

## **PRODUCT UPDATE / JUNE 2012**

Location Improvements & Twitter Influence Data



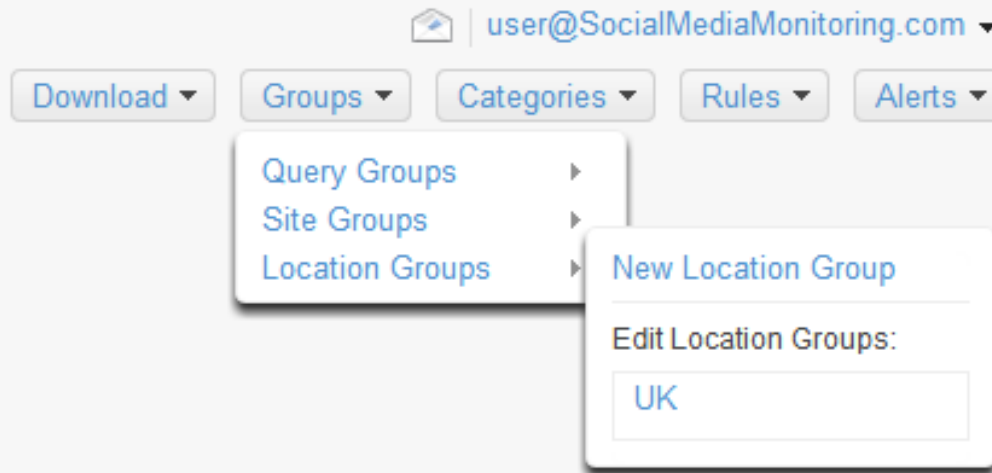
# Location Improvements

# LOCATION IMPROVEMENTS: Overview

- More accurate location data (such as city, state and region) will be added to mentions where available
- Finer grained locations can be used in the following places:
  - Chart Component
  - Mentions & Search Component
  - Location Groups
  - Component Filters
  - Query Operators
- Initially, only mentions in the US and Brazil will have more accurate location information
- Further locations in other countries will be added over the coming months

# LOCATION IMPROVEMENTS: Location Groups (1/2)

- Location Groups can now contain not only Countries, but also states or cities
- As before, Location Groups can be created by clicking on “Groups”, then “Location Groups” and choosing “New Location Group” in the top right-hand corner

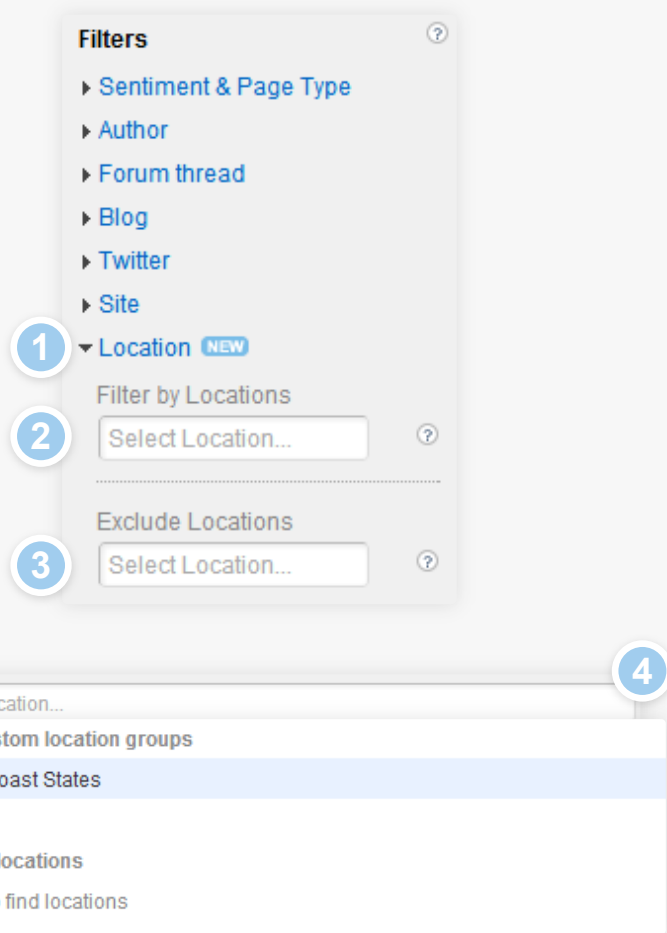


# LOCATION IMPROVEMENTS: Location Groups (2/2)

The screenshot shows a 'Create Location Group' dialog box. It has a title bar with a close button. The main content area is divided into two sections. The first section is labeled 'Group name' and contains a text input field with the text 'East Coast States'. A blue circle with the number '1' is positioned to the left of this field. The second section is labeled 'Locations' and contains a text input field with the text 'New Yo'. A blue circle with the number '2' is positioned to the left of this field. Below the 'Locations' input field is a list of location suggestions. A blue circle with the number '3' is positioned to the left of the first suggestion. The suggestions are: 'New York City, New York County, New York, United States, North America', 'New York County, New York, United States, North America', 'New York Mills, Oneida County, New York, United States, North America', 'New York Mills, Otter Tail County, Minnesota, United States, North America', and 'New York, United States, North America'. The last suggestion is highlighted with a blue background.

- Type a name for your Location Group in the box provided (1)
- Start to type a location in the lower box (2) and a list will appear for you to choose from (3)
- Select a location from the list either by clicking on it or by using the arrow keys and pressing enter
- Keep adding locations to the Location Group in this way. There is no limit to the number of locations in a single Location Group
- When you have finished, click “Save Location Group”

# LOCATION IMPROVEMENTS: Component Filters



- Components now contain a new way to filter by location
- In the Filters section (in the Controls panel), clicking on “Location” (1) will expand two text boxes
- The top box (2) allows you to specify locations or Location Groups to **include**. The lower box (3) allows you to **exclude** locations or Location Groups
- Start typing in either box to bring up a list of locations (4)
- Any Location Groups you’ve created will appear at the top of the list under “Your Custom Location Groups”
- Multiple selections can be made by simply typing a new name in the box and selecting another location or Location Group

# LOCATION IMPROVEMENTS: Chart Component

Select Query  
Haagen Dazs

Mar 31, 2012 - May 31, 2012  
[Today](#) [7d](#) [14d](#) [1m](#) [2m](#)

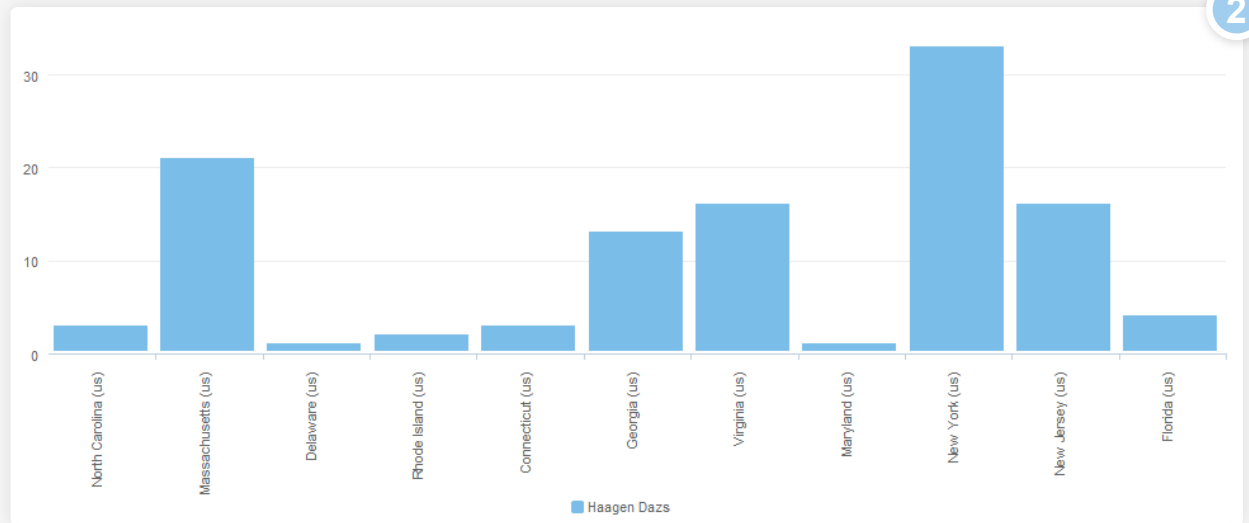
Fixed date range

Show volume for  
States

Breakdown by  
Query only

[swap](#)

[Apply](#)



- The Chart component now contains additional dimensions, allowing you to chart data by Country, State, County or City (1)
- This is particularly useful when combined with a Location Group Filter
- For example, the chart above (2) has been filtered by Location Group and then States has been selected as the first chart dimension

# LOCATION IMPROVEMENTS: Mentions & Search Component

The screenshot displays the 'Mentions 1 - 20 of 113' component. A 'Columns' button (1) is highlighted, which opens the 'Show / Hide Columns' dialog. The dialog shows a list of columns with checkboxes to toggle their visibility. The 'Location' column is expanded, showing sub-columns for City, County, State, Country, and Continent. The 'Apply' button is visible at the bottom of the dialog.

Title			Location				
			City	County	State	Country	Continent
01	★	<a href="#">Bee Repartee</a> ...bubbles out of a concrete foundation. All this aversion to sugary sweetness has turned me into one of those label readers. Sodium content, high fructose corn syrup, and how many servings they sneak into a pint of <b>Haagen Dazs</b> . It's criminal that you can devour 220% of your daily fat intake in one of those little Tardis like *four serving but are...	New York City	New York County	New York	United States	North America
02	★	<a href="#">New York Cares Blog » Volunteer Stories</a> ...absolutely perfect in every way, and I had so many loving seniors and other New York Cares volunteers to share my birthday with. Even during a year when I vowed to celebrate my birthday in a new way, I must admit that some things never change. I did indeed stop at <b>Haagen Daz</b> on the way home for some Pralines and Cream. It was a great way to end...	Elizabeth	Union County	New Jersey	United States	North America
03	★	<a href="#">New York Cares Blog » Blog Archive » Celebrating A Birthday By Giving Back – A Story From One Of Our Volunteers</a> York Cares volunteers to share my birthday with. Even during a year when I vowed to celebrate my birthday in a new way, I must admit that some things never change. I did indeed stop at <b>Haagen Daz</b> on the way home for some Pralines and Cream. It was a great way to end my special birthday celebration. By Rachel Watstein The New York Cares Blog is...	Elizabeth	Union County	New Jersey	United States	North America

- The Mentions & Search component now has columns for Continent, Country, State, County and City
- These columns are not visible by default, but can be added by selecting “Columns” (1) on the Mentions & Search component
- Where location data is not available, these columns will be blank.



# LOCATION IMPROVEMENTS: Query Operators

**Look up locations**

For use in your query ?

E.g. For New York: "yellow cab" AND city:new8

Look up location

E.g. California

**1**

**Look up locations**

For use in your query ?

E.g. For New York: "yellow cab" AND city:new8

Look up location

E.g. California

Location	Description
state:cal	California, United States, North America

**2**

Use CTRL + C to copy, then click into the main Free Text field above and use CTRL + V to paste

- Specific locations such as States and Cities can now be added to a Query
- Locations are included in a Query using specific codes
- Clicking the Locations button in the “Create New Query” window allows you to look up the code for a location
- Start to type a location in the “Look up location” box (1) and a list will appear for you to choose from
- Select a location from the list either by clicking on it or by using the arrow keys and pressing enter
- This will display the code for the location you selected (2)
- This can then be copied and pasted into the query and combined with the standard Query operators such as AND, OR and NOT
- See the next page for some query examples

# LOCATION IMPROVEMENTS: Query Examples

- The following query will look for mentions of “**Haagen Dazs**” only in **New York City**:

“haagen dazs” AND city:new8  
*(city:new8 is the code for New York City)*

- The next query will return mentions of “**soccer**” **worldwide** as well as “**football**” **outside of the US**:

soccer OR (football NOT country:us)

- A query to return mentions from the **New York metropolitan area** regarding **President Obama** could be written:

obama AND (state:newy OR state:conp OR state:neau)  
*(state:newy is New York, state:conp is Connecticut and state:neau is New Jersey)*



# Twitter Influence Data

# TWITTER INFLUENCE: Overview

- Twitter mentions now have additional metrics associated with them:
  - Influence
  - Outreach
  - Retweets
  - Reach Score
- Influence and Outreach are metrics provided by Kred relating to the user who created the tweet
- Retweets is the number of times a particular tweet has been retweeted.
- Reach score is the sum of all Outreach scores for a tweet that has been retweeted by multiple users
- For more information about Kred influence see here:  
<http://blog.kred.com/2011/11/how-we-calculate-kred-influence/>
- For more information about Kred Outreach see here:  
<http://blog.kred.com/2011/12/how-we-calculate-kred-outreach/>

# TWITTER INFLUENCE: Mentions & Search Component

Mentions 1 - 20 of 22560 Delete Spam More Actions Live stream Columns **1**

Title		Twitter <sup>?</sup>			
		Retweets	Reach Score <sup>▼</sup>	Influence	Outreach
01	★ <a href="#">Twitter / バターごはん: #nowplaying Norwegian Wood ...</a> buttergohan #nowplaying Norwegian Wood - OCEANLANE ( `·ω·´ )	2	1758	758	8
02	★ <a href="#">Twitter / Nayeli ): i said i didn't want to sp ...</a> _nayeli i said i didn't want to spend money on fast food, and my last 4 transactions are taco bell, orange leaf, mcdonalds and taco bell again.	1	1381	656	7
03	★ <a href="#">Twitter / Jack-BW: This is my Norwegian test ...</a> bw1_jack This is my Norwegian test for IE8	3	1100	500	5
04	★ <a href="#">Twitter / Mckenzie Comer: Weis orange and passionfru ...</a> MckenzieComer Weis orange and passionfruit sorbet with passionfruit on top! <a href="http://t.co/P3EGdWH1">http://t.co/P3EGdWH1</a>	4	961	961	9

**Show / Hide Columns** ×

- Page
- Forum
- Blog
- Twitter
  - Retweets
  - Reach Score
  - Tweets
  - Following
  - Followers
  - Influence
  - Outreach
- Site
- Location
- Site visitors

Apply Columns will be remembered if you save this dashboard.

**2**

- The new metrics can be displayed in the Mentions & Search component by choosing “Columns” **(1)** and then choosing the columns under the “Twitter” category **(2)**
- The columns can be sorted by each metric by clicking the column names

# TWITTER INFLUENCE: Filters

The image shows a 'Filters' panel with several expandable categories. The 'Twitter' category is expanded, showing various metrics. Three blue circles with numbers 1, 2, and 3 are overlaid on the interface. Circle 1 is on the 'Twitter' category header. Circle 2 is on the 'Min' input field for the 'Retweets' metric. Circle 3 is on the 'Max' input field for the 'Retweets' metric. Each metric row includes a 'Min' input, a 'to' label, a 'Max' input, and a help icon. The 'Min outreach' and 'Max outreach' settings are dropdown menus currently set to 'all'.

**Filters** ⓘ

- ▶ Sentiment & Page Type
- ▶ Author
- ▶ Forum thread
- ▶ Blog
- 1** ▶ **Twitter**

Retweets  to  ⓘ **2** **3**

Reach score  to  ⓘ

Tweets  to  ⓘ

Following  to  ⓘ

Followers  to  ⓘ

Influence  to  ⓘ

Min outreach  ⓘ

Max outreach  ⓘ

- The new Twitter metrics **(1)** are available in the Filters section of individual components
- In each case it's possible to set a minimum **(2)** and maximum **(3)** threshold for data
- Setting a limit here will automatically restrict results to only Twitter mentions

# TWITTER INFLUENCE: Tweepers Component

The screenshot displays the Tweepers component interface. On the left is a table with columns for Tweeter, Tweets, Influence, and Outreach. A circled '1' points to the 'Kred' header in the table. On the right is a 'Show / Hide Columns' dialog box with a 'Columns' button and a circled '2' pointing to it. The dialog box contains a list of metrics with checkboxes: Sentiment, Twitter, Followers, Following, Reach Score, Total Tweets, and Kred (which is checked). 'Apply' and 'Cancel' buttons are at the bottom of the dialog.

Tweeter	Tweets	Influence	Outreach
Jazpster	1	755	7
silvi_27	1	738	7
adit_freeride	1	736	7
HaagenDazsID	3	715	5
manondave	1	676	7
enzhenler	2	655	5
hagen_daz	1	654	5
davidkohn1	1	634	4
Bunny_Energizer	2	630	5

- The Tweepers component now has columns for the new Twitter metrics
- Kred Metrics (Influence and Outreach) are visible by default (1)
- Additional Twitter metrics can be selected by clicking on “Columns” (2) and clicking in the appropriate box