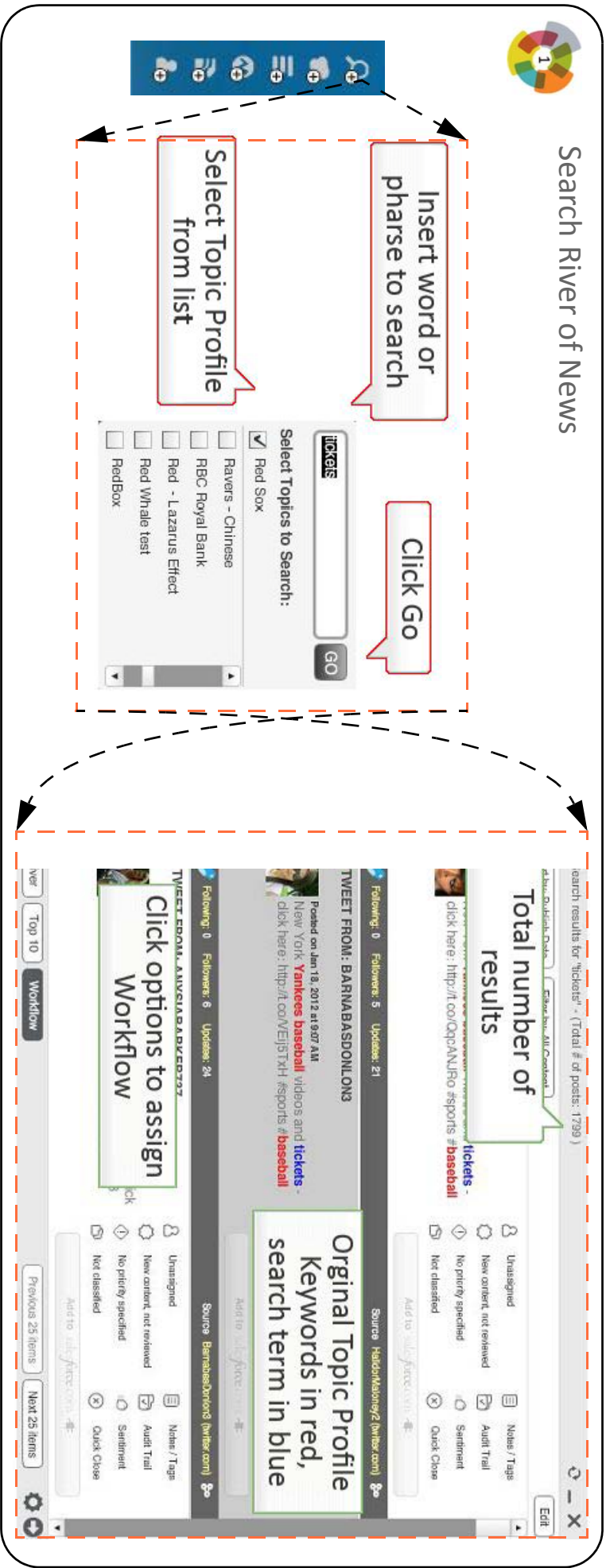
QUICK START GUIDE
SECTION 5: WIDGET OVERVIEW

5.1 Widgets Quick Start Guide

Welcome to Radian6. This guide will help you get started fast, by guiding you through how to configure the different Widgets you can use to analyze you Radian6 results.

Search River of News

Insert word or pharse to search

Select Topic Profile from list

Click Go

Select Topics to Search:

tickets

- ☑ Red Sox
- ☐ Ravers – Chinese
- ☐ RBC Royal Bank
- ☐ Red – Lazarus Effect
- ☐ Red Whale test
- ☐ RedBox

GO

Total number of results

Orginal Topic Profile Keywords in red, search term in blue

Click options to assign Workflow

earch results for "tickets" - (Total # of posts : 1799)

click here : http://t.co/QqcANJRo #sports #baseball

TWEET FROM: BARNABASDONLON3
New York Yankees baseball videos and tickets -
Posted on Jan 18, 2012 at 9:07 AM

Followng: 0   Followers: 5   Updates: 21

click here : http://t.co/VEiJ5TxH #sports #baseball

Followng: 0   Followers: 6   Updates: 24

Source   HaldonMaloney2 (twitter.com)
Source   BarnabasDonlon3 (twitter.com)

- Unassigned
- New content, not reviewed
- No priority specified
- Not classified

Notes / Tags
Audit Trail
Sentiment
Quick Close

Add to salesforce.com

Top 10   Workflow
Previous 25 items   Next 25 items

Edit

Topic Analysis

- Click Use Keywords or Use Topics
- Select Topic Profile
- Click Done
- View in Bar or Pie formats
- Click on the segment to drill down and learn more

Conversation Cloud

- Select Topic Profile
- Select color scheme
- Click Done
- Words large and in red used most frequently
- Click on a word to drill down and learn more

Topic Trends

Click Use Keywords or Use Topics

Select Topic Profile

Click Done

Title: Volume by Group
Volume by Group - Configuration [wid: 1589603914]

Available Profiles
#Electric Cars
1 SOUTH BY SOUTHWEST
2 RADIAN6
2 RADIAN6

Use Keywords | Use Topic(s)

field
brand ...
players

Real-Time Monitoring • Specify Date Range
Start Date: 2012-01-01   End Date: 2012-01-05
MicroMedia   Facebook   Comments
MySpace   Images   Videos

Selected Profiles
#Red Sox

R 51 G 102 B 153

Add Query   Cancel   Done

Click on the menu to View by different metrics

Click on a point to drill down and learn more

Total number of results

Red Sox - (Total # of posts: 2337)

Posts
70
60
50
40
30
20

brand mentions
players
field

4 AM Jan 18   11 AM Jan 18

River of News

Choose Time Frame

Select Media Types

Select Topic Profile

Click Done

Configuration [wid: -1] - (Total # of posts: 0)

d Sox
Profiles
three
test
Bank
us Effect

Specify Date Range
ime Monitoring

Facebook   MySpace
Comments   Images   Videos   Mainstream News   Buy/Sell

Red Sox

Cancel   Done

Sort by options

Keywords displayed in red

Click Next 25 items for more

d Sox - (Total # of posts: 2120)
by: Publish Date

OST FROM YVETTE RHAULT
The Red Sox Road Trip 2012 tours heading to Solomon Pond Mall this
ay! Fans can expect a lot of baseball activity including: • The distribution
ased vouchers for pre-sale • Red Sox themed promotional Giveaways •
nase the Fenway Park 100th Anniversary Official Definitive Coffee Table
urce: facebook.com Discussions (www.facebook.com)

OST FROM TROY P
i on Jan 18, 2012 at 1:32 PM
Its not even baseball season yet. Remain prof
ng with yankee fans.

TWEET FROM: CHABRE10
Posted on Jan 18, 2012 at 1:31 PM
RT @Marc_Bertrand: The #RedSox will play the #Yank
on Sunday Night Baseball in the first half of the season

Top 10   Workflow

Previous 25 items   Next 25 items

facebook   Sentiment
facebook   Sentiment

126
60
477

Influence Viewer

Red Sox - Configuration [wild: -1]

Title
Red Sox

Avail...
Red - Lazarus Effect
Red Whale test
RedBox
RIM Catch All - Jessica

Please choose...

Please choose colors for the Cloud view.

Largest ▮ ▮ ▮ ▮ ▮ ▮ ▮ Smallest

Selected Profiles
Red Sox

Select Topic Profile

Choose color scheme

Click Done

Cancel   Done

Click tabs to view more media

ver bar to learn more

Bar or Cloud view

Images | Mainstream News | Micromedia | Forums / Replies

View Posts | for | All Influencers
Only include on topic posts

salesforce
marketing cloud™
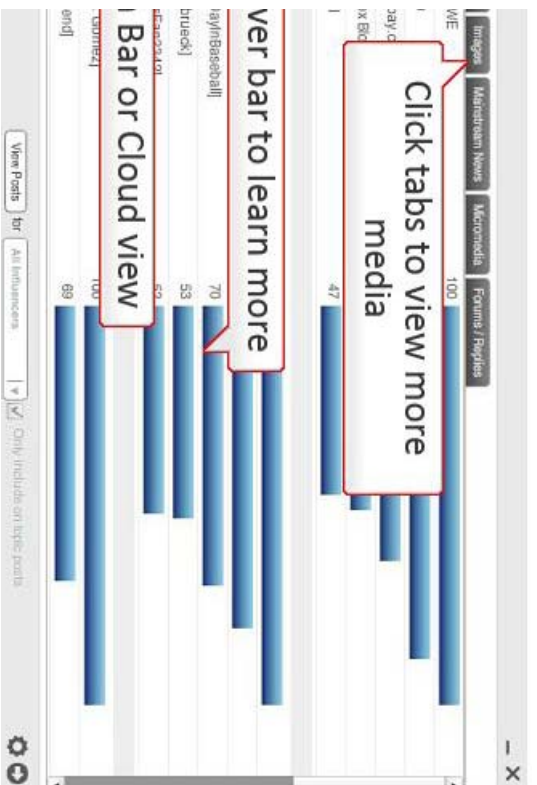
INTRODUCTION TO RADIAN6
SECTION 6: ENGAGEMENT CONSOLE

6.1 Overview

The Radian6 Engagement Console is a desktop application that shows your Radian6 Topic Profiles alongside your personal or corporate Twitter and Facebook streams. The Engagement Console also allows you to respond to posts. You can tag posts, add notes, respond to posts, and monitor how your team is monitoring and engaging with conversations.

6.2 Integrate Media

You are able to integrate media into the Engagement Console. Integrating media enables you to see across your entire brand, learn what people are saying, and monitor how your team is responding.

You can integrate:

• Multiple Twitter Accounts

• One Facebook Account (all Facebook Pages associated with the account are also integrated)

• Multiple Salesforce Chatter Accounts

• Multiple Bit.ly Accounts

6.3 Launching Stacks

Stacks are lists of social media posts from your Radian6 topic profile(s), or posts on your personal or corporate Twitter, Chatter and Facebook pages.

Along the top of the Engagement Console, you will see icons for six different kinds of stacks, as shown in **Figure 6-1: Engagement Console Stacks**:

Figure 6-1: Engagement Console Stacks

To launch a Stack:

1. Click on the associated icon as shown in **Figure 6-1: Engagement Console Stacks.**

2. Configure the stack by selecting the options needed.

3. Click the **Next** button at the bottom of a stack to view more posts.

6.4 Post to Multiple Channels at Once

You can post a single message or piece of content to multiple channels at once. This means you can post the same information to multiple Twitter, Facebook and Chatter accounts. To post to multiple channels at once complete the following steps:

1. Select the **Launch Posting Palette** icon.

Figure 6-2: Post Icon

2. You will then be presented with the **Posting Palette,** select the Accounts to post **From** and insert the **Post Text** that you would like to post to these Accounts.

Figure 6-3: Post to Multiple Accounts


3. Click the **Send** button.

6.5 Workflow

Workflow options in the Engagement Console are identical to those in the Radian6 Analysis Dashboard. They allow you to **Assign** posts to team members for follow up, to **Add Post Tags** & **Source Tags**, **Set a Priority**, define **Engagement** and define **Classification** levels.

Workflow options are displayed in the **Tool Palette** of the left hand side of the Engagement Console. The Tool Palette is a series of workflow buttons that make it easy to quickly assign workflow.

Note - Because the Twitter and Facebook Stacks are external to Radian6, you can not use the Workflow engagement on posts within these stacks.

Figure 6-4: Summary of Workflow Options
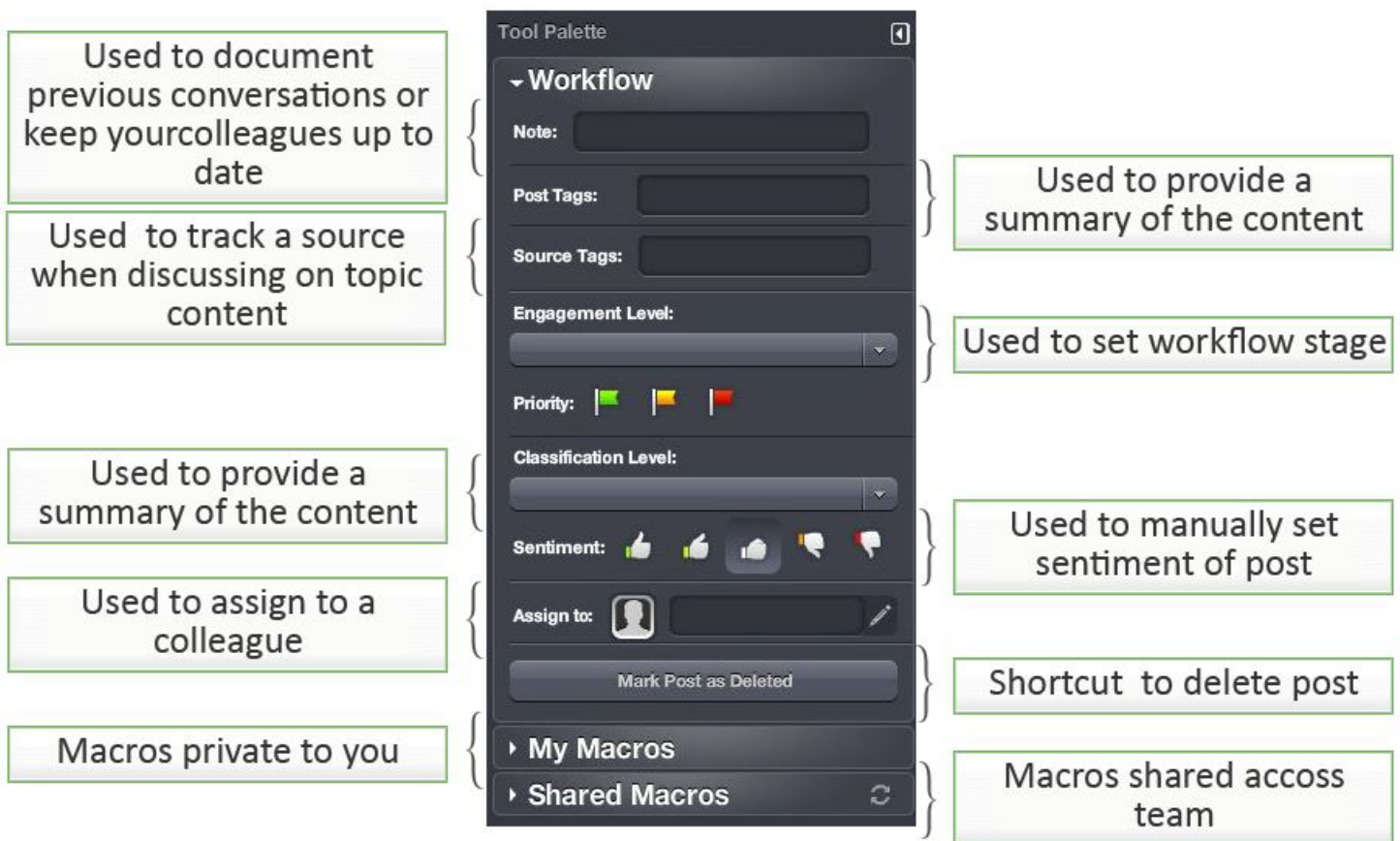
6.6 Next Steps

Attend **Engagement Console Overview** session:

- Register at: Radian6 Training Calendar

Attend **Configuring and Extending the Engagement Console** session:

- Register at: Radian6 Training Calendar

Review the Playbook

Watch **Dashboard Videos**:

- Accessed in the Radian6 platform under the Video Tutorials link:

  - Engagement Console series

  - Manage Engagement Console Stacks series

  - Engagement Console Workflow series

Read **Blogs Posts**:

- Working Your Workflow

- Macro! What's a Macro?

- Short Tips for Shared Macros

- Effective Skills for the Engagement Console
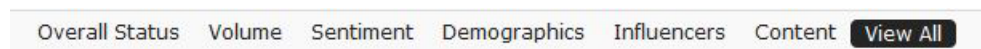
SECTION 7: USING THE SUMMARY DASHBOARD

7.1 Infocubes Overview

The Summary Dashboard is designed to give you a visual way to monitor conversations. A series of **Infocubes** display important metrics about your brand.

The infocubes are arranged in types, which are:

- **Overall Status**

- **Volume**

- **Sentiment**

- **Demographics**

- **Influencers**

- **Content**

- **View All**

Figure 7-5: Infocubes Cubes

Overall Status   Volume   Sentiment   Demographics   Influencers   Content   View All

7.2 Using the Summary Dashboard

When you first open the Summary Dashboard, the first Topic Profile from your list of available Topic Profiles will load, using the Today time frame.

Figure 7-6: Time Frame

Today   1W   2W   1M   3M

Other Topic Profiles that you have set up in the Analysis Dashboard will be available in the drop-down list for you to select

1. Click on a **new tab (+).**

2. Open new Topic Profiles from the drop down list.

3. Select the time frame you would like to see.

4. Info Cubes will populate with data.

5. Choose the view you would like to see from the top menu or choose **View All** to see all the sections at once.

7.3 Next Steps

Attend a **Reporting and Alerts** session online:

• Register at: Radian6 Training Calendar

Watch **Dashboard Videos**:

• Accessed in the Radian6 platform under the Video Tutorials link: **Reporting and Alerts Series**

  • Summary Dashboard Configuration View

Read **Blog Posts**:

• Starting Out with the Summary Dashboard

• Real-time & Summarized: Introducing Mobile Application and Summary Dashboard

SECTION 8: MANAGE USER ROLES

8.1 Roles Overview

User roles give your team the power to define structure and deploy the Radian6 platform across varying levels of responsibility and need. You set up the user roles on the Analysis Dashboard.

Table 8-1: User Roles Defined

User Roles	Privileges
Super User	This is the managing User Role that takes on the role of administrator.
Full User	A Full User has full access to the entire system. You can create and configure topic profiles, create and adjust widgets, and have access to the Engagement Console. This is a great user role for smaller teams in which everyone needs to do a little bit of everything.
Requisitioner	A Requisitioner has the same rights as a Full User, except that when they try to create a new Topic Profile, they will see a message informing them that a purchase request for the Topic Profile must be sent for approval. This feature is especially useful if you need the purchase of Topic Profiles to be approved by one specific person in your organization.
Read only	A person with Read Only access can only view the results on the Radian6 Analysis Dashboard. You can set up high-level executives with these accounts and have your social media manager move or copy dashboards to them. The executive then only has to log in to get easy, real-time reports. Agencies can set up read-only user roles for clients so they can log in and see the real-time stats identified as important for them.
Dashboard User	A Dashboard User can adjust widgets and have full control over their dashboard, but they cannot create new Topic Profiles or reconfigure existing Topic Profiles. This role is one step up from a Read-Only User. Dashboard User Roles can access the Engagement Console.
Engagement Console Only Users	These users only have access to the Engagement Console and cannot log into the Analysis Dashboard. This user role is perfect for larger organizations that want to have all their employees listening or engaging.