Re-training an Opinion Monitor

Although re-training is not typically necessary, there are times when you can do additional training for an Opinion Monitor. This is especially helpful for long-running monitors, monitors that you use for periodic reporting, and high-volume monitors. This way you are adding relevant training to represent the organic evolution of the conversation. We would recommend that you do additional training every 2 or 3 months (this is an average, each monitor has unique needs). It is also a good idea to do some additional training in the case of incidents which may significantly affect your monitor conversation, such as a new hashtag campaign or a news event.

In order to add training to a monitor, follow the below steps:

1. Navigate to the Summary tab on your results page
2. Click on 'Train More Posts' at the bottom
3. Add another 10 posts to each category.
   Note: each monitor is unique – a very high volume monitor might benefit from more training (either quantity or frequency) and a low volume monitor might require less additional training.
4. You can also adjust the training for each category by sorting through each category on training page and removing posts that are no longer relevant by adding them to the into 'Save for later' category.
5. Once you have finished adding more training documents to each category, save your work and the new training will apply to all future analysis done for that monitor.
6. If you would like to apply your new training retroactively, you will need to Reset Results and choose a date on which you would like this new training to apply from.
   Note: You should only reset all of your monitor's results if you feel that your initial training was inadequate.

FAQ: If I Reset a Monitor, Do I Need to Re-train Posts?

Whenever you reset an Opinion monitor, all of the previously trained documents will be saved and still used for the analysis; this also applies when you change the date range of a monitor. Since all of your training documents remain, **there is no need to re-train your monitor.**

If you wish to change the date range during a reset, the new posts will not be included in your training set and you will want to add these new posts to your training to ensure the conversation is properly analyzed. You will not be able to train the new date range until after the monitor has been reset, but it is always a good idea to occasionally train and reset your monitors as conversations shift.