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CONFIGURE A QUICK SEARCH RIVER OF NEWS

Configuring a Quick Search River of News

The Quick Search River of News is the uppermost widget available on the left-hand side of the Dashboard. It filters results coming into the River of News. You can use the widget to search for any terms you like, even terms that are not included in your Topic Profile configuration. This is useful for exploring different parts of your Topic Profile or investigating emerging trends.
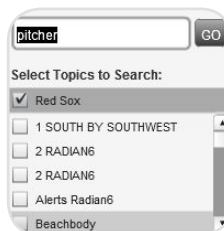
To launch the Quick Search River of News, take the following steps:

1. On the left hand side of the Dashboard, click the **Quick Search River of News** icon (top of the menu, magnifying glass icon).

Quick Search Icon

2. In the search box, enter a search term or a string of search terms.

3. From the list provided, select the desired **Topic Profile**.

4. Click **GO**.

Quick Search Configuration - Searching 'pitcher'

OPERATE A QUICK SEARCH RIVER OF NEWS

Operate a Quick Search River of News

The Quick Search defaults to the **Workflow View** of the River of News, showing content containing your search term or terms in the last 30 days.

Search term(s) will appear in blue text, and Keywords (from your Topic Profile) will appear in red text:

Search Terms an Keywords

CONFIGURE A RIVER OF NEWS

Launch a River of News Overview

Configuring a River of News enables you to view actual posts brought into your Topic Profile. The River of News is the most fundamental widget in the Salesforce Radian6 Analysis Dashboard. The River of News pulls on-topic (Keyword matched) posts in from your entire Topic Profile, displaying them chronologically in nearly real-time.

Launch a River of News using a Topic Profile

To launch a River of News, take the following steps:

1. On the left-hand side of the Dashboard, select the River of News icon (second from the bottom).

River of News Icon

River of News Topic Profile Configuration

2. Give the widget a Title (for identification purposes only, this will not be part of the search terms).

3. From the Data Source drop-down menu, select **Topic Filters**.

4. From the Available Profiles list, select your Topic Profile.

5.   Move the Topic Profile over to the Selected Profiles box by clicking on the (**+**) button.

Note - This step determines which sets of search terms will be used, as set out in the respective Topic Profile configurations.

6.   Select the Time Range that you wish to search:

- **Real-Time Monitoring** is dynamic and returns posts beginning with the most recent and going back for a specific duration of time (for example, 7 days ago).

- **Specify a Date Range** is used to analyze a specific period in time (maximum allowable range of 90 days).

Note - If you have previously Deleted Posts or tagged them as Spam, but wish to see them in your results, check the Show deleted items and spam? box below the time range options.

7.   Select the Media Types you want to search (deselect the types you do not wish to appear in your results).

Note - If some are already grayed out, it means they have been deselected in the Topic Profile Details section of your Topic Profile configuration.

8.   Click **Done** to save your widget configuration and generate a River of News.

Launch a River of News using a Twitter Managed Account

To launch a River of News, take the following steps:

1.   On the left-hand side of the Dashboard, select the River of News icon (second from the bottom).

2.   Give the widget a **Title** (for identification purposes only, this will not be part of the search terms).

3.   From the Data Source drop-down menu, select **Twitter Managed Accounts**.

River of News Twitter Managed Account Configuration

4. From the **Available Profiles** list, select your Twitter Managed Account.

5. Move the Twitter Managed Account over to the Selected Profiles box by clicking on the (**+**) button.

6. Select the Time Range that you wish to search:

- **Real-Time Monitoring** is dynamic and returns posts beginning with the most recent and going back for a specific duration of time (for example, 7 days ago).

- **Specify a Date Range** is used to analyze a specific period in time (maximum allowable range of 90 days).
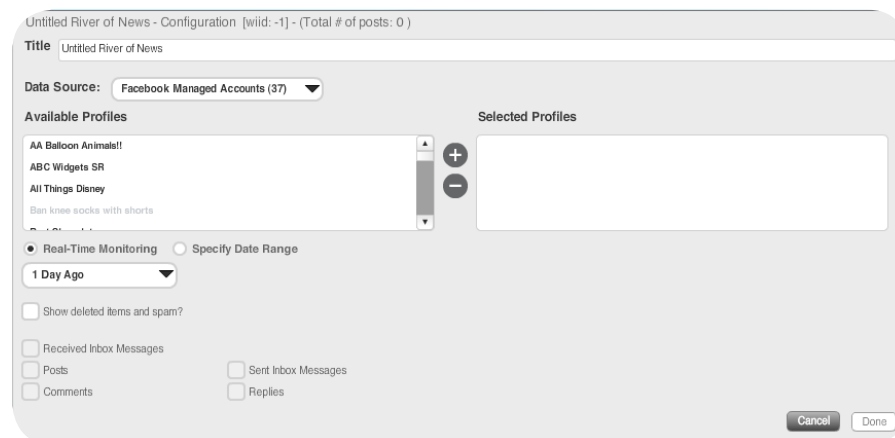
Note - If you have previously Deleted Posts or tagged them as Spam, but wish to see them in your results, check the Show deleted items and spam? box below the time range options.

7. Select the types of Twitter data you wish to display (deselect the types you do not wish to appear in your results):

- **Mentions** - Displays Twitter posts in which your Twitter handle has been @mentioned.

- **Direct Messages** - Displays Twitter posts in which a user has directly messaged the selected Twitter Managed Account.

- **My Tweets** - Displays Twitter posts which have been sent from the selected Twitter Managed Account.

8. Click **Done** to save your widget configuration and generate a River of News.

Launch a River of News using a Facebook Managed Account

To launch a River of News, take the following steps:

1. On the left-hand side of the Dashboard, select the River of News icon (second from the bottom).

2. Give the widget a **Title** (for identification purposes only, this will not be part of the search terms).

3. From the Data Source drop-down menu, select **Facebook Managed Accounts**.

River of News Twitter Managed Account Configuration

4. From the **Available Profiles** list, select your Facebook Managed Account.

5. Move the Facebook Managed Account over to the Selected Profiles box by clicking on the (**+**) button.

6. Select the Time Range that you wish to search:

- **Real-Time Monitoring** is dynamic and returns posts beginning with the most recent and going back for a specific duration of time (for example, 7 days ago).

- **Specify a Date Range** is used to analyze a specific period in time (maximum allowable range of 90 days).

Note - If you have previously Deleted Posts or tagged them as Spam, but wish to see them in your results, check the Show deleted items and spam? box below the time range options.

7. Select the types of Twitter data you wish to display (deselect the types you do not wish to appear in your results):

- **Received Inbox Messages** - Displays Facebook messages sent to the selected Facebook Managed Account..

- **Posts** - Displays all Facebook posts on the selected Facebook Managed Account.

- **Comments** - Displays all comments on Facebook posts on the selected Facebook Managed Account.

- **Sent Inbox Messages** - Displays Facebook messages sent from the selected Facebook Managed Account.

- **Replies** - Displays all replies to Facebook comments on the selected Facebook Managed Account.

8. Click **Done** to save your widget configuration and generate a River of News.

Have questions? Contact us:

www.salesforcemarketingcloud.com   marketingcloud@salesforce.com

@marketingcloud   1-888-672-3426

MANAGE POSTS IN A RIVER OF NEWS

River of News Overview

There are three ways to view data in a River of News:

- River
- Top 10
- Workflow

You can select how you wish to view the River of News in the bottom left-hand corner of the widget, as shown below.
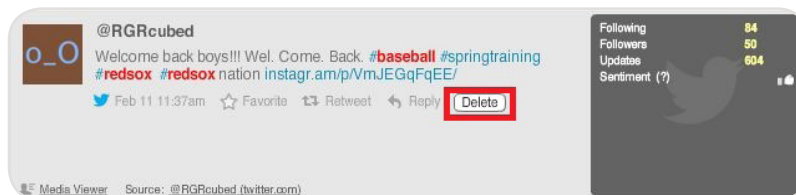

Views

Deleting and Restoring Posts

If you do not want specific posts included in your River of News or in your Topic Profile, you can delete posts from a River of News.

Note - Deleting a post removes it from the entire environment.

To Delete a single post from the River of News:

1. In the River of News post, click **Delete**.

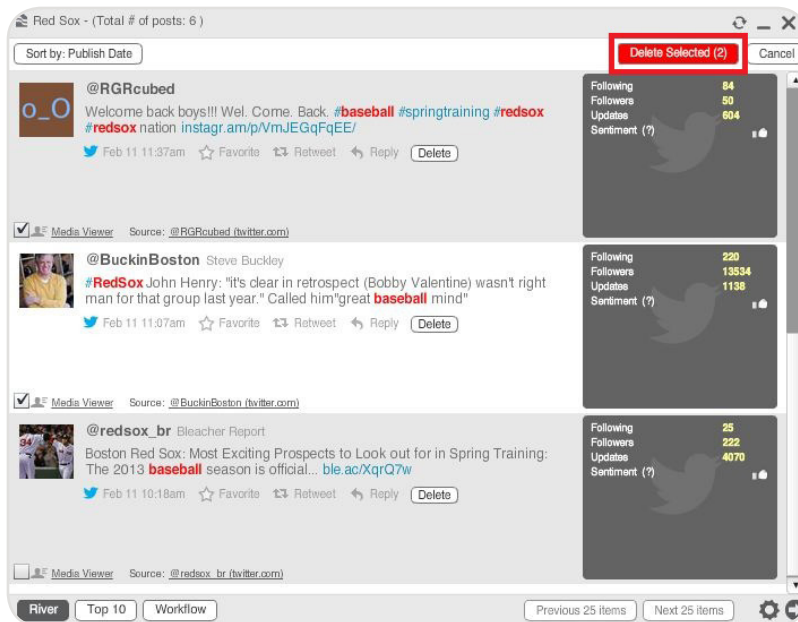2. Confirm the action by selecting **Yes**.

Delete Single Post

To Delete Multiple Posts:

1. At the top right of the widget, click the **Edit** button. In the bottom left of each post, a check box will appear.

2. Check off all unwanted posts.

3. In the top right of the widget, click the **Delete Selected** button.

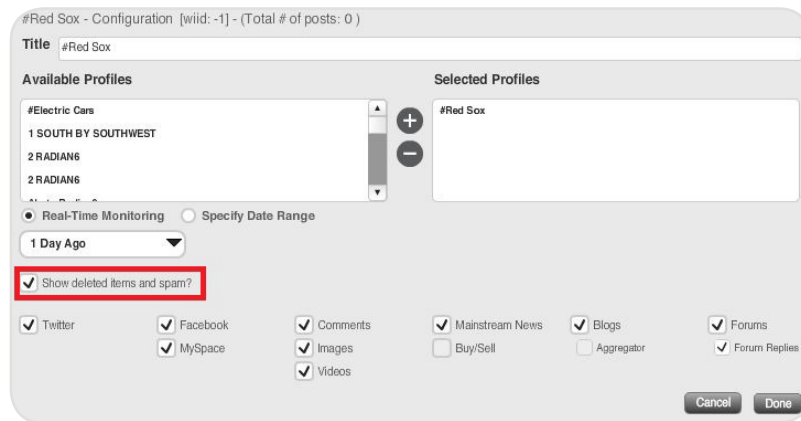4. Confirm the action by selecting **Yes**.

Delete Multiple Posts

To Restore Deleted Posts:

1. Create a new River of News.

2. Select the same time period you had when you deleted the content.

3. Select the same Topic Profile.

4. Click the **Show Deleted Items and Spam?** check box.

5. Click **Done**.

Show Deleted Items and Spam?

Note - In this new River of News, previously deleted posts will show up with the red X icon in the top left corner, instead of the media type icon. Click the icon to restore the post.

River of News Gray Cog Options

In the bottom right-hand corner of the widget, click on the Gray Cog Icon to:

- Manage Alerts

- Export Reports

- Copy Widget

- Move Widget

- Change the Font Size

Note - You can change Font size only in a River of News widget, not any other widgets.
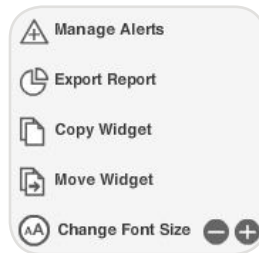

River of News Cog Options

Navigate the Conversation Viewer

The Conversation Viewer displays when you click the View Conversation button on a River of News widget that is configured from a Facebook Managed Account. It is similar to the Media Viewer and displays the original Facebook post at the top of the Viewer, the associated comments below, and any replies for individual comments.
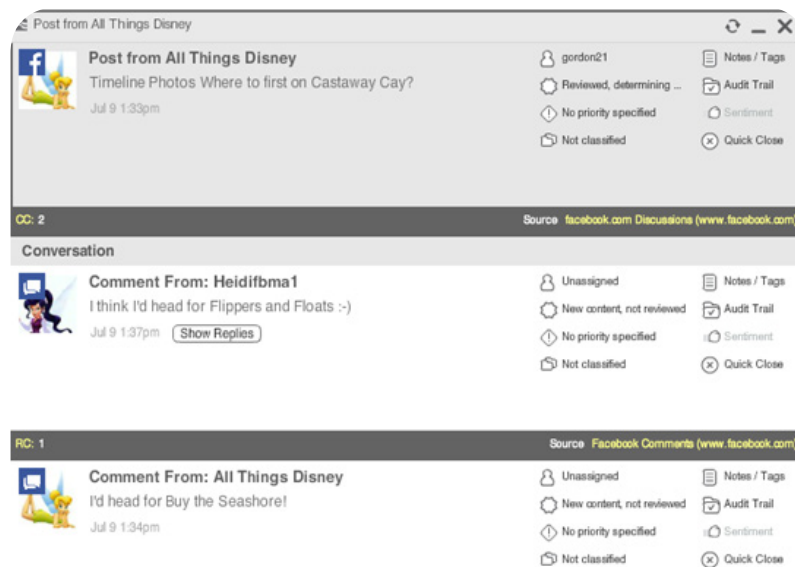
To Launch a Conversation Viewer:

1. On a River of News widget configured from a Facebook Managed Account, to the right of the Delete button, click **View Conversation**.
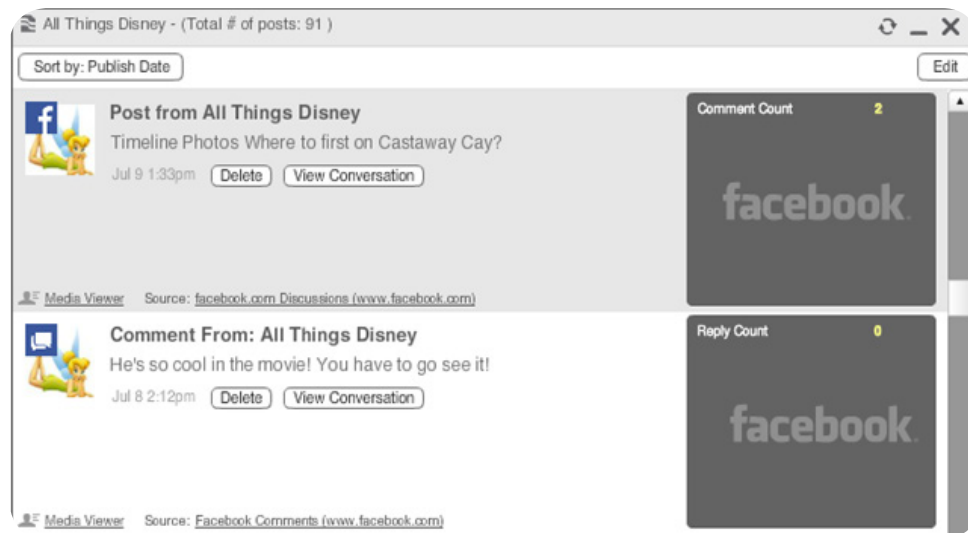
Conversation Viewer

The parent post that was selected in the River of News displays with a grey background and the comments display with a white background. The Conversation Viewer only displays in workflow view. Select the source for a post, comment or reply to open a new window that displays the conversation thread on Facebook.com.

- **CC** stands for comment count. It displays at the bottom of a Facebook post and represents the total number of comments for the post.

- **RC** stands for reply count. It displays at the bottom of a Facebook comments and represents the total number of replies on a comment.

- **Show Replies** displays on a Facebook comment that has replies. Click the button to display all replies associated to the comment (all replies display, no paging is required).

- **Hide Replies** replaces Show Replies when viewing Facebook replies. Click the button to hide all replies.

Conversation Viewer Show Replies

Have questions? Contact us:

W www.salesforcemarketingcloud.com   E marketingcloud@salesforce.com

T @marketingcloud   T 1-888-672-3426

DISPLAYING POSTS IN THE RIVER VIEW

River View Overview

The River View provides a snapshot of each post that matches your Keywords, displayed in groups of 25. The River View includes details on the sources from which the posts have originated. Radian6 stamps each post with the date and time, displayed in real-time and coordinated with your computer settings.

You can click on the body of any post in the River of News to see more details in the Media Viewer. In the Media Viewer you will see a 310 character snippet of content or 10% of post (whichever is greater), as well as a list of various metrics for that specific post and source.

As shown below, the charts displayed at the bottom of the Media Viewer show changes over time in **Twitter Following**, **Twitter Followers**, and **Twitter Updates**:
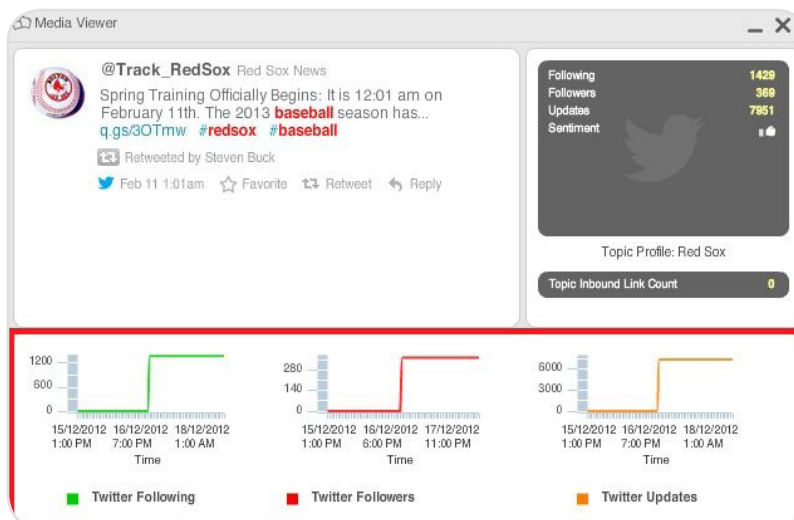
Media Viewer

Clicking the **Source Link** at the bottom of a post in the River View opens the original content in your default web browser.

Source Link

Source Link Result

Clicking on the **Twitter Integration** enables you to **Favorite**, **Retweet** and **Reply** directly from the River of News.


Twitter Integration

Sort by Menu

The Sort by menu is accessed at the top edge of a River of News widget. You can open the **Sort by** drop-down menu to arrange posts according to various metrics.

Note: If you sort by a metric that does not apply to a particular media type, posts are listed by publish date. Similarly, a River of News is shown by a particular metric only for the media types that display that metric. After these posts are shown, the rest of the posts will be sorted by publish date.
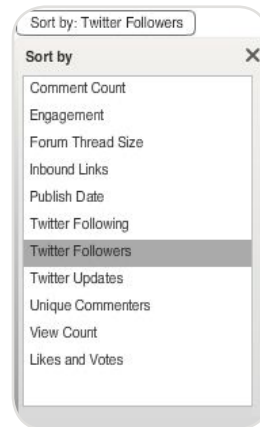
Sort by Metrics

The available Sort by metrics are:

- **Comment Count** - Number of comments on a post, article, rich media item, etc.

- **Engagement** - A value between 1 and 10 based on the number of unique commenters and comment length (For example, how many individuals are engaging with the content and how deeply).

- **Forum Thread Size** - Refers to the conversation thread of which the post is a part. Posts that are part of longer threads will be rated higher.

- **Inbound Links** - The number of users who have linked to the post from another post (full or shortened URL). This is an indication of popularity.

- **Publish Date** - The date and time the post was published, based on information provided by the source.

- **Twitter Following** - The number of Twitter users the source subscribes to (follows).

- **Twitter Followers** - The number of sources that have subscribed to (follow) the source.

- **Twitter Updates** - The total number of updates (tweets) posted by that Twitter source.

- **Unique Commenters** - The number of unique individuals who have commented on the post.

- **View Count** - The total number of times a video or image is viewed or accessed.

- **Likes and Votes** - The number of times people have liked, bookmarked or voted for a post through a social tool such as Digg, Del.icio.us, Reddit, or the Facebook Like Plug-in.

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W www.salesforcemarketingcloud.com   E marketingcloud@salesforce.com

  @marketingcloud   T 1-888-672-3426

DISPLAYING POSTS IN THE TOP TEN VIEW

Top Ten View Overview

The Top 10 view in the River of News displays the top 10 posts from your Topic Profile. Salesforce Radian6 calculates rank using the Sort by metric selected from the drop-down menu at the upper left.

By default, the Top 10 view sorts by Comment Count. Each post appears as a horizontal bar on a graph, with the magnitude of the selected metric shown on the horizontal axis, as shown below.

You can hover over each bar to get the specific value for the selected metric, or left-click on the bar to view a 310 character snippet of content from the selected post in a Media Viewer.
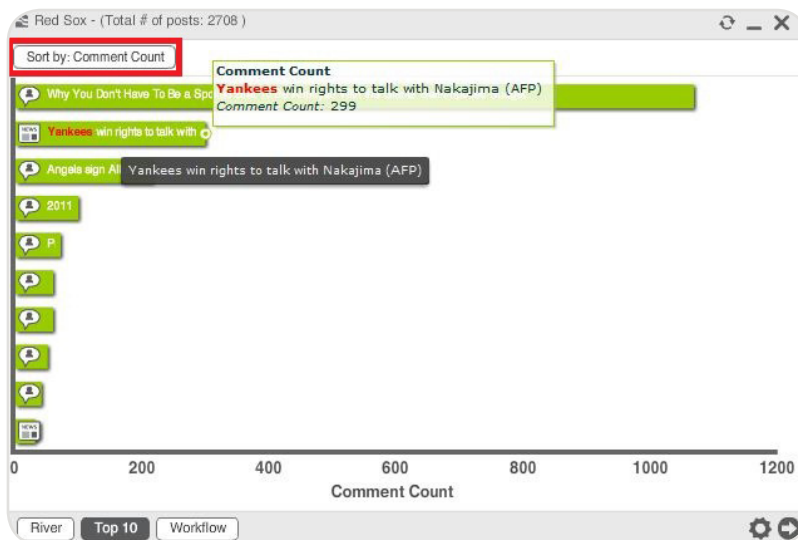
Top Ten - Sorted by Comment Count

ORGANIZE POSTS IN THE WORKFLOW VIEW

Workflow View Overview

Workflow enables you to have an internal conversation about each post, track posts to coordinate responses, share notes and insights, and notify team members of emerging issues.

The Workflow View opens up a variety of engagement options displayed to the right of each post. These workflow options are common throughout the Radian6 platform. Workflow you apply in one area of the platform can be viewed in other areas (Analysis Dashboard, Summary Dashboard and Engagement Console).
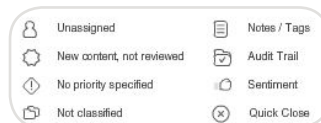
Workflow Options

Post Assignment
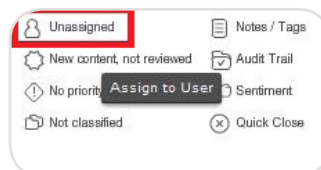
Assignment enables you to assign a post to a team member for further action. The assigned user will receive an email notification, including the post content. The assigned user also receives any workflow functions that have changed.

The assignment tag list populates with all active users in the environment.

Assign to User

Note - It is recommended to change the Post Assignment last.

Engagement Level

The Engagement Level enables you to set actions. The action may already have been taken or may need to be taken in the future. This list is customizable; you just need to send a request with the custom classifications to the Radian6 Support Team.

Default Engagement Levels include:

- New content, not reviewed

- Reviewed, determining best response

- Recommended follow-up

- Commented, awaiting reply

- Commented, closed

- Referred

- Resolved, no further action required

- Reviewed, closed, no engagement required

Priority

Priority enables you to set the importance of a post before assigning it, based on how important you feel it is. The priorities are:

- Low

- Medium

- High

Assigning Priority

Classification Type

You can assign a Classification Type to a post, indicating what kind of content it contains. This list is customizable; you just need to send a request with the custom classifications to the Radian6 Support Team.

Default Classifications include:
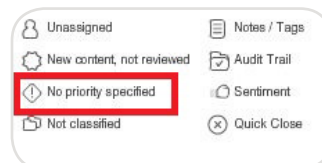
- Product Review

- Product / Service Complaints

- Product / Service Compliments

- Company / Stakeholder Mention

- Product Inquiry

- Company Outreach

- Sales Lead

- Legal Financial

- Legal / Can Not Respond

- Unclassified

- Recommendation or Referral

Notes, Post Tags and Source Tags

- **Notes** - Enable you to attach lengthier messages to posts, for purposes of internal communication.

- **Post Tags** - Enable you to assign a tag to a specific post (For example, you could tag a negative tweet as Complaint or Negative).

Note - Each time you create a new post tag, it is saved to the master list for future use throughout the Radian6 platform

- **Source Tags** - Enable you to assign a tag to a specific source (For example, a website or Twitter handle).

Note - With Source Tags, you can determine how many posts come from a certain source and create a kind of online caller ID. For example, an author might be a fan of your company, or perhaps they work for a competitor. Applying a Source Tag will help your team understand who this person is and what role they might play in your social media efforts.

Notes, Post Tags and Source Tags

Audit Trail

The Audit Trail keeps a record of any workflow changes to a post.

Sentiment

The default icon is a **white hand** that represents the sentiment score assigned by Radian6. The thumb indicator will turn a **green or red color** if you manually override sentiment.

Assigning Sentiment

Quick Close

This option immediately sets the Engagement Level to Reviewed, Closed, No Engagement Required and grays out all other workflow options. However, if you change the engagement level, the other options are not grayed out.

Filter by

In the Workflow View, you can Filter by a number of criteria; this enables you to only display posts in your River of News that meet the specified criteria. The Filter by options are:

- **Sentiment** - Displays only posts marked with the selected Sentiment.

- **All Content** - Displays all posts that meet your Topic Profile criteria and River of News specifications.

- **Open Assigned** - Displays all posts that have been assigned to your team, yet have not been completed.

- **My Tasks** - Displays all posts that have been assigned to you (posts may be from multiple Topic Profiles).

- **My Tasks and Unassigned** - Displays posts that have been assigned to you or have not as of yet been assigned to anyone on your team.

- **Assigned to Specific User** (select the user from the list) - Displays all posts assigned to the selected user.

- **Unassigned** - Displays all posts that have not been assigned to a user.

- **Assigned to Current Project** - Displays only those posts that have been assigned to users who are included in the Project assigned to the specified Topic Profile.

- **Post Tags** (enter manually, comma separated for multiple) - Displays all posts that have been assigned the specified Post Tag.

- **Source Tags** (enter manually, comma separated for multiple) - Displays all posts that have been assigned the specified Source Tag.

- **Text** (enter manually) - Displays all posts that contain the specified Text.

Filter By

Content Statistics

You can also view statistics about the content returned in the Workflow View. The statistics displayed are:

- **CC** - Comment Count

- **UC** - Unique Comments

- **E** - Engagement Score 0 to 10 scale (calculated by number of comments and length of comments)

- **V** - Votes (posted at sites like Digg, Reddit, Del.icio.us)

- **IBL** - Inbound Links (shows number of sites linking to blog or website: this is an indication of popularity)

Content Statistics

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T @marketingcloud   **T** 1-888-672-3426

TOPIC ANALYSIS CONFIGURATION

Overview

Configuring a Topic Analysis widget enables you to split your Topic Profile in a number of ways. Depending on your monitoring needs, you can look at all the posts in your Topic Profile, Twitter Manager Account or Facebook Managed Account, compare posts from different Keyword Groups or even search for posts containing a specific word.

Launch a Topic Analysis Widget using a Topic Profile

To launch a Topic Analysis widget:

1. On the left-hand side of the Dashboard, select the Topic Analysis icon (third from the top). The configuration settings appear.

Topic Analysis Icon

2. Insert a Title.

Note - If you assign a unique name to your widget, it makes it much easier to identify when reporting and exporting.

3. Select the Topic Profile you want to analyze and click the (**+**) button.

Launch a Topic Analysis Widget using a Twitter Managed Account

To launch a Topic Analysis widget, take the following steps:

1. On the left-hand side of the Dashboard, select the Topic Analysis icon (third from the top).

2. Insert a Title.

3. From the Data Source drop-down menu, select **Twitter Managed Accounts**.

Topic Analysis Twitter Managed Account Configuration

4. From the Available Profiles list, select your Twitter Managed Account and click the (**+**) button.

Launch a Topic Analysis Widget using a Facebook Managed Account

To launch a Topic Analysis widget, take the following steps:

1. On the left-hand side of the Dashboard, select the Topic Analysis icon (third from the top).

2. Insert a Title.

3. From the Data Source drop-down menu, select **Facebook Managed Accounts**.

Topic Analysis Facebook Managed Account Configuration

4. From the Available Profiles list, select your Facebook Managed Account and click the (**+**) button.

Topic Analysis Options

The Topic Analysis widget can display data as:

- All Topic Profile, Twitter Managed Account or Facebook Managed Account results

- Based on Keyword Group Types (using Brands, Competitors and Industry)

- Based on Keyword Groups

- Based on Keywords

All Results Configuration

View All Results from your Topic Profile, Twitter Managed Account or Facebook Managed Account:

1. Launch the Topic Analysis widget and select the desired Topic Profile, Twitter Managed Account or Facebook Managed Account.

2. Select **Use Topics**.

3. Un-check all the **Keyword Group** boxes, if selected.

All Configuration

4. Select the **Time Range** to search:

- **Real-Time Monitoring** which is dynamic and returns posts beginning with the most recent, going back for a specific duration of time (for example, 7 days ago).

- **Specify a Date Range** which enables you to analyze a specific period in time (maximum allowable range of 90 days).

5. Select the **Media Types** you want to search (deselect the types you do not wish to appear in your results). Or select the types of Twitter or Facebook data you wish to display. (Deselect the types you do not wish to appear in your results).

- **Mentions** - Displays Twitter posts in which your Twitter handle has been @mentioned.

- **Direct Messages** - Displays Twitter posts in which a user has directly messaged the selected Twitter Managed Account.

- **My Tweets** - Displays Twitter posts which have been sent from the selected Twitter Managed Account.

- **Received Inbox Messages** - Displays Facebook messages sent to the selected Facebook Managed Account..

- **Posts** - Displays all Facebook posts on the selected Facebook Managed Account.

- **Comments** - Displays all comments on Facebook posts on the selected Facebook Managed Account.

- **Sent Inbox Messages** - Displays Facebook messages sent from the selected Facebook Managed Account.

- **Replies** - Displays all replies to Facebook comments on the selected Facebook Managed Account.

Note - If some are already grayed out, it means they have been deselected in the Topic Profile Details section of your Topic Profile configuration.

6.   Click **Done** to save your widget configuration and generate a Topic Analysis widget.

This Topic Analysis widget configuration will result in an un-segmented **Pie Graph** that shows total volume of posts for your Topic Profile, Twitter Managed Account or Facebook Managed Account over the selected time range. This is often a good starting point for drilling down to more detailed results from your Topic Profile.
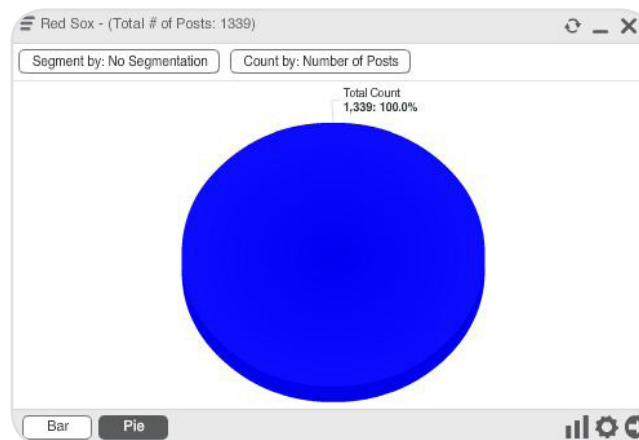
Un-segmented Pie Graph

Keyword Group Types Configuration

You can configure a Topic Analysis widget by using Keyword Group Types. These are based on the Keyword Group Types you set in your Topic Profile configuration:

Note - This configuration is only available for Topic Profile Data Sources.

You can choose to display:

- **Brand** type only

- **Competitor** type only

- **Industry** type only

- Any combination of the types above

To configure a Topic Analysis widget using Keyword Group Types, complete the following steps:

1. Launch the Topic Analysis widget and select the desired Topic Profile.

2. Select **Use Topics**.

Keyword Group Types

3. Choose all **Group Types** required.

4. Select the **Time Range** to search:

- **Real-Time Monitoring** which is dynamic and returns posts beginning with the most recent, going back for a specific duration of time (for example, 7 days ago).

- **Specify a Date Range** which analyzes a specific period in time (maximum allowable range of 90 days).

5. Select the **Media Types** you want to search (deselect the types you do not wish to appear in your results).

Note - If some Media Types are grayed out, it means they have been deselected in the Topic Profile Details section of your Topic Profile configuration.

6. Click **Done** to save your widget configuration and generate a Topic Analysis widget.

Keyword Group Configuration

There is an important distinction to make between entering Keywords at the widget level and using pre-configured Keyword Groups from your Topic Profile.

- Entering Keywords at the widget level enables you to search within your existing Topic Profile results for specific Keywords, which might not have been included in your Topic Profile.

- Using pre-configured Keyword Groups enables you to search using the groups you have already set up within your Topic Profile.

Note - This configuration is only available for Topic Profile Data Sources.

To configure your Topic Analysis widget to search using Keyword Groups, complete the following steps:

1. Launch the Topic Analysis widget and select the desired Topic Profile or Twitter Managed Account.

2. Select **Use Keywords**.

3. In the Enter a Keyword or Keyword Group label... field, insert your Keyword Group name.

Note - The words you enter in the Enter a Keyword or Keyword Group label... field will simply become labels for the corresponding segments in your Topic Analysis widget.

4. Click **Add Query**.

Enter a Keyword or Keyword Group label...

5. Select **Keyword Groups**.

6. From the drop-down menu, choose a Keyword Group.

7. Click **Add Query**.

8. Repeat above steps (2-7) for additional Keyword Groups, as required.

Query Builder

9. Select the Time Range to search:

  •**Real-Time Monitoring** which is dynamic and returns posts beginning with the most recent, going back for a specific duration of time (for example, 7 days ago).

  •**Specify a Date Range** which analyzes a specific period in time (maximum allowable range of 90 days).

10. Select the Media Types you want to search (deselect the types you do not wish to appear in your results).

Note - If some are already grayed out, it means they have been deselected in the Topic Profile Details section of your Topic Profile configuration.

11. Click **Done** to save your widget configuration and generate a Topic Analysis widget. The Topic Analysis widget displays, defaulting to the Bar view.

This is a search based on the terms of the selected **Keyword Group(s)** only. It will follow all conditions of CONTAINS, AND CONTAINS, and DOES NOT CONTAIN as set out in your Topic Profile configuration.

Note - If you have overlapping, identical terms in your Keyword Groups, the results will be counted multiple times towards the total volume of posts in a widget that is viewed (segmented) by Keyword Group.

For example, if you have Red Sox as a Keyword in two separate Keyword Groups, and you view the results by Keyword Group, each post that contains Red Sox is counted twice in your total volume listed at the top of the widget.

Keyword Search Configuration

By selecting the Keywords option, you can manually add any number of terms and conditions into the boxes provided.

Note - There is a maximum character limit of 256, but it is best not to exceed a few words and conditions.

To configure a Topic Analysis widget using Keywords, complete the following steps:

1. Launch the Topic Analysis widget and select the desired Topic Profile, Twitter Managed Account or Facebook Managed Account.

2. Select the **Use Keywords** option.

3. Insert **Keywords**.

4. Click **Add Query**.

Keyword Search - Insert Keywords

Query Builder

5. Click the (**+**) button to add AND, OR, CONTAINS or DOES NOT CONTAIN qualifiers to your Keyword.

6. Click **Add Query**.

7. Select the **Time Range** to search:

- **Real-Time Monitoring** which is dynamic and returns posts beginning with the most recent, going back for a specific duration of time (for example, 7 days ago).

- **Specify a Date Range** which is used if you need to analyze a specific period in time (maximum allowable range of 90 days).

8.   Select the **Media Types** you want to search (deselect the types you do not wish to appear in your results). Or select the types of Twitter or Facebook data you wish to display (deselect the types you do not wish to appear in your results).

- **Mentions** - Displays Twitter posts in which your Twitter handle has been @mentioned.

- **Direct Messages** - Displays Twitter posts in which a user has directly messaged the selected Twitter Managed Account.

- **My Tweets** - Displays Twitter posts which have been sent from the selected Twitter Managed Account.

- **Received Inbox Messages** - Displays Facebook messages sent to the selected Facebook Managed Account..

- **Posts** - Displays all Facebook posts on the selected Facebook Managed Account.

- **Comments** - Displays all comments on Facebook posts on the selected Facebook Managed Account.

- **Sent Inbox Messages** - Displays Facebook messages sent from the selected Facebook Managed Account.

- **Replies** - Displays all replies to Facebook comments on the selected Facebook Managed Account.

Note - If some are already grayed out, it means they have been deselected in the Topic Profile Details section of your Topic Profile configuration.

9.   Click **Done** to save your widget configuration and generate a Topic Analysis widget.

Your search operates in two stages:

- Matches for all of your Topic Profiles, Twitter Managed Account or Facebook Managed Account are returned.

- These results are filtered by the conditions you set out in the Query Builder.

For example, if you enter **Red Sox** into the Keywords section of the Query Builder and click Add Query, the resulting segment of your pie chart will represent the total number of posts pulled in by your entire Topic Profile, Twitter Managed Account or Facebook Managed Account that also contain the words Red Sox.

Have questions? Contact us:

W www.salesforcemarketingcloud.com   E marketingcloud@salesforce.com

🐦 @marketingcloud   T 1-888-672-3426

ANALYZING POSTS USING THE TOPIC ANALYSIS

Topic Analysis Overview

The Topic Analysis widget is a comparison application that enables you to evaluate the number of posts related to your Topic Profile.

You can use the Topic Analysis widget to see how a particular topic is spreading across the social web, evaluate your campaign, and gain important insight into what social media vehicles are most active for conversations about your brand, the competitive landscape and broader industry trends. Dependent upon the options you have chosen, the Topic Analysis widget will display as a Bar Graph or Pie Chart with one or more segments.

You can switch between Bar and Pie View using the buttons at the bottom left of the widget.

Bar and Pie Views

Hover Over

You are able to hover over bars in the graph to see how many posts match your Topic Profile or Widget Keywords defined for that bar:
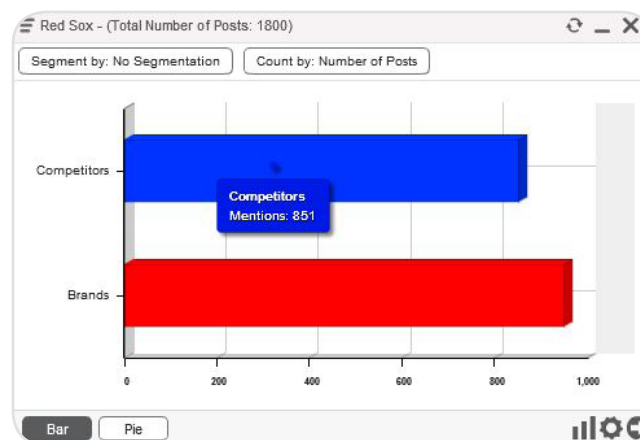
Mouse Over

Segment By Menu

The first menu, at the top left of the widget, provides various options for segmentation. These options will break each slice of the Pie or Bar Graph into smaller divisions based on the selected criteria:

- **Sentiment** - Assessed for your Topic Profile Sentiment Subjects or Widget-level Keywords.

Note - If you have not entered any Sentiment Subjects in your Topic Profile, no sentiment will be determined for the Topic Profile Sentiment Subjects option. You will get a No Matching Posts error.

- **Classification** - User specified classification of posts which is set via the Engagement Console or using the Workflow View in a River of News.

- **Engagement Level** - Refers to the Engagement Classifications within workflow such as Reviewed, Closed, No Engagement Required, New Content, Not Reviewed.

- **Language** - Displays the number of posts for each language selected in the Topic Profile configuration.

- **Media Type** - Displays the number of posts for each media type selected in the Topic Profile configuration.

- **Region** - Displays the number of posts for each region selected in the Topic Profile configuration.
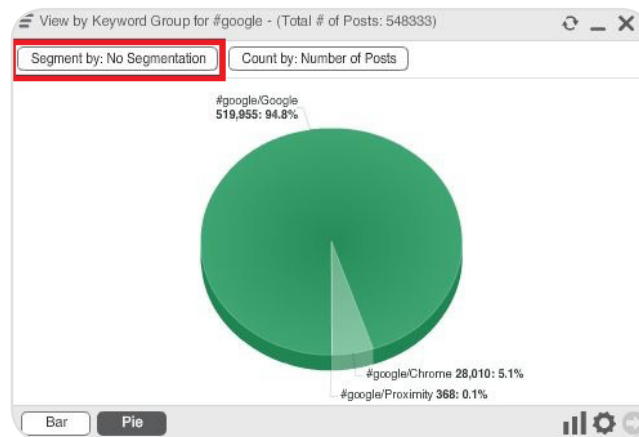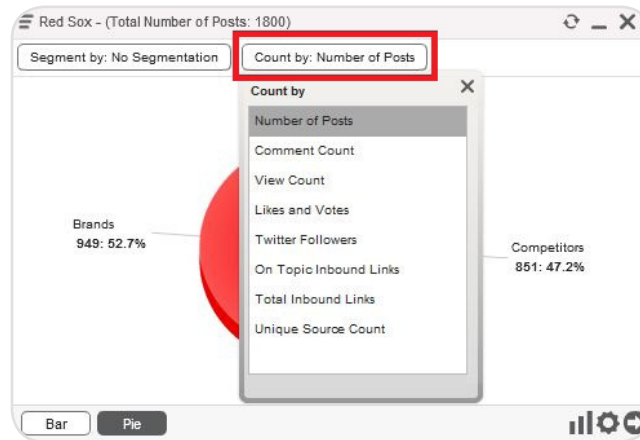

Segment By Menu
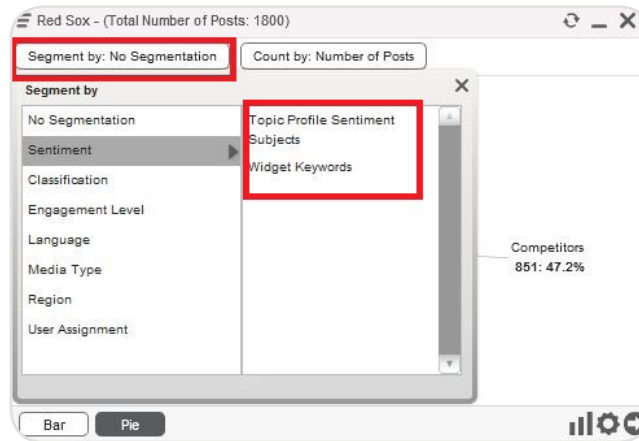
Segment by Sentiment
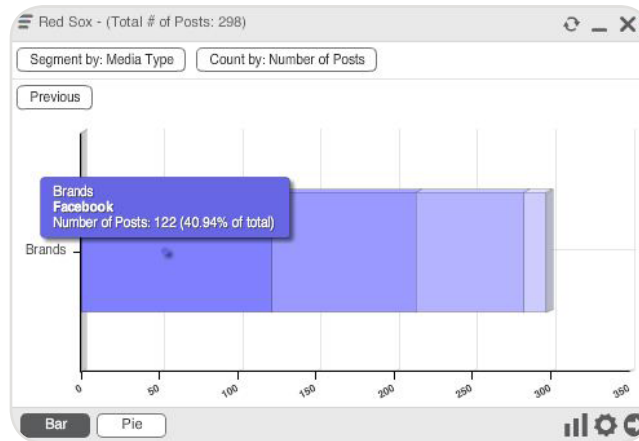
Segment by Media Type

Count by Menu

The second menu, just to the right of the first, provides various metrics by which you can count data returned by your Topic Profile:

Count by Menu

These metrics all provide different ways of measuring the extent or reach of the content:

- **Number of Posts** - Total number of posts that match your Topic Profile or Keywords.

- **Comment Count** - Number of comments on a post, article, rich media item, etc.

- **View Count** - Total number of times a video or image has been viewed or accessed.

- **Likes And Votes** - Number of times people have liked, bookmarked or voted for a post through a social tool such as Digg, Del.icio.us, Reddit, or the Facebook Like Plug-in.

- **Twitter Followers** - Number of sources that have subscribed to (follow) the source.

- **Inbound Links** (On Topic or Total) - Number of users who have linked to the post from another post (full or shortened URL); this is an indication of popularity.

- **Unique Source Count** - Number of different individuals who have created posts that meet your Topic Profile or Keyword criteria at least once.
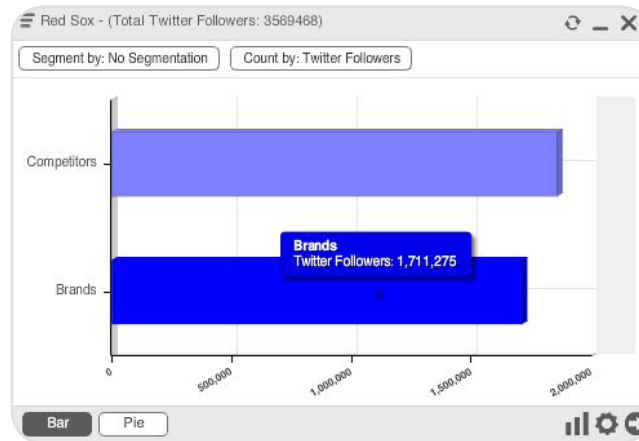
Count by - Twitter Followers

Topic Analysis Widget Left-Click Options

There are several options made available to you when you left-click on a results segment of a Topic Analysis widget. These options include:

- Open a River of News, Topic Analysis, or Conversation Cloud widget for any subset of data.

- Open a Topic Analysis sub-widget by selecting View by Keyword Group, Language, Media Type, Post Tag, Region, Sentiment Topic Profile Sentiment Subject, Sentiment Widget Keywords, Source Tag, or User Assignment for any subset of data.

Note - This enables you to drill down very specifically to find various details of your data set.

- Change the color of any segment of a Topic Analysis widget.
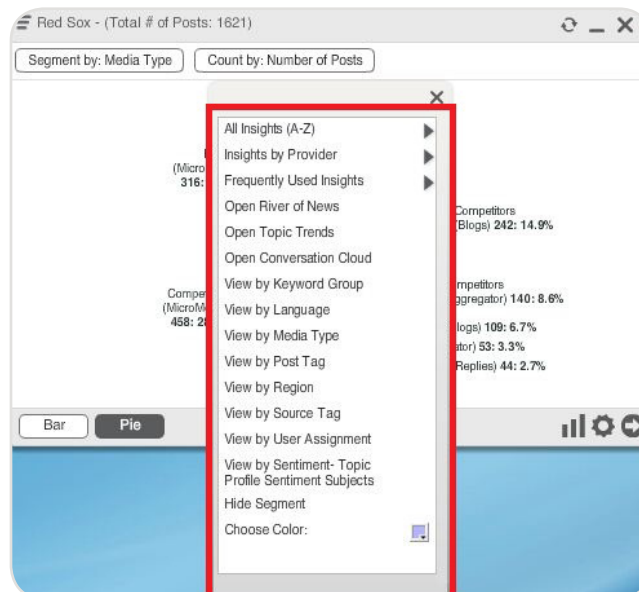
Left-click Options

Other

If there are too many segments in a widget to display legibly, Salesforce Radian6 will group a number of the smallest segments into an Other category.

Note: Reports may show results for each category individually, even if they are combined into an Other field in the Salesforce Radian6 Analysis Dashboard widget.
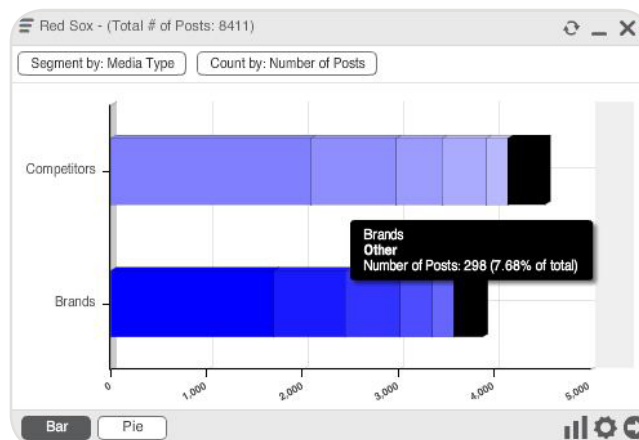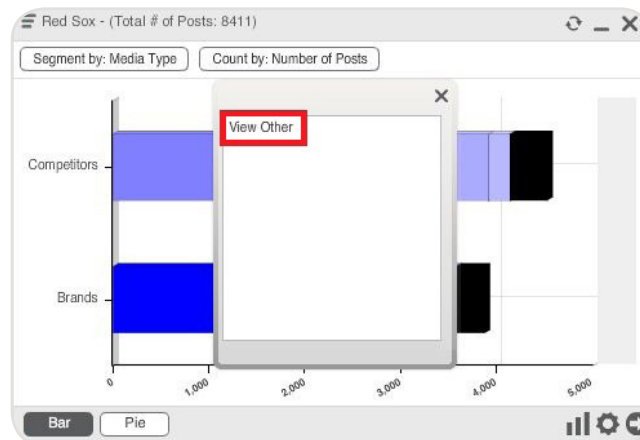

Other Category

You can show the items within the Other segment by clicking on the Other Segment. Select **View Other**.
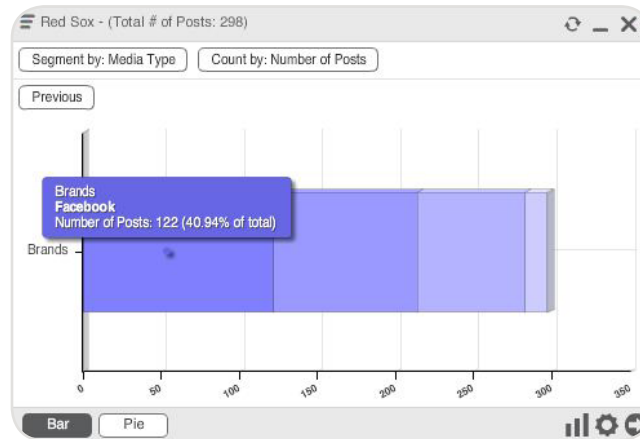
View Other Segment

The Topic Analysis widget will then display the information contained within the Other segment.
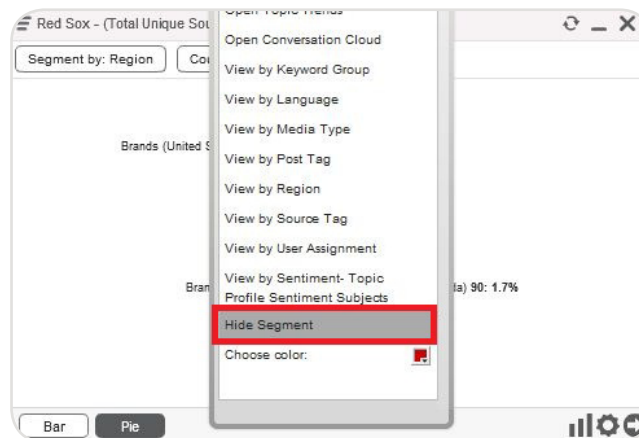

Other Segment

To return to the previous version of the Topic Analysis widget, select **Previous**. You may also hide the Other segment by selecting **Hide Other** in the Chart Options.
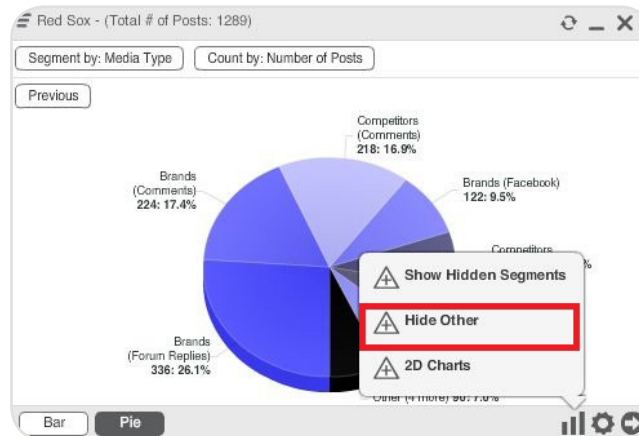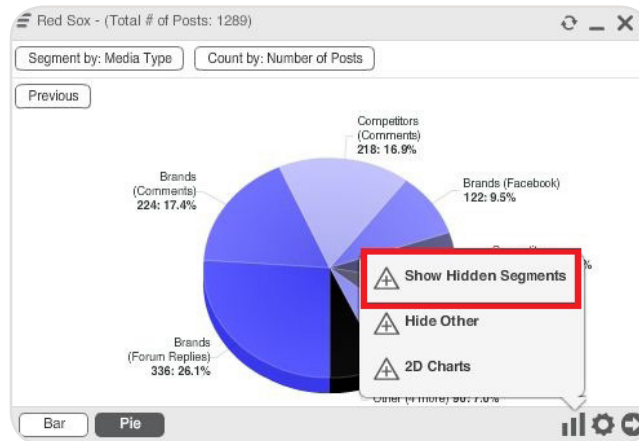
Hide Other

Show and Hide

If you do not wish to see a particular segment, you can hide it by left-clicking on the segment and choosing Hide Segment.


Hide Segment

To bring it back into view click **Show Hidden Segments** in the Chart Options menu at the bottom right of the widget.

Show Hidden Segments

Percent Change

In the Bar Graph view of the Topic Analysis widget, you can view the percentage of change over time for a particular topic. The percentage of change is displayed by checking the **Show % Change** from the Chart Options menu.
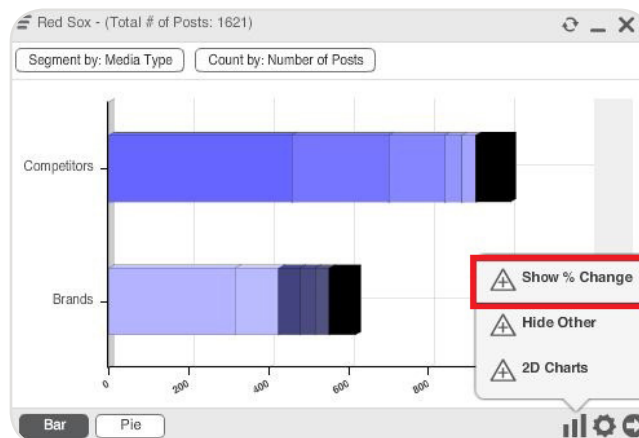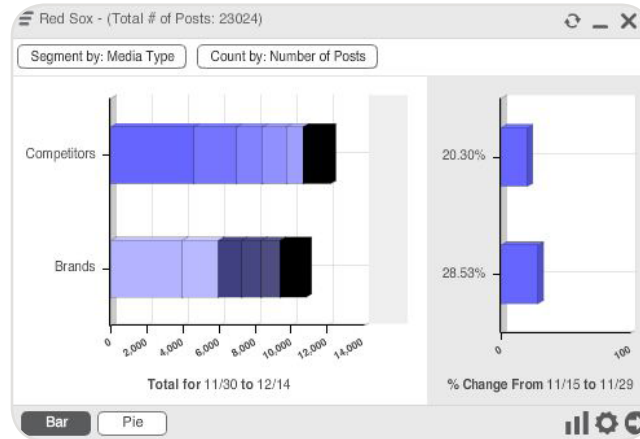

Percent Change

The results will show on the right-hand side of the widget (increase or decrease in posts) compared with the last equivalent date range.

The image below shows results over the last 14 days. The Percent Change calculates based on the increase or decrease in posts as compared to the preceding 14-day period.
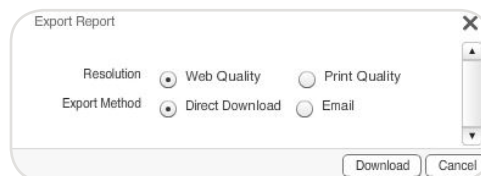

Percentage of Change over 14 days

Topic Analysis Widget Cog Options

You can generate a report from the widget, which you can only export as an image:

1. At the bottom right of the widget, click on the **Gray Cog** icon.

2. Choose **Export Report**.

Export Report Options

3. Select the desired Resolution and Export Method.

4. Click **Download**.

5. The Image will either be emailed to the specified addresses or saved to a location on your computer.

Have questions? Contact us:

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T @marketingcloud   T 1-888-672-3426

TOPIC TRENDS CONFIGURATION

Overview

Using a Topic Trends widget, you can watch the conversation around a particular topic over time. You can observe peaks and valleys in the conversation and drill in to determine why.

Launch a Topic Trends Widget using a Topic Profile

To launch a Topic Trends widget:

1. On the left-hand side of the Dashboard, select the **Topic Trends icon** (fourth from the top). The Topic Trends widget configuration settings open.

Topic Trends icon

2. Assign a **Title**.

Note - If you assign a unique name to your widget, it makes it much easier to identify when reporting and exporting.

3. Select the Topic Profile by clicking the (**+**) button.

Launch a Topic Trends Widget using a Twitter Managed Account

To launch a Topic Trends widget, take the following steps:

1. On the left-hand side of the Dashboard, select the Topic Trends icon (third from the top).

2. Insert a Title.

3. From the Data Source drop-down menu, select **Twitter Managed Accounts**.

Topic Trends Twitter Managed Account Configuration

4. From the Available Profiles list, select your Twitter Managed Account and click the (**+**) button.

Launch a Topic Trends Widget using a Facebook Managed Account

To launch a Topic Trends widget, take the following steps:

1. On the left-hand side of the Dashboard, select the Topic Trends icon (third from the top).

2. Insert a Title.

3. From the Data Source drop-down menu, select **Facebook Managed Accounts**.

Topic Trends Facebook Managed Account Configuration

4. From the Available Profiles list, select your Facebook Managed Account and click the (**+**) button.

Topic Trends Options

The Topic Trends widget can display data based on:

- All results from your Topic Profile, Twitter Managed Account or Facebook Managed Account

- **Keyword Group Types** (using Brands, Competitors and Industry)

- **Keyword Groups**

- **Keywords**

There is an important distinction to make between entering Keywords at the widget level and using pre-configured Keyword Groups from your Topic Profile.

- Entering Keywords at the widget level enables you to search within your existing Topic Profile results for specific Keywords, which might not have been included in your Topic Profile.

- Using pre-configured Keyword Groups enables you to search using the groups you have already set up within your existing Topic Profile.

All Results

You can view All Results from your Topic Profile:

1. Launch the Topic Trends widget and select the desired Topic Profile.

2. Select **Use Topics**.

3. Deselect all the **Group Type** boxes.

View All

1. Select the **Time Range** to search:

   - **Real-Time Monitoring** is dynamic and returns posts beginning with the most recent, going back for a specific duration of time (for example, 7 days ago).

   - **Specify a Date Range** analyzes a specific period in time (maximum allowable range of 90 days).

2. Select the **Media Types** you want to search (deselect the types you do not wish to appear in your results). Or select the types of Twitter or Facebook data you wish to display (deselect the types you do not wish to appear in your results):

   - **Mentions** - Displays Twitter posts in which your Twitter handle has been @mentioned.

   - **Direct Messages** - Displays Twitter posts in which a user has directly messaged the selected Twitter Managed Account.

   - **My Tweets** - Displays Twitter posts which have been sent from the selected Twitter Managed Account.

   - **Received Inbox Messages** - Displays Facebook messages sent to the selected Facebook Managed Account..

   - **Posts** - Displays all Facebook posts on the selected Facebook Managed Account.

   - **Comments** - Displays all comments on Facebook posts on the selected Facebook Managed Account.

   - **Sent Inbox Messages** - Displays Facebook messages sent from the selected Facebook Managed Account.

   - **Replies** - Displays all replies to Facebook comments on the selected Facebook Managed Account.

Note - If some are already grayed out, it means they have been deselected in the Topic Profile Details section of your Topic Profile configuration.

6. Click **Done** to save your widget configuration and generate a Topic Trends widget.

This Topic Trends widget will display a Line Graph that shows total volume for your Topic Profile over the selected time range.
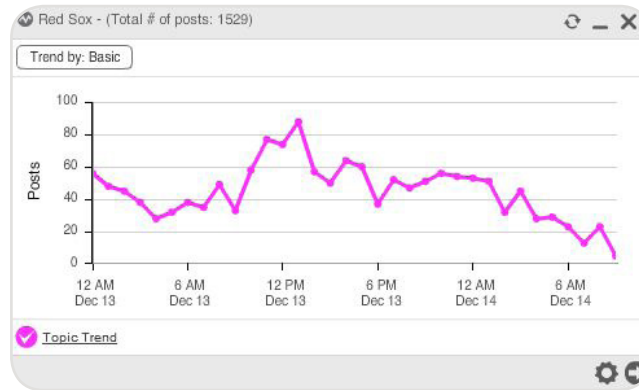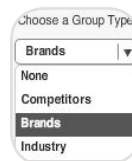

Topic Trends Display All

Keyword Group Types

You can configure a Topic Trends widget by using Keyword Group Types. These types are based on the Keyword Group Types you set in your Topic Profile configuration.

Note - This configuration is only available for Topic Profile Data Sources.

Topic Profile - Group Type Configuration

You can choose to display:

- **Brand** type only

- **Competitor** type only

- **Industry** type only

- Any combination of the types above

To configure a Topic Trends widget using Keyword Group Types, complete the following:
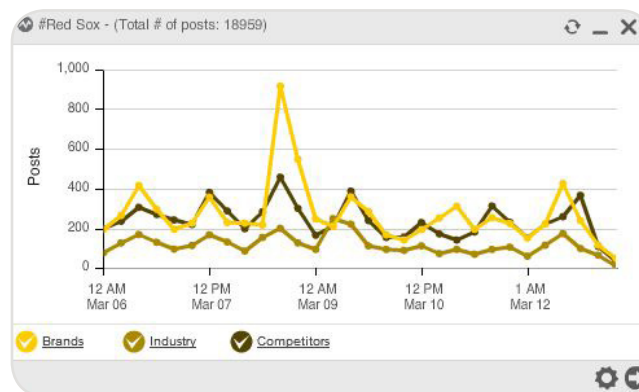
1. Launch the Topic Trends widget and select the desired Topic Profile.

2. Select **Use Topics**.

3. Choose all **Group Types** required.

Keyword Group - Group Types

4. Select the **Time Range** to search:

   • **Real-Time Monitoring** is dynamic and returns posts beginning with the most recent, going back for a specific duration of time (for example, 7 days ago).

   • **Specify a Date Range** is used if you need to analyze a specific period in time (maximum allowable range of 90 days).

5. Select the **Media Types** you want to search (deselect the types you do not wish to appear in your results).

Note - If some are already grayed out, it means they have been deselected in the Topic Profile Details section of your Topic Profile configuration.

6. Click **Done** to save your widget configuration and generate a Topic Trends widget.

Keyword Group Type Configuration Results

Keyword Group Configuration

To configure your Topic Trends widget to search using Keyword Groups, complete the following:

1. Launch the Topic Trends widget and select the desired Topic Profile.

2. Select **Use Keywords**.

3. In the Enter a Keyword or Keyword Group label... field, insert your **Keyword Group** name.

4. Click **Add Query**.

Enter a Keyword or Keyword Group label...

Note - The term you enter in the Enter a Keyword or Keyword Group label... field will become a label for the corresponding segment of your Topic Trends widget. Do not worry if you cannot remember the exact name of the Keyword Group you configured; the name you enter is simply a label for the corresponding segments in your Topic Analysis widget.

5. Select **Keyword Groups**.

6. From the drop-down menu, choose a **Keyword Group**.

7. Click **Add Query**.

8. Repeat above steps (2-6) for additional Keyword Groups, as required.

Query Builder

Keyword Group Configuration

9. Select the **Time Range** to search:

- **Real-Time Monitoring** is dynamic and returns posts beginning with the most recent, going back for a specific duration of time (for example, 7 days ago).

- **Specify a Date Range** is used if you need to analyze a specific period in time (maximum allowable range of 90 days).

10. Select the **Media Types** you want to search (deselect the types you do not wish to appear in your results).

Note - If some are already grayed out, it means they have been deselected in the Topic Profile Details section of your Topic Profile configuration.

11. Click **Done** to save your widget configuration and generate a Topic Trends widget.

This represents a search based on the terms of the selected Keyword Group(s) only. It will follow all conditions of CONTAINS, AND CONTAINS, and DOES NOT CONTAIN as set out in your Topic Profile configuration.
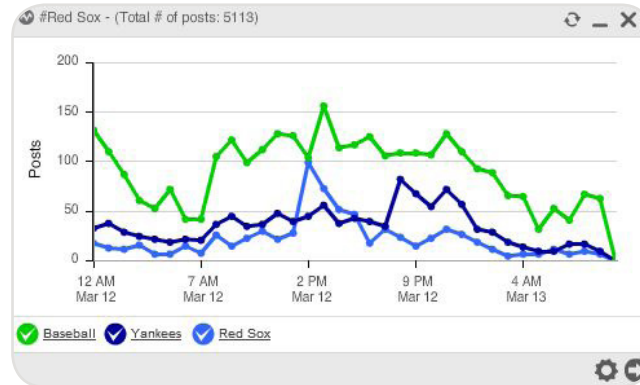
Keyword Group Configuration Results

Note - If you have overlapping, identical terms in your Keyword Groups, the results will be counted multiple times towards the total volume of posts in a widget that is configured by Keyword Group.

For example, if you have the word **Red Sox** as a Keyword in two separate Keyword Groups and you view the results by Keyword Group, each post that contains the word Red Sox will be counted twice in your total volume listed at the top of the widget.

Keyword Search Configuration

By selecting the Use Keywords option, you will be able to manually add any number of terms and conditions into the boxes provided.

Note - There is a maximum character limit of 256. We recommend not to exceed a few words and conditions.

To configure a Topic Trends widget using Keywords, complete the following:

1. Launch the Topic Trends widget and select the desired Topic Profile, Twitter Managed Account or Facebook Managed Account.

2. Select the **Use Keywords** option.

3. Insert **Keywords**.

Keyword Search - Insert Keywords

4. Click **Add Query**.

Query Builder

5. Click the (**+**) button to add AND, OR, CONTAINS or DOES NOT CONTAIN qualifiers to your Keyword.

6. Click **Add Query**.

Keyword Search Configuration

7.   Select the **Time Range** to search:

• **Real-Time Monitoring** is dynamic and returns posts beginning with the most recent, going back for a specific duration of time (for example, 7 days ago).

• **Specify a Date Range** is used if you need to analyze a specific period in time (maximum allowable range of 90 days).
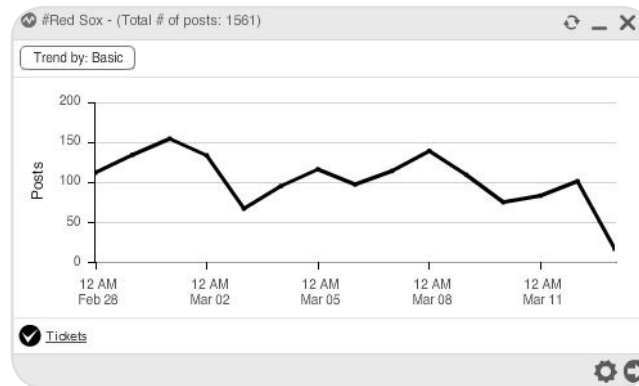
8.   Select the Media Types you want to search (deselect the types you do not wish to appear in your results). Or select the types of Twitter data you wish to display (deselect the types you do not wish to appear in your results).

• **Mentions** - Displays Twitter posts in which your Twitter handle has been @mentioned.

• **Direct Messages** - Displays Twitter posts in which a user has directly messaged the selected Twitter Managed Account.

• **My Tweets** - Displays Twitter posts which have been sent from the selected Twitter Managed Account.

• **Received Inbox Messages** - Displays Facebook messages sent to the selected Facebook Managed Account..

• **Posts** - Displays all Facebook posts on the selected Facebook Managed Account.

• **Comments** - Displays all comments on Facebook posts on the selected Facebook Managed Account.

• **Sent Inbox Messages** - Displays Facebook messages sent from the selected Facebook Managed Account.

• **Replies** - Displays all replies to Facebook comments on the selected Facebook Managed Account.

Note - If some are already grayed out, it means they have been deselected in the Topic Profile Details section of your Topic Profile configuration.

9. Click **Done** to save your widget configuration and generate a Topic Trends widget.

Keyword Search Configuration Results

Your search operates in two stages:

- Matches will be returned for All Keyword Groups in your entire Topic Profile, as determined by the conditions of each Keyword Group.

- These results will be limited to the conditions set out in the Query Builder for that term.

For example, if you enter **Red Sox** into the Keywords section of the Query Builder and click Add Query, the resulting segment of your pie chart will represent the total number of posts pulled in by your entire Topic Profile, Twitter Managed Account or Facebook Managed Account that also contain the term Red Sox.

Have questions? Contact us:

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FOLLOWING TRENDS USING THE TOPIC TRENDS

Operate Topic Trends Overview

The Topic Trends widget shows when trends occur for topics related to your Topic Profile. Using a Topic Trends widget, you can watch the conversation around a particular topic over time. You can see the volume of relevant posts at each point on the time line and visually capture the ebb and flow of conversation. Use the Topic Trends widget to see when the topic starts to fade, and if it is picked up again in the future.
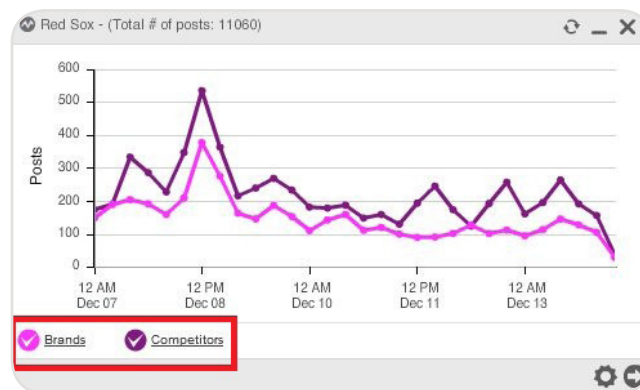
Topic Trends Features

- The **Vertical Axis** on the left shows the number of posts.

- The **Horizontal Axis** shows the date and time of each increment.

- The **Colored Lines** represent different Keywords, Keyword Groups or Group Types as indicated in the legend at the bottom left of the widget.

In the widget shown above, the number of posts per day is shown in increments of 100 and time is displayed in 12-hour increments, beginning at 12:00 AM each day, over a total range of 7 days.

Topic Trends Lines

From any point on the lines, you are able to click and open up a menu with several options for that period:

- **Open River of News** – Opens a River of News widget starting at the time indicated on the point, and covering the range indicated by the horizontal axis.

Note - If the axis is showing increments of six hours, the River of News will only show posts that fall within a six-hour period following the time indicated on that point. If the axis is showing three day increments, it will open a River of News for a three day period following that point.

- **Open Conversation Cloud** - Shows the 50 most frequently used terms over that particular time range.

Note - This is a great option for determining the cause of peaks in data, whether they are related to conversation about a particular campaign or product, tweets being retweeted or something else.

- **Choose Color** – Change the color of that particular line.
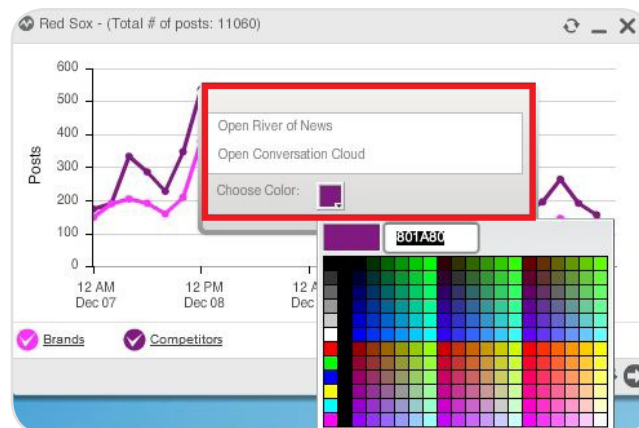
Topic Trends Line Options

Trend by Menu

The menu in the bottom left of the Topic Trends widget enables you to Trend by various metrics. Click on the Legend to access the menu. The data is broken into separate components, based on the selected criteria, in a new widget.

The image shown below displays a Topic Trends graph trending by Media Type. However, you can also Trend By:

- **Language**

- **Topic Profile Sentiment Subjects**

- **Region**

- **Widget Keyword-based Sentiment**

- **Total Number of Posts**
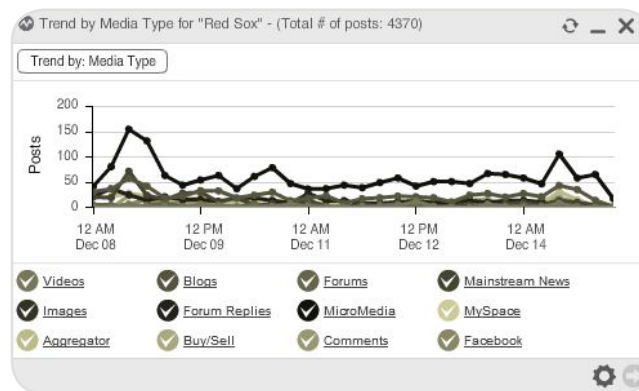
Trend by Media Type

If there are too many segments to display clearly in one widget, an **Other category** will display in the Legend. To see the details of this category, click on the corresponding line in the graph and Trend by that same category again until you have drilled down to the required level of detail.
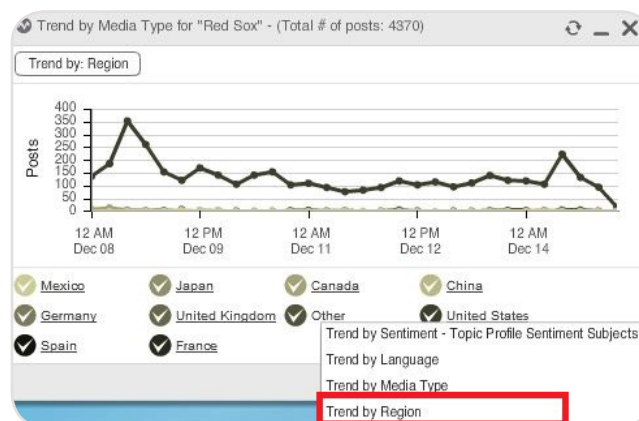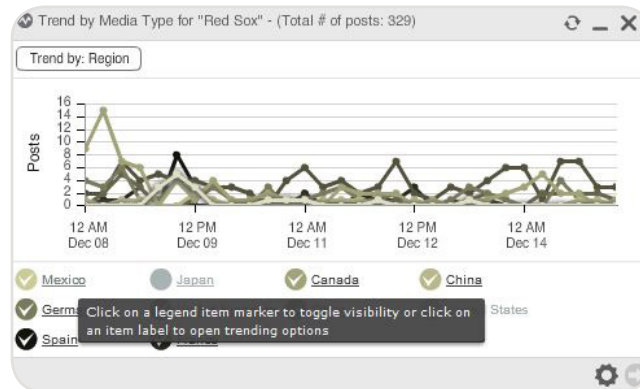

Other Category

Show or Hide Legend Item

You can Show or Hide an item in the Legend by clicking the corresponding check mark. Click once to hide and click again to show.
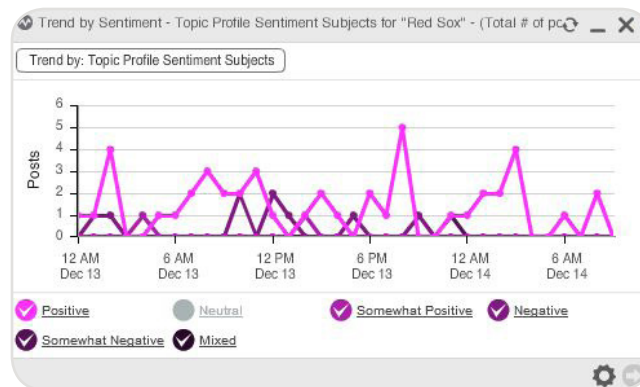

Show or Hide Item

Sentiment

To view Sentiment for a segment in the Topic Trends widget select the segment you wish from the color legend at the bottom of the widget.

You then will have the option to:

- **Trend by Sentiment - Topic Profile Sentiment Subjects**

- **Trend by Sentiment - Widget Keywords**
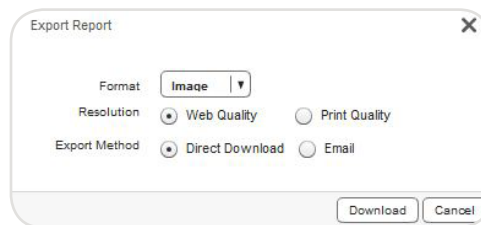

Topic Profile Sentiment Subjects

Cog Options

Click the Gray Cog to access reporting options. You can export Topic Trends data as an image or XML file. Both types of data can be downloaded or emailed.

Cog Options

Export Report Options

Have questions? Contact us:

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🐦 @marketingcloud   T 1-888-672-3426

CONFIGURE THE CONVERSATION CLOUD

Conversation Cloud Overview

The Conversation Cloud provides an efficient method to view what is happening at a high level in your Topic Profile or Twitter Managed Account. It displays the 50 most commonly used words within a selected data set.

Launch a Conversation Cloud using a Topic Profile

To configure a Conversation Cloud, take the following steps:

1. On the left-hand side of the Dashboard, select the Conversation Cloud icon (second from the top).
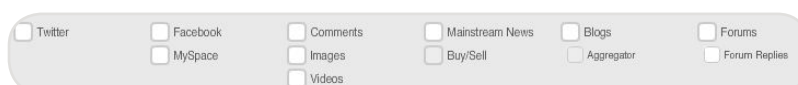

Conversation Cloud icon

2. Select the Topic Profile.

3. Select the Time Range to search:

   - **Real-Time Monitoring** is dynamic and returns posts beginning with the most recent, going back for a specific duration of time (for example, 7 days ago).

   - **Specify a Date Range** is used if you need to analyze a specific period of time (maximum allowable range of 90 days).

Note - The 1000 most recent posts are used to generate this widget. Depending on the size of your Topic Profile and your Estimated Monthly Volume, those 1000 posts might have been made over the past few hours, days or even weeks. If some Media Types are already grayed out, it means they have been deselected in the Topic Profile Details section of your Topic Profile configuration.

4. Select the **Media Types** you want to search (deselect the types you do not wish to appear in your results).

Note - Selecting too many Media Types can increase volume, so narrow these down if possible. You will find it helpful and interesting to see how the Conversation Cloud results vary by individual media types.

Twitter	Facebook	Comments	Mainstream News	Blogs	Forums
	MySpace	Images	Buy/Sell	Aggregator	Forum Replies
		Videos			

Media Types

5. Change the default **Color** scheme, if you like, by clicking the color and selecting a new color from the color palette.
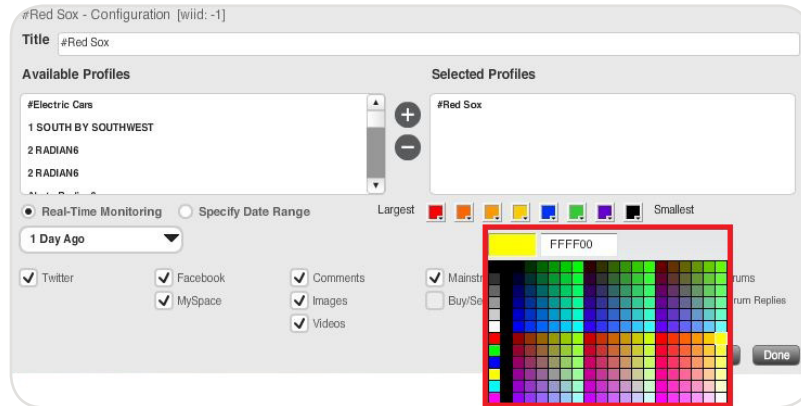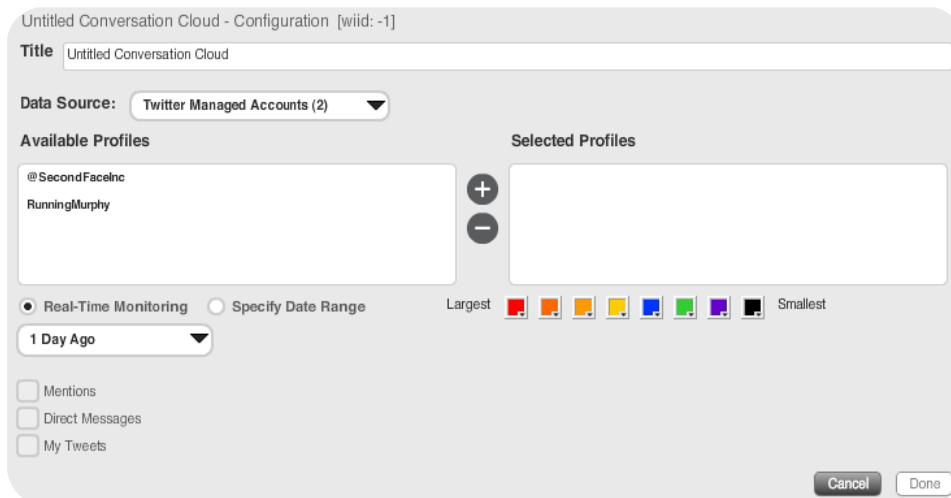

Conversation Cloud Color

6. Click **Done** to save your widget configuration and generate a Conversation Cloud widget.

Note - The size of a word only indicates how often it appears, not necessarily how important it is.

Launch a Conversation Cloud using a Twitter Managed Account

To launch a Conversation Cloud, take the following steps:

1. On the left-hand side of the Dashboard, select the Conversation Cloud icon (second from the top).

2. Give the widget a **Title** (for identification purposes only, this will not be part of the search terms).

3. From the Data Source drop-down menu, select **Twitter Managed Account**.

Conversation Cloud Twitter Managed Account Configuration

4. From the **Available Profiles** list, select your Twitter Managed Account.

5. Move the Twitter Managed Account over to the Selected Profiles box by clicking on the (**+**) button.

6. Select the Time Range that you wish to search:

    • **Real-Time Monitoring** is dynamic and returns posts beginning with the most recent and going back for a specific duration of time (for example, 7 days ago).

    • **Specify a Date Range** is used to analyze a specific period of time (maximum allowable range of 90 days).

Note - If you have previously Deleted Posts or tagged them as Spam, but wish to see them in your results, check the Show deleted items and spam? box below the time range options.

7. Select the types of Twitter data you wish to display (deselect the types you do not wish to appear in your results):

    • **Mentions** - Displays Twitter posts in which your Twitter handle has been @mentioned.

    • **Direct Messages** - Displays Twitter posts in which a user has directly messaged the selected Twitter Managed Account.

    • **My Tweets** - Displays Twitter posts which have been sent from the selected Twitter Managed Account.

8. Click **Done** to save your widget configuration and generate a Conversation Cloud.

Launch a Conversation Cloud using a Facebook Managed Account

To launch a Conversation Cloud, take the following steps:

1. On the left-hand side of the Dashboard, select the Conversation Cloud icon (second from the top).

2. Give the widget a **Title** (for identification purposes only, this will not be part of the search terms).

3. From the Data Source drop-down menu, select **Facebook Managed Account**.
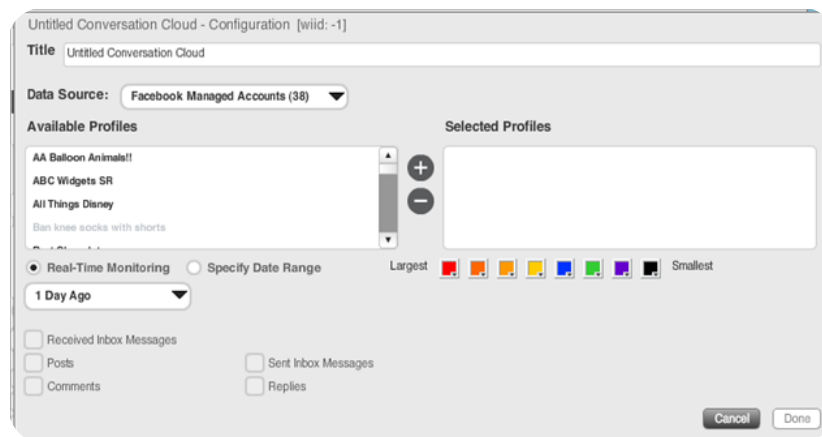
Conversation Cloud Facebook Managed Account Configuration

4. From the **Available Profiles** list, select your Facebook Managed Account.

5. Move the Facebook Managed Account over to the Selected Profiles box by clicking on the (**+**) button.

6. Select the Time Range that you wish to search:

   • **Real-Time Monitoring** is dynamic and returns posts beginning with the most recent and going back for a specific duration of time (for example, 7 days ago).

   • **Specify a Date Range** is used to analyze a specific period of time (maximum allowable range of 90 days).

Note - If you have previously Deleted Posts or tagged them as Spam, but wish to see them in your results, check the Show deleted items and spam? box below the time range options.

7. Select the types of Facebook data you wish to display (deselect the types you do not wish to appear in your results):

   • **Mentions** - Displays Twitter posts in which your Twitter handle has been @mentioned.

   • **Direct Messages** - Displays Twitter posts in which a user has directly messaged the selected Twitter Managed Account.

   • **My Tweets** - Displays Twitter posts which have been sent from the selected Twitter Managed Account.

   • **Received Inbox Messages** - Displays Facebook messages sent to the selected Facebook Managed Account..

   • **Posts** - Displays all Facebook posts on the selected Facebook Managed Account.

8. Click **Done** to save your widget configuration and generate a Conversation Cloud.

Have questions? Contact us:

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    @marketingcloud   T 1-888-672-3426
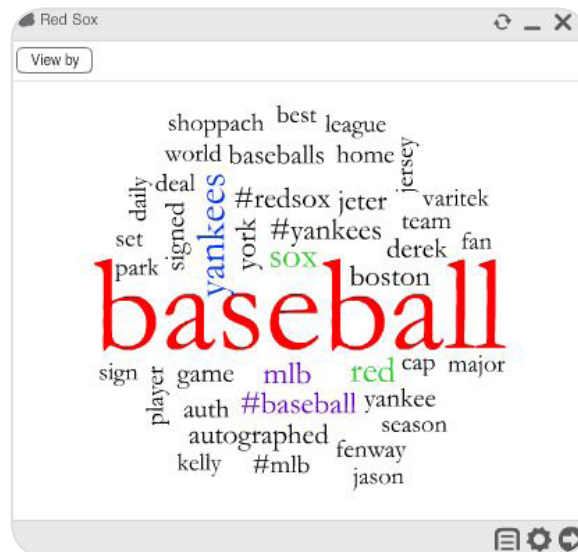
OPERATE THE CONVERSATION CLOUD

Operate the Conversation Cloud Overview

The Conversation Cloud widget is a pictorial representation of the 50 most frequently used words in the posts returned by your Topic Profile. These words are based on a maximum of 1,000 posts over the time period you have selected. The Conversation Cloud is very useful for zooming in on points of interest or conversation.

The most frequently used terms are typically one or more of your Topic Profile Keywords. Words used most frequently appear in large red font. Words occurring less frequently appear in smaller purple or black font, and words with intermediate frequency appear in the range of size and colors in between. You can change these colors.

Color Scale

Conversation Cloud

Does Not Contain

The Conversation Cloud can be beneficial when you are building a Topic Profile. You might discover words within the Conversation Cloud that you never thought would be associated with your brand, and want them removed from your search because they are irrelevant.

Note - You might also find other prominent words that are relevant and merit further investigation.

To remove a selected word from your Topic Profile, take the following steps:

1. Click **Configuration.**

2. Select **Topic Profile Manager**.

3. Select the Topic Profile.

4. Click **Keywords and Keyword Groups**.

5. Select a specific Keyword Group.

6. In the DOES NOT CONTAIN field, click **Add**.

7. Enter word into the Query Builder.

8. Click **Done**.

9. Repeat (steps 5-8) as necessary for all other Keyword Groups.

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

"free"

Add   Edit   Copy   Move   Delete

Remove Word

Left-Click

To see what kind of content is behind a particular word in the Conversation Cloud, you can open another widget from that word by left-clicking on it and generating a:
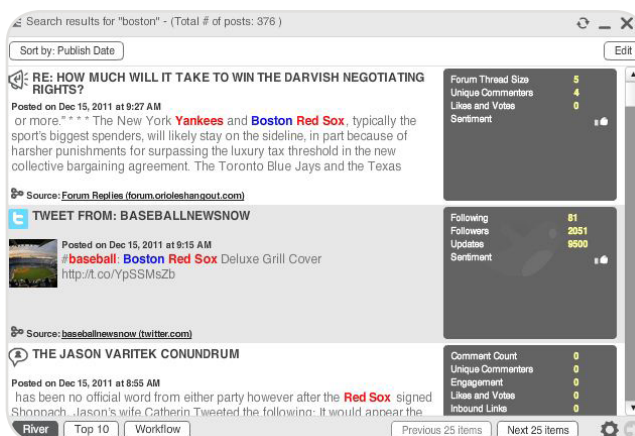
- River of News

- Topic Analysis

- Conversation Cloud
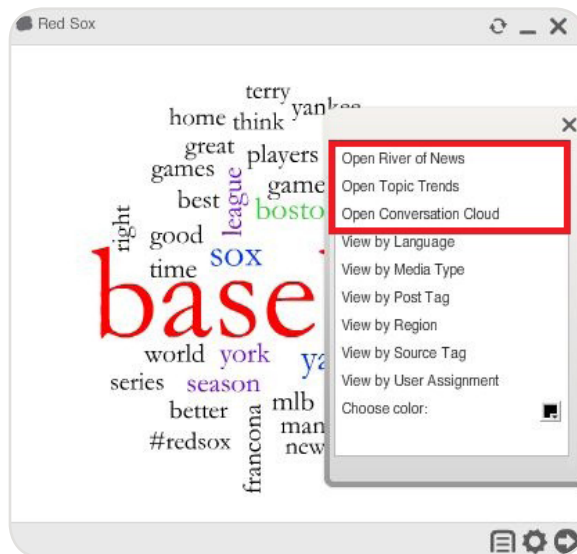
Left-click

River of News

In a River of News generated from a Conversation Cloud term, your Topic Profile Keywords are highlighted in red and the Conversation Cloud term from which you have opened the River of News from will be in blue.
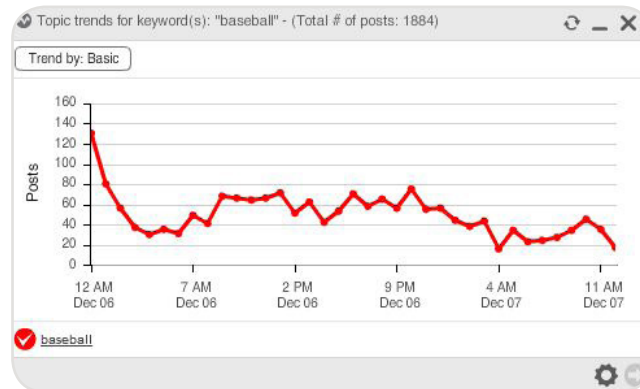

*River of News from Conversation Cloud*

Topic Trends

Opening a Topic Trends widget from the Conversation Cloud provides you with a visual representation of when that term is used. Click on a spike in the trend line to drill down even further.

Topic Trends from a Conversation Cloud

Conversation Cloud

Opening a Conversation Cloud from another Conversation Cloud can help you drill down on the conversation even further, by identifying the top 50 words used in association with that word. The same configuration of your first Conversation Cloud still applies and Date Range, Media Types and Topic Profiles will be the same.
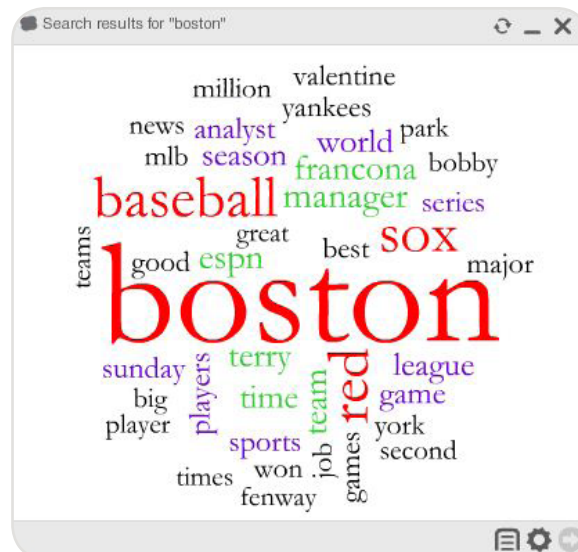
Conversation Cloud from a Conversation Cloud

View by Menu

Left-clicking a term in the Conversation Cloud will also provide you with the option to View by various metrics, each of which will open a Topic Analysis widget for the selected criteria.
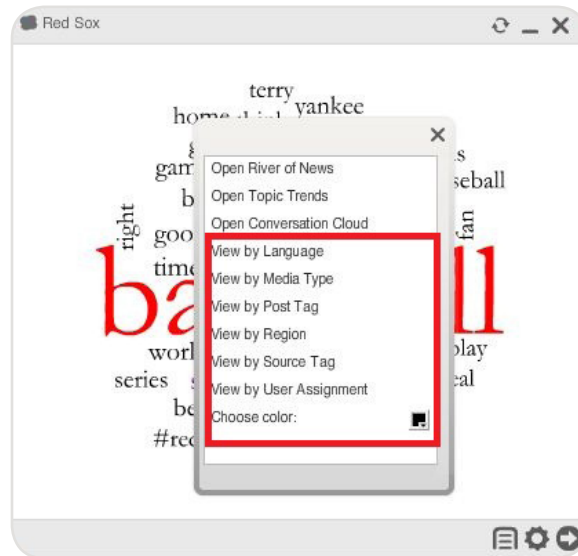
View by - Left-click

- **View by Language** - Opens a new Topic Analysis widget segmented by the languages used in posts that contain that word.

- **View by Media Type** - Opens a new Topic Analysis widget segmented by the use of that word across the types of media selected for your Topic Profile.

- **View by Post Tag** - Indicates your company's workflow that took place on the posts that contain that word, specifically all post tags assigned to your posts.

- **View by Region** - Indicates the countries or regions in which the post containing that word originated, selected for your Topic Profile.

- **View by Source Tag** - Breaks out the percent of different source tags placed on the posts containing that word. This specifically displays all source tags that your company's Radian6 users have assigned.

- **View by User Assignment** - Indicates the percentage of posts containing that word that were assigned to each of your team members.

- **Choose Color** - Change the color of the word. Only the selected word will change.

Disable Vertical Words

You can Disable Vertical Words to more easily read the contents of the Conversation Cloud. This will convert your Conversation Cloud to all horizontal words.
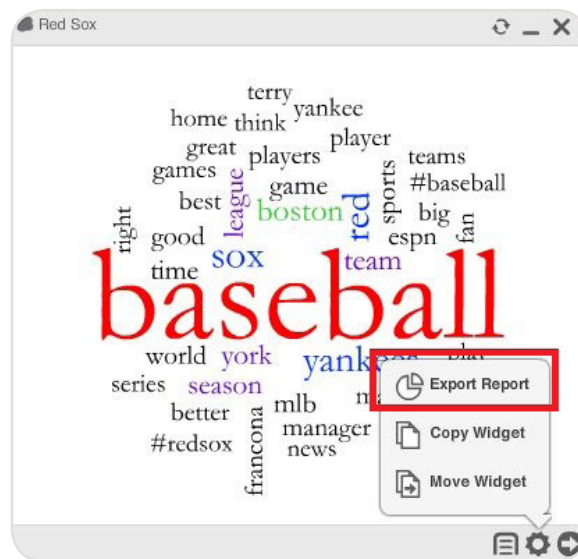
To disable vertical words:

1. Click on the **Cloud Options Menu**.

2. Select **Disable Vertical Words**.

Disable Vertical Words

Cog Options

Using the Gray Cog at the bottom of the Conversation Cloud, you can export a report. You can only export a Conversation Cloud report as an Image. You can choose to email this image or to download directly to your computer.

Export Report

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    @marketingcloud   T 1-888-672-3426

INFLUENCE VIEWER CONFIGURATION

Influence Viewer Widget Configuration Overview

The Influence Viewer widget is a great way to display the most important influencers in your Topic Profile results. The Influence Viewer widget functions at a Topic Profile wide level. This means that you cannot search for influencers from a specific Keyword Group or for specific Keywords. You can only identify influencers across an entire Topic Profile. The Influence Viewer widget can only be opened as a primary widget; there is no option to open the Influence Viewer widget from another widget.

Influencers are determined from results over the last 50,000 posts in your Topic Profile or six months of data; whichever comes first. This means that you do not have the option to select a date range.
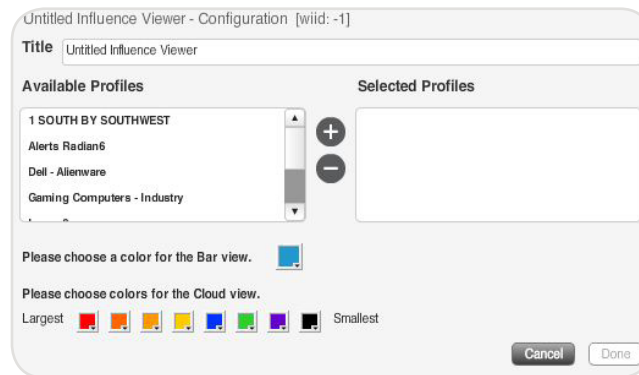
To launch the Influence Viewer:

1. On the left-hand side of the Dashboard, select the **Influence Viewer icon** (at the bottom).

Influence Viewer Icon

2. Select the Topic Profile from the list of Available Profiles.

3. Select the Topic Profile by clicking (**+**).

4. Change the color of the Bars or Cloud (optional).

Influence Viewer Configuration

5.   Click **Done**. The widget flips over to display an Influence Viewer widget in the Summary View. The Summary View displays the top 5 influencers in different media types for your Topic Profile.
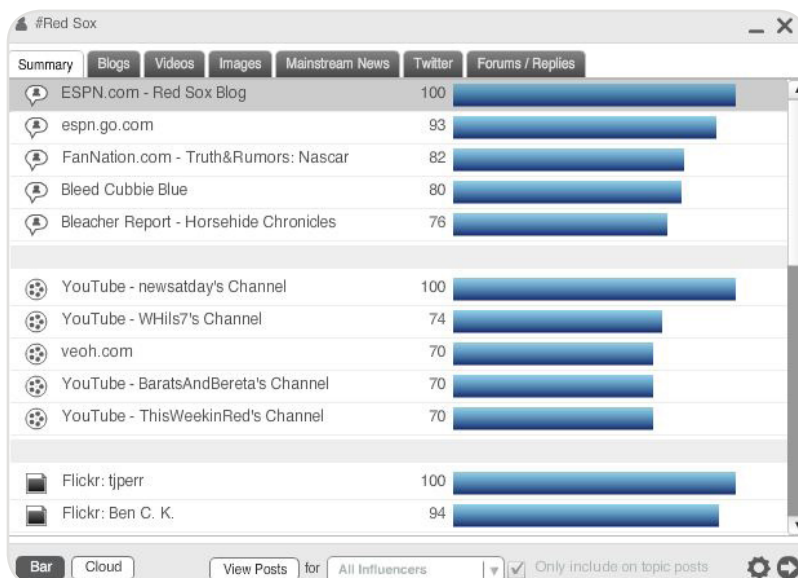
Influence Viewer Widget Result

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OPERATE THE INFLUENCE VIEWER

Using the Influence Viewer Overview

The Influence Viewer widget provides insight into the top 250 influencers for each media type in your Topic Profile. To display the most prominent influencers, the Influence Viewer widget searches through 50,000 posts or 6 months worth of data, whichever comes first. When you open the Influence Viewer widget you are presented with a Summary View showing the top influencers for each media type. You can change the view to identify the top influencers for each media type.

Influencer Scores and Refresh Rate

Radian6 assigns influencers a score between 0 and 100, based on the Influencer EQ Weighting set in your Topic Profile configuration. Each influencer is graded on a scale, with the top influencer being given a score of 100 and all others scored relative to the top influencer.
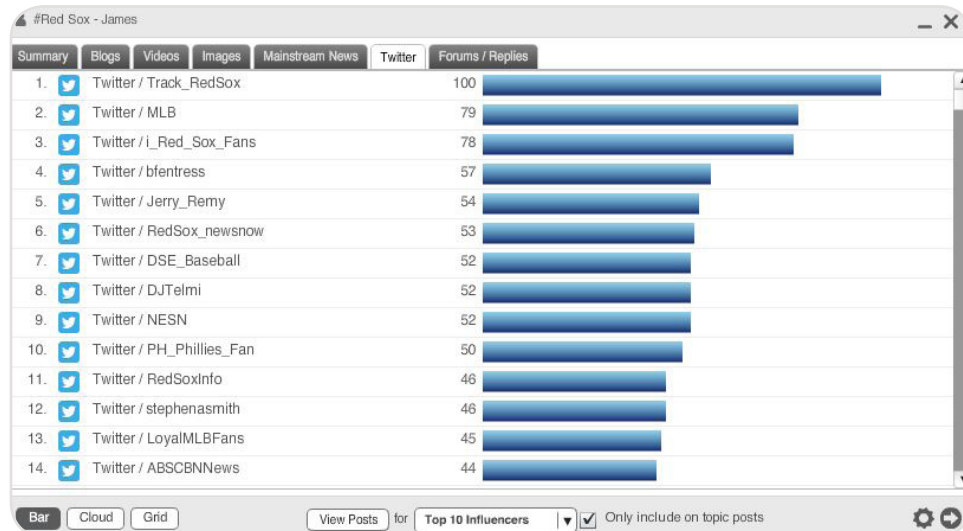

EQ Weighting

The Influence Viewer widget will automatically refresh every 24 hours at midnight. If you have created a new Topic Profile, or made significant changes to your existing one, it can take about 30 to 60 minutes to compile the new list of influencers.

Influencers display in descending order, as shown below:

Influence Viewer - Twitter Tab

Summary vs. Media-specific Tabs

The initial view when you open the Influence Viewer widget is the Summary tab. This tab summarizes the Top 5 Influencers for each media type. The other tabs are specific to individual media types and show up to 250 media-specific Influencers.

You can view influencer results in three formats, which you can select in the lower left hand corner of the widget:

- Bar

- Cloud

- Grid

Note - Grid view is not available in the Summary tab, only in the individual media types.

Summary View

Metrics Tracked

The Metrics Tracked for each influencer depend on Media Type:

- **On-Topic Posts** - Total number of posts the influencer has posted that match your Topic Profile.

- **Comment Count** - Total number of comments on an influencer's post.

- **Topic Comment Count** - Total number of comments across all of the influencer's On Topic Posts.

- **Unique Commenters** - Total number of unique commenters across all of the influencer's On Topic Posts.

- **Average Engagement Score** - Average engagement score across all of the influencer's On Topic Posts.

Note - Engagement measures to what extent commenters are engaged on a specific piece of content. Items are scored on a scale of 0 to 10, with 10 as the highest level of engagement.

- **Topic Inbound Link Count** - Total number of other posts that link to the influencer's posts where the other posts also match your Topic Profile.

- **Inbound Link Count** - Total number of other posts that link to the influencer's post.

- **Vote Count** - Total number of times the post has been marked as a favorite by del.icio.us, digg.com and reddit users.

- **View Count** - Total number of times an influencer's video or image that matches your Topic Profile is viewed.

- **Following Count** - Total number of sources an influencer is following on Twitter.

- **Followers Count** - Total number of followers an influencer has on Twitter.

- **Updates Count** - Total number of updates an influencer has made on Twitter.

- **Topic Reply Count** - Total number of replies made in an influencer's forum related to your Topic Profile.

- **Thread Size** - Total number of comments within a forum thread, starting with the post related to your Topic Profile.

Bar View

Bar View is the default view, and each bar is interactive. Hover over a Bar to view the details for that influencer:

Bar View

Note - You cannot export a report from Bar View.

When you click on one of the bars, it will generate a River of News for that influencer, displaying all on-topic posts available for your purchased time frame up to a maximum of 6 months ago.

At the bottom of the Influence Viewer widget, you have the option to open a River of News by selecting View Posts for the Top 10, Top 25, Top 50, Top 100 or All Influencers for the media type you have selected.


View Posts

Note: There might be some variation between the number of posts shown when you hover over a Bar and the total number of posts displayed in the River of News but this is not an error. Any discrepancy is due to the Days of Historical Data you have purchased versus the expanded coverage used to determine your top influencers.

Cloud View

The Cloud View uses color and font size to display the source names of the Top Influencers. The higher the influencer's score, the larger the font will be. The Top Influencers will be in red by default.

Hover over any name in the cloud to view Influencer's Dynamics, shown in Figure 2-6: Cloud View. You can left-click on the influencer's name to open a River of News with On-Topic posts.
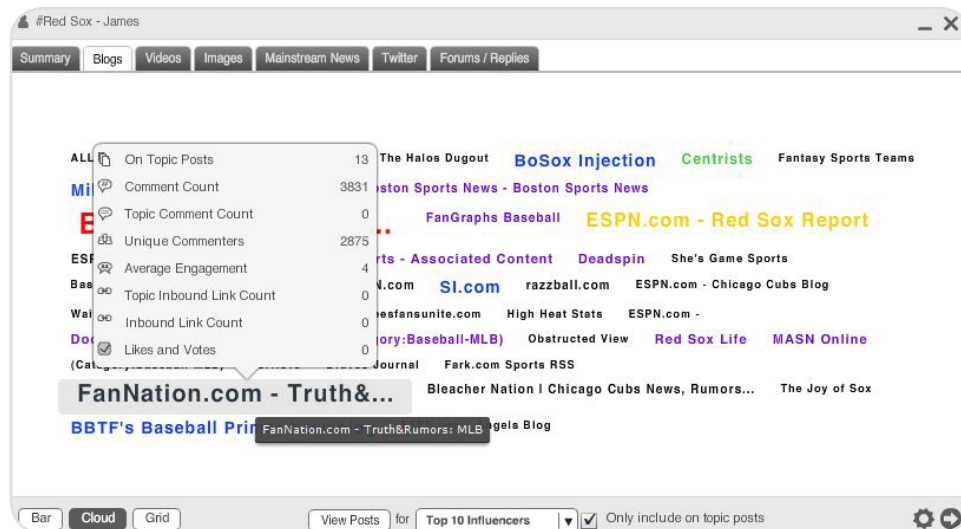
Cloud View

You can export influencer data in the Cloud View as an image by selecting the Gray Cog at the bottom of the widget and selecting **Export Report**.

Export Report

Grid View

The Grid View provides much of the same information as the Bar View and Cloud View, but in a grid format that is convenient for exporting and sorting.

Influencers will be displayed in descending order sorted by Influencer Score. By clicking the top of each column, the list of influencers sorts by any metric in Grid View. If you hover over the top of the column the Influence Viewer widget will show the metric represented.

The Metrics across the top of the widget vary depending on which media type you select:

Blogs

Blog Metrics

From Left to Right:

On-Topic Posts, Comment Count, Topic Comment Count, Unique Commenters, Average Engagement, Topic Inbound Link Count, Inbound Link Count, Likes And Votes.

Videos

Video Metrics

From Left to Right:

On-Topic Posts, Comment Count, Unique Commenters, Average Engagement, On-Topic Inbound Link Count, Inbound Link Count, Likes And Votes, View Count.

Images

Image Metrics

From Left to Right:

On-Topic Posts, Comment Count, Unique Commenters, Average Engagement, On-Topic Inbound Link Count, Inbound Link Count, Likes And Votes, View Count.

Mainstream News

Mainstream News Metrics

From Left to Right:

On-Topic Posts, Comment Count, On-Topic Comment Count, Unique Commenters, Average Engagement, On-Topic Inbound Link Count, Inbound Link Counts, Likes And Votes.

Twitter

Twitter Metrics

From Left to Right:

On Topic Posts, Following Count, Followers Count, Updates Count.

Forums/Replies

Forums/Replies Metrics

From Left to Right:

Topic Posts, Average Engagement, Topic Inbound Link Count, Likes And Votes, Topic Reply Count, Thread Size.

You can click on the **Plus Sign** next to any number to open a River of News with On-Topic Posts, On-Topic Comments, or On-Topic Forum Replies:

You can export influencer data in grid view, as HTML, XML, CSV or PDF formats, using the **Gray Cog**.
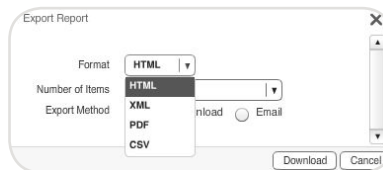

Export Options

Manually Changing Influencer Level

If you think an Influencer ranks as more or less influential, you can manually change the ranking by completing the following steps:

1. Hover over the name of the influencer whose ranking you want to change. Two arrow buttons appear.

2. Click the downward facing red arrow to make the influencer less influential or click the upward facing green arrow to make the influencer more influential.

3. The new score will appear in red font beside the original score.
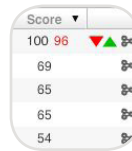
Change Influencer's Score

Have questions? Contact us:

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T @marketingcloud   **T** 1-888-672-3426