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Table of Contents

Summary Dashboard Overview	2
Overall Status	7
Volume	10
Sentiment	14
Demographics	16
Influencers	19
Content	21

SUMMARY DASHBOARD INFOCUBES

Infocubes Overview

The Summary Dashboard gives you a visual way to monitor your Topic Profile. It does so by displaying important metrics about your Topic Profile in Infocubes. Some Infocubes are based on data from third party insight providers.

The Infocubes display in categories, which are:

- **Overall Status** - Gives a quick picture of your Topic Profile.
- **Volume** - Displays important information concerning the number of posts coming into your Topic Profile.
- **Sentiment** - Displays sentiment metrics.
- **Demographics** - Provides high-level demographic information.
- **Influencers** - Displays the individuals who are most influential to your Topic Profile.
- **Content** - Gives you a 7 day snapshot of the hottest topics.
- **View All** - Displays all of the above categories.



Infocubes Categories

Using the Summary Dashboard

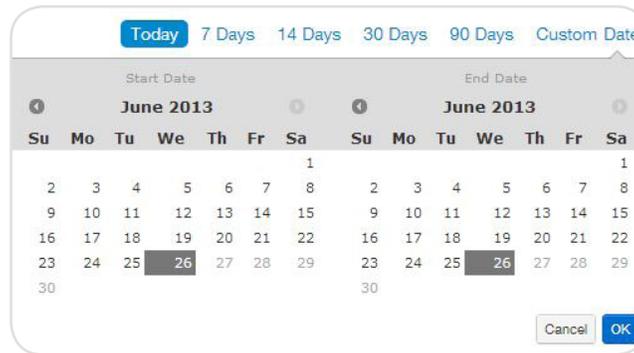
When you log in to the Summary Dashboard, the first Topic Profile from your list of available Topic Profiles will load using the Today time frame. The Summary Dashboard update frequency depends on the time frame chosen: Today: 4 hours, 7 Days: 6 hours, 14 Days: 12 hours, 30 Days: 24 hours, 90 Days: 2 days.



Time Frame

To select a Custom Date, complete the following steps:

1. In the Time Frame menu, select **Custom Date**.
2. Insert a Start Date and End Date.



Custom Date

3. Click **OK**.

Topic Profiles

Other Topic Profiles that you have set up in the Radian6 Analysis Dashboard will be available in the drop-down list. To open a new Topic Profile in the Summary Dashboard, take the following steps:

1. Click on a new tab (+).
2. From the Topic Profile drop-down list, select the desired Topic Profile.
3. From the time frame menu, select the desired time frame. Infocubes will populate with data from the selected Topic Profile.
4. From the top menu, select the view you would like to see or choose View All to see all Infocubes.

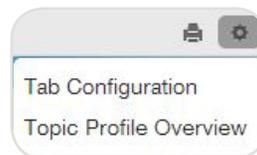


Summary Dashboard Views

Configuration View

You can customize the Summary Dashboard to see only the Infocubes that are most relevant to you. To configure the Summary Dashboard, take the following steps:

1. In the upper right portion of the Summary Dashboard, click the **Gray Cog**.
2. Click **Tab Configuration**. The Configuration view of the Summary Dashboard appears, displaying the Infocubes currently active.



Configuration Menu

3. Click the Infocubes you want to remove.
4. Click **Save Changes**.

Reporting

You can generate reports from the Summary Dashboard in two ways:

1. In the upper right hand corner of the top menu, click the **Print** icon.
2. In the upper right hand corner of the Infocube, click the **Print** icon.



Infocube Print Icon

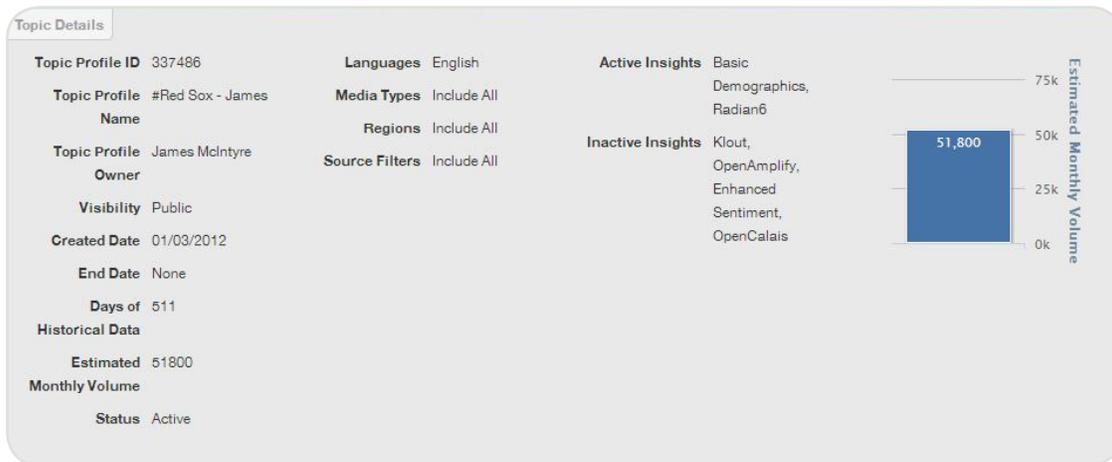
Note - Both of these options enable you to export a report from the Summary Dashboard as a PDF.

Topic Profile Overview

The Topic Profile Overview gives details about the Topic Profile that you are currently viewing in the Summary Dashboard.

To open the Topic Profile Overview, take the following steps:

1. In the upper right portion of the Summary Dashboard, click the **Gray Cog**.
2. Select **Topic Profile Overview**. The Topic Details screen loads.



Topic Details

Help

The Summary Dashboard recognizes new users and offers to walk you through the main features of the product with helpful text bubbles.

To see a description of each Infocube, complete the following:

1. In the upper right hand corner of the Infocube, hover over the Question Mark.



Infocube Help

Insights

Insights are used as a data source for some of the Infocubes. If you have not selected the insight or data source for an Infocube, it will not load and will display a Data Not Available message.



Insight Message

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OVERALL STATUS

Overall Status Overview

The Overall Status Infocubes give you a quick picture of what is happening with your Topic Profile. These Infocubes include information from your brand and competitors Keyword Groups.

Volume

Volume offers a quick snapshot of the volume of posts coming into your Topic Profile. This captures data for all sources including brand volume and any source filters. It also displays the percentage of change in volume compared to the previous period for the time frame selected.

For example, you can see how this month's Summary Dashboard snapshot of Volume compares to the previous month, as shown in below.



Overall Status - Volume

Source Insight: Radian6 Platform

Sentiment

Sentiment in the Summary Dashboard displays data from the Radian6 Enhanced Sentiment Insight. This provides an overview of your brand's sentiment and how it has changed compared to the previous time frame.

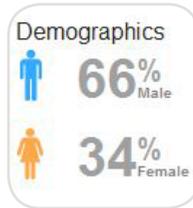


Overall Status - Sentiment

Source Insight: Radian6 Enhanced Sentiment Insights

Demographics

Demographics provides a snapshot of the overall gender demographics in your Topic Profile. It is broken into male and female categories.



Overall Status - Demographics

Source Insight: Radian6 Demographics Insights

Influencers

Influencers list the top influencers from the three social media types generating the highest volume of conversation in your Topic Profile.

Note - Regardless of the time frame chosen, the Influencer Infocube shows influencer data since the creation of your Topic Profile.



Overall Status - Influencers

Source Insight: Radian6 Influencer Engine

Trending Topics

Trending Topics provides a quick look at the hottest topics of conversation in your Topic Profile. Trending Topics always calculates the hottest topics for the last 7 days regardless of the selected time frame.

Trending Topics	
1. RT @rainwilson: My son just annoi	896
2. 10-run 7th inning lifts Red Sox past	370
3. San Diego Padres vs Boston Red Sc	331
4. Bruins at the Red Sox game? Yes pl	291
5. New York Yankees vs Cincinnati Ret	263

Overall Status - Trending Topics

Source Insight: Radian6 Trending Topics Insights

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VOLUME

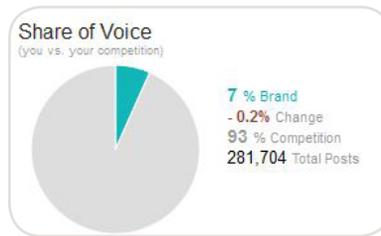
Volume Overview

The Volume section of the Summary Dashboard uses common visualizations from the Radian6 Analysis Dashboard. It displays important information concerning the number of posts coming into your brand, competitor and relevant keyword groups. Some Infocubes require that brand, competitor or industry Keyword Groups be configured within your Topic Profile.

Share of Voice

Share of Voice shows how conversation about your brand compares to your competitors. The pie chart populates based on the brand and competitor Keyword Groups you created in your Topic Profile.

For example, you can see how this month's Summary Dashboard snapshot of Volume compares to the previous month, as shown in below.

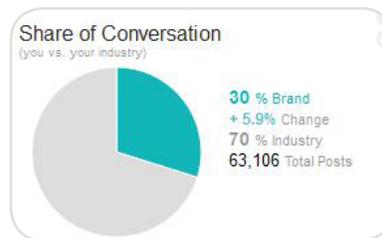


Volume - Share of Voice

Source Insight: Radian6 Platform

Share of Conversation

Share of Conversation shows how conversation about your brand compares to conversation about your industry. The pie chart populates based on the brand and competitor Keyword Groups you created in your Topic Profile.



Volume - Share of Conversation

Source Insight: Radian6 Platform

Volume Trends

Volume Trends displays the volume of conversation for each Keyword Group in your Topic Profile. You can hold your cursor over any point on the graph to see details such as date, time and volume. Click on the graph labels at the top to hide or reveal the corresponding line. Click and drag your cursor over a section of the graph to zoom in on that area. Reset the graph by clicking the Reset Zoom link.

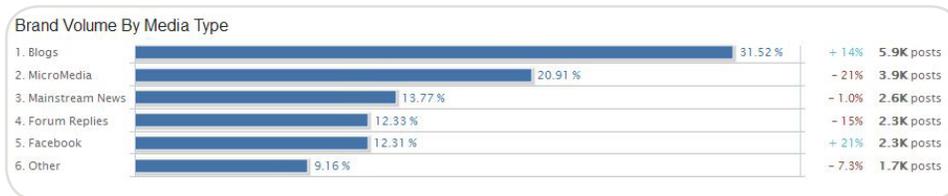


Volume - Volume Trends

Source Insight: Radian6 Platform

Brand Volume by Media Type

Brand Volume by Media Type breaks down your social media conversations by social media type. The horizontal bars display the volume of posts by media type. On the right of the Infocube, the percentage of change compared to the previous time frame is displayed.

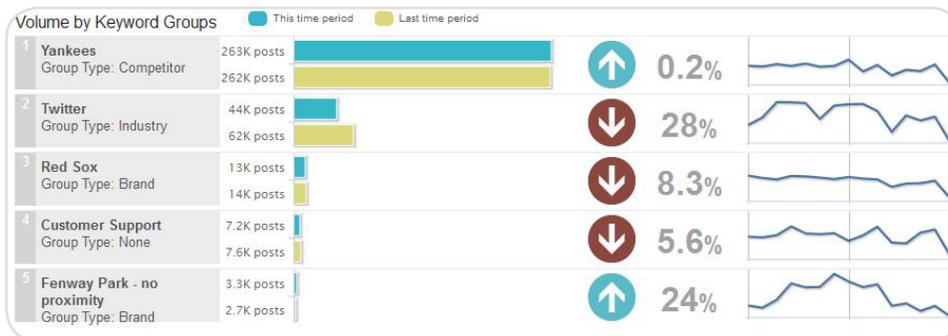


Volume - Brand Volume by Media Type

Source Insight: Radian6 Platform

Volume by Keyword Group

Volume by Keyword Group breaks down overall volume by Keyword Group with bar graph, percentages, trend lines, and comparisons to the previous time frame.



Volume - Volume by Keyword Group

Source Insight: Radian6 Platform

Top Sources

Top Sources lists the top social media sources generating the highest number of posts for your Topic Profile.



Volume - Top Sources

Source Insight: Radian6 Platform

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SENTIMENT

Sentiment Overview

The Sentiment Infocubes in the Summary Dashboard display sentiment for your Topic Profile. Sentiment results are obtained from the Radian6 Enhanced Sentiment Insight.

If you do not subscribe to the Radian6 Enhanced Sentiment Insight, the Radian6 Sentiment, the same Sentiment analysis you will see in the Radian6 Analysis Dashboard, will display.

Sentiment Breakdown

Sentiment Breakdown shows the overall sentiment of the Topic Profile's posts. It classifies posts by:

- Overall
- Positive
- Somewhat Positive
- Negative
- Somewhat Negative

The Summary Dashboard displays sentiment visually with bar charts and numerically with post counts. On the right of the Infocube, a section will display the Overall Status section.



Sentiment - Sentiment Breakdown

Source Insight: Radian6 Enhanced Sentiment Insights

Liked/Disliked Themes

Liked/Disliked Themes lists the commonly used phrases or expressions within the content. It displays a list of those most positively and negatively discussed, with post counts.

Liked/Disliked Themes	
Likes (based on volume)	
1. small world	2 posts
2. libyan ambassador	1 post
3. incredible talent	1 post
4. legitimacy hats	1 post
5. great point yesterday	1 post
6. diplomatic staffers	1 post
7. libyan soldiers	1 post
8. home run lead	1 post
Dislikes (based on volume)	
1. 0 series lead	1 post
2. monthlong extension	1 post
3. northern border provinc	1 post
4. intended things	1 post
5. s top	1 post
6. baseball team	1 post
7. time crunch	1 post
8. chief media defender	1 post

Sentiment - Liked/Disliked Themes

Source Insight: OpenAmplify

Liked/Disliked Entities

Liked/Disliked Entities displays all of the social media chatter for the common things talked about (including people, places and cities) positively and negatively, results display in a list along with counts.

Liked/Disliked Entities	
Likes (based on volume)	
1. curtis granderson	1 post
2. adrian burgos jr.	1 post
3. bo jackson	1 post
4. robinson cano	1 post
5. reyes	1 post
6. jody mcdonald	1 post
7. prince fielder	1 post
8. adrubal cabrera	1 post
Dislikes (based on volume)	
1. chuck barkley	1 post
2. david stern	1 post
3. john ziegler	1 post

Sentiment - Liked/Disliked Entities

Source Insight: Radian6 Enhanced Sentiment

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DEMOGRAPHICS

Demographics Overview

The Demographics section of the Summary Dashboard provides high-level demographic information about the authors of the posts brought in by your Topic Profile.

Age Group

Age Group uses your Topic Profile's Twitter content, along with age and gender information, to provide age and gender results.

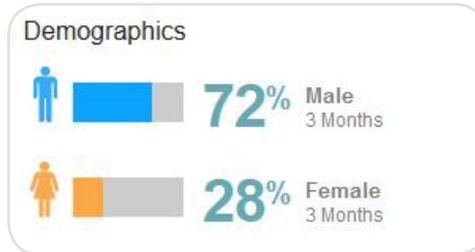


Demographics - Age & Gender

Source Insight: Radian6 Basic Insights

Demographics

Demographics provides the overall gender demographics in your Topic Profile. It is broken into male and female categories.

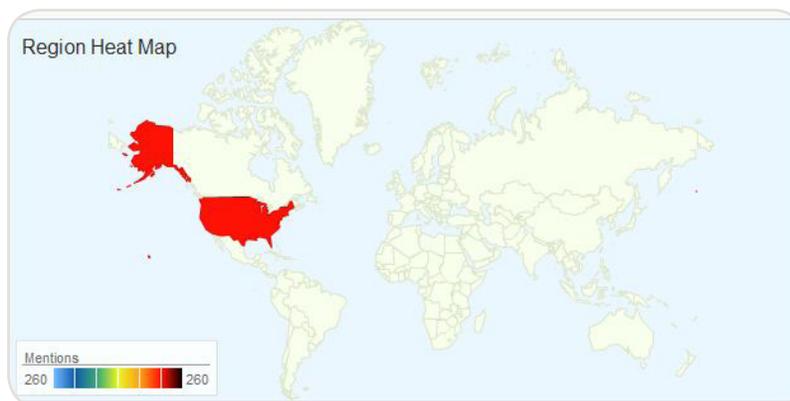


Overall Status - Demographics

Source Insight: Radian6 Demographics Insights

Heat Map

Heat Map uses Radian6 Basic Demographic Insights to display author location and hot spots around the world. It displays countries and regions where most of the conversation originates. The Infocube uses IP address and adds publicly accessible author data from Twitter to compile the location information and populate the map.



Demographics - Heat Map

Sources Insight: Radian6 Basic Demographics



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Top 5 Regions

Top 5 Regions lists the regions with the highest volume of posts compiled from multiple sources. The Infocube displays cities, regions, countries, and even continents.

Top Regions <small>(based on Volume)</small>		
1. boston, massachu	133 posts	+15%
2. united states	37 posts	+54%
3. philadelphia, pen	18 posts	
4. new york city, nev	12 posts	-43%
5. new york, united	12 posts	+50%

Demographics - Top 5 Regions

Source Insight: Radian6 Platform

Top 5 Languages

Top 5 Languages is based on source and post content analysis. It displays volume of the top 5 languages within a Topic Profile and shows changes compared to a previous time frame.

Top Languages <small>(based on Volume)</small>		
1. English	2.9K posts	+36%
2. Italian	185 posts	+1.2K%
3. Spanish	126 posts	+138%
4. Russian	114 posts	+418%
5. German	104 posts	+148%

Demographics - Top 5 Languages

Source Insight: Radian6 Platform

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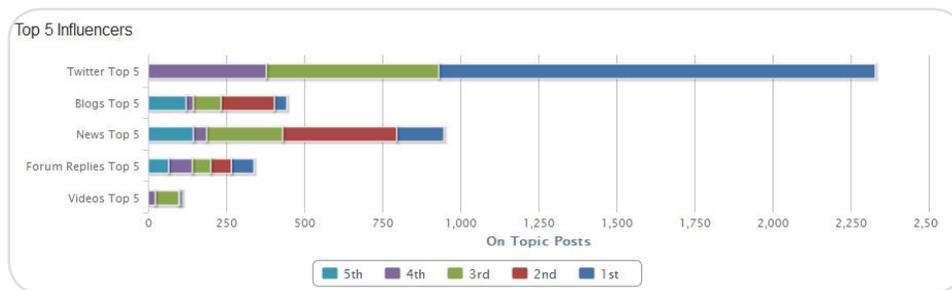
INFLUENCERS

Influencers Overview

The Influencers section displays the most influential content creators for your Topic Profile.

Top 5 Influencer

Top 5 Influencers displays the total volume of conversation, the top influencers and the volume of conversation attributed to each. Each horizontal bar has five sections representing the top five influencers for that media. Place your cursor over a section within each bar to learn more about what it is showing.



Influencers - Top 5 Influencers

Source Insight: Radian6 Influencer Engine

Top 5

Top 5 (Twitter, Blogs, News, Forum Replies, Video) provides detailed information on each media type's top five influencers, showing the authors for each.

Top Twitter							
based on Radian6 Influencer Score							
1		@sulia_baseball	28,218 Tweets	304 Followers	2 Following	1,396 On Topic Posts	40
2		@michaelianblack	6,510 Tweets	1,615,246 Followers	180 Following	1 On Topic Posts	80
3		@JoeCamel_Sports	355,074 Tweets	3,824 Followers	438 Following	554 On Topic Posts	55
4		@NESN	35,677 Tweets	30,562 Followers	6,283 Following	377 On Topic Posts	--
5		@MLB	29,282 Tweets	1,236,872 Followers	18,833 Following	2 On Topic Posts	78

Influencers - Top 5 - Twitter

Source Insight: Radian6 Influencer Engine, Klout Insights



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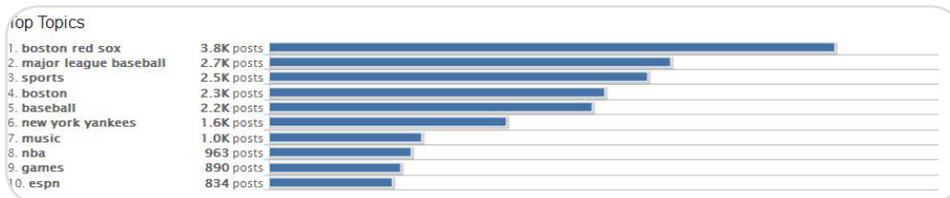
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Top Topics

Top Topics lists the topics that your social conversation authors influence. These are not the most talked about topics in the Topic Profile conversation; rather they are the topics that Klout has identified the top authors as having the most influence over.



Influencers - Top Topics

Source Insight: Klout Insights

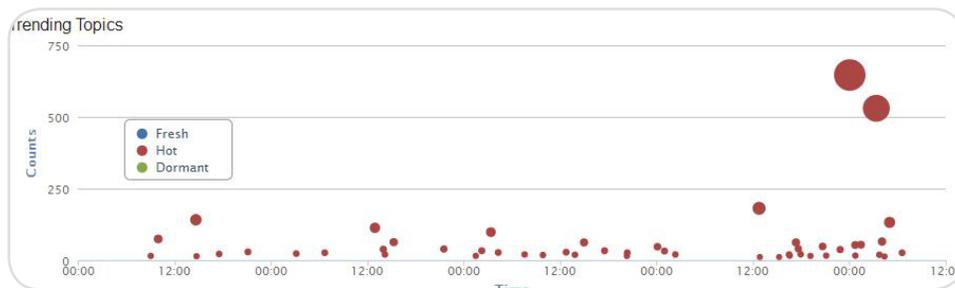
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CONTENT

Trending Topics

Trending Topics gives you a 7 day snapshot of the hottest topics of conversation. The topics are represented as different size and color dots to help you understand the recency, volume and trend of the discussions around your brands. You can hover over the dots to see more information about the topics.

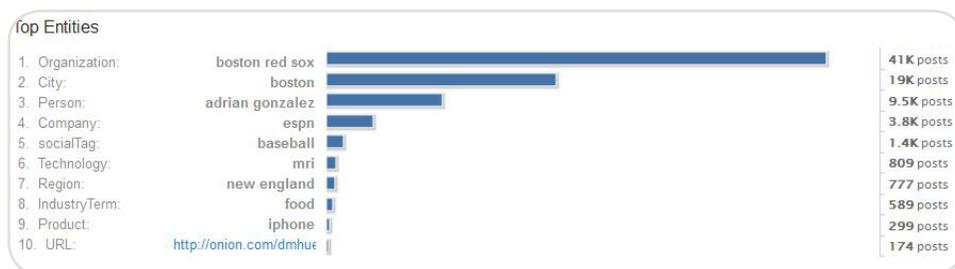


Content - Trending Topics

Source Insight:Radian6 Trending Topics

Top 10 Entities

Top 10 Entities uses OpenCalais Insights to extract the most frequently discussed things (including people, places, companies, locations and products). The list is dynamic and top categories will change to reflect both the selected Topic Profile and the time frame of the report.



Content - Top 10 Entities

Source Insight: OpenCalais Insights

Verbatim

Verbatim is a random sampling of quotes from what people are saying about your brand and your competitors.

Verbatims

1. Red Sox pick up Andrew Miller with six homers: Worces...
2. Red Sox v. Orioles at Fenway (watching MLB - Major L...
3. Red Sox shud recruit u den RT @Empress_TL: RT @El_Pi...
4. Moment of Glory | presented by Klondike | BAL@BOS: R...
5. Red Sox Hit 6 Homers To Top Orioles, Reclaim First «...
6. AL East report - Mikey Baseball - timesunion.com - A...
7. Red Sox beat the Orioles, 10-4, WP: Andrew Miller(3-...
8. Former Dodgers slugger Eric Karros will spend the ML...
9. We were swinging the bats great. We just have to kee...
10. Red Sox pick up Andrew Miller with six homers: Worces...

Content - Verbatim

Source Insight: Radian6 Platform

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