

Audience Lists and Website Filters

As of February 8, 2019 we will activate our new **Audience Lists** and **Website Filters** features for all users. These new tools will replace what was previously in the platform as **Whitelists and Blacklists**, and will provide users with more functionality in targeting specific groups of people. **Audience Lists** allow users to create massive whitelists or blacklists for Twitter and Tumblr. Functionality for this product includes:

- Uploading very large lists
- Creating Audiences from Social Bio search (with support for our collected biographies on Twitter and Tumblr)

Over time, we will be layering in more enhancements, including more platform support for whitelisting, and more paths for creating **Audience Lists** in the product.

Website Filters allows users to create whitelists or blacklists of websites (URLs or Domains) (i.e. to filter for specific Blogs, News, Forums etc).

Once **Audience Lists** or **Website Filters** are created, you will be able to add them as either whitelists or blacklists to monitors within the monitor creation page, and may apply multiple lists to a single monitor. If you have included at least one (1) **Audience List** or **Website Filter** as part of a monitor build, you will be able to run the monitor without search query terms, so you can specifically analyze that particular audience segment or URL.

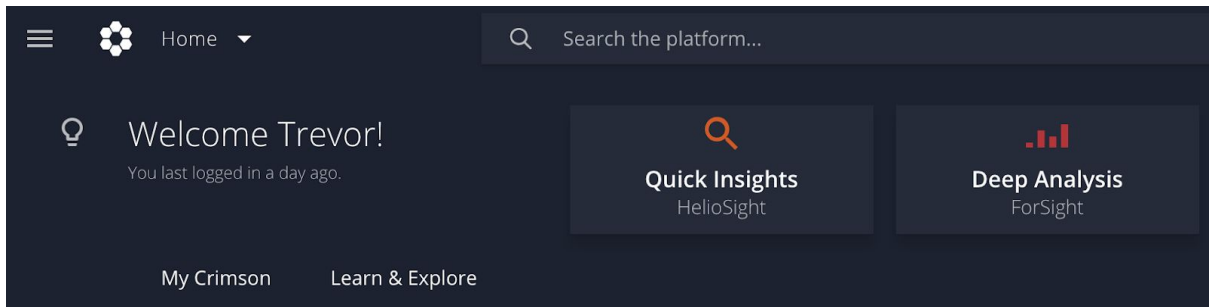
Single monitors can support a maximum of five (5) **Audience Lists**.

Platform Impact

All existing **Whitelists and Blacklists** for a team will be migrated into **Audiences Lists** and **Website Filters**. Existing monitors should run exactly as before, except the lists are managed in new areas and will have slightly different names.

Accessing Audience Lists

All users can create and access **Audiences Lists** by clicking on the hamburger menu on the top left of the main ForSight page.



The dashboard header features a dark blue background. On the left, there is a hamburger menu icon, a white hexagonal logo, and the text "Home" with a dropdown arrow. To the right is a search bar with a magnifying glass icon and the text "Search the platform...". Below the search bar, there is a "Welcome Trevor!" message with a lightbulb icon and the text "You last logged in a day ago.". To the right of the welcome message are two dark blue buttons: "Quick Insights" with a magnifying glass icon and "HelioSight" text below it, and "Deep Analysis" with a bar chart icon and "ForSight" text below it. At the bottom of the header, there are two links: "My Crimson" and "Learn & Explore".



- + New Monitor

- ☰ Monitors
- 👤@ Audience Lists
- 📄 Website Filters
- 🗑️ Workspaces
- 👥 Segments

Recent Monitors

Additionally, you can access the **Audience Lists** tool by building a new monitor, and scrolling down in the monitor creation page to the section titled **Audiences Lists**, and clicking on **Create Audience Lists** on the right.

Audience Lists

Select one or more existing Audience Lists to refine the targeted conversation (max. 5)

Your Audience Lists

Select an Audience List...

Create Audience Lists

Create audience lists via uploading contacts or search millions of our social profiles.

Refine Your Results

Date Range: Feb 1, 2019 to Indefinite

Language: (optional) Limit to Select languages...

Location: (optional) Limit to Type locations...

Author Interests: (optional) Author Interests...

Gender: (optional) Select a Gender...

Select the date range you want to search. Only posts within this time period will appear.

Include or exclude languages in your analysis.

Type in location names and choose from a drop-down menu. Twitter supports country, region and city-level filtering; Facebook and Forums support country-level filtering. [Learn more about our location filtering.](#)

Type in author interest names and choose from a drop-down menu. Currently only applies to Twitter.

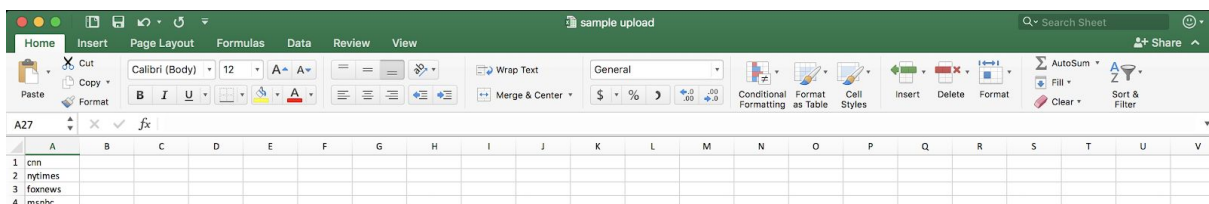
Select a gender to filter by.

Upon clicking on **Create Audience Lists** you will be taken to an interface where you will be given the choice to upload a .csv file that includes the Twitter or Tumblr accounts you would like to track, or you may search data available from public social profiles for attributes of interest.

Below are the Data Formatting specifications and restrictions that apply when uploading a .csv of authors:

- 50MB max file size
- only .csv extensions are supported
- One (1) social handle per line

Sample .csv File:

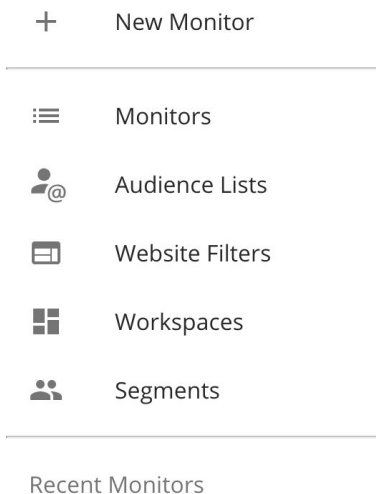
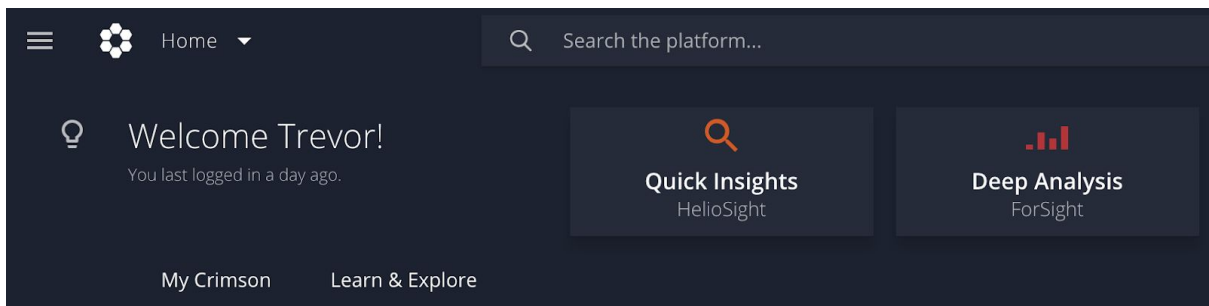


	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
1	cmn																					
2	nytimes																					
3	foxnews																					
4	msnbc																					

Upon successful creation, you will see the new **Audience List** populated on the **All Lists** tab and you will be able to select the appropriate Audiences Lists you would like applied to your monitor from the drop-down under **Audience Lists**.

Accessing *Website Filters*

All users can create and access **Website Filters** by clicking on the hamburger menu on the top left of the main ForSight page.



Additionally, you can access the **Website Filters** tool by building a new monitor, and scrolling down in the monitor creation page to the section titled **Refine your Results**, and clicking on **Create Website Filters** on the right.

Refine Your Results

Date Range: to

Language: (optional)

Location: (optional)

Author Interests: (optional)

Gender: (optional)

Select Website Filters: (optional)

Exclude from auto sentiment analysis:

Delay: (optional) days

Select the date range you want to search. Only posts within this time period will appear.

Include or exclude languages in your analysis.

Type in location names and choose from a drop-down menu. Twitter supports country, region and city-level filtering; Facebook and Forums support country-level filtering. [Learn more about our location filtering.](#)

Type in author interest names and choose from a drop-down menu. Currently only applies to Twitter.

Select a gender to filter by.

Select a list of websites to filter by.

[Create Website Filters](#)

Enter terms or phrases separated by commas. These terms or phrases will be ignored by sentiment analysis.

[Add new](#)

Delays analysis. This can be useful for certain data sources with high latency.

From here, you will be able to click the + symbol on the right and you will be prompted to upload a .csv file of the websites you would like to track.

Website Filters
Target Conversation Monitors to analyze specific sets of Website URLs and Domains

All Lists +

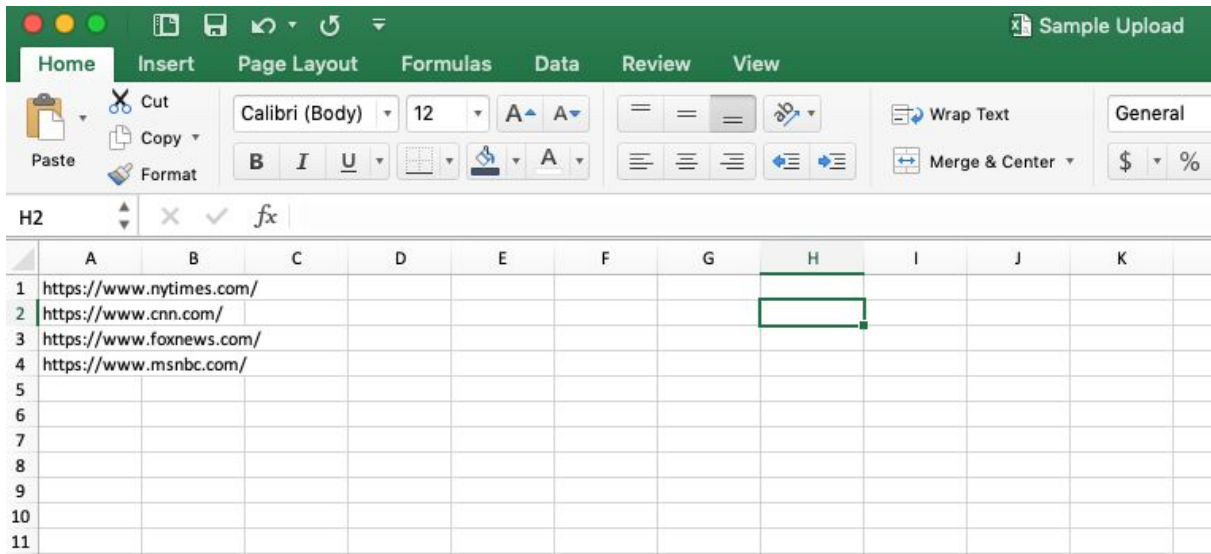
All Statuses ▾ All Owners ▾

Name	Created	Status	Size	Owner
No results found				

Below are the Data Formatting specifications and restrictions that apply:

- 50MB max file size
- Only .csv extensions are supported
- One (1) URL per line
- URL must include HTTP or HTTPS protocols
- Subdomains (e.g. east.example.com) will return content from the top level domain only

Sample .csv Upload:



Upon successful creation, you will see the new Website Filter populated on the Website Filters Saved page and you will be able to select the appropriate Website Filters you would like applied to your monitor from the drop-down under **Refine Your Results**.

If you have any questions about these feature enhancements, please submit a support ticket through our Help Center, or reach out to your Customer Success Manager.