

Content Source: Targeted

Crimson Hexagon allows you to select which content sources you would like to analyze in 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 depends on what you are looking for in your results.

Targeted Content Sources

Targeted content sources allow you to target specific content by narrowing your search to certain walls on Facebook, pages on Google Plus and hashtags on Instagram.

Facebook Pages: Select specific wall(s) to focus on relevant content. When selecting the "Ignore Keywords" option, you will pull in all posts from the selected page(s) regardless of their content.

Google Plus Pages: Select specific page(s) to focus on relevant content.

Instagram Hashtags: Track up to 30 hashtags per added Instagram Business Account on your team. Hashtag data cannot be collected retroactively. Data collection begins on the day the hashtag is added.

VK Keywords: Select keywords terms to return relevant content. This data is not available historically.