



## Content Source: Basic

Crimson Hexagon allows you to select which content sources you would like to analyze for your Monitor. There are different content sources, both short-form (Twitter, Facebook, etc.) and long-form (news, blogs, etc.), available to users. Different sources add different voices to your sentiment analysis - which content sources to use really depends on what you are looking for in your results.

### Basic Content Sources

Basic Content Sources are the most commonly used content sources.

**Instagram:** This is the first Instagram search option. Selecting this will search within all currently archived Instagram content from our content library. The targeted option below will allow you to search for documents containing a specific hashtag. Once a hashtag has been added, the content will go into our data library to be included in any Instagram search.

**Twitter:** We have the full Twitter Firehose through a direct partnership with Twitter beginning July 2010. Concretely, this means we have access to all public tweets starting from that date. Before the Firehose, we had access to Twitter content via the Gardenhose from July 2009.

**Reddit:** Our Reddit library contains over 1.4 billion posts dating back to May 2008. We add over 15 million posts per week (80% of all Reddit data) and have the ability to target over 15,000 of the most popular subreddits.

**Tencent QQ:** Our library contains news articles and comments from QQ.com, China's leading online portal. Data will be available from January 9, 2018 with a daily average volume of 4.5 million posts. Our library contains the news articles and comments that attracted the largest volume of conversation.

**Tumblr:** We have the full Tumblr Firehose through a direct partnership with Tumblr beginning January 2015.

**Google Plus:** This will allow you to search all of our pooled Google+ data from our content library.

**Blogs:** Blogs consists of articles drawing on a writer's own experiences, observations, opinions, etc. Blogs are categorized by generally smaller, independently owned sites that include content such as opinions, the writer's experiences, observations as well as reports and news. One common example would be blogspot.com. *Note: users have the option to enable or disable comments for Blog posts.*

**Forums:** Forums consist of thread-based discussions in which users post replies to a certain subject of conversation. Examples include Baidu, Yahoo!, Steam, IMDB and Naver.