Brandwatch
Social Media Monitoring

A guide to using
BRANDWATCH SOCIAL MEDIA MONITORING

July 2011

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Setting up projects

PROJECTS Groups together queries

When you log in to Brandwatch, you first see the list of available projects:

- For new customers, this is likely to be empty
- For existing customers, you may have several separate projects (e.g. one for each one of your clients)

1 Dashboards, queries and their categories are grouped into projects

2 Click here to share a project with co-workers and customers

3 To add a new project, you click here

PROJECTS Managing your projects

1 When you click on a project, you are taken to a screen which shows all the live queries and dashboards associated with it

- Each query box has 4 functions to click on: Snapshot, Dashboard, Move and Edit
- Snapshot – gives a quick review of the query
- Dashboard – to create a new dashboard for your query
- Edit – to edit your query
- Move – to move your query to another project

2 The Dashboards section lists all your saved dashboards

PROJECTS Creating New Projects

1   To create a new project, go to the project home page and click on "Add new project"

2   This opens a form where you can specify the name of the project with a short description

- You can share your project with other users (individuals or whole clients) who will be given permission to see your project.
- Click on 'Save settings' and it will now show on the project home screen
- Creating a project is free, it will not cost you anything!

Getting Started 2

Creating a query

What are **QUERIES** and how do we create them?

Ben and Jerry	Carte D'Or	Cornetto	Haagen Dazs
Snapshot Move	Snapshot Move	Snapshot Move	Snapshot Move
Dashboard Edit	Dashboard Edit	Dashboard Edit	Dashboard Edit
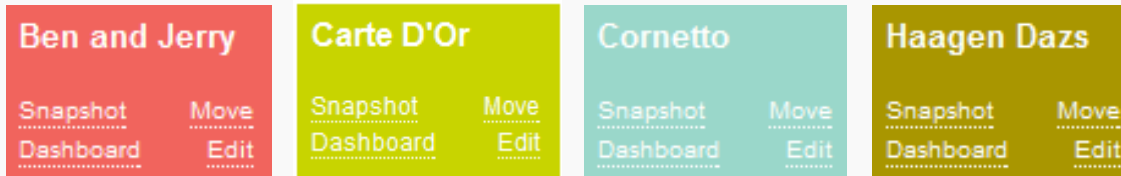
- Brandwatch uses queries to identify web pages that mention a brand or topic

- You can create new queries and edit existing ones using Brandwatch

- Queries are built in a similar way to Google searches, but often need to be more sophisticated because we want to exclude irrelevant mentions that match the search criteria (this is not important with Google as they tend to give a low rank to less popular meanings of a phrase)

- The sophistication is using a logic language called Boolean.
  This consists of a handful of words like **AND**, **OR**, **NOT**

- Brandwatch limits the length of a query to **4,096 characters** (this is a lot)

4 GOLDEN RULES Getting started on query creation

- **Simple is best:** If a simple query works then don't try to overcomplicate it with ANDs, NOTs, ORs, (), "" etc.

- **No query is perfect:** do not spend ages trying to make a query perfect, if we see 8/10 relevant mentions, that is often good enough

- **AND, NOT, OR, (), ""** In 90% of cases these five are the only operators that you need to use

- **If it has to be complex, then try to stick to 3 elements:**
  Most complex queries need no more than the following 3 elements:

Main term(s) **AND** Context terms **NOT** Excluded terms
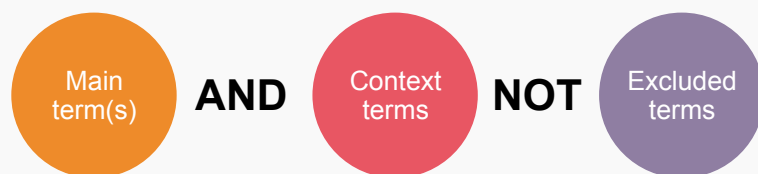
E.g. if we were looking for problems with the VW Passat, we might write:

"VW Passat" AND (repair OR problems) NOT ("spare parts" OR site:www.autotrader.com)

Main term(s)   Context terms   Excluded terms

BASIC OPERATORS AND, OR

OPERATOR 1: **AND** **+**

- **Milka AND chocolate** = will find every entry that mentions the term 'Milka' and the term 'chocolate' anywhere on a webpage

- It can also be written like this: **Milka + chocolate**

- Must be capitalised

- A common mistake is to think of 'AND' as "I want pages with [brand x] AND I also want pages with [brand y]. Instead it is "I want web pages that have both [brand x] and {brand y] on the web page

OPERATOR 2: **OR**

- **Milka OR chocolate** = will find any entry that has either the term 'Milka' or the term 'chocolate' anywhere on the page

- Must be capitalised

- Will therefore produce more results than using AND, but more may be irrelevant

BASIC OPERATORS NOT, " "

OPERATOR 3: **NOT** **–**

- **Milka NOT chocolate** = will find any entry with the term 'Milka' on the page so long as the web page does not also have 'chocolate' on it
- Must be capitalised
- It can also be written like this: **Milka –chocolate**

OPERATOR 4: **" "**

- The string operator is used for exact phrases e.g. **"***Milka chocolate***"** will find any web page where "Milka chocolate" appears in that order
- Can be useful for mis-spellings e.g. Playstation OR "play station"

(A space is treated like **AND** so *Milka chocolate* would be read as Milka AND chocolate)

- Produces fewer mentions than AND but more likely to exclude irrelevant mentions

BASIC OPERATORS ( )

BOOLEAN TERM: ( )

- Strictly speaking, this is not an operator, but it is widely used to either group together terms so that we can apply an operator to everything in the brackets or to have more than one type of search

- E.g. juice AND (apple OR orange OR cranberry) is a shortened form of (apple AND juice) OR (Orange AND juice) OR (Cranberry AND juice)

- Keeping track of brackets is tricky – we often paste the search phrase into a text document (e.g. MS Word) and put each new bracketed term as a new paragraph to be able to read it better
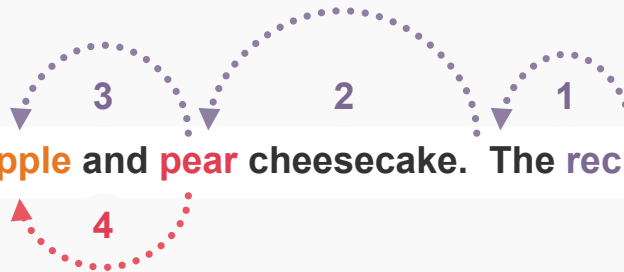
COMPLEX OPERATORS The proximity operator

OPERATOR 5: ~

- The proximity operator ~ (tilde or squiggle) follows a phrase (of 2 or more words) within quotation marks, e.g. "Milka chocolate"~5

- It will find data where apple & juice are within 5 words of each other e.g. "The juice of this apple"

- The order is ignored in this case, it can be "apple juice"~5 or "juice apple"~5

- It works using the number of jumps words have to make to be next to each other. So "apple pear recipe"~6 will find any web page where those 3 words can be reassembled to recreate that exact order within 6 word jumps e.g.

3   **2**   **1**

"I have this great new apple and pear cheesecake. The recipe is…"

4

within 4 'word-jumps' becomes…

"I have this great new apple pear recipe and cheesecake. The is…"

…and therefore counts as matching the query definition.

COMPLEX OPERATORS The NEAR operator

OPERATOR 6: **NEAR**

- The **NEAR/n** operator works similar to the proximity operator, but works with parentheses and therefore can be used with multiple terms

- For example: (apple OR orange) NEAR/5 (smartphone OR phone). This saves space as it the equivalent of writing "apple smartphone"~5 OR "apple phone"~5 OR "orange smartphone"~5 OR "orange phone"~5

- The **NEAR/n** operator does not work with the following operators (see later slides):
  - **raw**:
  - * operator
  - ? operator

COMPLEX OPERATORS The raw: operator

OPERATOR 7: **raw:**

- For all queries where **raw**: is not used we assume all letters are lower case and ignore all punctuation and symbols (apart from the space)

- The **raw**: operator reinstates the punctuation and any upper case letters and so is both case sensitive to the text that follows it and picks up punctuation

- For example: raw:Sky+ will finds data where the 's' in Sky is capitalised and is followed by the '+' symbol. Without raw: we would have found any web page containing the word "sky"

- It can work with terms in quotation marks if raw goes first: so raw: "Sky+ Summer deal" will work but "raw:Sky+ Summer deal" will not

- It can work with parenthesis e.g. raw:(Sky+ OR sky+)

- It will work with the proximity operator when written like this: e.g. raw:"Sky+ sports"~6

COMPLEX OPERATORS The location: operator

OPERATOR 8: **location:**

- location:**uk** finds only data within the United Kingdom

- All country codes correspond to their internet standard country code. The most important:
  us = United States, **de** = Germany, **fr** = France, **es** = Spain, **it** = Italy, **nl** = Netherlands,
  dk = Denmark

- Caveat 1: you can more easily filter by location from within the application (see later). This is much quicker and easily reversible. Filtering by language in the query set up is reversible but, depending on the size of the query, can take 1-2 hours for all historic data to be processed. One advantage to adjusting in the query is that as it reduces the number of mentions, it speeds up the application (and can be cheaper, depending on the deal you are on)

- Caveat 2: we only know the location of someone if they are on a site that is location specific (e.g. a .co.uk site or a site that is registered in a country) or from their profile (e.g. 'posted by Len from London')

COMPLEX OPERATORS The url: operator

OPERATOR 9:   url:

- The **url:** operator is used to find (or exclude) mentions on a particular site or part of a site

- Here are some examples:
  - e.g. *url: www.twitter.com* will only search for mentions from Twitter
  - e.g. url:www.twitter.com/justinbieber will only search for mentions from the single twitter account of Justin Bieber
  - e.g. *site:sport* will find data on any website that has a sport as a part of the url, e.g. www.guardian.co.uk/sport or www.nytimes.com/sport or www.sport.blogspot.com

- In the last example, for url:sport to be included, 'sport' has to appear in the url and bounded by punctuation (either periods, ".", or slashes, "/") so www.sportsfan.com would not be found by url:sport as sport is part of a larger word

- The url: operator is also very useful to exclude sites

- If you think a site is spam or in any other way inappropriate, please email it to tech@brandwatch.com and we will get it removed from our search index

COMPLEX OPERATORS The site: operator

OPERATOR 10: **site:**

- The **site:** operator is used to find data on particular sites e.g. site:twitter will find data on every page that has twitter in the site name

- We have largely replaced using **site:** with the more flexible **url:** as **site:** works on the entire site, and so can't be used for sub-sections (e.g. it can't distinguish between the blog section and news section of a site) See **url:** for a way to do this

- We still do use it to exclude sites

- As with **url:**, if you think a site is spam or in any other way inappropriate, please email it to tech@brandwatch.com and we will get it removed from our search index

COMPLEX OPERATORS The wildcard operator

OPERATOR 11:   *

- This operator allows you to miss out none, one or more letters. E.g. a web page with text that includes the word "airlines" will be picked up by the query: air*

- Useful for plural or stem words, e.g. 'complain*' will bring back complain, complaint, complains, complained, etc.

- Careful with the use of this "wildcard" operator as you can get too many irrelevant results, e.g. angel* will return angels, angelic but also Angela, Angelique)

- Needs at least 2 letters before the asterix; e.g. a* won't work, but 'an*' will (although it will bring back e.g. angel, ant, anarchy etc.)

LESS USED OPERATORS ?

OPERATOR 12:   ?

- Similar to the * operator, except can it can only be one letter

- Least useful of the boolean operators, most frequent case is for US vs UK English spelling, e.g. realization vs realisation can be reali?ation

LESS USED OPERATORS The title operator

OPERATOR 13: **title:**

- The **title:** operator is used to find web pages with a term or set of terms in the title e.g. title: (iPhone AND review)

- It is rarely used as mainly interesting articles that review iPhones will not necessarily include these two words in the title (e.g. "The new iPhone under the spotlight", etc.)

ILLUSTRATIVE QUERIES 1/2

EON
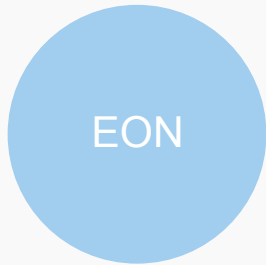
EXAMPLE BRAND

Complex because...

- Several different variants of their name (E.on is different from EON)
- Lots of other uses of the word

Approach taken…

1 Include all variations of name to capture more mentions

2 Use context terms to eliminate irrelevant mentions

3 Be less selective with twitter

4 Remove specific other sources of irrelevant mentions

1 ((raw:e.on OR raw:E.on OR raw:E.On OR raw:E.ON OR eon) AND

2 (energ* OR electric* OR gas OR power OR tariff OR bill OR solar* OR EDF OR Powergen))

3 OR
(raw:(e.on OR E.ON OR E.On OR E.on) AND site:twitter))

4 -"Wayne E. on" -"End of Nations" -"Eon Graphic" -"i.e. on" -"A.R.E. ON" -"JBL EON" -"second Eon" -"f.y.e.on" -"Enhanced Online News" -"s.p.e.c.t.r.e. on" -"K.E. on" -"Eon Vue" -"Archean Eon" -"A.C.E. on" -"EON515" -"EON 515" -"EON Capital" -"Orion EON" -"Greg Bear" -"Eon Media" -banking -pokemon -"Equal Opportunity Now" -"Enthusiasts Online News" -adobe -"enhanced online news" -"eon bank" -prescription -proton -"edaran Otomobil Nasional" -Album -"Eon Nubi" -"Eon Science Fiction"~10 - (url:EON AND site:twitter) - raw:(@EON_ OR @eon_ OR @Eon_)

Virgin Media, UK

EXAMPLE BRAND

Complex because...

- Several different variants of their name (sometimes with Media, sometimes without)

- Lots of other uses of the word, including of an adult-nature

- Mobile product is global, rest are UK only

- **Approach taken…**

1 Select web pages where Virgin Media is mentioned

2 Use context terms but have to be close to Virgin

3 Specify UK location for mobile

4 Remove specific other sources of irrelevant mentions

1 "Virgin Media" OR

2 "virgin broadband"~6 OR
"Virgin TV"~5 OR
"Virgin On demand"~6 OR
"Virgin Phone line"~7 OR
(Virgin AND landline) OR
"Virgin bundle"~5 OR
"Virgin bundles"~5 OR
"Virgin package"~6 OR
"Virgin packages"~6 OR
"virgin fibre"~6 OR
"Virgin Internet"~6 OR
"Virgin Mb"~3 OR
"Virgin Network"~5 OR
raw:"Virgin+" OR
raw:"Virgin +" OR

3 ("Virgin Mobile"~5 AND location:uk)

4 NOT
(Vishay OR Verisign OR verizon OR Sprint OR raw:$
OR porn OR polyester OR "Virgin Atlantic" OR "EMI"
OR "Virgin Islands" OR "Virgin America" OR "Sky
channel" OR "Virgin channel" OR
site:dadsarmyscooterclub OR site:thegreenbutton OR
site:milkybiz OR site:mediauk OR
site:technology.ezinemark OR "Telkom SA" OR "Delta")

Using **BOOLEAN** to adjust queries

Guide to using the correct Boolean operators to refine your query

The problem with my query is that…

- There are too many irrelevant mentions
  - A few specific other meanings (of my brand) creep in
    - Solution: use **NOT** to eliminate them. E.g. when tracking "NFS" we had to list **NOT** "Food safety"
  - Lots of other context dominate the mentions
    - Solution: use **AND** to give context: e.g. "FIFA 2011" **AND** (playstation OR xbox)

- I seem to be missing mentions
  - In general
    - replace **""** with **~** Also read forums and see what how brand is abbreviated, e.g. Need for Speed is often "NFS"
  - They are on Twitter
    - Make sure not historic; add the user twitter name to the query definition at the start e.g. **OR** sixtfr

Getting Started 3

The default dashboard

GLOSSARY Query, dashboards and projects

What is a dashboard and how is it different from a query?

This table explains each major term covered so far and explains the difference.

BRANDWATCH TERM	WHAT IS IT	CAN IT BE SHARED BETWEEN USERS AND CLIENTS
Query	The words and phrases that we wish to search social media for; usually tied to a brand; it can also be thought of as a list of all the pages that mention your brand	Shareable – everyone who has access to a project that contains a query can see that query
Mentions	A short-hand way of saying "web pages that mention a brand (or topic) as defined by the query	Shareable – as all mentions are linked to a query
Dashboard	The set of charts and tables that the Brandwatch application creates to let you view the mentions from a queries (or from more than one query)	Currently not automatically shareable – each dashboard is linked to one user. Can be copied if you email tech@brandwatch.com
Projects	A collection of queries that usually have a common theme or other connection (e.g. same client). Queries and dashboards can only be assigned to one project. Users can define projects however they wish and move queries (but not dashboards) between projects	Shareable – this is the way to organise large numbers of queries and users

GLOSSARY Components and tabs

BRANDWATCH TERM	WHAT IS IT
Components	The dashboard is made up of charts and tables. Each separate chart and table is called a component (except the summary component, which has several charts). The list of components is on the left-hand panel of the Brandwatch application
Tabs	Within the dashboard the components can be arranged on one or more tabs

The **DEFAULT** dashboard

- The query defines what web pages we want to look at

- The dashboard allows you to look at those web pages

- As default, the dashboard looks at 1 query, with data loaded for the last 7 days and has **five tabs** (see screenshot below)

- The dashboard is very flexible – you can:
  - add additional queries and groups of queries
  - add additional charts and tables (called components)
  - change the date range
  - View the individual web pages
  - Filter results
  - Delete, categorise and alter how individual pages are recorded (their sentiment, etc.)
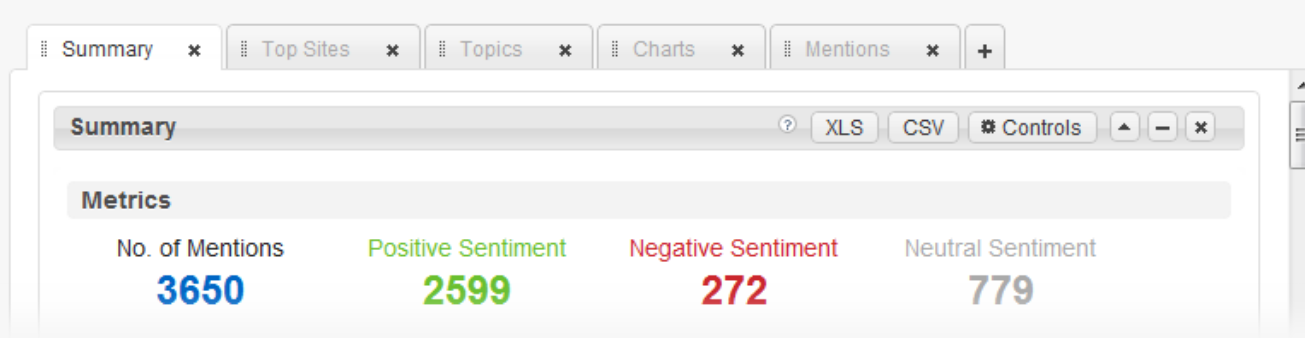
The **SUMMARY** tab
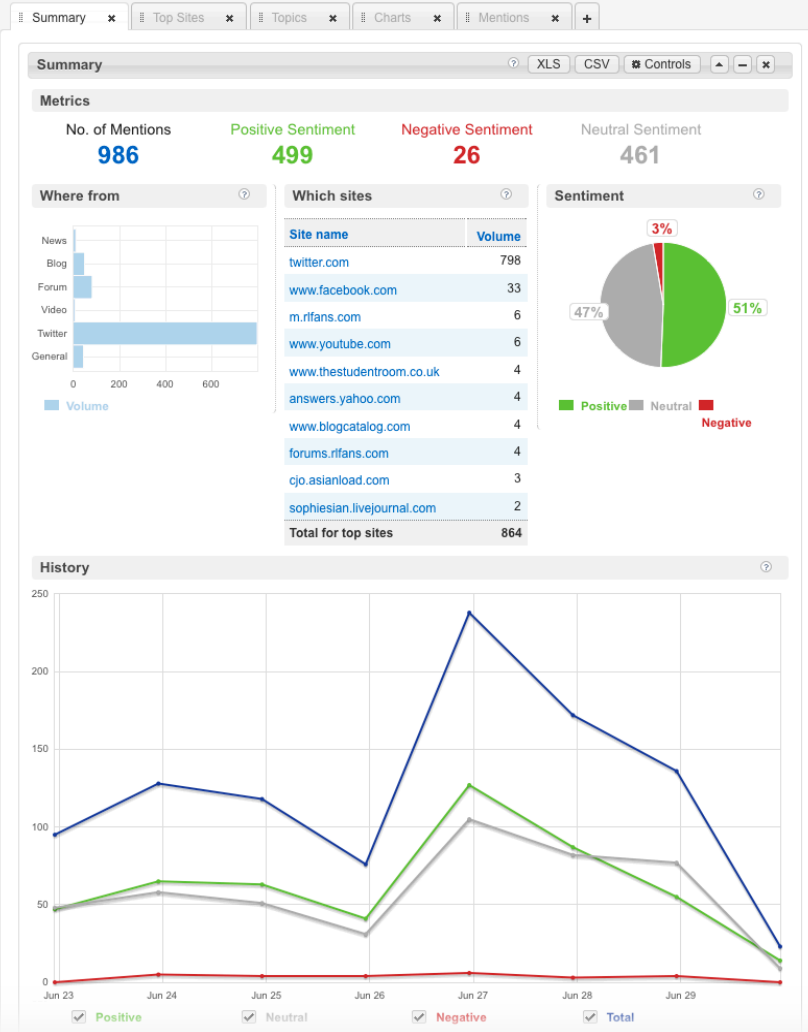
- The first tab is the overall summary of web pages that mention the topic or brand defined by your query

- The data can be exported into Excel or as a CSV file

- You can use screen-grabbing tools like "Snipping Tool" etc. to paste charts directly into reports

The **TOP SITES** tab
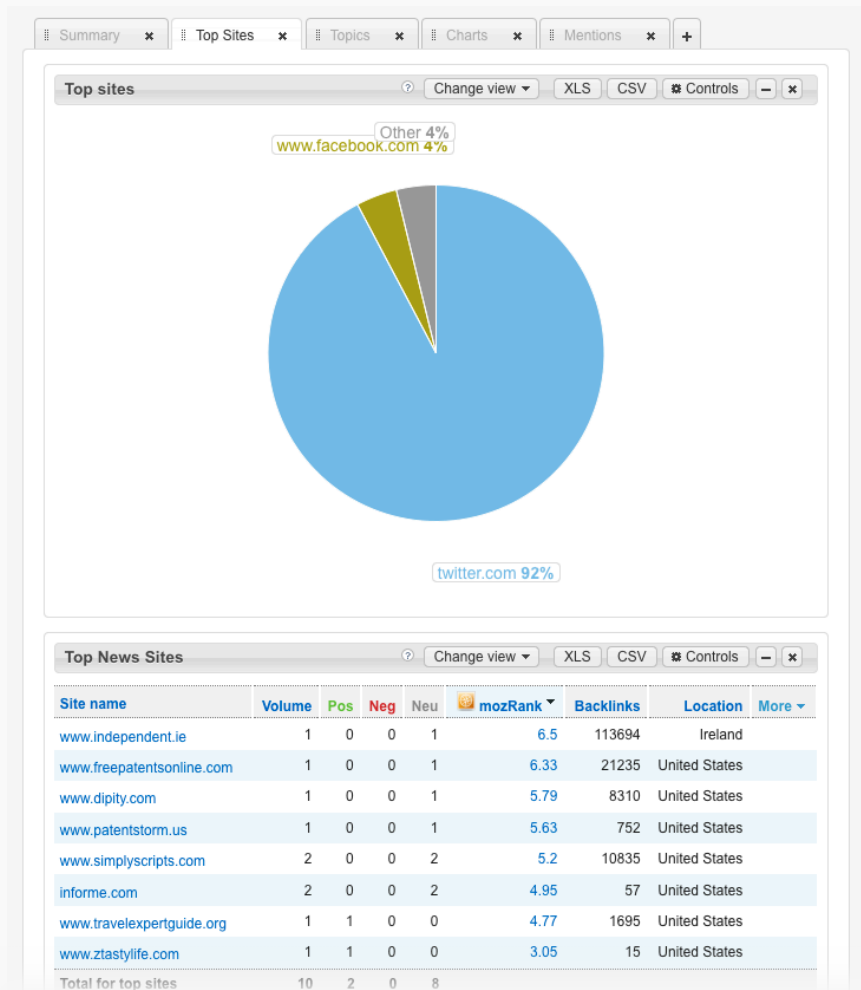
- The Top Sites tab displays the top sites where a page has been found that matches your query as a pie chart

- It also lists the top-ten news sites, blogs and forums as data tables

- The sites are ranked by mozRank, but can also be sorted by volume, number of backlinks, sentiment and location

- The top ten sites are automatically retrieved, but any number, e.g. top 1 or top 100, can be retrieved. Open the component controls and change the default number in the "Retrieve this many sites" box at the bottom

- To analyse and compare the sites generating discussion across a group of queries simultaneously, add the component "Site Analysis for query groups" from the left-hand panel

The **TOPICS** tab 1/3

- This component uses machine learning algorithms to detect words and phrases that appear close to the search terms and create a topic cloud
- You can export data **1**
- You can manually add additional topics (see next section) **2**
- You can delete topics you don't like
- You can graph the topics over time

The **TOPICS** tab 2/3

1 Hovering your curser over a topic will reveal a menu to:
- See these topic mentions (see item 2)
- Delete the topic
- Plot them on a graph (see item 4)
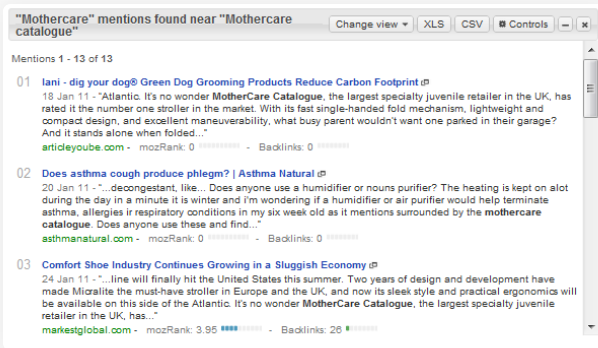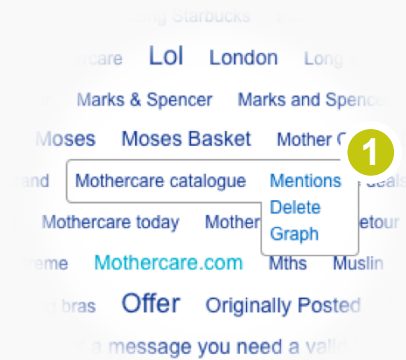
2 Throughout Brandwatch, clicking on a part of a chart or an entry in a table will review the web pages that make up these entries.

Clicking on an individual entry loads up the

3 full web page.

4 The graph is plotted below the topics and you can select to view multiple topics.
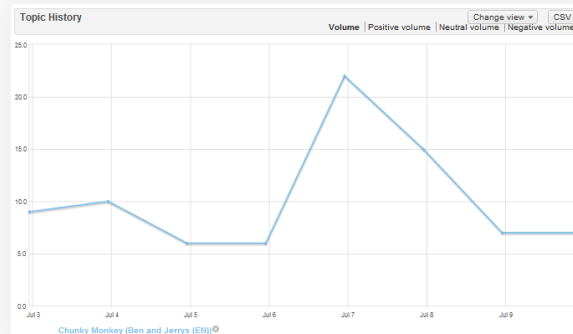
The **TOPICS** tab 3/3

- It is now possible to open a topic cloud in Wordle for use when creating reports or presentations:

The **CHARTS** tab
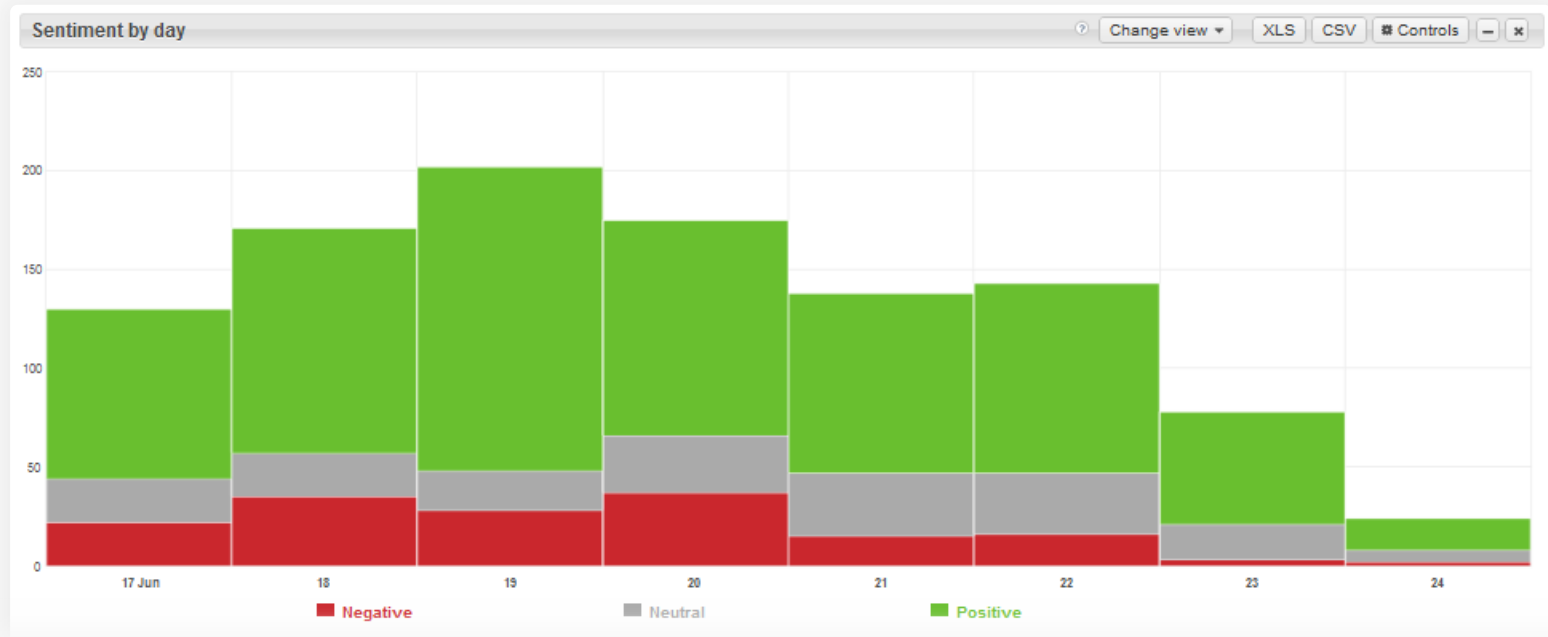
- Three charts are displayed with the default date range of 7 days:
  - Volume for days broken down by sentiment (see above).
  - Volume for days broken down by page type (e.g. blog, forum, Twitter).
  - Volume for page type broken down by sentiment.

The **MENTIONS & SEARCH** tab

- This tab lists all the web pages that match your query.
- It shows the page title and a snippet of the text for each match.
- Clicking on a title will show you the mention in its original context, as a web page, with the appropriate query terms highlighted.
- To show the mention in a new browser window/tab click the URL link underneath the title.
- Open the Controls panel to search within the list of matched pages **1** or to apply filters (see next section.) **2**
- To filter by the tags or stars use the "Show tag filter" link. **3**
- Click on the "Share" column to respond in Twitter or Facebook. **4**

COLUMNS Mentions & Search tab
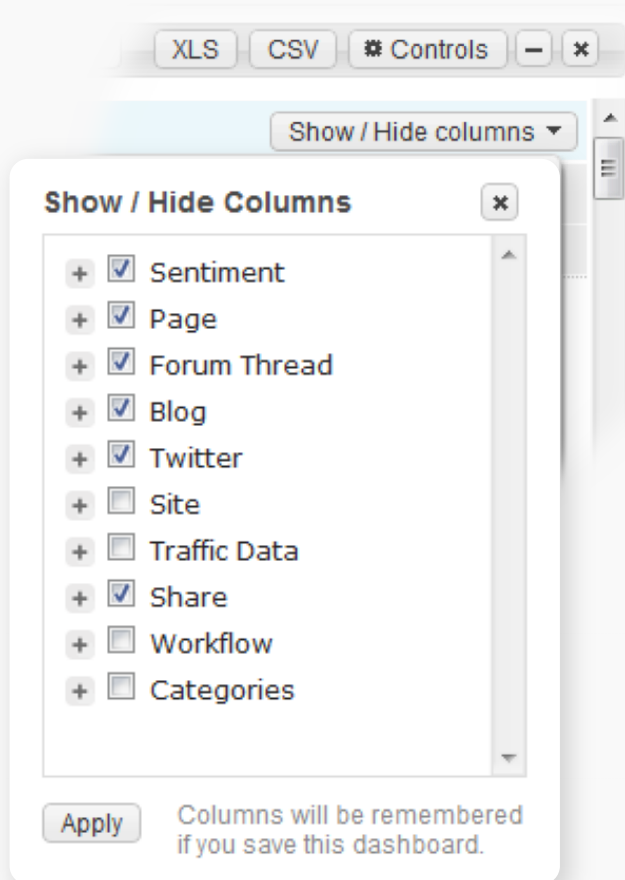
- You can show/hide any of the following column groups:

  - Sentiment
  - Page
  - Forum thread
  - Blog
  - Twitter
  - Site
  - Traffic data
  - Share
  - Workflow
  - Categories

COLUMNS Mentions & Search tab
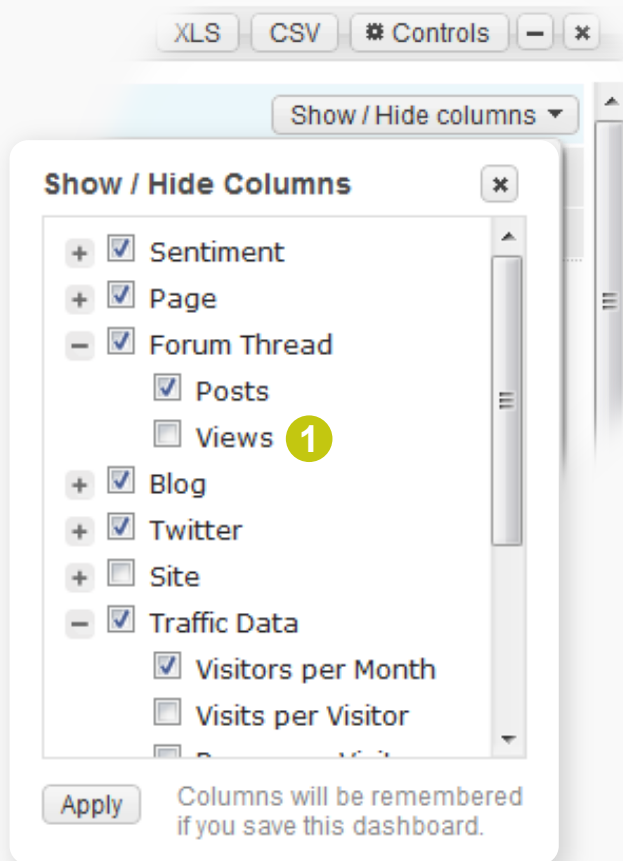
- Open the group and select/deselect the columns you want to be displayed.

- For example, you can deselect "Views" from the Forum Thread column and display only "Posts" in the Mentions page. **1**

COLUMNS Mentions & Search tab

- The default setting in the Mentions table displays 7 columns:

  - Title
  - Sentiment
  - Page (found & type)
  - Forum Thread (post & views)

  - Blog (comments)
  - Twitter (followers)
  - Share (respond in Facebook & Twitter)

- Click on a blue column header to sort your data. For example, the mentions below have been sorted by date found. **1**

The **SINGLE MENTION** View

- The Single Mention view has five toolbars which can be selected or deselected: **1**

  - Snippet: this displays the text that matches your query. **2**

  - Page: this displays when the mention was found, the page type, number of blog comments, number of forum posts and views, location and sentiment. **3**

  - Categories: this displays the workflow categories (assign, priority, status) and any categories that have been created, e.g. ice cream. **4**

  - Site: this new toolbar displays the mozRank, backlinks and Traffic data for the mention. **5**

  - Tagging: this displays any tags that have been created. **6**

1 Show / Hide Toolbars ❓ ☑ Snippet ☑ Page ☑ Categories ☑ Tagging ☑ Site | Find in page ❓ "Ben & Jerry" next Find... (hit enter) | New: Keyboard shortcuts ❓ ⌨ | Toggle between pages ❓ ◀ Prev Next ▶ ✖

1. Where can you buy the actual dough mixture for Ben & Jerry's cookie d... ☆ 🗑 Delete | Spam | Set checked & show next ▶ ❓

2 Open Question Show me another » Where can you buy the actual dough mixture for **Ben** & Jerry's cookie dough? I've heard that you can buy the actual dough mixture for **Ben** & Jerry's cookie dough (not the ice cream) and I was wondering where you could buy it online in the UK? It is made for them and is not sold retail that I know, it has no eggs in...
http://answers.yahoo.com/question/index?qid=20110613035755AABR3kU

3 Found		Page type	Blog Comments	Thread Posts	Thread Views	Location	Sentiment			Checked
Mon Jun 13 2011		Forum	n/a	26	149	United States	○ Pos ● Neu ○ Neg			☑ Yes ❓

4 Assign		Priority		Status		Ice Cream	
None		n/a		n/a		n/a	

5 Site	📙 mozRank	Backlinks	Monthly Visitors	Visits Per Visitor	Pages Per Visitor	Mins per Visit	% Male	% Female
answers.yahoo.com	7.11 ▪▪▪▪▪▪	285K ▪▪▪▪	454520000	15	99	89	53	47

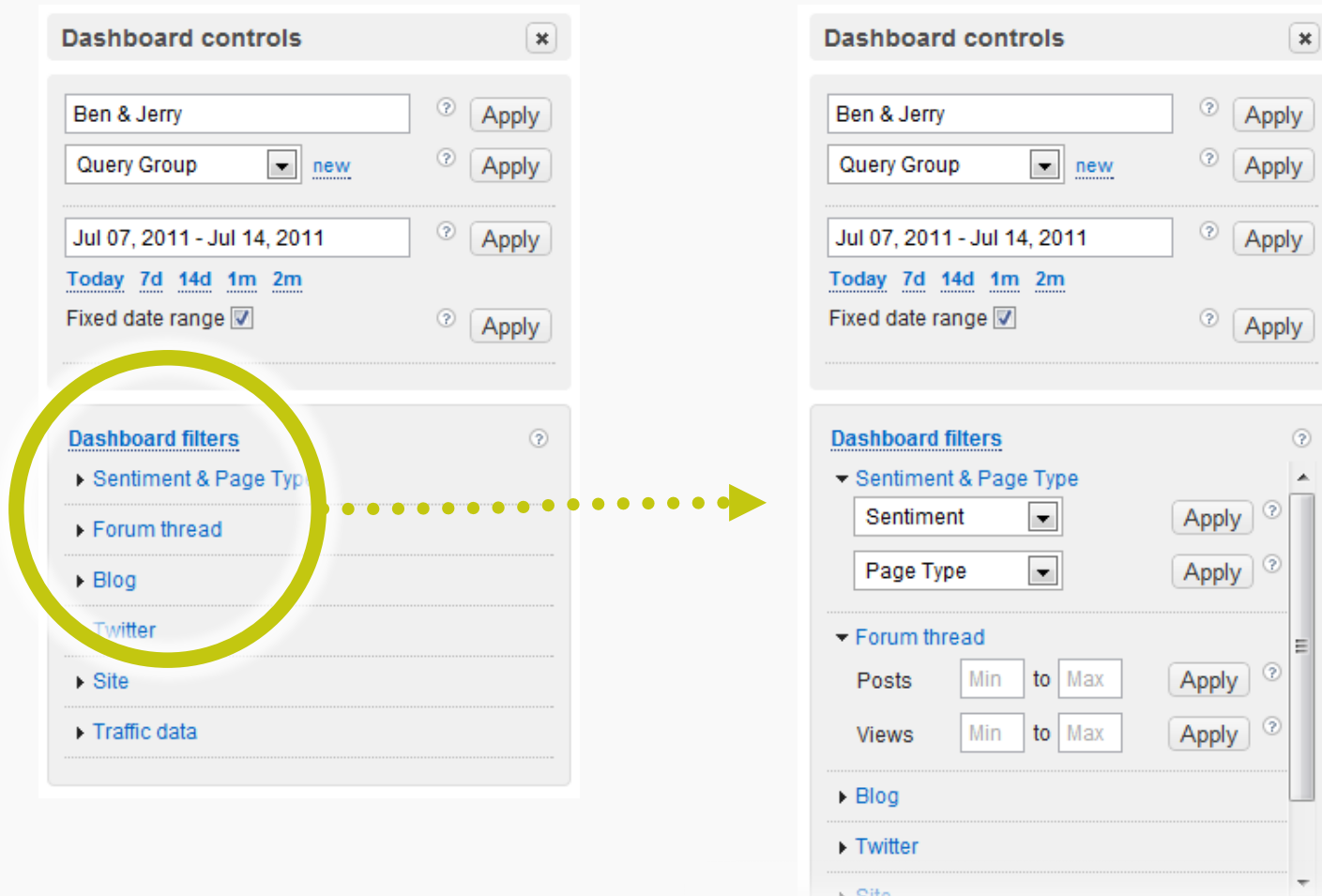**6** Start entering tags... | | | | | | Publish | Notes

Getting Started 4

Using filters

The **DASHBOARD** filters

- The Dashboard filters panel is made up of 6 collapsible sections:

The **DASHBOARD** filters

- Click the arrow icon to open an individual filter and select a filter option, e.g. positive sentiment. **1**

- "ON" appears in green to indicate any active filters even if the section is collapsed. **2**

- Click "Apply" to load the data. **3**

- This functionality applies to the individual controls panel on each dashboard tab.

The **SENTIMENT & PAGE TYPE** filter

Filters (?)
▼ Sentiment & Page Type ON
1 ✓ Sentiment ▾ (?)
  Positive off
2 ✓ Page Type ▾ (?)
  News off **4**
▶ Forum thread
▶ Blog
▶ Twitter
▶ Site
▶ Traffic data
▶ Workflow
▶ Category
3 Apply   Clear filters **5**

- Mentions can be filtered by sentiment, i.e. whether their tone is positive, negative or neutral. **1**

- And they can be filtered by page type, e.g. blog, forum or news. **2**

- A green tick confirms that a selection has been made.

- Click "Apply" to load the data. **3**

- The name of the filter appears under the text box and must be clicked "off" to clear it. **4**

- Alternatively, all filters can be cleared at once by clicking on "Clear filters" at the bottom. **5**

The **FORUM THREAD** filter

- Posts is the number of messages in the forum thread at the last time the crawler visited that forum.

- The Min to Max Posts filter allows you to filter forum results by the number of posts in each thread. **1**

- Views is the number of times the forum thread has been viewed by people at the last time our crawler visited that forum.

- The Min to Max Views filter allows you to filter forum results by the number of times each thread has been viewed. **2**

The **BLOG** filter

- Comments is the number of comments on the blog post at the last time the crawler visited that blog.

- The Min to Max Comments per Post filter allows you to filter blog results by the number of comments on each post. **1**

- Please note that if you set only the minimum value, there is no maximum limit and vice versa. This applies to all filters that have this functionality.

The **TWITTER** filter

- The Min to Max Tweets filter allows you to filter your results by a certain number of tweets that authors have made. **1**

- The Min to Max Following filter allows you to filter your results by the number of users that the author is following. **2**

- The Min to Max Followers filter allows you to filter your results by a certain number of followers that authors have. **3**

The **SITE** filter

Filters

- Sentiment & Page Type
- Forum thread
- Blog
- Twitter
- Site
  - Min mozRank [all ▼] **1**
  - Max mozRank [all ▼] **2**
  - Backlinks [Min] to [Max] **3**
  - Site Groups ▼   new
  - Exclude Site Gro ▼   new **4**
  - Locations ▼   new
  - Exclude Location ▼   new **5**
- Traffic data
- Workflow
- Category
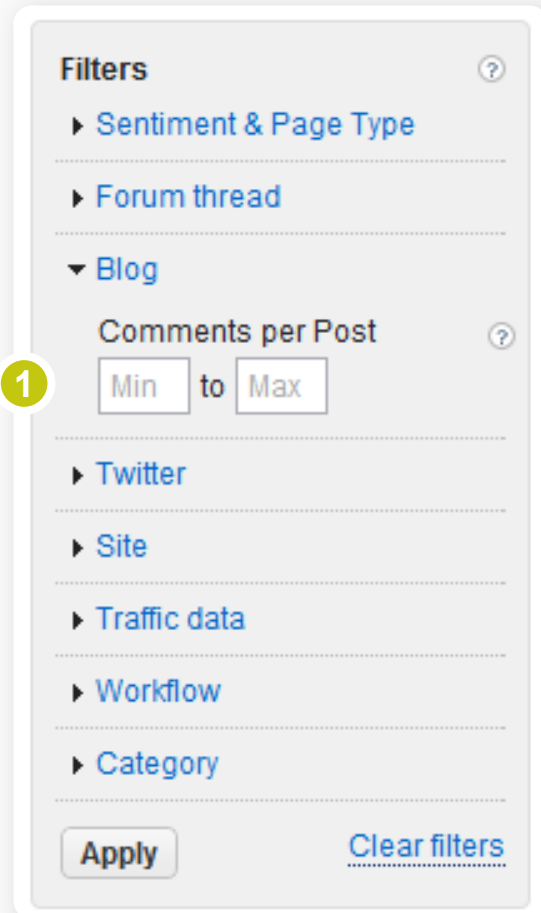
[Apply]   Clear filters

- mozRank is a measure of site credibility similar to Google's Page ranking. It is on a scale of 0 to 10, where 10 is the highest.

- Use the Min mozRank to filter by sites with at least the specified value. **1**

- Use the Max mozRank to filter by sites with less than the specified value. **2**

- Backlinks are the number of pages across the web that link to a given website. The Min to Max Backlinks filter allows you to filter your results by the number of pages pointing to the site. **3**

- The Site Groups filter **4** and Locations filter allow you to filter your results by groups of sites or groups of locations. **5**

The **TRAFFIC DATA** filter

- Visitors / Month allows you to filter your results by the number of unique visitors each site has over the month. **1**

- Visitor Visits allows you to filter your results by the average number of visits each visitor to the site makes over the month. **2**

- Visitor Pages allows you to filter your results by the average number of pages each visitor views on the site over the month. **3**

- Visitor Duration allows you to filter your results by the average length of time each visitor spends on the site over the month. **4**

- Male allows you to filter your results by the percentage of visitors who were male. **5**

- Female allows you to filter your results by the percentage of visitors who were female. **6**

The **WORKFLOW** filter
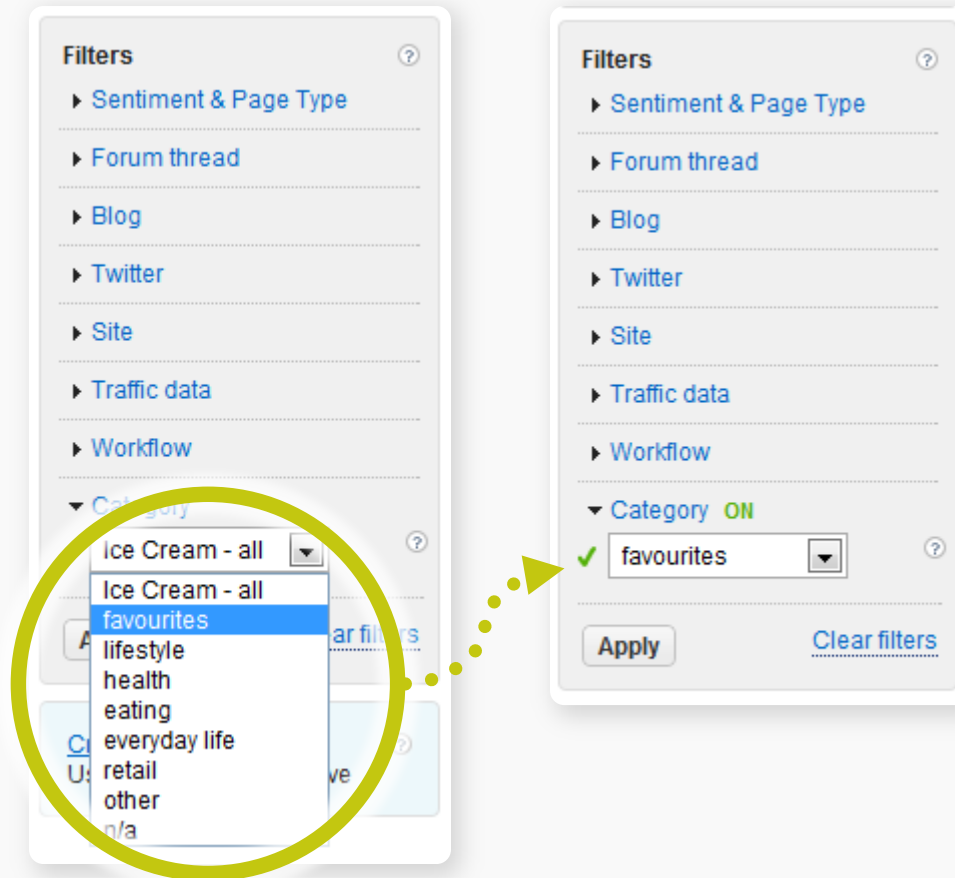

- Assignment allows you to filter your results by only showing mentions that are assigned to a particular person.

- Checked allows you to filter your results by only showing mentions that have (or have not) been set as "checked".

- Priority allows you to filter your results by each mention's specified priority.

- Status allows you to filter your results by each mention's specified status, i.e. open, pending, closed or N/A.
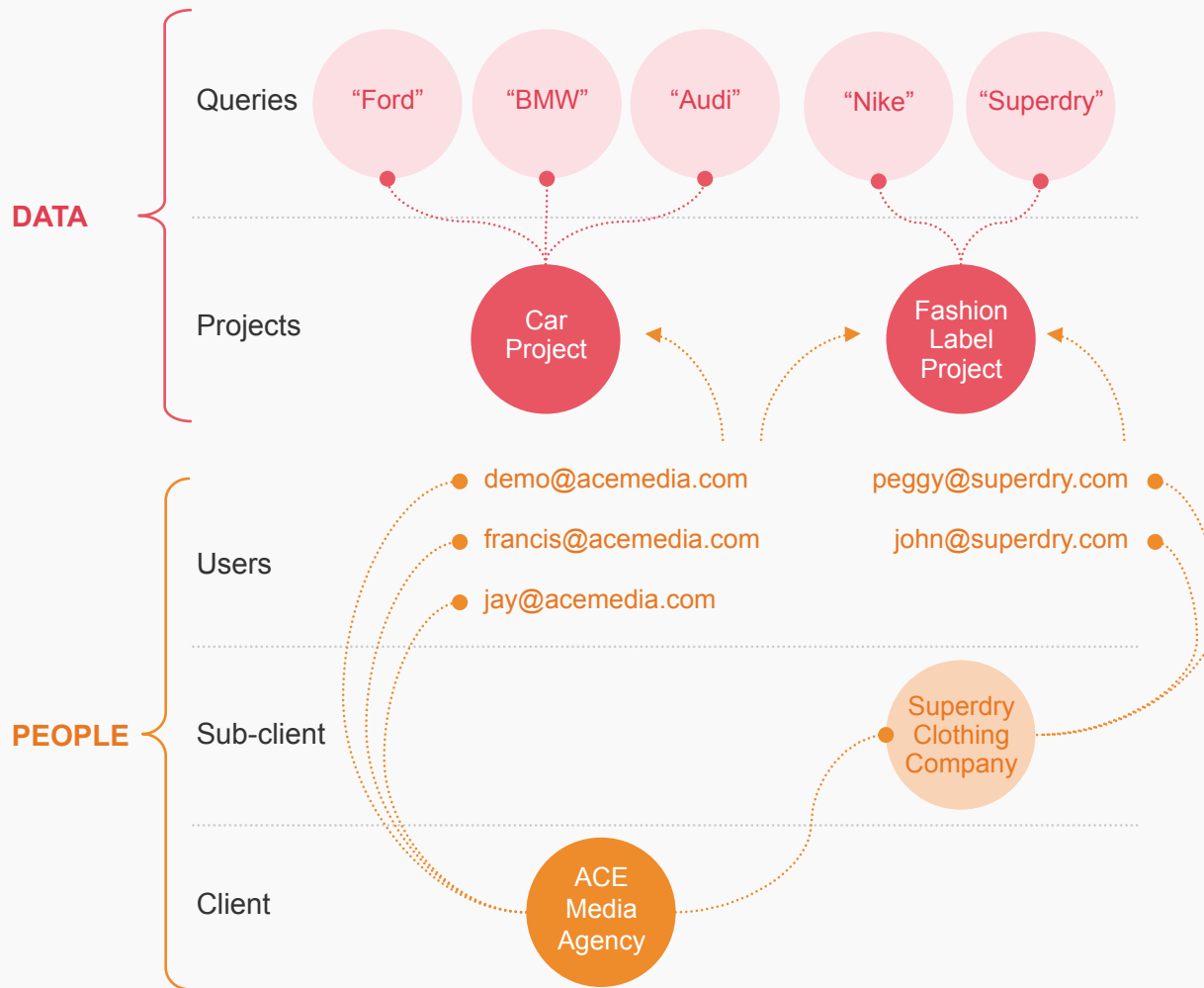
The **CATEGORY** filter

- The Category filter allows you to filter your results by any taxonomic scheme that you specify, e.g. ice cream.

Getting Started 5

Setting up clients
& new users

BRANDWATCH'S ARCHITECTURE
Illustrative example

DATA

Queries: "Ford" "BMW" "Audi" "Nike" "Superdry"

Projects: Car Project, Fashion Label Project

PEOPLE

Users: demo@acemedia.com, francis@acemedia.com, jay@acemedia.com, peggy@superdry.com, john@superdry.com

Sub-client: Superdry Clothing Company

Client: ACE Media Agency

NOTES:

- Brandwatch has a flexible structure; it is composed of the **DATA** (social media) and the **PEOPLE** (social media monitors / analysts etc.) who can view it

- The basic building block for data is the **QUERY** (usually a brand); queries can be grouped into 1 or more **PROJECTS**

- **USERS** need to belong to a **CLIENT** (generally a client is your company and the user is you)

- You can also set up **SUB-CLIENTS** (useful if you are a media or PR agency, etc. and want to share the tool with your own clients)

- You determine which users see which projects

CLIENTS Setting up access for your clients

Many of Brandwatch's customers (e.g,. marketing agencies, etc.) wish to share the social media tool with their own clients. This page explains how to set clients up

1 Click on the arrow next to your login id and then click on "User Administration." If you can't see this, then you do not have "admin rights" and should contact your account manager or tech@brandwatch.com

2 The admin screen pops up to show you all the clients (if any) you have already set up; to create a new client, click on "create a new client"

3 Fill in the details of the client and click save. The next step is to create new users for that client
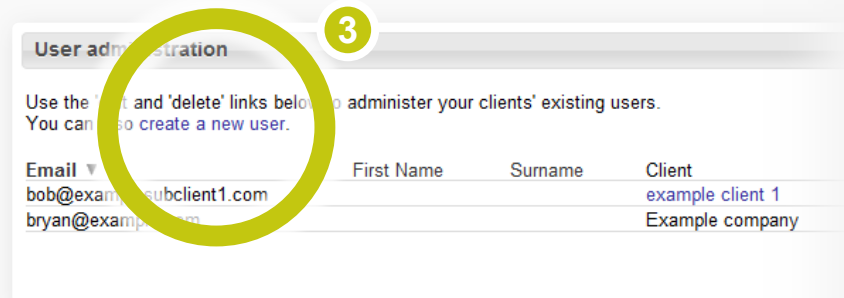
USERS Setting up new users 1/3

If you are an administrator then you can create new users for the application. There are two methods, here is the first...
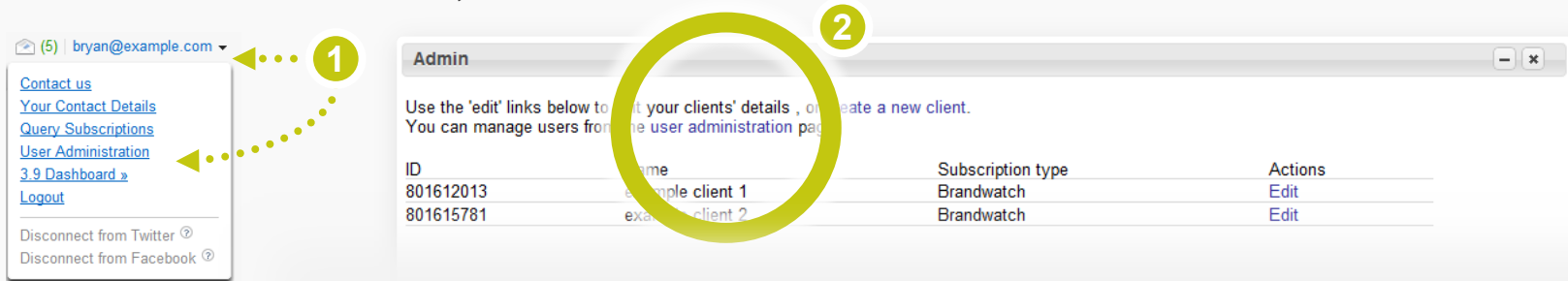
1 Click on the arrow next to your login id and then click on "User Administration." If you can't see this, then you do not have "admin rights" and should contact your account manager or tech@brandwatch.com

2 From the next screen click on the "user administration link"

3 This screen that pops up shows you all the current users in both your company and any clients you have created. Click on the link "create a new user"

USERS Setting up new users 2/3

Clicking on 'create a new user' opens the page below

1 Select whether the new user is part of your company, or a client of your company

2 Fill in the user's email address; this will be their login id

3 These are optional fields (no need to fill them in)

4 You can either set the password yourself or leave blank – in which case the system will automatically email the user with their password

5 The final 3 fields are non-critical and can be left at their default settings

USERS Setting up new users 3/3

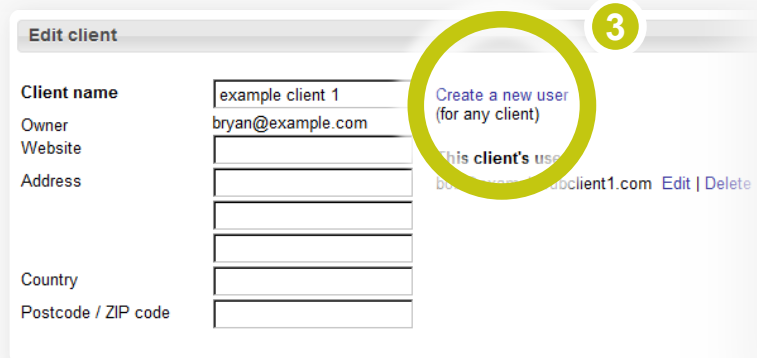**The instructions below show another way to create a new user**

1 Again click on the arrow next to your login id and then click on "User Administration."

2 From the next screen click edit on one of your clients (this assumes you have set one of them up)

3 The "edit client screen" appears; click "Create a new user". You will then go to the "Create new user" screen (see previous slide)

GLOSSARY Users and clients

BRANDWATCH TERM	WHAT IS IT
Clients	Every user belongs to a client, usually the name of their organisation or company. Some Brandwatch customers have the ability to set up 'sub-clients' who are their own customers
(Enabled) User	A user is defined by the login id they use. This is usually their email. Users belong to a client and can access all the projects that the Admin User has decided. All enabled users can start new projects and create queries (subject to their any subscription limits) and dashboards
Admin User	An admin user can do everything an enabled user can do, plus set up new users and new (sub-)clients
Read only User	A read only user can only see dashboards and change the date fields; they can't edit or create queries or dashboards

CONTACT

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You might also be interested in our latest **Brandwatch product updates**,
Brandwatch tutorials, our newsletter the **Friday#,** the **Brandwatch blog**
and our tweets **@brandwatch**

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