

View public mentions of important keywords on the web and gain insights into sentiment, demographics, and trends.

## Setting Up Keywords

Your Reputation.com representative will set up your keyword query based on your defined goals—overall curiosity, crisis prevention, competitive weaknesses, brand awareness, etc. The query can include keywords, mentions, hashtags, authors, and specific sites.

It's important to define these parameters clearly, otherwise you may receive a large amount of mentions and other data that are not relevant to your goals.

For example, you might choose to call out a particular blog author in the query because you see him as a potential threat to your brand. Focus on keywords related to your brand, and not on individual locations.

### Examples of Query Parameters

Parameter	Example
KEYWORD 1	Mention of "double eagle golf club"
KEYWORD 1 within a certain distance of another KEYWORD 2 or 3	Mention of "double eagle" within 3 words distance of the word "golf" OR "club"
AUTHOR	Dave Jones
HASHTAG	#minnesotagolf
MENTION	@golfdoubleeagle
KEYWORD 1 or KEYWORD 2 and AUTHOR or MENTION	Mentions of "double eagle" OR "double eagle golf club" including also author: Dave Jones OR mention: GolfDigest
SOCIAL SITE (used to call out particular sites)	<a href="https://www.twitter.com/MinnesotaGolfAssociation/">https://www.twitter.com/MinnesotaGolfAssociation/</a>
WEBSITE (used to call out particular sites)	<a href="http://minnesotagolf.com/reviews/index.html">http://minnesotagolf.com/reviews/index.html</a>

## Using Listening Streams

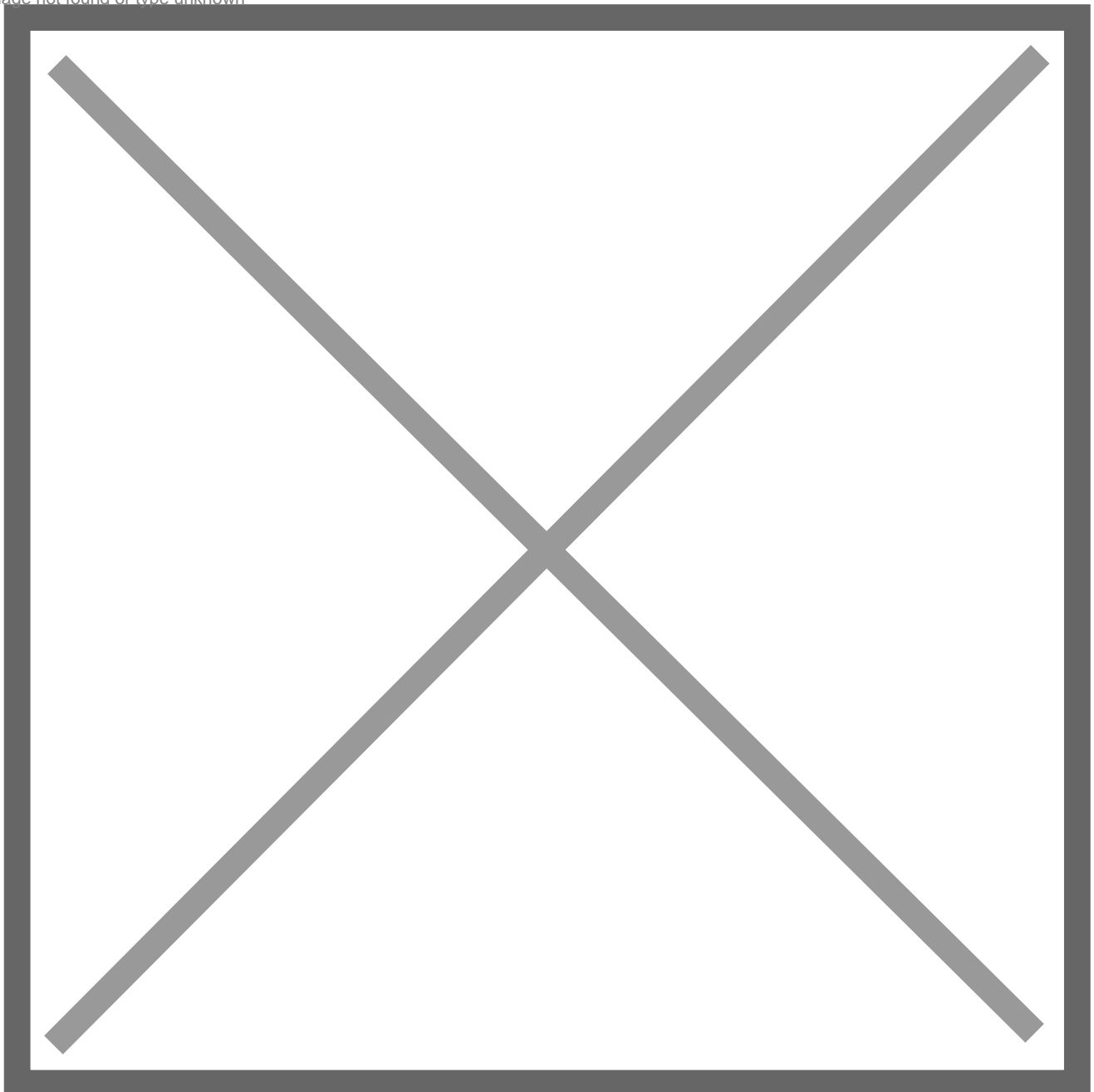
The platform pulls data from the following categories of web sources:

- Twitter
- Blog
- News
- Image
- General
- Video
- Review
- Forum

Due to their privacy policies, we cannot listen for mentions on Facebook or Instagram.

## Filtering Listening Streams

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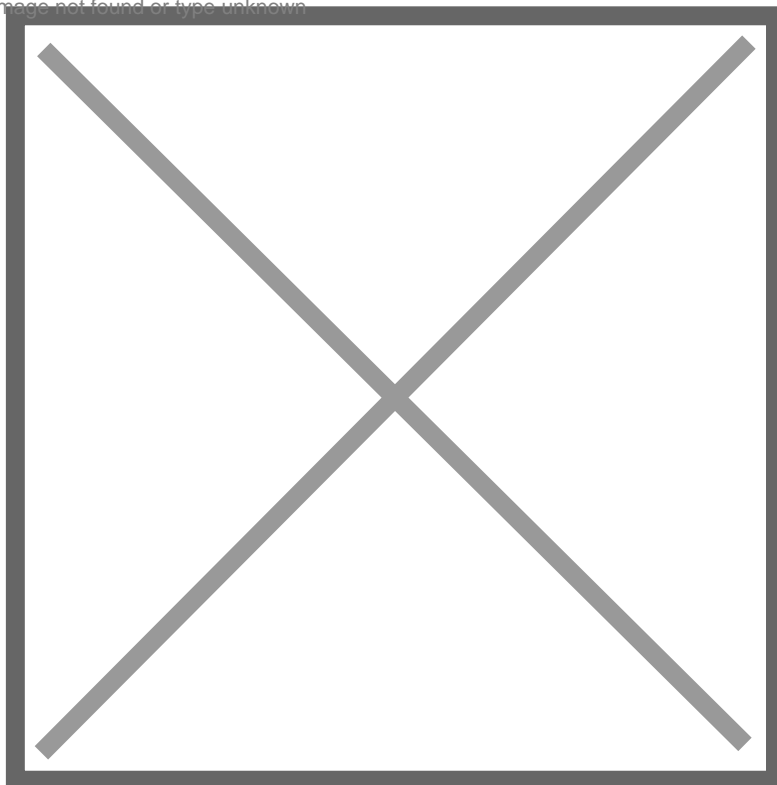
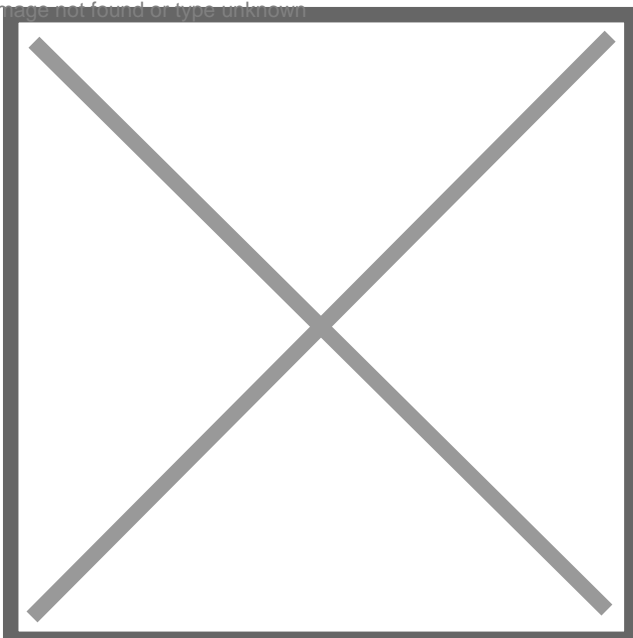
- Use the filter button () to view results for a particular keyword or for multiple keywords.
- The number of mentions usage allows you to monitor your monthly usage. If you go over your expected usage, you may need to increase capacity or refine your query parameters.
- Search using the Search & Filter by tags box. Type your search and hit enter.
- View mentions within a particular date range (48 hours, 7 days, 30 days).
- Use the page arrows to scroll through pages of the results:

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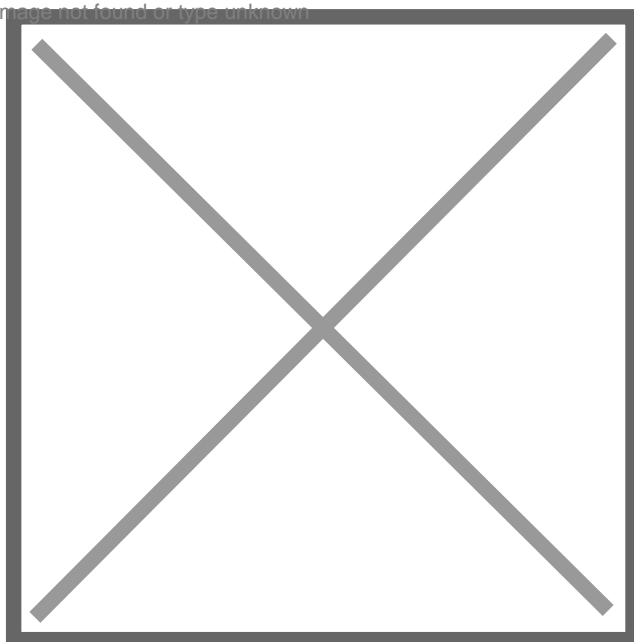
- Use the source arrows to rearrange the order of the sources so that the ones you care about most appear on the first page:





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- Within each source category, use the following options to refine results:

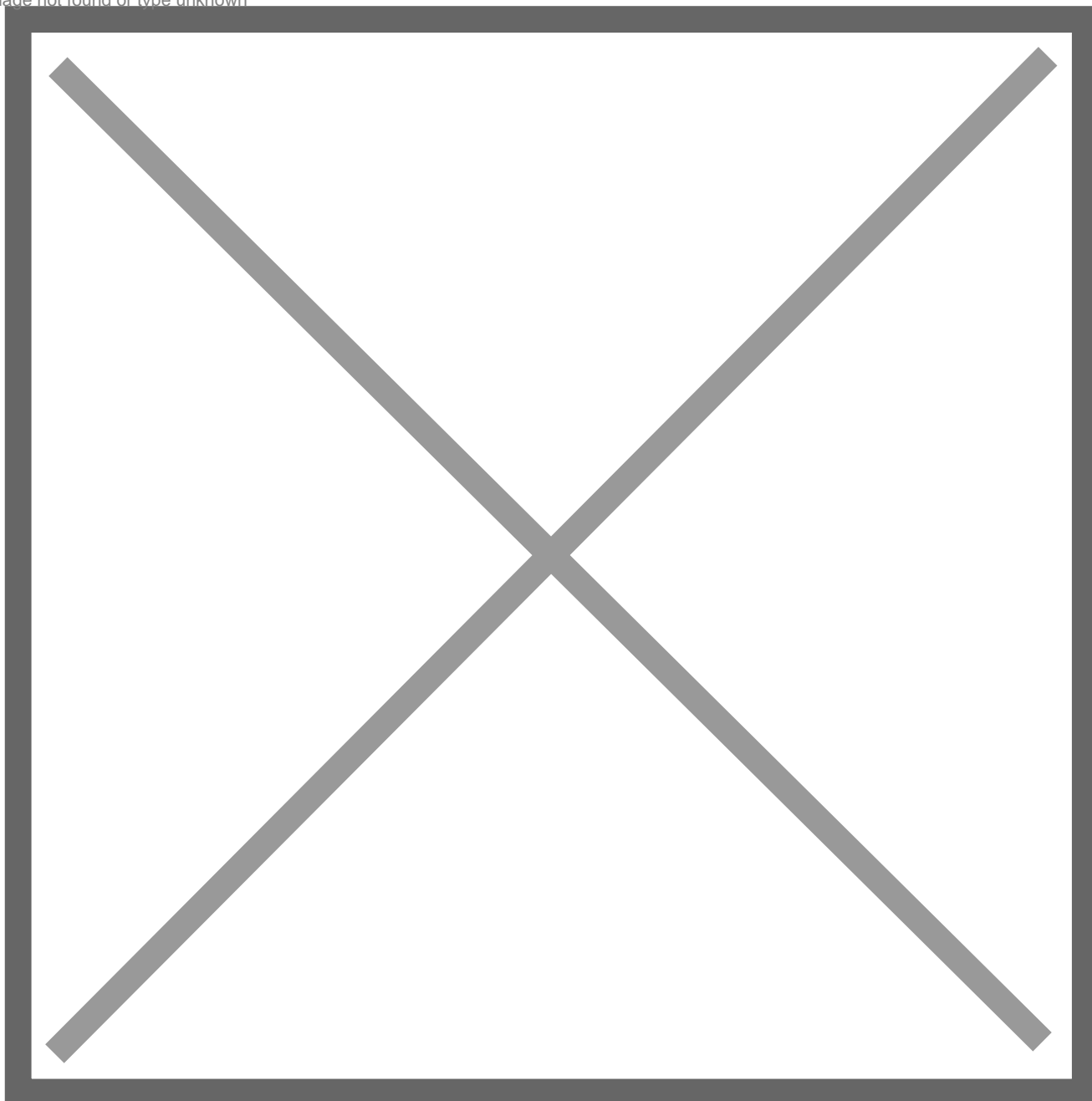
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-  Filter all results for the selected source category by positive/negative sentiment. Sentiment is determined by the aggregation engine.
-  Filter all results for the selected source category by those that you've bookmarked.
-  Clear the stream for the selected source. This removes all mentions under that particular stream.
-  Click to view the original page on the source site.

## Using the Metrics Dashboard

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The Listening Metrics Dashboard provides the following metrics for the selected mentions and time period:

- **Total Mentions** – Look for spikes or trends.
- **Overall Sentiment** – Positive and Negative sentiment is defined by the aggregation engine.
- **Top 5 Keywords** – Click the chart to view the positive, neutral, or negative mentions for the specified keyword.
- **Mentions By Source** – Click the chart labels to filter data.
- **Sentiment Over Time** – Click chart labels to filter the data.
- **Top 10 Mentions** – Click to view results on the source site.
- **Top 10 Hashtags** – Click to view results on the source site.

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- **Top 10 Influencers** – Click to view results on the source site.
  - **Twitter Demographics** – Investigate Gender, Locations, Interests, Professions of users who posted content with related mentions or hashtags.