



BOOLEAN SEARCH

Overview

Social Media is a vast computer database. Its contents are searched according to the rules that apply to a computer database. Much of database searching is based on the principles of Boolean logic. Boolean logic refers to the logical relationship between search terms.

Boolean logic consists of four logical operators:

- OR
- AND
- NEAR
- NOT

For a visual description of each operator please see the figures below; “red sox” OR “pitcher”, “red sox” AND “pitcher”, “red sox” NOT “pitcher”.

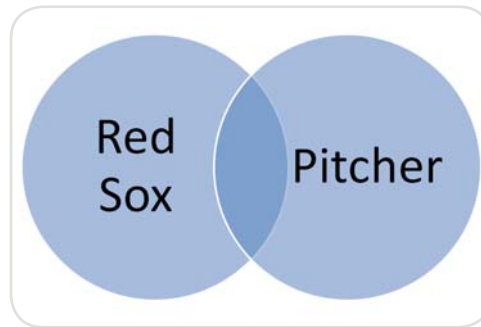
Exact Match

Salesforce Radian6 conducts an exact Keyword match search, so you must include any variations in how your Keywords may be presented within Social Media conversations.

OR Logic

This is illustrated by:

- The shaded circle with the words red sox representing all the posts that contain the words red sox.
- The shaded circle with the word pitcher representing all the posts that contain the word pitcher.
- The shaded overlap area representing all the posts that contain both red sox and pitcher.



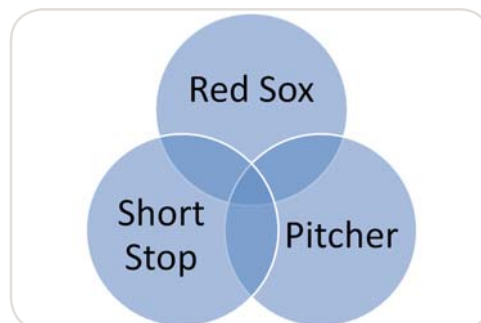
"red sox" OR "pitcher"

In this search, we will retrieve records in which at least one of the search terms is present. We are searching on the terms **red sox** or **pitcher** since posts containing either of these words might be relevant. OR logic is most commonly used to search for synonymous terms or concepts.

Here is an example of how OR logic works:

Term	Results
red sox	641313
pitcher	214435
red sox OR pitcher	855748

OR logic collates the results to retrieve all the unique records containing one term, the other term, or both of them. The more terms or concepts we combine in a search with OR logic, the more results we will retrieve.



"red sox" OR "pitcher" OR "short stop"

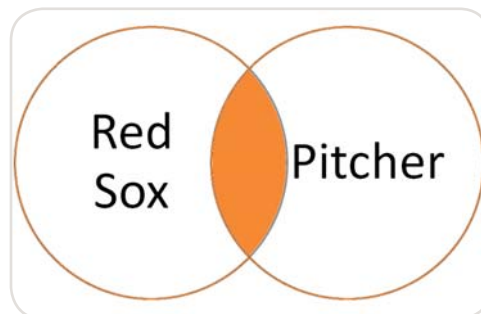
Term	Results
red sox	641313
pitcher	214435
short stop	5373
red sox OR pitcher	855748
red sox OR pitcher OR short stop	861121

"red sox" OR "pitcher" OR "short stop"

AND Logic

In this search, we retrieve records in which both of the search terms are present. This is illustrated by the shaded area overlapping the two circles representing all the records that contain both the words red sox and the word pitcher.

Notice how we do not retrieve any records with only red sox or only pitcher.

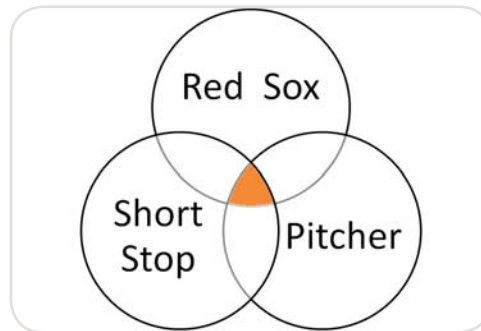


"red sox" AND "pitcher"

Here is an example of how AND logic works:

Term	Results
red sox	616335
pitcher	210226
red sox AND pitcher	16582

"red sox" AND "pitcher"



"red sox" AND "pitcher" AND "short stop"

For example:

Term	Results
red sox	616649
pitcher	210263
short stop	5630
red sox AND pitcher	16584
red sox AND short stop	104
red sox AND pitcher AND short stop	21

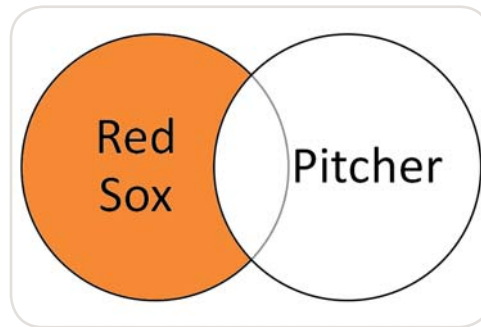
"red sox" AND "pitcher" AND "short stop"

Proximity

A proximity operator determines the closeness of terms within the text of a source document. NEAR is a restrictive AND. The closeness of the search terms is determined when setting the Keywords. The widest proximity setting available is 20, meaning that the words must appear in the post within 20 words of each other.

NOT logic

In this search, we retrieve records in which ONLY ONE of the terms is present, the one we have selected for our search. This is illustrated by the shaded area with the words red sox representing all the records containing the words red sox.



"red sox" NOT "pitcher"

No records are retrieved in the area overlapping the two circles where the word pitcher appears, even if the term red sox appears there too.

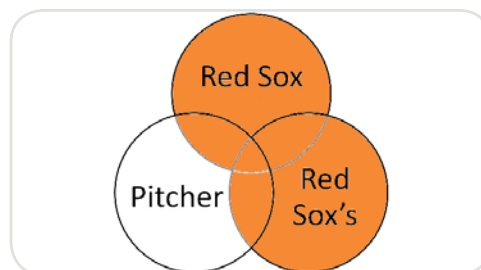
Here is an example of how NOT logic works:

Term	Results
red sox	616539
red sox AND pitcher	16585
red sox NOT pitcher	599954

"red sox" NOT "pitcher"

NOT logic excludes records from your search results. Be careful when you use NOT; the term you do want may be present in an important document.

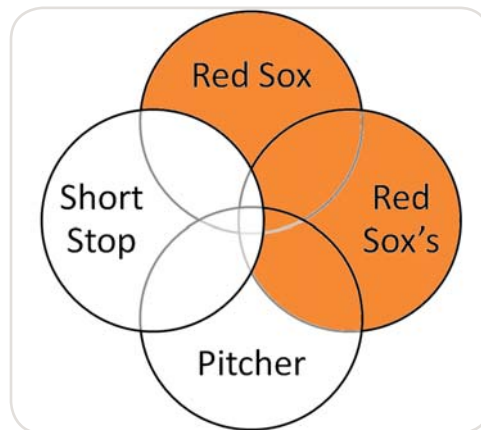
Combined Logic



"red sox" OR "red sox's" AND "pitcher"

You can combine both AND and OR logic in a single search, as shown above. This enables you to search for a very specific item.

You may also use all three of the logical operators in conjunction with each other to find exactly what you are looking for.







"red sox" OR "red sox's" AND "pitcher" NOT "short stop"

Quick Comparison Chart

Boolean Search Operator	Example	Description
OR	red sox OR pitcher	Any one of the words are contained in the results Should contain at least one of the words
AND	red sox AND pitcher	Results must contain both phrases
NOT	red sox NOT pitcher	Specified word is not contained within the results

Comparison Chart

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  1-888-672-3426

TOPIC PROFILE

Topic Profile Details

Topic Profile ID

The ID assigned to the Topic Profile. It is a unique number assigned to each Topic Profile.

Topic Profile Name

The Name which you have assigned to this Topic Profile. When creating a new Topic Profile, you will be prompted to give it a name. This is a label for identification purposes only and will not be included as a search term.

Topic Profile Owner

In this field the user who owns the Topic Profile is listed. Other users may use the Topic Profile, however only the owner may make changes. By default, the creator of the Topic Profile is able to make changes to its configuration.

There may only be one owner of each Topic Profile at a time. However, the owner can change ownership to another user by selecting their name from the drop-down menu. Changes will take effect once the profile has been saved and the new owner has logged out of Salesforce Radian6 and back in to the platform.

Topic Profile Details

Topic Profile ID

337486

Topic Profile Name

#Red Sox - James

Topic Profile Owner

James McIntyre (james.mcintyre@radian6.com)

Visibility

Public

Created Date

03/01/2012

Days of Historical Data

464

Estimated Monthly Volume

81,800

Status

Active

Insights

Insights Manager

PO# or Billing/Client Code

Topic Profile Owner

Visibility

The access to view a Topic Profile. This setting enables you to limit who is able to access your Topic Profile. Your options for visibility are:

- **Private** (default) - Only the Topic Profile Owner has access.



- **Public** - Everyone in an environment with a Salesforce Radian6 ID has access.
- **Project** - The Topic Profile can be shared with specific people within a Salesforce Radian6 environment.

Created Date

This is the day your Topic Profile was created. It shows the day/month/year of your Topic Profile creation.

Days of Historical Data

Counted from the Created Date this date refers to how many days you may go back to retrieve content. Newly created Topic Profiles are given 30 days of historical data by default. More data is given as the Topic Profile remains active.

Additional time may be purchased going back to May 2008, by contacting your Salesforce Radian6 Account Executive.

Estimated Monthly Volume

This is the approximate number of posts your Topic Profile is expected to pull in on a monthly basis. This number will determine the approximate volume of your Topic Profile and will change when editing your profile.

Status

This field shows the status of your Topic Profile.

Languages

By default all languages are included, but you can choose to view results by specific languages using the Filter by Language radio button and selecting the languages that you wish. Selecting only certain languages may help lower your Estimated Monthly Volume.

To make use of Asian or Russian characters select **Enable Asian and Russian Fonts** on the login screen.

Media Types

Choose to include all supported Media Types or to Filter by Media Type.

Results are retrieved from many different media types; please see below for a sample of some of the forms of media that Salesforce Radian6 covers. For a full listing please see the Salesforce Radian6 Analysis Dashboard.

- Blogs
- Twitter



- Forums
- Comments
- Facebook

By default all media types are included, but you can choose to view results for specific media types by clicking the **Filter by Media Type** radio button and checking the boxes next to the desired media types.

Selecting only certain media types may help lower your Estimated Monthly Volume and also reduce unwanted content.

Regions

You may choose to Include All supported regions or to Filter by Region. This filters content by 242 regions and is sorted by three criteria:

- **Top Level Domain** - For example .ca in Canada.
- **IP address** - This would indicate where the site/server is hosted. As many of the sites that we crawl are hosted in the United States it is best to include content from the United States whenever possible.
- Information available from the member's profile, as indicated by Twitter and YouTube users. Salesforce Radian6 can use this method to filter by region so as long as the biography is complete, for instance city, province/state and country provided.

Salesforce Radian6 officially covers all regions in the world. For a complete listing of regions please see the regions in the Salesforce Radian6 Analysis Dashboard.





Source Filters

Choose to Include All or to Filter By Source. You may select sources (websites, Blogs, Twitter handles) to be included or excluded from your search results.

You may filter by:

- **Include All Content From These Sources** - Results will include all posts from the websites added in your source filter, regardless of the Keywords, as well as all media posts containing Keywords.
- **Include Keyword Matched Content From These Sources** - Post from the selected sites that match the Keyword that have been entered in the Topic Profile.
- **Exclude Content From These Sources** - Excludes specific sites or Twitter handles from a search.

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TOPIC PROFILE KEYWORD GROUPS

Add Keywords and Keyword Groups Overview

The Topic Profile is designed to capture conversations within Social Media surrounding a topic of interest. From here we are able to set specific filtering options for where we want this material to feed from based on Language, Media Type, Regions and Source level (author specific).

Your choice of Keywords will define your Topic Profile's search. Keywords may also be assembled in groups for convenience and to save time configuring your widgets later.

Once you have chosen your Topic Profile Details, you will need to add Keywords to instruct Salesforce Radian6 on what content to retrieve.

The Topic Profile owner has the ability to add, edit, delete, copy or move Keywords in the Keywords and Keyword Groups tab of the Topic Profile Manager. If you see these options grayed out, you are not the Topic Profile owner.

Keyword Entry

Salesforce Radian6 provides an exact Keyword match search, so you must include all variations of your Keywords within Social Media conversations. For example - red sox, red soxs, red sox's.

This is to ensure you are not faced with irrelevant conversations to sort through and increasing your Estimated Monthly Volume with material you will never use.

Note - Keywords are not case sensitive and the Topic Profile cannot return results you have not asked it to!

Simple Keyword Search

The simple method of Keyword entry is the default method for any new Topic Profile. It offers a simple interface which is easy to use. However it is recommended to use the Advanced Features Keyword entry for more functionality.

Add an Advanced Keyword Search

To efficiently begin monitoring discussions surrounding such secondary themes distinct from one another within your Topic Profile such as products, campaigns, competitors or industry terms, you may want to use this method of configuration.

Using the Advanced Keyword Search option enables much more flexibility when it comes to organizing Keywords by topics and groups. You also are able to monitor competitors or industry terms distinct from your own brand.

To use the Advanced Keyword Search, begin by creating Keyword Groups for each area of interest, using the Add button in the lower left-hand corner of the window. You will be prompted to enter a Keyword Group Name similar to the Topic Profile name; this is a label for identification purposes only, not a search term:

New Keyword Group

Keyword and Keyword Group names have a maximum of 256 characters and will not save correctly if this limit is exceeded. Our recommended best practice is to include fewer than 10 Keyword Groups for each Topic Profile. This is to ensure a quick loading Topic Profile.

If desired, choose a Group Type for each Keyword Group from the drop-down menu near the top of the window: None, Competitors, Brands, and Industry are the options available.

Group Type

The Advanced Features enable mass application of a secondary set of search terms AND CONTAINS to the terms that have been entered in the first Keyword box CONTAINS. Common uses for these two fields are brands and industry terms, or products and associated uses.

The ability to enter a secondary set of search terms cuts down dramatically on the number of manual combinations that must be entered in the simple method; however, proximity is currently not available between the two fields. In the example below, the brand Salesforce Radian6 has been paired with success, social media and support, therefore content that contains any of these 3 combinations will be returned in a search.

Choose a Group Type

Brands ▾

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

"radian6"

Add Edit Copy Move Delete

AND CONTAINS any of the following keywords:

"social media"

OR "success"

OR "support"

Add Edit Copy Move Delete

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

"circle"

Add Edit Copy Move Delete

AND CONTAINS

In the figure above, AND CONTAINS will produce results as follows:

- radian6 AND support
- radian6 AND social media
- radian6 AND success

To exclude unwanted content, you may need to add problematic words to the DOES NOT CONTAIN field. Terms entered into this box will filter out content for that particular Keyword Group only, not the entire profile.

There is a 60-term limit (per Keyword Group) for the DOES NOT CONTAIN field. This limit cannot be increased. If irrelevant content is a serious issue, you may want to optimize your CONTAINS terms or use other filtering options.

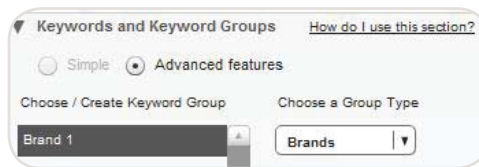
If you wish to apply the same Keywords from any of the CONTAINS or DOES NOT CONTAIN fields to other Keyword Groups, you can do so by selecting the terms and clicking the **Copy** button. You would then choose the Keyword Groups to which you would like to copy or move the terms.

If you are looking to eliminate content from specific URLs or Twitter handles, please use a source filter instead of DOES NOT CONTAIN Keywords

Add a Keyword Group

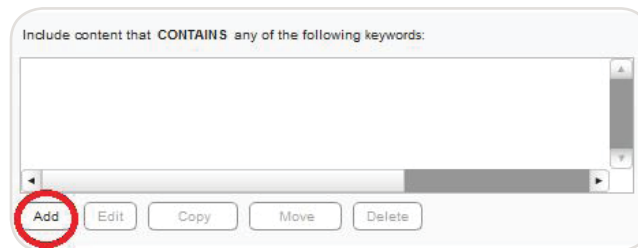
To add a Keyword Group, take the following steps:

1. In the Topic Profile Manager, click **Keywords and Keyword Groups**.
2. Click **Advanced Features**. This is where you configure your Keyword Group.
3. Under the Choose/Create Keyword Group list, click **Add** and give it a name. This can be as many as 45 characters, but make it something you can easily recognize. You can also identify your Keyword Group as a Competitor, Brand, or Industry type.



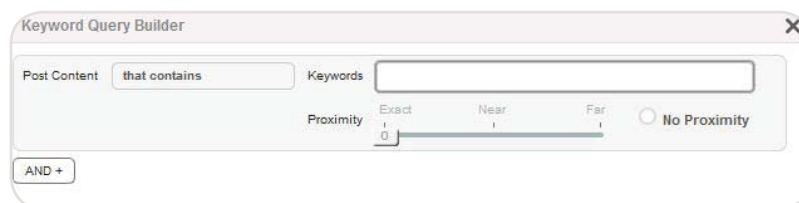
Add Keyword Group

4. Now identify the individual Keywords you would like included in the group, as well as those you do not want included in the group to use in your Topic Profile's search. Under the CONTAINS field, click **Add**.



CONTAINS Keyword Field

5. This opens the Query Builder, where you can enter the Keywords you want included in the Keyword Group.



Query Builder



6. Enter each Keyword separately and click the **preview** button to view potential results that will be pulled, based on that Keyword.

Note - This preview is a sample of Salesforce Radian6 search results.

Note - Keywords are not case sensitive, but they are 'exact match'! A Topic Profile can't return results for terms you haven't asked it to! So make sure you enter all of the spelling variations you can think of that people may use when talking about these Keywords!

7. Click **Save Topic Profile Changes**.

Special Characters





In addition to all regular characters (e.g. a,e,d) and characters with accents (e.g. é,ÿ,Č), Salesforce Radian6 also recognizes a number of special characters.

Note – Expanded special character recognition was officially implemented on November 6, 2010; therefore, prior to this date, our database considered all but the ampersand (&), hyphen (-), and apostrophe (') as spaces.

These special characters are considered blended characters, meaning that matching occurs as follows:

- Entering yahoo\$ will only return results for yahoo\$, whereas entering yahoo without the dollar sign will find yahoo, @yahoo, #yahoo, etc.

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PROXIMITY

Proximity Overview

The Proximity Filter gives you the benefit of refining your search terms. Instead of retrieving results with Keywords which are widely separated in a post, and are therefore likely unrelated, you can determine how closely together multiple words must occur to qualify as relevant content.

For queries of more than two words, all words must occur within a range of each other as determined by the following equation:

- **Range = [(# of Keywords) + (# of Proximity)] - 2**

In the example below, Proximity and Filter must be within 5 words of each other.

Proximity Filter ~5

Proximity is only available in the CONTAINS field, and the proximity slider will appear after placing a space and typing the first letter of the next term. In your list of terms, the tilde sign (~) denotes the proximity that has been set between your Keywords.

The default proximity setting is Exact or 0. In this case, the Keywords you have entered will form a phrase and must occur together in that sequence, not separated by any other words, to return a post.

This setting is the only instance in which the order of the Keywords is of any importance. For any proximity greater than 0, the order is irrelevant. The widest proximity setting available is 20, meaning that the words must appear in the post within 20 words of each other.



Selecting the No Proximity option indicates that the words must appear within the same post, but need not be anywhere in relation to one another. No Proximity is equivalent to using the AND operator. This will return Proximity AND Filter found in the same post.



Keyword Query Builder Proximity

Proximity Filter Best Practices

Type of Keywords	Example	Proximity Setting Best Practice
Brand name + Trigger	Radian6 love ~5	Set proximity at 5-7
Brand name + Related word	Radian6 Engagement Console ~12	Set proximity at 12-15
Phrase	Had Radian6 demo ~10	Remove terms such as IS, THE and IF

Note - Ensure that proximity is not leading to relevant results being removed from your Topic Profile.

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KEYWORD OPTIMIZATION

Overview

There are a few important things to note about Salesforce Radian6's search method. The following tips should help you identify which Keywords will be effective in finding the content you are interested in:

- Salesforce Radian6 uses an exact match search method, so be sure to enter all variations (alternate spellings, plural, possessive, abbreviations, acronyms) of your Keywords, and try not to be overly specific with queries.
- Keywords are not case-sensitive.
- Keywords can be separated into Keyword Groups (types include Brand, Industry, Competitors, or None) to make results more manageable, and improve ease of analysis in the Analysis or Summary Dashboards.
- Pairing Keywords (e.g. brand names) with industry-specific terms, and using the proximity feature can help filter out unwanted content.

Very common words - or even brands names - should never be left as stand-alone Keywords, as this will likely generate excessive amounts of unwanted content.

While there is no perfect formula for setting up a Topic Profile, there are steps to avoid and steps to try. Finding the balance between an efficient profile and an overworked one is a fine line. Following these best practice ideas will help you achieve that goal.

The CONTAINS Section

You should try to avoid searching for long strings of words, as they can slow down widgets because Salesforce Radian6 is searching for a large exact match.

CONTAINS Keyword Field

For example: baseball AND bats AND gloves AND teams AND grass.

Proximity

Proximity is a great addition to Salesforce Radian6. It is important to understand that as you narrow down the proximity number, you can eliminate a great amount of unwanted content as well as have the best chance to pull in more relevant, on topic posts.

Keyword Query Builder

AND CONTAINS

The AND CONTAINS feature can be used to save time if you have multiple spellings of your brand name. You may use this AND CONTAINS function to input different spellings of your search query. This will then automatically pair up with all the above searches in the CONTAINS field.

This saves time and makes it easier to review your searches to be sure you have not overlooked any search queries.

AND CONTAINS Field

DOES NOT CONTAIN

There is a maximum of 60 DOES NOT CONTAIN Keywords. A clear warning sign that a Topic Profile could use some clean up is your DOES NOT CONTAIN Keywords reaching the maximum allowed.

Using all 60 DOES NOT CONTAIN Keywords in this section can be a result of either not using efficient CONTAINS words, or adding to this list over time without reviewing what words could come out.

A common error is to put in a DOES NOT CONTAIN word that could be eliminated with a more specific CONTAINS word. Trying to avoid broad search terms improves your Topic Profile on many levels. You should review your DOES NOT CONTAIN and CONTAINS boxes every couple of months to ensure an optimized Topic Profile.



DOES NOT CONTAIN Field

Quick Tips

Avoid assuming that for each Keyword Group your DOES NOT CONTAIN are going to be the same. There is a feature to Copy a DOES NOT CONTAIN Keyword from one group to another but making sure that it is relevant in all Keyword Groups is essential.

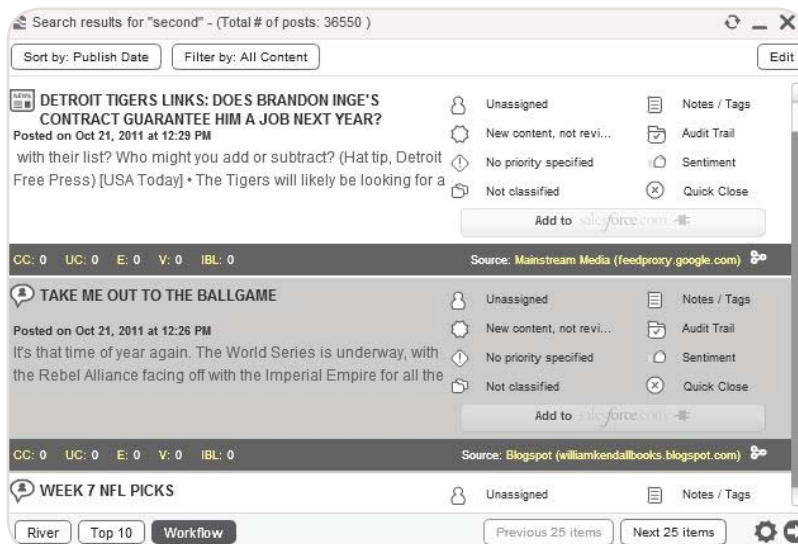
Before adding to your DOES NOT CONTAIN list, be sure that the words you are adding are not an impulsive reaction to a spike in volume over a short time frame. This may happen when your brand or industry is tied to an ad or a news story. These words most likely will not be an issue after a few more days have passed.

Optimization

To optimize your Topic Profile, follow the steps laid out below for each widget:

Search River of News

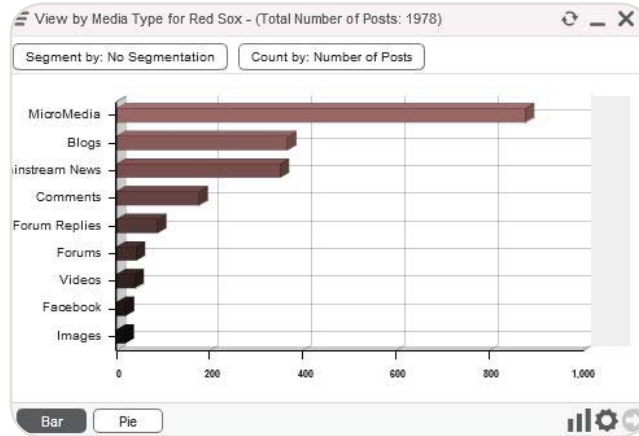
The Search River of News will enable validation of how consistently a term has been used over the last 30 days. From there, making the decision to include it within your profile or not will be up to you.



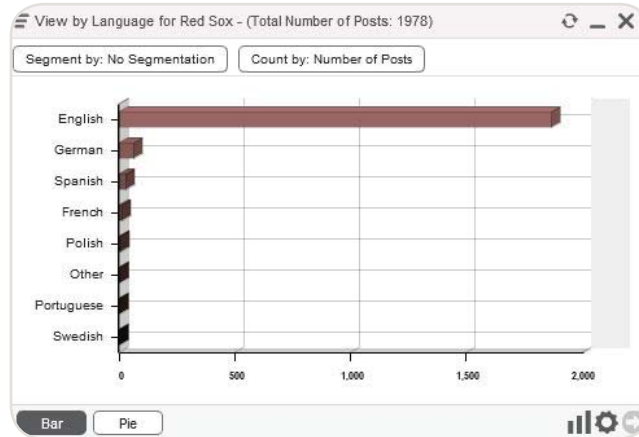
Search River of News

Topic Analysis Drill Down

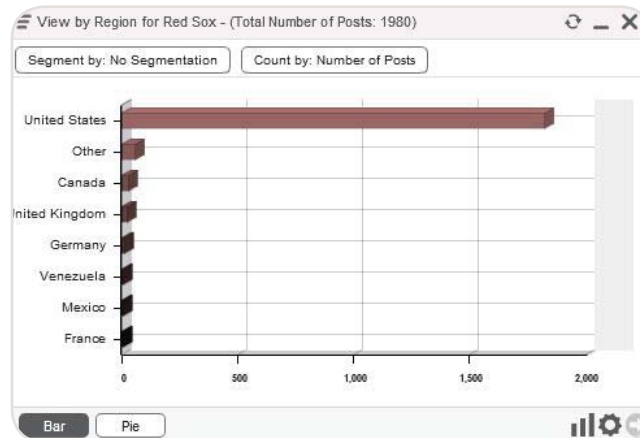
Open a Topic Analysis widget. Then drill in or segment the volume of your Topic Profile results to understand from where these posts are being generated.



Topic Analysis by Media Type



Topic Analysis by Language



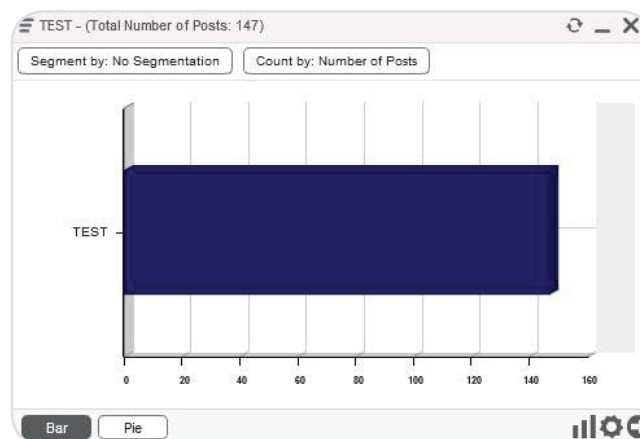
Topic Analysis by Region

Using the Topic Analysis widget in this manner can show you the volume of your results by these metrics, thereby increasing your knowledge of the subject matter.

Test Keyword Group

Build a Test Keyword Group to validate your proximity settings and specific Keywords you are deciding whether to include.

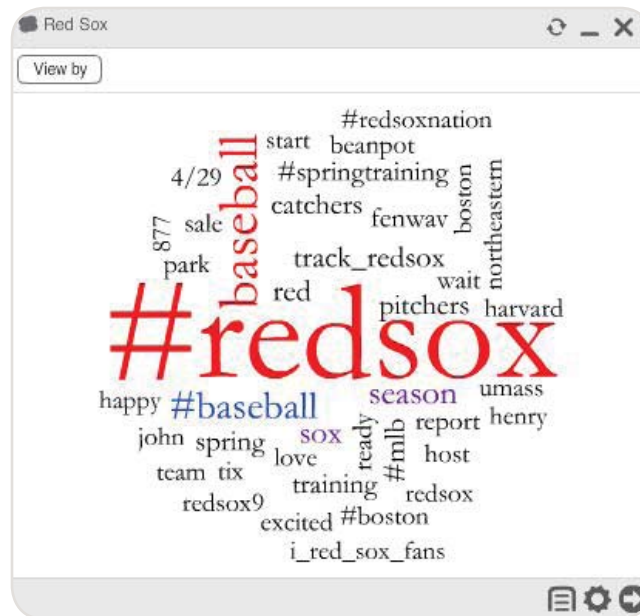
Insert the Keyword variations save your Topic Profile changes. Then use the Topic Analysis widget to find the volume of that particular TEST Keyword Group.



Test Keyword Group

Conversation Cloud

Use the Conversation Cloud to understand terms people are using most frequently in your Topic Profile. This will aid you in finding terms you may wish to INCLUDE as a CONTAINS Keyword or even to find words to EXCLUDE by using the DOES NOT CONTAIN Keyword field.



Conversation Cloud

Note - Take into consideration whether or not this term will remain consistent in social conversation or just simply last a short period of time, before including it as a DOES NOT CONTAIN Keyword.

Influence Viewer

Finally you may use the Influence Viewer widget to find those sources with large quantities of On Topic Posts. Ensure that these sources are relevant to your Topic Profile. If you discover influencers that are not relevant, create a Source Filter to exclude the results from those sources.



Document

SummaryBlogsVideosImagesMainstream NewsMicromediaForums / Replies

Score	Influencer									
34	www.guardian.co.uk	13	1143	0	261	2	1	0	1593	
33	FiveThirtyEight	1	204	0	171	6	8	0	0	
33	MLB - Sports Rumors - Yahoo...	15	289	0	249	4	0	0	0	
33	TBO Rays	16	611	0	460	3	0	0	634	
33	SFGate Sports: San Francisco...	9	1177	0	880	5	0	0	0	
32	feeds.theonion.com	5	776	0	343	5	0	0	344	
32	Yahoo! Sports - MLB - San Fra...	23	837	0	814	2	2	0	1	
31	feeds1.nytimes.com/nyt	68	140	0	133	1	0	0	0	
31	JSOnline.com Sports Blogs Br...	12	1162	0	873	4	0	0	23	
31	Moreover Technologies - Bank...	131	0	0	0	0	0	0	0	
31	news/local* - STLtoday.com	154	1	0	1	0	0	0	0	
31	Yahoo! Sports - NFL News	1	257	0	257	6	0	0	0	
31	JSOnline.com	2	683	0	513	6	0	0	73	
31	Nationals: Nationals & MLB N...	95	0	0	0	0	0	0	908	
31	Baltimore Sun talk forum - Ori...	79	575	0	333	4	0	0	0	

BarCloudGrid

View Posts for Top 10 Influencers☒ Only include on topic posts

Influence Viewer widget

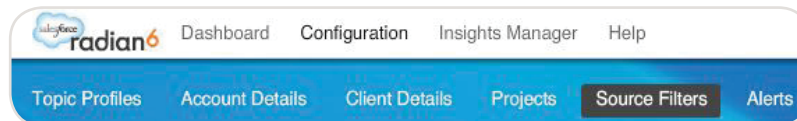
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SOURCE FILTERS

Source Filter Configuration

To create, edit or delete a source filter, select the Source Filters tab under Configuration, at the top of the Dashboard:



Source Filter Configuration

To create a new source filter, take the following steps:

1. Assign a name to the source filter. Make it descriptive of your Topic Profile so you can locate it later.
2. Set the visibility to public, private or choose a project.
 - Private source filters are only visible to you, the creator.
 - Public source filters are visible to and usable by all users in your account.
 - Project visibility is defined by you. You assign which users are able see the source filter.
3. To add a source, type the URL (e.g. www.urlname.com) into the text box labelled Sources and click the **Add New Source** button.

For blogs, aggregators, image sites, mainstream news, forums, Myspace or Buy/Sell, you can enter the main URL or specific RSS feed URLs, depending on what is available and which sections of the site you are interested in.

Links to RSS feeds can be found in several different locations, depending on the site and browser, but typically can be accessed by clicking on the RSS icon in the far right of the address bar of your browser using Firefox or Safari, or nearby on the menu bar in Internet Explorer. Larger websites often have an entire page that lists all of their RSS feeds by topic or region.

Once you have found the RSS feeds of interest:

1. Copy the URLs from your browser's address bar.
2. Paste them into the Sources field and add them to the filter one at a time.

Note - There is no limit to the number of items you can add to a source filter.



Twitter

For Twitter handles, enter the following format:

- http://twitter.com/statuses/user_timeline/****.rss (where **** = Twitter handle).

Facebook

For Facebook Pages:

- http://www.facebook.com/feeds/page.php?id=*****&format=atom10 (where ***** = Facebook Pages ID).

For Facebook Profiles:

- http://www.facebook.com/profile.php?id=***** (where ***** = Facebook Profile ID).

Note - Facebook Pages and Profiles can only be excluded using a Source Filter.

YouTube

For youtube.com channels, enter the following format:

- <http://gdata.youtube.com/feeds/base/users/author/uploads>. Replace the word author with the name of the page. For example <http://gdata.youtube.com/feeds/base/users/radian6/uploads>

Adding a Source Filter

Source filters are not automatically applied to a Topic Profile upon creation. Once the source filter has been saved, it must be applied in the Topic Profile Details tab.

To apply a source filter, take the following steps:

1. Click the radio button **Filter by Source**.
2. Select the filter you want from the list on the left. Multiple filters may be selected at once.
3. Move the filter over to one of the three boxes on the right using the (+) buttons.

Not all source filter combinations of source filters work together. For example, it does not make logical sense to apply a filter to Include Keyword-Matched Content from [only] these sources AND another filter to Exclude content from these sources, since the first one is already excluding all sources except those specified in the filter.

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SENTIMENT SUBJECT

Overview

Sentiment refers to the tone of conversation in a post. Salesforce Radian6's Automated Sentiment Analysis performs an examination of all sentences within a post and identifies phrases containing sentiment words like hate, love, sucks, awesome, stupid, etc.

The system then attempts to determine the tone of the conversation for the Sentiment Subjects. It learns a statistical model from example data. It then gives a probability that the sentence is positive, negative, or neutral.

Sentiment Range

Results of sentiment analysis are indicated by a range of thumbs-up/thumbs-down icons:

- Positive
- Somewhat Positive
- Neutral
- Mixed
- Somewhat Negative
- Negative



Sentiment Range

Note - The system enables you to override the assigned sentiment analysis by changing the position of the thumb indicator.

Adding a Sentiment Subject

Sentiment Subjects should be limited to one or two terms. Do not give too many criteria for the algorithm to base its assessment on. A recommended approach is to include your brand as a Sentiment Subject and omit your competitors.



Adding a Sentiment Subject

Examples of Sentiment Subjects:

- Use your brand or variations on your brand.
- Use proper names such as brand, product, person, event.
- Do not use sentiment terminology such as love, hate, best, worst.



Sentiment Subject Added

You are also able to analyze the sentiment of other subjects within a Topic Profile at any time by analyzing the sentiment of widget Keywords in a Topic Analysis or Topic Trends widget.

Note - Do not use positive or negative words as the Sentiment Subject.

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TOPIC PROFILE SAMPLE

Overview

Below we have included some key areas to focus on when setting up your Topic Profile and some configuration best practices.

Topic Profile Filters

The figure below demonstrates functionality of the Topic Profile filters. The figure shows the following:

- Language Filter in which we are returning results only in English. You would only select the languages that you are able to read or translate.
- Media Type Filter in which we are returning all available media types except Aggregators and Buy/Sell. Only select media types in which you are interested and exclude those that are not necessary.
- Region Filter in which we are Including All regions. Including all regions initially helps you understand where posts are originating from and ensures that you are not missing any important posts.
- Source Filter in which we have created a source filter and then applied it to Exclude content from these sources. This will then exclude all content from this source.

The screenshot displays the 'Topic Profile Filters' configuration window. It is organized into several sections:

- Languages:** Includes radio buttons for 'Include All' and 'Filter By Language'. Under 'Filter By Language', there is a list of 'Available Languages' (French, Spanish, German, Italian) and a 'Selected Languages' box containing 'English'.
- Media Types:** Includes radio buttons for 'Include All' and 'Filter By Media Type'. Below are checkboxes for various media types: Twitter, Facebook, Comments, Mainstream News, Blogs, Forums, MySpace, Images, Buy/Sell, Aggregator, Videos, and Forum Replies. Most are checked.
- Regions:** Includes radio buttons for 'Include All' and 'Filter By Region'. 'Include All' is selected.
- Source Filters:** Includes radio buttons for 'Include All' and 'Filter By Source'. Under 'Filter By Source', there is a list of 'Available Source Filters' containing 'Exclude [Global]' and 'James-Exclude'. To the right, there are three text input fields with associated '+' and '-' buttons:
 - 'Include all content from these sources:' (empty)
 - 'Include keyword-matched content from these sources:' (empty)
 - 'Exclude content from these sources:' containing the text 'Sample'.

Topic Profile Filters



Keyword Groups

In the figures below we have set up two groups of Keywords using the Advanced Features option.

The first figure demonstrates the functionality of the AND CONTAINS Keyword field. We have paired up variations and misspellings of Radian6 in the CONTAINS Keyword field with customer service related AND CONTAINS Keywords to return results specific to customer service.

Keywords and Keyword Groups [How do I use this section?](#)

☐ Simple ☒ **Advanced features**

Choose / Create Keyword Group

Competitor1 - Customer Support

Radian6 - Customer Support

Choose a Group Type

Brands

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

"radian6s"

OR "radianance6"

OR "radian6"

Add Edit Copy Move Delete

AND CONTAINS any of the following keywords:

OR "talk instantly"

OR "phone support"

OR "customer service"

Add Edit Copy Move Delete

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

"job"

OR "jobs"

OR "career"

Add Edit Copy Move Delete

Keyword Groups - Brands

The figure below demonstrates a similar set up to the Brand grouping except that in this Keyword Group we are monitoring competitor mentions rather than brand mentions. This will capture customer service related posts that have been created for our competitor group.

Keywords and Keyword Groups [How do I use this section?](#)

☐ Simple ☒ **Advanced features**

Choose / Create Keyword Group

Competitor1 - Customer Support

Radian6 - Customer Support

Choose a Group Type

Competitors

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

"competitor1's"

OR "competitor1s"

OR "competitor1"

Add Edit Copy Move Delete

AND CONTAINS any of the following keywords:

"emailed"

OR "customer support"

OR "applied online"

Add Edit Copy Move Delete

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

"jobs"

OR "career"

OR "freebies"

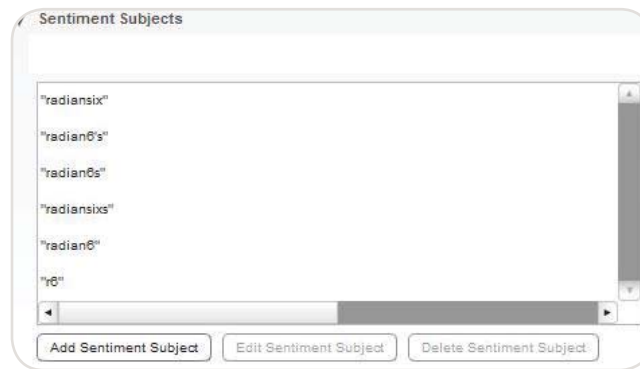
Add Edit Copy Move Delete

Keyword Groups - Competitors



Sentiment Subject

The Sentiment Subject shown below demonstrates that when setting up a Sentiment Subject you should do so to capture different variations of a brand or product. As shown below we have set up this Sentiment Subject to monitor variations on the brand Radian6.



Sentiment Subject

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