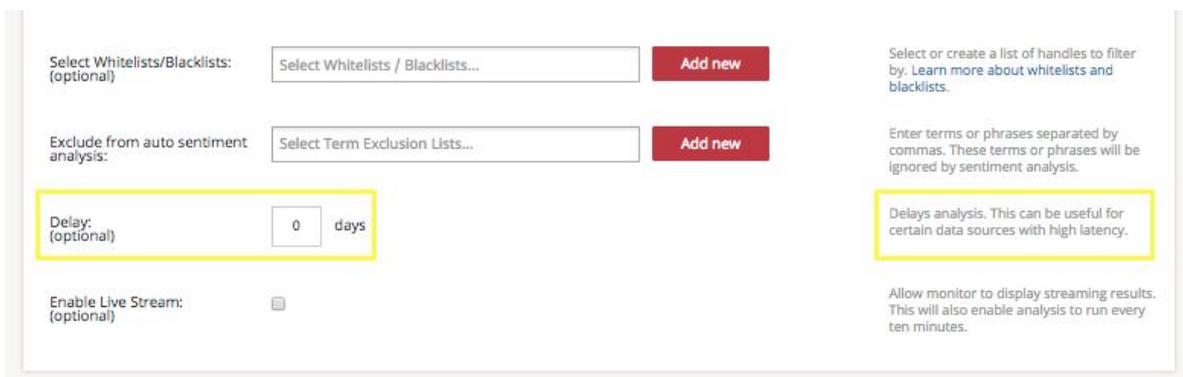# Content Source: Latency

Data Latency (also known as Content Source Latency) is a nearly universal part of digital content collection. Latency occurs when there is a notable delay between the time at which the digital content was posted to the Internet and the time it enters the analysis system. Because of data latency, it is possible that some content will be found and stored after the day on which it was created.

To ensure the highest accuracy, *ForSight* always tags content with the date and time it was actually created—not when it was added to the content library. Because ongoing monitors analyze the content that has been collected each day, content that takes longer than a day to collect will not appear within ongoing monitors.

Accounting for Latent Content

There are two options to account for latent content within your monitor(s):

1. You can set a delay for your monitor to hold off on an analysis for a select number of days, which will allow time for any latent content to be pulled in and analyzed even if it's a day or two late. To set a delay:

   ○ Within the Monitor Set-up, notice the 'Delay' box under 'Refine Your Results'- Enter the number of days you would like to delay your data collection

2. If you have not set a delay on your monitor, latent content can be added into the monitor by performing a full monitor reset. Resetting the monitor will clear out the existing posts, perform a fresh content search, and run your results again.

Timing of Content Latency

- *Twitter, Tumblr, Facebook, Instagram, Google+*: No latency needs to be accounted for. If you add a particular Social page, *ForSight* will add historical data for you and existing monitors will need to be reset, however once added there will be no latency going forward.
- *Custom API uploads*: Latency will depend on what you upload. If you upload a document today that is three years old, you will need to run/reset your monitor three years back to pull in the data (3 years latency). If you upload a post from today, there will be no latency.
- *Other sources*: Other sources will never have latency over 2 weeks. The majority of content will come in on the day it was posted, with the remainder typically coming within the next two days. However, there may occasionally be posts that are pulled in over the next few days.